

SAPCA

Next Month at SAPCA

"Wired4Success®"
*Three Strategies to Unleash
The Natural Potential in Your Clients"*



Ed Bierschenk

Achieving new levels of success is often challenging. Those who coach others are always looking for new ways to tap potential we know is sometimes dormant in our clients... just waiting to be unleashed.

"Wired4Success" is a highly interactive mini-workshop, which incorporates the work of several noted researchers on emotional intelligence.

In his book, *The Other 90%*, Dr. Robert K. Cooper, provides several proscriptions to help us unleash our vast potential. He shares insights about how to use our three brains to accomplish more. His premise is that we utilize only 10% of our potential.

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

Daniel Goldman and Reuven BarOn have both published significant research pointing to the fact that emotional intelligence is a "primal" factor in building relationships and in achieving high performance. EQ, emotional intelligence, is consistently proven to be more important than IQ or technical ability in achieving the highest levels of performance.

Wired4Success highlights the neuroscience behind emotional intelligence and will provide you with practical ways to "plug" your clients into their untapped resources.

You will have fun applying three powerful strategies:

- ◆ Wiring the three brains to tap potential
- ◆ Focusing on strengths as the foundation to success
- ◆ Developing "emotional intelligence" skills

"Wired 4Success"®, will allow you to experience ways to get the feet, hands, head and heart of your clients powerfully moving in the same direction.

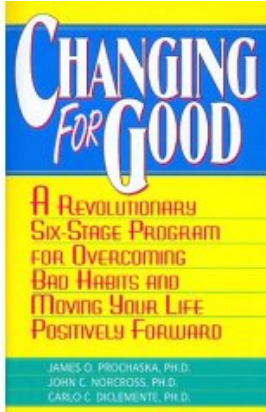
*"You have a brain in your head
and feet in your shoes;
You can steer yourself any
direction you choose." ~Dr. Seuss*

About Ed Bierschenk

Ed is an experienced leadership trainer and coach, who has trained hundreds of leaders in how to engage people in the vital work of achieving career and personal success. With over twenty-five years experience in business as a human

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SAPCA and Borders Books



Changing for Good

*A Revolutionary Six-Stage Program
for Overcoming Bad Habits
and Moving Your Life Positively Forward*

Presented by: Kimberly Smith-Martinez, Ph.D.

Thursday May 18th ... 7:00-9:00pm

Event being held at Borders Bookstore
in Huebner Oaks Shopping Center

Have you struggled to change a behavior or break a habit but find yourself giving in to your cravings or returning to that old behavior despite your best intentions? Breaking a habit is not dependent on willpower or luck, but rather on understanding the process involved in change. Learn about the Six Stages of Change you must move through in order to successfully rid yourself of those habits or behaviors.

- ◆ **Understand** what has kept you from achieving your goal in the past.
- ◆ **Learn** the importance of moving through each stage of change in a timely manner.
- ◆ **Identify** which stage of change you currently occupy.
- ◆ **Prepare** to navigate to the next stage toward Changing for Good!

This free two-hour experiential workshop features the book *Changing for Good: A Revolutionary Six-Stage Program for Overcoming*

Bad Habits and Moving Your Life Positively Forward by Drs. Prochaska, Norcross and DiClemente and presented by Dr. Kimberly Smith-Martinez, Professional Life Coach and licensed psychologist. Dr. Kim works part-time as a psychologist at the Child Guidance Center and also maintains a private coaching practice, "Envision Your Dreams." As a coach she works with individuals, professionals and groups who are ready to make positive change in their lives. She assesses and educates her clients regarding their readiness to change using the Stages of Change model presented in today's featured book "Changing for Good."

Please mark your calendar for the May event and invite your circle of influence. An electronic flyer will be sent to you and is also available at www.sapca.org.

(CCEUs from ICF are Available 1.75 hrs.)

(Ed Bierschenk— Continued from page 1)

resource professional, he has coached formal and informal leaders in how to develop essential skills to take them to the next level. As a facilitator for Franklin-Covey's *Seven Habits of Highly Effective People* and *Four Roles of Leadership*, Ed has helped hundreds of teams identify and utilize their strengths to achieve challenging strategic objectives and personal development goals.

Ed is "head" coach of Full Potential Leadership and a consultant for Resources Global Partners. He holds a MBA from St. Edward's University, a BBA from Baylor University, and an Advanced Certificate in Organizational Development from Columbia University. Ed is a certified practitioner in the Emotional Quotient Index (EQi), and utilizes this assessment to help individuals achieve new levels of success. He is a member of the Coachville Graduate School of Coaching and the International Coach Federation. "Wired4Success©", Full Potential Leadership, coachedb@gvtc.com, 210 488-8137

The Importance of the Core Competencies



Michael Baker
President of SAPCA

During the time I've been coaching, I've had very few negative issues come up regarding the way I practice Coaching. I haven't lost any clients because of these issues, but the thing that has become clear to me is that they all involve having not effectively established the Coaching Agreement. There have been no issues about violating confidentiality or any other ethics faux pas, nothing about payments for services or anything about my skills or techniques. Just some minor "bumps in the road" that were the result of not having a clear understanding of the ground rules between me, as the coach, and my clients. I believe each could have been avoided if I had taken the time to establish the Coaching Agreement.

Here is an example of what I'm talking about. Since I am a very visual person who uses body language and gestures to communicate, I enjoy coaching face-to-face. I have a client who lives hours away and this is not really feasible, so after several meetings we have been coaching on the phone. Things have been progressing well for this client and our collaboration has allowed him to achieve some incredible results. Last week he missed a call where I was sitting in my office, waiting on him to call in. After waiting a while, I tried to call him, with no luck, so I sent him

a message that I was sorry we missed each other and would speak during our next scheduled call.

He called later that day and was a little bit "miffed" that *"he was always the one who had to call in. Didn't I realize that every call he made was a long-distance call and cost him money on top of what he paid me as a coach."* He went on to express, *"that it was only fair that we rotate every other call, so I'm not stuck with the phone bill every time we spoke."* When I disagreed with his logic and tried to explain why, he just seemed to get more defensive and angry and finally hung up on me with a very sarcastic, *"Well, I'll call you next week, if I can afford the call!"*

Wow, what a mind blower. How could one of my more successful clients get so bent out of shape about him calling me? Isn't that the way it's done? Was I missing something? I mean, come on now, all coaches' work that way. Don't they? I waited a long week for him to call back in and we spent the time trying to nail down what was really on his mind and why he reacted the way he did. We smoothed things out, moved on and he is still one of my more successful clients. It did, however, take some time and effort to repair that little "bump in the road", which to me could have been put to better use.

Last week one of my instructors sent the class a copy of a coaching agreement and there it was, my epiphany for the day, one short paragraph clearly explaining the procedure for calling in. If I had discussed that earlier with my client, clearly establishing the Coaching Agreement, this issue would probably never have come up. It seems so simple now. The lesson learned here; Establish the Coaching Agreement, it's important to both client and coach. Experience is a tough teacher; she always gives the test, then the lesson!

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.

7 Keys to Your Winning Season

By Dave Buck (Coachville)

1) Know your game

It's hard to win if you don't know what game you are playing! Yet many folks don't know. Your game in this sense is the BIG picture of what you are going to do. Key questions...

- ◆ What game are you playing?
- ◆ Why are you playing this game?
- ◆ What does winning look like?
- ◆ Who else is playing this game?
- ◆ What makes you think you can win this game?

2) Design a WINNABLE game

The key to high performance in any game begins with how the game is set up. Often we set ourselves up to fail with fuzzy objectives OR impossible time frames. A winnable game is well thought out and takes into account the whole of your life. Key points...

- ◆ Your games for the upcoming season are the specific things you want to accomplish.
- ◆ The law of periodization is the key to sustainable performance: You must plan to rest and debrief.
- ◆ You must understand the nature of winning and losing in the games you play.

3) Be an IMPACT player

Impact players practice more than they play. And when they play they play to their strengths. To win in your game you must first know the skills that lead to winning then you set up regular practices to improve your skill over time. Key questions...

- ◆ What do the impact players in your game do better than everyone else?
- ◆ Where can you learn the key skills?
- ◆ How can you set up opportunities to practice those skills every day?
- ◆ What are your strengths in this game?
- ◆ How can you more masterfully do what you already do well?

4) Play to Win! Always Keep Score

Every game is unique and you need a solid game plan for every game you are playing. You also have to be ready to adapt to the game quickly when your plan is not working!

If you REALLY want to win, you have to prepare yourself for the game. Then after the game, you debrief so that you can be better prepared for the next game. This is a powerful process that only occurs when you separate your work into unique winnable games.

The only way to know if you are winning is to keep score! It is essential to
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7 Keys to Your Winning Season (continued from page 4)

your winning season to set up a score card to track the things that really matter in the game. This includes tracking the activities that lead to results AND the results that you are playing for. By keeping score of each game you get an instant feedback tool.

5) Win the Inner Game

Your thoughts, feelings and emotions have a significant impact on how well you perform in your game. Consider these key points...

- ◆ Your frameworks (thought patterns) determine the options you see at any moment.
- ◆ You have a framework for every aspect of life: success, failure, intimacy, money, risk, etc.
- ◆ Every framework you have served you at some time, but it may not be serving you now.
- ◆ With diligence and skill you can upgrade your frameworks to your new game.
- ◆ Feelings of inner conflict are inevitable when you play a bigger game that you are used to.
- ◆ These feelings of inner conflict will block you from taking the actions you need to take.
- ◆ Quite often our inner conflicts are subconscious! We don't see them but they block our actions.
- ◆ Through careful exploration you can remove the blocks that prevent you from playing your best game.

6) Bring Your Game to Life in a Winning Environment

The environment is everything; literally, everything; your home, office, books, family, friends, colleagues, finances, computer, music, spiritual practices, clothes even your body! It's all part of your environment. Over time your environment becomes a reflection of who you are on the inside. So it is VERY likely that it reflects the games you've played in the

past. Consider these questions...

- ◆ Is your environment inspiring to you?
- ◆ Is it creating the opportunities for you to play your best game?
- ◆ Are there obstacles that interfere with your practices?
- ◆ Are there items in your environment that instigate habits that no longer serve you?

To REALLY get going in your new game, or to play your existing games better, you have to make changes in your environment. The ultimate job of your coach is to help you design your environment so that the game comes to life - almost on it's own. Then you can play with all best you have to give in every moment.

7) Build a Winning Team

It is VERY hard to win when you are playing alone! This is a profound truth in the new age of games. To play your best, you need to surround yourself with others who are ALSO playing their best game while supporting YOU. Then your best game supports and inspires others. It's a beautiful thing. In this world, even when you lose a game it can be inspiring. Because you see how well others are playing together and that inspires you to play better and build your team to be even stronger. Consider these questions...

- ◆ Are you basically playing alone?
- ◆ Do you have a coach who is by your side for every BIG game?
- ◆ Do you have the needed support people around you so that you can play to your strengths?
- ◆ Do you make it your business to inspire your team to greatness every day?
- ◆ Is your game contributing to the inspiring games of others?
- ◆ Is your competition inspired by you or defeated by you?

Next Meeting: Second Thursday, May 11th — 7:15-8:45am.
Please RSVP to Gene Hildabrand, Director of Membership
at gene@themasternetwork.com no later than Saturday May 6th, 2006.

Coaches Spotlight

Featuring Gene Hildabrand



Gene Hildabrand

As a passionate proponent of the power of networking, my articles on networking have appeared in the newsletters of the American Society of Training and Development and the San Antonio Chapter of the American Marketing Association. In addition, I publish a newsletter, *The Master Network*, and have completed a book, *Making Cold Calls Obsolete!*, which is being prepared for publication. For two years, I produced *The Master Networker with Gene Hildabrand*, a weekly television show on Time Warner's Channel 20 in the San Antonio market.

In September, 2003, I hosted *The Networkers Conference* in San Antonio, which drew 224 individuals from throughout the community. *The Second Annual Networkers Conference* met with even greater results in 2004.

I presented the closing keynote at the Southwest Regional Sales Conference for Time Warner, was the featured presenter at the Women's Roundtable sponsored by the UTSA Small Business Development Center, and have been a guest lecturer at the UTSA School of Business. Earlier this year, I was a keynote speaker at the District Convention of the American Advertising Federation held in San Antonio. I have recently been licensed to facilitate the Certified Networker Program, a 12

module, 24 hour curriculum developed by the Business Referral Institute.

After serving for three years with the North San Antonio Chamber of Commerce, I am currently Executive Director, The Master Network, an affiliate-based networking organization that focuses on the personal and professional development of networkers. I am a member of the American Seminar Leaders Association, the International Coach Federation, and the American Society for Training and Development.

My Strengths

Presentation/Communications: It seems that my whole life has been on a stage. From an early age, I was acting, singing, reading publicly or whatever it took to perform for an audience. One of my early ploys was to pantomime hit records. As a 10 year old, my rendition of Pat Boone's Tutti-Frutti was delivered with white buck shoes but enhanced with Elvis' swivel hip movements! I studied drama in college and worked professionally for a regional theater. Working groups as a facilitator is what I enjoy most.

Marketing/Promotions: I believe strongly in the power and cost-effectiveness of word of mouth advertising, but in order to produce desired outcomes, a word of mouth marketing campaign has to be systematically and strategically designed and implemented. I further maintain that the ideal result of these efforts is not necessarily a sale, a deal or a contract, but a referral source who will produce business for you for a lifetime.

Relationship-Building: All business is personal. Networking is the process of developing personal relationships. Ergo, business is networking.

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Three things I want you to know

- ◆ I believe in values-based business operations and principle-centered leadership. Character matters.
- ◆ My guilty pleasures are mystery novels, jazz, classic soul, and sports. My not-so-guilty pleasures are Texas parks, Texas highways, Texas history, Texas BBQ, Texas Monthly Magazine, and well, all things Texan—with the possible exception of Texas politics, which is at least colorful! I am on a quest to discover the perfect Texas swimming hole and welcome nominations.
- ◆ I was one of the original waiters at the Magic Time Machine in 1973.

Coaches Tip — By Gene Hildabrand

*"Work is love made visible.
And if you cannot work with love but only with distaste,
it is better that you should leave your work
and sit at the gate of the temple and take alms of those who work with joy."
~Kahlil Gibran*

There's a distinct difference between working and striving. I propose that most of us are striving for something. But what's the difference? Work is an act of service to others. Striving is an effort to gain for Self. Huge, isn't it? We've all heard the Rotarian creed: *Service above Self; He who serves best, profits most.* The BNI motto: *Givers Gain!* The Biblical exhortation that what you sow is what you reap. It's a Universal Truth generally accepted. And still, we continue to strive.

I believe another distinction is the passion that is brought to the mission. When you're striving, it may be that you don't have a mission. But with a mission, there's purpose. You don't just know HOW to perform a job; you know WHY. Understanding "*why you do what you do*" can liberate you into the realm of possibilities.

Having a job is not the same as having a career. Making a living isn't the same as making a life. Through work, we have the ability to create, to build, to contribute, to provide, to establish, to manifest our dreams and desires. Work gives form to vision. Work is active pursuit without striving.

What's Up With Our Own Coaches?

Jayne L. Garrett, PCC has released her second book in a series published by Brown Books. The new book titled *Adventures in Lighthearted Living: A Baby Boomer's Reflections On Getting Older* takes a humorous look at aging. The book is divided into five sections which includes over a hundred poems and *jayneisms* along with graphics that bring the lightness to life. Jayne's first book *Adventures In Menopause: A Lighthearted Guide to Surviving the MenoMonsters™* was published in 2004. Both books are available to order online at www.thelightersideoflife.com or at *Borders* or *Barnes & Noble* at the customer service desk.

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In partnership with Borders in Huebner Oaks Shopping Center



San Antonio Professional Coaches Association

For anyone wishing to change bad habits and move positively forward

INVITES YOU TO

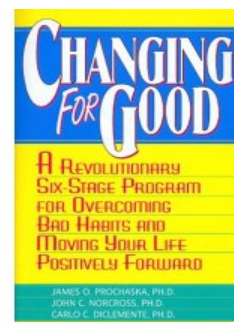
Changing for Good

A Revolutionary Six-Stage Program for Overcoming Bad Habits and Moving Your Life Positively Forward

Thursday, May 18, 2006 7:00pm-9:00pm

Have you struggled to change a behavior or break a habit but find yourself giving in to your cravings or returning to that old behavior despite your best intentions? Breaking a habit is not dependent on willpower or luck, but rather on understanding the process involved in change. Learn about the *Six Stages of Change* you must move through in order to successfully rid yourself of those habits or behaviors.

- ◆ **Understand** what has kept you from achieving your goal in the past.
- ◆ **Learn** the importance of moving through each stage of change in a timely manner.
- ◆ **Identify** which stage of change you currently occupy.
- ◆ **Prepare** to navigate to the next stage toward Changing for Good!



This free two-hour experiential workshop features the book *Changing for Good* written by James O. Prochaska, Ph.D., John Norcross, Ph.D. and Carlo DiClemente, Ph.D.



About the Presenter

Dr. Kimberly Smith-Martinez is a local licensed psychologist and professional life coach. She works part-time as a psychologist at the Child Guidance Center and also maintains a private coaching practice, "Envision Your Dreams." As a coach she works with individuals, professionals and groups who are ready to make positive change in their lives. She assesses and educates her clients regarding their readiness to change using the *Stages of Change* model presented in the featured book "*Changing for Good*."

Borders will present all guests with a 20% off coupon good for all purchases made on the evening of the presentation.

**Some restrictions apply*

Event being held at

BORDERS®

Huebner Oaks Shopping Center
I-10 West between Huebner and DeZavala
11745 IH-10 West, Suite 110—San Antonio, TX 78230
210-561-0022

Come early, select the books you want to purchase and bring them to the presentation. At the end of the presentation you will be given your coupon for a 20% off your purchases.



Learn from the Pros - Create a Coaching Culture

SA - ASTD Chapter Meeting—*A Luncheon Buffet*—Wednesday, April 19, 2006

What is a Coaching Culture?

How do leading San Antonio companies benefit from a Coaching Culture?

We will answer these questions and more with a dynamic panel of local businesses including:

Susan Mustacchio, Regional Management Development Director, North America - Philips Semiconductor

Phyllis Gallay, Vice President, JP Morgan Chase Cardmember Services

Special Guest Moderator:

Barbara Greene, Master Certified Coach and M.S. Degree in Counseling, CEO, Greene and Associates, Inc.

Special discount price for SA-ASTD and SAPCA members who register before noon on Monday, April 17
\$15 for the meeting and luncheon buffet! Non-members and members who register after April 17- **\$20**

11:00 am - Registration & Networking

11:30 am - Lunch and Announcements

12:00 noon to 1:00 pm - Panel Discussion

Location: Doubletree Hotel, 410 and McCullough

Register at: www.sa-astd.com



Phyllis Gallay has been a Vice President at JP Morgan Chase Cardmember Services for the past 7 years. Phyllis has oversight responsibility for the San Antonio Operations consisting of 2200 employees and is directly responsible for the site collection functions in San Antonio and Orlando consisting of 800 employees. As center manager, responsibilities include employee development, community relations and the coordination of local business and logistics issues. Phyllis has created a unique culture in the operations she leads, in which employees are trained, coached and mentored to achieve their highest level of success.



Susan Mustacchio has worked in Human Resources for 40 years. She is Regional Management Development Director for Philips Electronics, North America. Susan has led HR in manufacturing, utilities, railroads, education and public employment service for both domestic and international organizations. Until the closure of the San Antonio Philips Semiconductors manufacturing site in 2003 she was Director of HR and most recently served in the same role for a Philips manufacturing plant in upstate NY. Susan also serves as co-Chair of the SAHRMA Executive Panel and is on the Board of Directors for The San Antonio Lighthouse for the Blind.



Barbara A. F. Greene, is the CEO of Greene and Associates, Inc. As an entrepreneur, Barbara's approach encourages her clients to become partners in the success of their projects. Her clients include executives and leaders from corporations, small businesses, and nonprofit organizations.

Barbara is recognized as a Certified Master Coach by the International Coach Federation and is a Licensed Facilitator for the Coaching Clinic© and the Conflict Lens Assessment©. She has earned a master's degree in counseling and a bachelor's degree in education. Barbara has previously worked in academic, corporate human resource development, and outplacement consulting executive leadership roles.

She coauthored the *Texas Job Hunter's Guide* for the Texas Workforce Commission. Her articles have been published in the *San Antonio Business Journal*, the *San Antonio Express News* among other publications.

Barbara is an active member of ASTD, and was 1990 President for the San Antonio Chapter. The SA-ASTD chapter honored Barbara with two of the highest awards possible. The San Antonio Chapter of the National Association of Women Business Owners selected Barbara as the Co-Chair of the 2003 and 2004 Entrepreneurial Program, *An Income of Her Own*, and 2005 President-Elect. She also received the NAWBO 2003 Entrepreneurial Spirit Award as Mentor of the Year.

Don't miss this opportunity to learn from the best—Register at www.sa-astd.com