

SAPCA

Marketing Essentials for Coaches *An ICF Membership Benefit*

ICF's Marketing Committee and leadership have been working hard to develop practical resources to help our member coaches build successful businesses.

To help kick-start your business, ICF is pleased to offer *Marketing Essentials for Coaches*, written by ICF Master Certified Coach Steve Mitten. This 138-page book spells out what you need to know, what you need to do, and who you need to be, to build a successful coaching business. Its contents benefit from the collective wisdom of more than 100 senior ICF coaches.

Steve has donated the book to the ICF, and all proceeds will be directed to a new ICF foundation, which will increase the impact of coaching around the world. To order the book, or to read more about it, simply log into your ICF member profile.

Also, ICF is launching this month a series of free 90-Day Practice-Building Action Groups. The first two groups were announced on Feb. 20, and they filled within two hours. (Because these groups' teleclasses will be highly interactive, they are limited to 50 participants each.) For those of you who were not able to register for the classes, we hear and understand your disappointment, and are looking for ways to make additional offerings available to you.

Meanwhile, ALL members can access pre-recorded lectures that address the success

VISION

We are the premier home for South Texas coaches, creating a transformational environment conducive for being extraordinary coaches who enrich the lives we touch.

MISSION

We are a community of coaches with diverse backgrounds and skills whose purpose is to help our members bring out the best in their clients, our community, and ourselves.

VALUES

Service
Authenticity
Passion
Connectedness
Abundance

factors--and the barriers--in building a coaching practice. To hear these free lectures, go to the Practice-Building Resources area of the Members' Section of the ICF website.

I hope you all take advantage of these membership offerings. To your continued coaching success,

Daniel Martinage, CAE
ICF Executive Director
executivedirector@coachfederation.org

Chuck Saxer Receives the Ruby Award

Chuck Saxer, President/CEO of Organizational Leadership & Development, Inc. recently attended the Inscape Business Conference in La Jolla, California.

This distinguished event brought together over 300 independent trainers and consultants from around the world to explore leading-edge approaches to improving individual and organizational performance, discuss trends in the training and development industry, explore growth strategies, share ideas, and recognize achievements.

At this event, Chuck was awarded the coveted Ruby Award. He has been recognized for his performance 8 of the last 9 years. **Congratulations Chuck!** Jeffrey Sugerman, Inscape's President and CEO, remarked, "It is a privilege to partner with this group of remarkable professionals to bring cutting-edge learning instruments to the marketplace. I applaud Chuck for investing these three days to increase his knowledge base and re-energize his business."

Inscape Publishing, is a leading independent publisher of research-based self-assessments. Renowned as the world's leader in DiSC learning resources, Inscape Publishing has helped over 40 million people improve performance, increase job satisfaction, and value differences.

EARLY REGISTRATION OPEN FOR ICF ANNUAL CONFERENCE

**EARLY REGISTRATION DEADLINE
APRIL 30, 2004**

"The Global Forum for the Art and Science of Coaching"

November 4, 5 and 6, 2004
Quebec City, Quebec, Canada.

ICF Members early registration with a three-month payment plan: \$549 (\$183 per month). Or, make one payment of \$529. Non ICF members pay \$599.

This year's conference will feature seven dynamic program tracks. Some of them are tried-and-true; others are new ones that we added after receiving your feedback. Below are tracks. For more information please go to the ICF website, www.coachfederation.org.

- **LIFE COACHING TRACK**
- **EMERGING TRENDS COACHING TRACK**
- **SMALL BUSINESS/ PROFESSIONAL TRACK**
- **EXECUTIVE COACHING TRACK**
- **ORGANIZATIONAL/ CORPORATE COACH TRACK**
- **INSIDE COACHING TRACK**
- **EXPLORING THE EDGE: THE MASTERS TRACK**

Choice Magazine

Dedicated to "leading the global conversation that's waiting to happen," Choice, **the magazine of professional coaching**, is the forum for the coaching community to have its say about this dynamic profession. It is your source of professional articles, news and discussion, as well as information about products and services related to coaching. Choice is poised to become the voice of professional coaching - a must-read for anyone involved in the profession.

We, at Choice, are pleased to offer a \$4.00 USD discount on a one-year subscription **to members of the International Coach Federation**. To receive it, visit us at <http://www.choice-online.com> and quote code ICFMB20398. Welcome to the global conversation!

Contact:

Garry Schleifer, CPCC

416.925.6643 ... Subscribe online today at <http://www.choice-online.com>

Leadership Luncheon Series

The Plaza Club's Business Council will be sponsoring a monthly luncheon series throughout 2004 with a focus on Leadership. Beginning March 11 at 11:30 p.m. the series will be launched with General Eugene Habinger, CEO/ President of SAWS, sharing his unique insights and perspective on this vital subject.

To illustrate the quality and value of information that will be presented, Leo Gomez, Director of External Affairs for Toyota and former marketing guru with the San Antonio Spurs, will be featured in April followed by Pat Frost, Frost Bank, in May.

My sincere belief is that by attending the ten events scheduled for 2004, a business professional can gain knowledge and skills to become a business and community leader!

The cost of the event is \$20 for club members, \$25 for non-members. Non-members must be invited by a member, so anyone who registers for the event can use my name.

Carpe Diem!

Gene Hildabrand

The Master Networker

210.384.7726 Direct

ghildabrand@northsachamber.com

www.northsachamber.com

SAPCA CORE VALUES

Service

Service is making a difference in the well-being of our membership, community, and clients.

Authenticity

Authenticity is our "way of being" open, genuine and trustworthy.

Passion

Passion is the fuel that energizes us into being extraordinary.

Connectedness

Connectedness is the synergy of empathy, inclusivity and relatedness, which creates alignment, belonging and partnership.

Abundance

Abundance is our attitude that creates a variety of choices and possibilities through generosity and sharing.

ICF Coaching Core Competency for March

Standards of Ethical Conduct

Professional Conduct At Large

1. I will conduct myself in a manner that reflects well on coaching as a profession and I will refrain from doing anything that harms the public's understanding or acceptance of coaching as a profession.
2. I will honor agreements I make in my all of my relationships. I will construct clear agreements with my clients that may include confidentiality, progress reports, and other particulars.
3. I will respect and honor the efforts and contributions of others.
4. I will respect the creative and written work of others in developing my own materials and not misrepresent them as my own.
5. I will use ICF member contact information (email addresses, telephone numbers, etc.) only in the manner and to the extent authorized by the ICF.

Professional Conduct With Clients

6. I will accurately identify my level of coaching competence and I will not overstate my qualifications, expertise or experience as a coach.
7. I will ensure that my coaching client understands the nature of coaching and the terms of the coaching agreement between us.
8. I will not intentionally mislead or make false claims about what my client will receive from the coaching process or from me as their coach.
9. I will not give my clients or any prospective clients information or advice I know to be misleading or beyond my competence.
10. I will be alert to noticing when my client is no longer benefiting from our coaching relationship and would be better served by another coach or by another resource and, at that time, I will encourage my client to make that change.

Confidentiality/Privacy

11. I will respect the confidentiality of my client's information, except as otherwise authorized by my client, or as required by law.
12. I will obtain agreement with my clients before releasing their names as clients or references or any other client identifying information.
13. I will obtain agreement with the person being coached before releasing information to another person compensating me.

Conflicts of Interest

14. I will seek to avoid conflicts between my interests and the interests of my clients.
15. Whenever any actual conflict of interest or the potential for a conflict of interest arises, I will openly disclose it and fully discuss with my client how to deal with it in whatever way best serves my client.
16. I will disclose to my client all anticipated compensation from third parties that I may receive for referrals or advice concerning that client.

ICF Pledge of Ethics

As a professional coach, I acknowledge and agree to honor my ethical obligations to my coaching clients and colleagues and to the public at large. I pledge to comply with ICF Code of Ethics, to treat people with dignity as independent and equal human beings, and to model these standards with those whom I coach. If I breach this Pledge of Ethics or any part of the ICF Code of Ethics, I agree that the ICF in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the ICF for any breach may include loss of my ICF membership or my ICF credentials.

SAN ANTONIO PROFESSIONAL COACHES ASSOCIATION (SAPCA) - ICF CHAPTER

Lockhill Station Post Office Box 780114 - San Antonio, TX 78278-0114

Jim Antenen (Honorary Member) jimantenen@earthlink.net 826-7595 ext. 230
Caterina Nur Arends Caterina@highervisioncoaching.com 492-6882
Dee Dee Aspell (Honorary Member) deede@aspell.com 930-4664
Mike Bellomy, PRESIDENT=ELECT 2004 mike@mountaintop-life.com 830-230-5395
Edie Schnaitter Britton ediebritton@aol.com 830-980-6684
Deb Buehler, first Affiliate Member debbuehler@hotmail.com 402-4052
Leslie Cardinal – COACHING WEEK 2004 CHAIR & BOARD DIRECTOR Leslie@LeslieCardinal.com 496-3304
Fred Chavez – STRATEGIC PLANNING CHAIR & NEW BOARD DIRECTOR
FChavez445@aol.com 573-3659
Dick Copeland coaching@RichardCopeland.com 822-9269
Judi Craig judi@coachsquared.com 824-3391
Linda Crum, Associate Member lctrainer@aol.com 490-4742
Ian Dahlgard iancoach@aol.com 273-5331
Sue D'Ambrosio – RESOURCES CHAIR/BOARD DIRECTOR sdambrosio@satx.rr.com 650-5470
Susan DeLoren susan@bnisa.com 688-9623
Susan Dunn sdunn@susandunn.cc 496-0678
David Flack – PAST PRESIDENT/COMMUNICATIONS CHAIR/BOARD DIRECTOR
DFLACK@satx.rr.com 492-0410
Jayne Garrett – 2003 BOARD DIRECTOR jayne@jaynegarrett.com 490-6106
Wendy Geisler nutritionmaven@aol.com 823-4363
Michelle Glenn taproutes@aol.com 479-9492
Barbara Greene- BOARD DIRECTOR barbara.greene@greeneandassociates.net 366-8768
Amy Gwin amy@gwincoaching.com 826-0360
Lynise Harris Lkkhomo@aol.com 393-4145
Gene Hildabrand, Associate Member Gene@northsachamber.com 384-7726
Michele Henkle Ireland – 2003 BOARD DIRECTOR Michele@SuccessWorks.com 497-7589
John Lovitt – 2003 PRESIDENT john@lovitt.org 364-8025
Chris Lucerne – 2004 PRESIDENT/SPECIAL EVENTS CHAIR chris.lucerne@prodigy.net 408-7699
Mike Mayberry – BOARD DIRECTOR mmayberry@theleadershipcoach.net 479-9891
Sharon Powell - MEMBERSHIP CHAIR COACHSKPowell@hotmail.com 647-0645
Chuck Saxer – 2004 TREASURER csaxer@o-l-d.com 408-1032
Poonam Sharma - 2004 SECRETARY sharmap@flash.net 493-6554
Sue Simpson, first Associate Member suesimpson@ev1.net 930-1020
Cyndi Smasal csmasal@CyndiSmasal.com 512-847-6888 or 834-4590
Jack Stephens – BOARD DIRECTOR jack@invest.com 590-6878
Rick Thomas richard_t_thomas@ml.com 490-5170
Raelyn Van Pelt – NEW BOARD DIRECTOR vanpelt@sbcglobal.net 683-6360
Blaine Wilson coach@fitcare.net (830) 377-4925

COACHVILLE STUDY GROUP

New Room Number – #111

**Third Saturday of each month
March 20th, 10:30 a.m. - 12:00 p.m.
No charge! No Dues! No Hassle**

This Month's Topic: Chiropractic (energy flow) and Personal Foundation Models

In 2003, We looked at Coaching Proficiencies, Life Frameworks, Client Deliverables, Listening Clarifiers and Communication Style Points, along with Primary Relationships. We are now moving into an ongoing study of other coaching models. In February 2004, we looked at Basic, Intermediate, and Advanced Coaching Models.

Our goal is to make this group fun, insightful and worthy of your time.

Questions? Contact Your Facilitator: David Flack (210) 492-0410 dflack@satx.rr.comw.theacceleratorcoach.com

Directions: Room 111 - Wayland Baptist University- San Antonio Campus at 11550 IH 35 North located off of the North bound service road of IH-35, about 3 exits inside Loop 1604. There is only one building on the campus. Traveling north on I-35, take the Weidner exit, go through the light and watch for the Wayland sign, it is just past Teachers Credit Union. Traveling South on I-35 take the Weidner exit and do a turnaround so that you are heading North on the access road. Go to the back of the building.