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**Senior Hospital Executive Owns the First ActionCOACH Franchise in Salem, Oregon**

*Norm Harris joined ActionCOACH with the aim of growing an eight-person firm to serve the business coaching needs of Oregon's Mid-Willamette Valley.*

/24-7PressRelease/ - LAS VEGAS, NV, May 02, 2008 - Rafael Maymi, ActionCOACH Master Licensee for the Northwest, has named Norm Harris the first ActionCOACH franchisee in Salem, Oregon.

Harris was exploring career growth opportunities when he stumbled upon a personality profile assessment through the Brigham Young University Alumni Association.

"I took the test and several weeks later, an ActionCOACH representative informed me my profile was a very close match with the 27 most successful ActionCOACH Business Coaches in North America. That call triggered extensive research to explore whether joining ActionCOACH would be a good career move for me," he said.

Harris has always dreamed of utilizing his skills, experience and passion for helping people in building his own business.

"ActionCOACH allows me to realize my own dream of entrepreneurship while providing worthwhile service that will create jobs and ultimately strengthen families and communities." he said.

For 18 years Harris has held senior executive positions in hospital administration. Most recently, he served as the Vice President of Professional and Support Services for a 417-bed Salem Hospital.

"Prior to that I held various executive roles with Catholic Healthcare West, a system of 42 hospitals serving communities in California, Arizona and Nevada," he said.

In addition to healthcare leadership, Harris' professional background includes staff and management roles with the J. C. Penney Company and Thriftway grocery stores, as well as with Denny's, the international restaurant chain.

Besides supervising up to 700 employees, Harris has led hospital construction projects in excess of \$100 million, and developed new health-care services such as the Mercy Cancer Center in the Sacramento area. He has also launched new Weight Loss Surgery programs in both Oregon and California.

"I recently developed a hospital/physician joint venture company and led the growth of Salem Hospital's Cardiac Surgery Program, which has been recognized for the last two years by Healthgrades.com, a national quality review organization, as the 'Best Cardiac Surgery Program in Oregon'," he said.

Harris was impressed by ActionCOACH's extensive network of coaches across the globe and the open and willing nature of the coaches he contacted to share ideas and information.

"I have personally benefitted from the services of an executive or corporate coach in the past, and I know the value a coach can bring to an overworked business leader," he said.

Harris is very active in his church and was appointed by the Mayor of Salem to serve on the Downtown Advisory Board overseeing urban redevelopment. He has also served as a volunteer on the Marion and Polk Schools Credit Union Supervisory Committee.

ActionCOACH is the world's number one business coaching firm, with more than 1,000 offices in 26 countries. To learn more, go to [actioncoach.com](#).