

# SAPCA

## Next Month at SAPCA

### WHAT'S DRIVING YOU?

*SEE IT IN YOUR ENNEAGRAM*

*By Ian Dahlgard*

This presentation is an overview of the Enneagram philosophy, which offers a "road map" of human consciousness and decision-making. Come learn how people perceive and hold preferences between their inner knowing, thinking, and feeling. Discover how Enneagrams are used to deepen relationships with clients through a profound understanding of experiences and world views.

This presentation includes:

- How the structure of the Enneagram delineates the tools of human behavior, with paths of Leader, Artist, Peacemaker, Achiever, Thinker, Fixer, Adventurer, Nurturer, and the One Who Makes Safe
- Choices we all have and feel – changing stress to success
- An overview of your own orientation and use of the nine tools of insight into preferences
- An understanding of other people, sensing inherent strengths & talents we all have while using differently (preferences)

### 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

- Information about seeing the world through your client's eyes

Ian Dahlgard has a B.S. in Finance from American University and an M.S. in Counseling Psychology from Nova University. He completed several programs at Therapist University, and Hurley-Dobson in Enneagrams during the last fourteen years. Always intrigued with how things and people function, the dynamics at play, and how interactions within & between create complexity, Ian sees both the problem and the insight. He sees the validity and usefulness of the Enneagram philosophy for himself and his clients.

Second Thursday, July 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, July 9, 2005.

## Are You Registered?

Registration is now open for the 10th Annual International Coach Federation Conference to be held in San Jose, California, November 10 - 12th, 2005. Now is the time to take advantage of the Early Bird Registration fee - your BEST deal! Early registration now lasts through August 31st! Please visit the website at <http://www.coachfederation.org/conference/sanjose05> to see what is in store for you this year!

# The Masterful Coach Masters the Market



**Mike Bellomy**  
**SAPCA President**

*"I absolutely believe that people, unless coached, never reach their maximum capabilities."*

~Bob Nardelli, CEO, Home Depot

*"Who, exactly, seeks out a coach? ... Winners who want even more out of life"*

~Chicago Tribune,

*"Executives and HR managers know coaching is the most potent tool for inducing positive personal change, ensuring better-than-average odds of success and making the change stick for the long term."* ~The Ivy Business Journal

*"Part therapist, part consultant, part motivational expert, part professional organizer, part friend, part nag – the personal coach seeks to do for your life what a personal trainer does for your body."* ~Kim Palmer, Minneapolis-St. Paul Star-Tribune

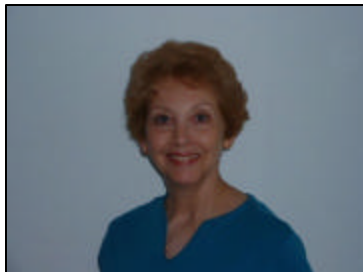
Coaching is recognized as a vital component in business, professional and personal growth. Demand for quality coaching is growing; however, many professional coaches are not earning a living at their trade. What is the missing link? Could it be Marketing? YES! Professional coaches seem to make the transition to marketing slowly or never make it all. To succeed, we must learn to market and sell or find others who will promote our services. The coaching profession is strewn with the bodies of those who meant to get around to marketing someday but didn't.

**Here are some logical points to consider as you seek to thrive as a Professional Coach.....**

- ◆ **Sales mean survival**
- ◆ **Lack of time is no excuse not to market.** If you believe that you are too busy "getting ready" or serving a few existing clients, when you "get ready", you will have nothing to do.
- ◆ **You must take responsibility for your own development.** Things will not happen until you face the reality that you must do something different to get different results.
- ◆ **You have to get over the hump before it starts to be FUN!** You are ready to serve, to coach to extraordinary results and earn a good living. You are client-focused and enjoy the recognition that clients give you when you have served them well. But there just "*Aren't Enough Clients!*" Go and get them! We have talked about marketing, networking, connecting. Talk is no longer enough. It just has to be done in order to succeed. Take yourself on as a client and coach yourself to success in this area. Maintain objectivity. Get over those initial humps and challenges and enjoy the emerging relationships. Coaching clients should be the natural by-products of your efforts. It can become FUN and Fulfilling.

(continued on page 3)

# Book Review



## UNHAPPY TEENAGERS

### *A Way for Parents and Teachers to Reach Them*

By, William Glasser, M.D.

**Reviewed by:** Susan D'Ambrosio, M.Ed.  
Resource Director, SAPCA  
Career Consultant and Coach

#### **Main Concept:**

In *Unhappy Teenagers*, Glasser uses case studies to illuminate how "choice theory" may help resolve relationship problems in ways other than trying to get the teen (or other) person to see we are right; he or she is wrong. When we stop controlling, we gain control by respecting the other person's wants even though we may not agree. We learn we can't control what the other person is doing, but we can control what we do.

#### **What I found most intriguing:**

Glasser says, "Don't pretend to know what's right for others, and don't try to control anyone but yourself." The seven deadly habits of criticizing, blaming, nagging, threatening, punishing and rewarding to control will destroy a relationship. The author suggests replacing them with the seven connecting habits of caring, trusting, listening, supporting, negotiating, befriending and encouraging.

#### **Coaching applications:**

Family relationships impact the career issues my clients are working on. I've recommended *UNHAPPY TEENAGERS: A Way for Parents and Teachers to Reach Them* to several clients since SAPCA's program on Choice Theory in November 2004. They report happier relationships with their teens (and spouses). Coincidentally, their career searches and/or career development processes have improved as well.

### ***The Masterful Coach Masters the Market (continued from page 2)***

#### **◆ Adopt new measures of productivity and success.**

Consider the following phrases—

- I must optimize billable coaching and professional development time. I must also make time to market.
- I bring extreme value to my clients and I look forward to connecting with those who will thrive as a result of our work together.
- There are those who do not appreciate the value of what I do and may not respond to my message. I can honor them and their perspective. I am prepared for the fact that I will encounter rejection on my path to success.
- Marketing is an emotional roller coaster. I will soar on the "Ups" and learn from the "downs." I Love this Thing!
- Marketing is not one of my strengths. I am looking for a consulting firm or coaching organization where I can subcontract. I would like to work for a company that provides coaching and consulting services. This will give me an opportunity to focus on my passion for coaching and helping others.

#### **Imagine Your Future**

Assume that you can see into the future and your business has doubled over the next year. No other details are clear. Think about things you have learned and heard about marketing, consulting and firms that provide those services. Make a list of those things that would have to occur for your business or opportunity to coach to experience rapid growth. Does your list suggest changes in markets, services, people you associate with or the desire to have your own business vs. working for others? You may already have the basis for a **BREAKTHROUGH STRATEGY!** It is not what you say, it is what you do. Do you talk a good game and have good intentions, but sometimes have trouble completing them? Be honest and step into a Bigger Reality!

# What's Up With Our Own Coaches?

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

## Michael Baker

I figured that doing the website for the [Kentucky Derby](#) at [Churchill Downs](#) was a pretty good credibility piece, so I sat down the other day to talk with Mark Figart about doing mine. His company, [Digett](#), has done some pretty neat sites and I really like the emotion that they have been able to bring to some of their projects. We had a great discussion about what I wanted from my web presence. One of the things I told him was that I wasn't interested in doing a blog because most of them were just blah, blah, blah...pure dribble. I then went on to describe how I wanted people to get to know who I am, what I'm about and to begin to establish a relationship over the Internet. So, here I am! Blah, blah, blah...Blog, blog, blog...

I am the middle child of five kids. Mom says if I'd been the first born, I'd have been an only child! I've always done my own thing in my own way in my own time. Very opinionated, some might say. After a half century of working to fine-tune this personality of mine, I think I've just about got it where I want it. Still very opinionated! I promise that I'll not bore you with mindless dribble, but the opinions will flow profusely. If you continue to blog along with me, I promise, you will get to know me. "Ain't it cool!" Check it out at <http://salesbuddha.typepad.com/>

## Diane Cunningham

Hello from one of your newest members! My first e-book is available now "Life is a Marathon: Learn How to Run" and includes a workbook section so you can write down your thoughts, goals, and dreams. I am excited to say that my name was mentioned on K-LOVE radio on May 9<sup>th</sup> about my Jogging With Jesus Seminar and how I have lost over 40 lbs the old-fashioned way....by walking, running, and eating less! I am starting a 5K Run/Walk Training Program which includes group workouts, nutrition suggestions, and weekly motivational coaching calls. For more information, call me at (210) 219-5231. And thanks for being such a positive and encouraging group of people!! ([www.runninglifecoach.com](http://www.runninglifecoach.com))

## David Flack

David Flack is speaking at the Success Summit Tour 2005 in Atlanta June 9-14th, along with Steadman Graham, Tom Antion, Les Brown, Patrick Phillips and others. His topic is "Adopting Awesome Attitudes" which is based on his book by the same name. Over 700 people are expected for this (VISION + STRATEGY) x MINDSET = SUCCESS EXTREME MAKEOVER.

## Sharon Benedict

Sharon L. Benedict, MS, CLC, will be participating in the Texas Folklife Festival June 10-12 as part of the Women's National Basketball Association and McDonald's BE FIT TOUR coming to San Antonio. She will be their life/wellness coach representative. Come by and say hello. Sharon will either be out on the court doing slam-dunks or having fun offering mini-coaching sessions to one and all!

In addition, as their life/wellness coach, Hill Country Wellness for Women will be opening on June 15 with their grand ribbon-cutting ceremony on June 30, 11 am, at 1595 S. Main, #101, Boerne, Texas (830-249-0097). Come have a personal tour of the center and enjoy the festivities. If you have any questions about these events, just call Sharon at (830) 755-6163. Hope to see you there!

## Sharon Powell

Beginning in July, I will begin hosting the following weekly coaching sessions:

1. Learn about the powerful universal Law of Attraction to create a life you love! Classes will be every Tuesday from 6:00 - 7:00 PM at 7800 IH10W, Suite 100. Cost \$10 per class. RSVP required: (210) 647-0645.
2. Meet with Professional Life Coach, Sharon Powell, for "coaching and coffee" every Saturday from 9:00 - 10:00 AM at 7800 IH10W, Suite 100. In these dynamic & interactive group coaching sessions, you'll experience the benefit of coaching 1st hand. Attendees determine the topics to be covered each week. Cost \$7.00 per session. RSVP required: (210) 647-0645.

These classes are intentionally low cost to introduce a wide variety of busy people with minimal time to invest to the concept and benefits of professional coaching. You are welcome to attend or invite others who may find the introductory sessions helpful.

## Chuck Saxer

Chuck Saxer was awarded the Ruby Award for 2004 by Inscape Publishing. He has been recognized 9 of the last 10 years for his achievements with DiSC® Behavioral Styles materials.

## 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.*

# The Ten Troublesome Myths and the New Reality of Professional Coaching

*By Dave Buck (Part 2 in a 10 part series)*

## Myth #2

### The Client Has All the Answers

No myth has done more to hinder the effectiveness of professional coaches and constrain the growth of the entire industry than this one. It is an absolute killer. THE CLIENT DOES NOT HAVE ALL THE ANSWERS. IF THEY DID, THEY WOULDN'T NEED TO HIRE YOU.

Imagine that you want to become a great basketball player, and you hire Coach Phil Jackson (former coach of the Chicago Bulls and Los Angeles Lakers). You show up for the first coaching session, ready to roll up your sleeves and get busy learning from Phil's wisdom, and he asks "What does your intuition tell you about shooting the basketball?" Sounds silly right? You bet it does! You are paying Phil - probably a lot of money - to show you how to play, not to merely ask you questions about what you think about basketball!

For over a decade, coaches have been taught (yes, taught) to believe that the client has all the answers and that great coaching consists of asking insightful questions to evoke those answers. This is only a VERY SMALL part of the coaching process. The majority of the time when a client hires you as a coach, they want your answers, and they want them now! They don't want to have to be interrogated or asked leading questions to get them to say what you already know. They don't want to be held accountable for finding their own solutions. They want your solutions from your experience.

If you want to be paid for coaching, you have to come to the table with some demonstrable expertise that the client needs. Of course, asking questions to assess the clients existing knowledge and ability is a very smart way to start the coaching process. Once you know what they need to know, TELL THEM.

**Warning:** This doesn't mean that coaches have to be all-knowing gurus. Remember the coaching framework: "The answer is somewhere". Often you'll be required to use Proficiency #10—Shares What is There - Your Knowledge, Your Experience, and Your Wisdom. Many times you'll be counted on to know where to find the answer by having great resources and great connections. Sometimes you'll have to call upon your insight to explore a clients' inkling by using Proficiency #2—Reveal the Client to Themselves.

The point is: Coaching is an extremely dynamic process. To do it well you can't be restrained by mistaken notions. Coaching is teaching. If you can re-orient your thoughts around this truth, your coaching business has a real chance.

Remember, the client has worked hard in their area of life to accumulate enough money to be able to pay for your service so that they can start where you are now. They don't want to retrace your steps. They want to spring forward from everything you've already gained. That's why they are paying you. AND this is how coaching is going to rapidly forward evolution in every area of the human experience.

## New Reality

**In most cases, the client hires the coach for their ability to provide specific knowledge, experience and timely counsel.**

# Coaches Spotlight

## Featuring Sharon Powell



Sharon Powell, PCC

**My Past:** I was born in Del Rio, Texas where my father was the head football coach at Del Rio High School. As you probably know, high school football in Texas is **a big deal**; so my father was like a local celebrity. *Everyone knew Coach Powell.* As a kid, I didn't realize that his popularity had as much to do with his character, as his job as a winning football coach, but this became evident over time. In the summer of 1966, we moved to San Antonio where my father continued to coach football and later became the principal at Thunderbird Hills Elementary School for the last 20 years of his career. The neighborhood kids used to excitedly jump, wave, and shout "Hello, Mr. Powell, hello, hello!!" whenever he drove down the street.

One year after he retired, the Northside ISD board of trustees voted to rename the school to Lawrence Powell Elementary School. At the dedication ceremony, many people who had worked with my father throughout his 36 year career came to honor him. There was a common theme from everyone who spoke. Although many described my father as a quiet and reserved man, friends, colleagues, teachers, and students said he had impacted many people's lives, **one person at a time**, in a

personal and profound way. This public acknowledgement, while uncomfortable for my father, was deeply rewarding for me and my family. ***I saw first-hand the impact, the influence, and inspiration an ordinary person can have in the world by living in integrity with the goodness of who they are.***

In my professional life, I spent 10 years in Human Resources at the U.T.H.S.C.S.A. and 13 years in management at the American Funds Service Company. Finding and nurturing the best/highest potential in each person who reported to me, my co-workers, and customers was my highest priority and greatest strength.

**My Present:** Today as a Professional Life Coach my business mission is to inform, influence, and inspire others to design and live a holistic life. Assisting my clients to rediscover their innate goodness and authentically express themselves whether at work, home, or play is my joy and passion.

Even when someone calls me for 'business' coaching, we spend as much time on **who they are** in their business as we do on technique or skill development. I am a certified Emotional Intelligence (EQ) coach and will soon graduate from Coach U. As a columnist for *Enjoy Whole Health* magazine I can introduce myself and coaching to people in our local community and I love this creative outlet.

**My Future:** After my graduation from Coach U, I intend to complete the ICF professional coach certification process and complete additional certification as a Law of Attraction practitioner. But most importantly, my future goal is simple: always follow my father's example by being good and kind to everyone I meet. My success will continue to be built, **one person at a time.**

# Coaches Spotlight

Featuring Caterina Nur Arends, IAC-CC, CVCC



*Caterina Nur Arends, IAC-CC,*

I grew up in Madison, Wisconsin, a beautiful city in the middle of three lakes. My undergraduate degree was in education. After college I married and followed my husband to Delaware, Florida and then San Antonio. We had a 22' sailboat in the Chesapeake and a fabulous 28' sailboat in Florida. After 7 years in education, I started working with a college Women's Program, teaching classes in communication, self esteem and self actualization. My master's degree is in mental health counseling. I have had my own private practice counseling practice since 1981 and am a Licensed Professional Counselor (LPC) and Licensed Marriage Family Therapist (LMFT).

Several life events have shaped who I am now and what I have evolved to. When I was 11, the oldest of 3, my father near death, became totally blind at 44 from a staph infection. This gave me a different depth, perspective, wisdom and appreciation about life. When in college, I lived in an international, interfaith community that gave me a global vision and awareness. Having my marriage of 20 yrs end when my husband hit a mid-life crisis, job lay-off and moved to Oregon, was devastating for me. Single parenting our daughter, Lisa, then age 10yrs, with no family around was a huge challenge. But the biggest

challenges were yet to come. When Lisa was 14yrs old, she lost all use of her right arm and hands. (Long story, very strange, she's OK now.) Then between the ages of 14-19, she had 15 deaths of people close to her.

Each trauma brought a spiritual gift, new wisdom and inner strength. I came to realize that life is about what is happening to the soul, not the body that is most important. Step by step, I learned how to take outside challenging events and transform and transcend them, looking for the hidden spiritual blessings in each event. "The broken heart is the doorway to the soul", a quote I had heard, became a reality for me. I have experienced several profound life changing "mystical" type experiences that have forever changed me and have created the greatest gifts that I bring to others.

My life is dedicated to making a positive difference in the lives of others. My work is my calling. I am extremely intuitive, empathic, compassionate, and insightful. I work along the entire spectrum of human growth and development from healing, teaching, empowering, transforming, transcending and serving. In coaching, my areas of specialty are life transitions and spiritual coaching, helping people learn to create and live from a place of inner peace, in the midst of a crazy, yet beautiful world.

I am also involved with the San Antonio peaceCenter, serving on the board. After 12 years of being single, I remarried in 2000 to a very kind, caring man whom some of you know. I have a passion for water, traveling to foreign countries and am an absolute "bookaholic". I love diversity and helping people learn to connect across differences.

Accomplishments that I am proudest of: starting a global peace project, "Let There Be Light!" in 1994, being one of 5 finalists in San Antonio for the "Unity of Humanity Award" in 1996 and co-creating "Creating a Caring Community" project for San Antonio in 2002.

### Coaches Tip from Caterina Nur Arends

I like to teach my clients what I call "The Figure 8 Model" for living life. To visualize this, first draw a figure 8. The top circle represents our soul/spirit and the bottom circle represents our personality/ego. Before birth, we all start at the top circle. Then, coming down the figure 8 to where the two circles connect represents our physical birth. Many then live their lives only in the awareness of the bottom circle, thinking they are only their personality, forgetting about their spiritual source. This leads to a feeling of separateness, dissatisfaction, living in fear and lack, defining oneself by outside circumstances. However, there are life moments that can open oneself to the soul (e.g. the miracle of the birth of a baby, the beauty of nature, love, music) and we are reminded of something more, we experience wholeness and momentarily go up into the top circle. The goal is to learn to live our lives totally aware of both circles at the same time and fluidly moving back and forth all of the time. In doing this we have the potential to feel at one with all of life, at peace, living from a place of love and trust, thus transforming our lives.

#### About the Coaches Spotlight

In support of SAPCA's Core Value "Connectedness", each month the newsletter will spotlight one of our own coaches in conjunction with the Spotlight coach being featured at the monthly meeting. . If you would like to be a Spotlight Coach, please contact Susan Loveland (aloveland@satx.rr.com) This newsletter goes out to all member coaches of SAPCA. In addition it is posted on the SAPCA website.

### Coaches Tip from Sharon Powell

How do **you** start each day? We are all busy people, so it's very easy to jump out of bed in response to the blaring alarm and **get started doing** things. Like Dr. Phil often asks, "*How is that working for you?*" Perhaps you are too busy to notice. I ask you to stop for a few minutes and give this some consideration. If you evaluate the quality of your life strictly by productivity, this approach may seem to work for you. However, what if you decided to slow things down a bit and start your day off with **intention**, can you imagine how much better you might feel about yourself and how you engage with others?

I suggest to my clients that they spend a few minutes upon awakening to declare their intentions for the day. A good question to ask yourself is, "**Who do I have to be today to accomplish good results in my business and personal relationships?**"

Think about this: As a coach you probably begin most of your coaching calls/interactions by asking the client, "What do you want to get from our session today?" By clearly identifying the client's intention, you coach from a position of clarity and purpose. The practice of starting my day, quietly and unhurriedly, to declare my intentions and center myself in prayer and thanksgiving is a treasured time for me. I hope you, too, will find it a meaningful success tool for all of your personal and business endeavors.

# San Antonio Professional Coaches Association

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