

# SAPCA

## Building the Coaching Profession

The ICF has identified that now is the time to "Build the Profession". The future of coaching looks bright. Steve Mitten, ICF President has stated, *"The very nature of the powerful work we do with our clients is a strong indication that professional coaching will continue to grow and flourish."*

It's time for all professional coaches to come together strongly, hold ourselves to higher standards, and take a much clearer marketing message out into the world. Greater understanding, trust, respect and demand will follow, and professional coaching will experience tremendous success. The SAPCA February Coaching Week Event marked a quantum leap for coaching in the San Antonio community. Representatives from business and the academic communities had a powerful coaching experience. Great Job!

We are professional coaches! Let's continue to "sharpen our saws" and be exceptional sources of insight and encouragement for all those we encounter.

Sincerely,  
Mike Bellomy  
SAPCA President 2005

### 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

## Next Month at SAPCA

### *My Certainty Is Greater Than Your Doubt*

Facilitated by  
Irene Maxfield, MBA, MS, PMP

As we move into the Inspiration Age (and away from the Information Age), professional coaches have a special leadership role as Inspiration Leaders in this new Inspiration Economy. Our own Irene Maxfield will replicate the highlights of Dave Buck's December '04 seminar (he is Coachville's CEO). Dave is considered a leading Thought Leader in the coaching profession and its future. Handouts and a recommended reading list will also be provided. Key elements will include:

- ◆ A new definition of coaching that frees coaches to expand their performance.
- ◆ 10 old myths about coaching and 10 new realities to grow into
- ◆ Coaching for environmental design to sustain client changes
- ◆ Intellect-based framework gives a way to a balanced emphasis
- ◆ A way to coach more quickly, accurately and effectively

Irene has spent 25 years doing business consulting and coaching in Kansas City, Boston and San Antonio. She is a member of SAPCA and a Head Coach for the Wisdom Division of Landmark Education

Second Thursday, April 14th **7:15-8:45am**  
Please RSVP to Sharon Powell, Director of Membership at [COACHSKPowell@hotmail.com](mailto:COACHSKPowell@hotmail.com) no later than Saturday, April 9, 2005.

# What's Up With Our Own Coaches?

*Congratulations to all of you for your awesome accomplishments!*

## David Flack

Janet Bonnin, Jayne Garrett, Michele Henkle Irelan, Sharon Powell, Gene Hildabrand, Mike Bellomy, Mike Mayberry, Ed Bierschenk, and Wendy Geisler (all SAPCA Members or Officers) have one thing in common: they are ALL "Freedom Builders" who participate in daily Roundtables, bi-monthly Seminars (1st and 3rd Wednesdays), and monthly MasterMind Councils (4th Thursdays) sponsored by *David Flack's Freedom Builders-San Antonio LTD.* Why have ten professional coaches chosen this organization? Ask them! Check out [www.FreedomBuildersSAT.com](http://www.FreedomBuildersSAT.com) or call David Flack at 872.5490 or email to [David@FreedomBuildersSAT.com](mailto:David@FreedomBuildersSAT.com).

March 15 is the big launch date for WAKE UP...LIVE THE LIFE YOU LOVE: *Finding Personal Freedom*. It is in bookstores now, and to support its sales, co-author David Flack is asking for you to either write a review online (over a dozen coaches have already purchased it) or get your copy through his email campaign March 10-15th. Please let him know if you want to help out. His co-authors include Wayne Dyer, Deepak Chopra, and Mark Victor Hansen.

## Michael Baker

With the start of a new year many business owners are looking to improve their performance over last year's results. Michael Baker, **The Growth Coach**, has been pretty busy driving success and balancing life for these individuals. He has just finished a stint in Austin training and coaching sales people for New Horizons of Austin. Last week Michael conducted an eight-hour Strategic Mindset Process workshop for clients from the Lockhart area. On the 16<sup>th</sup> of February, **The Growth Coach** delivered some tidbits to the City of Bulverde on how to increase their productivity and efficiency. There were also several members of the Canyon Lake Chamber of Commerce in attendance. Michael met last week with a trade delegation from the Province of Manitoba in Canada. One of the business owners he met was a coach looking to expand her speaking business into Texas. You've just got to love our Texas winters! Michael goes International himself on April 13<sup>th</sup> with a session on Leadership for the City of San Antonio. He will be speaking to the San Antonio Export Leaders Program, which is coordinated through the International Affairs Department. March 16<sup>th</sup> will see **The Growth Coach** doing double duty. In the morning Michael will be delivering a two and one-half hour presentation on Strategic Selling to Boerne Business Owners. Later that evening he will be participating in a Roundtable Discussion on Coaching as a Management Tool with the American Society of Trainers and Developers (ASTD).

## Kimberly Smith-Martinez

Kimberly was interviewed on radio station Magic 105.3 by DJ Karen Clauss for a half hour on the topic of coaching--what it is, how it works, who hires a coach, etc. *"It was a lot of fun and I plugged SAPCA as a resource for finding a coach,"* said Kimberly. It will be aired on Magic 105.3 and KISS 99.5 on Sunday, March 13 at 7:30am. It will also be broadcast on the three other stations owned by the group at a later time. Hopefully this will spark some additional interest from the community regarding coaching!

## Caterina Nur Arends

Caterina has just earned the designation of Certified Coach from the **International Association of Coaches**. She has also completed her part of the **Coachville Certified Coach program** which now goes into the administrative steps for processing. Caterina will also be on the Coachville Team, as a Community Coach heading up a new community on Social Consciousness.

## Chris Lucerne

Chris has been accepted into a two year Apprentice Program with **The Hendricks Institute** which is owned and operated by Gay Hendricks, Ph.D. and Kathlyn Hendricks, Ph.D. The Hendricks are internationally known experts in building conscious relationships, conscious business, bodymind vibrance, and manifesting abundance. They are the authors of *Conscious Loving, Conscious Living, Lasting Love, The Conscious Heart, The Corporate Mystic, At the Speed of Life*, and many other books and tapes.

The Apprentice Program is the quintessential emotional intelligence program. In late January Chris began her journey with a three day **Foundations Workshop** learning the basic Hendricks tools, followed by a five day **Advanced Breath and Body Movement Workshop**. The focus of Chris's work at the Hendricks Institute and in her Coaching Business will be Conscious Relationship, Creating Bodymind Vibrance and Manifesting through organic spirituality.

## 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 Competencies

The ICF Core Coaching Competencies were developed to support greater understanding about the skills and approaches used within today's coaching profession. The competencies are the foundation of the ICF Credentialing process.

### **CORE COMPETENCY FOR JANUARY**

#### **FACILITATING LEARNING AND RESULTS Planning and Goal Setting**

Ability to develop and maintain an effective coaching plan with the client

- ◆ Consolidates collected information and establishes a coaching plan and development goals with the client that address concerns and major areas for learning and development,
- ◆ Creates a plan with results that are attainable, measurable, specific and have target dates,
- ◆ Makes plan adjustments as warranted by the coaching process and by changes in the situation,
- ◆ Helps the client identify and access different resources for learning (e.g., books, other professionals),
- ◆ Identifies and targets early successes that are important to the client

## Bring the Conference to Your Home

SAPCA has purchased and is making available to our members, the 2004 ICF Conference Tapes for your enjoyment and enlightenment. Sue D'Ambrosio will have the tapes available for you to sign out before and after each meeting. The annual membership fee in the tape library is \$20.00, payable to SAPCA. Borrowers may select a full topic per speaker each month (one to three tapes) or two topics if a presentation is on a single tape. A list of available topics is available at the monthly meeting so you can plan your listening for the year. ICF 2003 conference tapes are also still available.

# San Antonio Professional Coaches Association

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