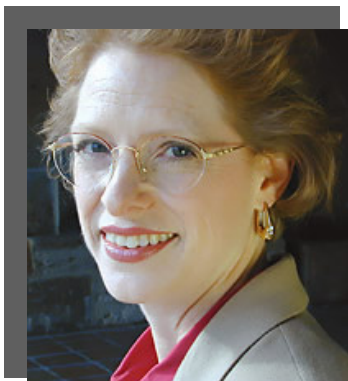


# SAPCA

## Next Month at SAPCA

### Marketing Skills and Secrets for Coaches

*5 Key Strategies for Effective  
Complimentary Sessions that Get  
You More Clients!*



**Leslie Cardinal, PCC**

Offering Complimentary Coaching Consultations can be an extremely effective method for growing your coaching business. This marketing strategy can be used by both new as well as experienced coaches. During this exciting program you will learn the key elements to include in effective complimentary sessions. You will also discover how to integrate them

#### 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

into your overall marketing plan. Come and learn to harness the power of this strategy to get more clients!

#### ***Benefits that the members will get from the presentation***

- Learn five key components to include in your complimentary sessions.
- Understand three reasons why a complimentary session is powerful and effective.
- Uncover three things NOT to do in your complimentary sessions.
- Discover ways to personalize your complimentary sessions to fit your coaching specialty or niche.
- Explore the role of the complimentary session as part of your overall marketing process.

Leslie Cardinal is a skilled and experienced speaker and workshop leader. She holds the Professional Certified Coach designation from the ICF. Ms. Cardinal has been coaching professionally for ten years and she has more than 25 years experience teaching and working with leaders in many different industries. Leslie is a charter member of SAPCA, the San Antonio ICF Chapter. She regularly coaches new and experienced coaches about growing their coaching businesses.

# Book Review



## **GET CLIENTS NOW!™** *A 28-Day Marketing Program for Professionals and Consultants*

By  
C. J. Hayden, MCC

*Reviewed by Leslie Ann Cardinal, PCC*

GET CLIENTS NOW!™ is the featured topic of the workshop being presented at Borders Book Store on Thursday, July 20th. For more information see the flyer included in this newsletter.

### **MAIN CONCEPTS**

If you want a great book that makes the process of marketing your services easy to understand and that helps you take action, this is the book to buy!

This book is written by Ms. C. J. Hayden, MCC, a business coach who is also experienced with marketing. She writes in a way that is very clear and straightforward. The book is written especially for people who have a service business, such as coaches, consultants, health care professionals, attorneys, and accountants.

Ms. Hayden outlines four core steps in the marketing process:

1. Fill the pipeline
2. Follow up
3. Get presentations
4. Close the sale

Ms. Hayden asks you to choose the step where you are stuck or most need to focus for your business at this time. She suggests that you create a 28 day Action Plan consisting of ten daily actions. To support you with this, she provides an extensive collection of possible action strategies for each of the four steps. She also suggests that you include in your Action Plan one to three Success Ingredients, projects that will support your overall marketing efforts.

The book is a marvelous reference that you can come back to each month to update your plan. The book is readily available from Borders, Amazon, and Barnes and Noble, for under \$20.

### **WHAT I FOUND MOST INTRIGUING**

One of the unique features of the Get Clients Now!™ book is the extensive collection of action strategies and tactics. This makes it easy for the reader to choose actions that fit his or her business and style. Ms. Hayden also provides forms and worksheets to support you as you design your goals and Action Plan.

I appreciate Ms. Hayden's list of six marketing strategies that are especially suited to service businesses. She discusses the particular strengths of each strategy to help the reader choose one or two to focus on.

I also like the section of tips and suggestions for each day within the 28 day Get Clients Now!™ process. The program is very effective when used as part of a coaching group. The program can also be used by an individual working alone or with a buddy.

### **COACHING APPLICATIONS**

This book is a useful step-by-step guide for any coach who wants to develop a marketing plan for growing their own coaching business. The book is especially helpful for coaches who do not have a background in marketing. It is helpful and friendly in its tone and approach. The book also provides examples that are easy to follow.

The book uses a coaching approach to creating a marketing plan that can be adapted and used over and over throughout the life of your business. This book can be a source of encouragement and practical help as you grow your business, whether you have a coaching business or any other type of service business.

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## Message From The President



**Michael Baker**  
*President of SAPCA*

### Why Credentialing is Important

As a coach who has been practicing for a few years now, I enrolled in UT-Dallas's Executive and Professional Coaching Program to pursue my professional certification through the ICF Credentialing process. The classes I am taking cover a comprehensive amount of knowledge in many areas needed in coaching. I am amazed at the qualifications and experience of the faculty and their willingness to share both with their students. When deciding where to receive my education, there was no other option that I could have pursued that would have as quickly elevated the degree of professionalism that my clients seek and deserve. I look forward to each evening when I tell my wife, "I'm going to school!" and sit down for another dose of on-line collaboration and knowledge gain. Thanks to all my teachers and classmates for what they offer each week!

Imagine if you will, that you are a corporate HR Manager who needs to hire someone to maintain your computer network. You have two candidates to choose from. One has

been working on computers since he was a kid, been building computers for years and knows networks like the back of his hand. The other is a M.C.S.E., a Microsoft Certified Systems Engineer. This candidate has received extensive training and passed a battery of rigorous testing and exams to validate his knowledge and ability to design, implement and maintain networks. The company that makes the software your network operates on designed the training and testing requirements and issued his credentials.

With the first candidate, the only way to really judge his abilities are to turn him loose on your production network to see what he knows. This could be a career-limiting choice for you. Candidate number two is a known commodity. His credential verifies his knowledge, abilities and expertise. Which one are you going to hire?

Imagine again that you own that Mercedes Benz you always dreamed of and it needs some service work. You have two options for service. Option one is a guy at the corner service station that can fix anything, been working on cars all his life and has his own tools! Or, there is a mechanic that works at the Mercedes dealership, who has been to training offered by Mercedes Benz, has years of experience with continuing training on all new models and updates and maintains a certification that verifies these things. Who would you want working on your "Benz"?

Now imagine that you are an individual who has a very important issue to resolve or result to achieve. You've decided that you need to hire a coach who can help you "make it happen". It is a very important decision for you with a huge potential impact. Who are you going to hire? OK, if I've made my point effectively, you already know the answer.

*Continued on page 4*

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## Message from the President

continued from page 3

I absolutely agree with the ICF on the following benefits of becoming professionally credentialed:

- Enhances your credibility and reassures potential clients that you are an experienced and professional coach
- Demonstrates that you have high professional standards
- Demonstrates that you stand by a strong code of ethics
- Demonstrates a high knowledge and skill level
- Demonstrates that you have high professional standards
- Demonstrates that you stand by a strong code of ethics and take on-going professional development seriously
- Develops you as a professional coach – to further enhance your skills
- Brings personal satisfaction - in achieving a career goal
- Brings personal satisfaction - in gaining a credential from the only internationally recognized independent coaching body
- Reinforces the integrity of the coaching profession nationally and internationally

I believe that one of the greatest benefits for me has been in my own professional development and confidence. I have gained an unbelievable amount of new knowledge that will serve me well as I continue to develop my own professional coaching practice. I hope that each of you takes the time to research the topic of credentialing and decide if it's right for you. It's been one of the smartest decisions I've ever made and I'll bet my coach agrees!

## What's Up With Our Own Coaches

### Mike Mayberry

Congratulations to Mike Mayberry who in May of 2006 received his ICF Credential of Associate Certified Coach (ACC). Mike used the portfolio process combined with his classroom requirements at CTI and his extensive accumulated hours to qualify for this prestigious credential. Congratulations Mike for your great accomplishment.

### Barbara Greene and Lorna Engleman

Two SAPCA members are serving on the 2006-2007 Board of Directors for the National Association of women Business Owners, Barbara A. F. Greene, MCC is the President and Lorna Engleman, MD is serving as the Co-Chair of the program, *An Income of Her Own*.

**The San Antonio Business Journal published Barbara A. F. Greene's , MCC articles:**

- How to create a coaching culture in your workplace <http://sanantonio.bizjournals.com/sanantonio/stories/2006/05/29/focus4.html>
- Strategic team development takes time, continuous effort <http://sanantonio.bizjournals.com/sanantonio/stories/2006/07/03/focus4.html>

## 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.*

## Involve Yourself With the ICF

### Member Calls with the Executive Committee

The ICF Board of Directors wants to connect with members to really hear and learn what's important to them, as well as to share what's going on at ICF. All ICF members are invited to be on a call with Diane Brennan, MCC, Philip Cohen, MCC, Soren Holm, PCC and David Matthew Prior, MCC, members of the ICF Executive Committee.

*This one-hour exchange will provide:*

- An ICF update on timely topics such as public relations, conference, credentialing, etc.
- An opportunity to engage members in dialogue with ICF leaders around important issues impacting the organization
- An open forum for general questions and answers

*The call will be held at two times:*

- Monday, July 17, 5pm CT
- Thursday, July 20, 9am CT

The bridge line is: 1.620.635.9555, Pin Number: 321#. Questions or comments for the meeting can be sent to Marcey Ansley, ICF Director of Operations, at [marcey.ansley@coachfederation.org](mailto:marcey.ansley@coachfederation.org).

### Credentialing Teleforums

Are you interested in applying for an ICF Credential? Applications are being accepted between July 1 and September 30. We encourage you to participate in one of the following calls for additional information. Please print out a copy of the application for the credential for which you are applying and read it prior to the call. (go to the credentialing section of the ICF website to download [www.coachfederation.org](http://www.coachfederation.org)). Have the application available during the call. Dial in Number: 1.620.635.9555; Pin: 197#

#### **MCC Teleforums**

Monday, July 17th and Tuesday, July 18th, 7pm CT  
Wednesday, July 19th, 9am CT

#### **PCC Teleforums**

Monday, July 17th and Tuesday, July 18th, 6pm CT  
Wednesday, July 19th, 10am CT

#### **ACC Teleforums**

Monday, July 24th and Tuesday, July 25th, 12pm CT  
Monday, July 24th, 6:00pm CT

*Continued on page 6*

# Involve Yourself With the ICF

(continued from page 5)

## Special Interest Groups (SIGs)

The ICF Special Interest Groups (SIGs) give you the opportunity to get very specific in our great coaching community. Through the SIGs, you can connect with other coaches who have similar interests or goals and share best practices, challenges, and new ideas.

SIGs provide community, leadership, understanding, and enthusiasm. ICF members throughout the world are eligible to participate on all SIG calls at no additional cost.

SIG's are open to ICF members only. Non-members may attend groups by invitation from a current member and may attend two meetings as a non-member. Should the guest wish to continue attending a group, that person must become an ICF member. This policy ensures that the building of professional network is a member benefit.

### Interested in Starting a SIG?

We need great people who are interested in a leadership role to build on our unique and talented community. ICF members who are interested in hosting a SIG should contact ICF at [SIGChair@coachfederation.org](mailto:SIGChair@coachfederation.org).

ICF Special Interest Groups (SIGs) dates, times, and contact information for the SIG Hosts are listed for members when they log in.

## Consider Joining an ICF Special Interest Group (SIG)

### Two New ICF Special Interest Groups

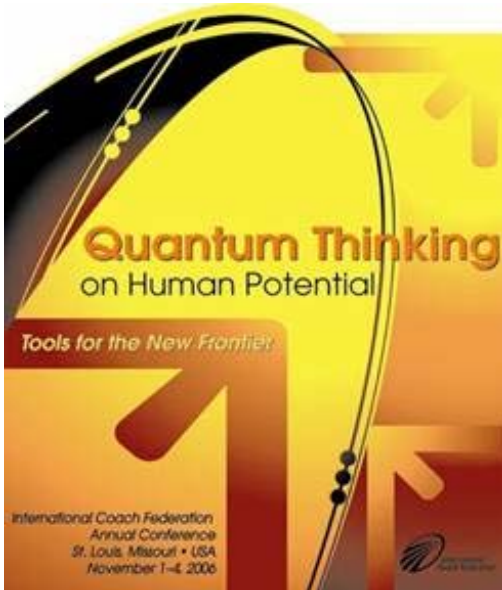
- Action of the Soul with New Equations SIG
- Teen/Adolescent SIG

## Other ICF SIGs

- AD/HD SIG
- Business Development SIG
- Career Coaching SIG
- Coaching and Psychotherapist Communities SIG
- Coaching Educators SIG
- Coaching in Asia
- Contra Coaching SIG
- Creativity Coaching SIG
- Emotional Intelligence SIG
- Executive Coaching SIG
- Expatriate Coaching SIG
- Family Coaching SIG
- Gay Lesbian Bisexual and Transgender (GLBT) Coaching SIG
- Global Executive Coaching SIG
- Great Life in Recovery SIG
- ICF Third Age Coaching SIG
- Internal Coaching SIG
- Non-Profit and Social Action Coaching SIG
- Physical Disability & Chronic Illness SIG
- Political Leadership Coaching SIG
- Positive Leadership in Media & New Technologies SIG
- Prosperity SIG
- Relationship Coaching SIG
- International Research Forum SIG
- Retreat Coaches SIG
- Spanish Speaking Coaches SIG
- Team & Work Group Coaching SIG
- Teen/Adolescent SIG
- Transitions SIG
- Wellness Coaching SIG

To learn more about the ICF SIGs go to the Members Section of the ICF website—[www.coachfederation.com](http://www.coachfederation.com)

**Next Meeting: Second Thursday, August 10th — 7:15-8:45am.**  
**Please RSVP to Gene Hildabrand, Director of Membership**  
**at [gene@themasternetwork.com](mailto:gene@themasternetwork.com) no later than Saturday August 5th, 2006.**



**11th Annual ICF International Conference**  
**November 1-4, 2006**  
**America's Center - St. Louis, Missouri USA**

This year's annual ICF Conference promises to be an incredible event. In St. Louis, the city of the arch, from Nov 1<sup>st</sup> –4<sup>th</sup>, thousands of coaches from all over the world will gather to learn what's new in coaching and will come away informed, challenged, educated and of course connected and/or reconnected with other coaches from our great community. If you think our local meetings have a different feel to them than most other association's meetings, just imagine how you will feel hanging out with a few thousand coaches.

The three keynote speakers, Dan Pink (former chief speech writer for Al Gore and author of "A Whole New Mind"), Lynne Twist (A key leader in "The Hunger Project" for over 20 years and author of "The Soul of Money") and Guy Kawasaki (Chief Evangelist with Apple Computers and author of "Art of the Start"), will leave you with a whole new outlook on coaching and on life. This year's conference has been specifically geared to support both seasoned coaches and those new to the profession. And don't forget that every keynote session and breakout sessions will provide CCEU credits. Please visit the ICF website at [www.coachfederation.org](http://www.coachfederation.org) and check out the full conference agenda and take advantage of the early bird special rate that expires on July 31<sup>st</sup>.

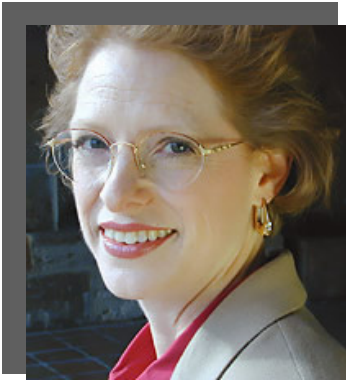
**The 2005 ICF International Conference sold out.**  
**Please plan to reserve your space early.**  
**For more information go to [www.coachfederation.org](http://www.coachfederation.org)**

<b>Registration Fees</b>	<b>Member</b>	<b>Non-member</b>
Full Conference Early Bird* (May 15 -July 31)	\$600 USD	\$750 USD
Full Conference Regular (Aug. - Nov. 1)	\$700 USD	\$850 USD
One-Day Pass (maximum two day purchase)	\$200 USD	\$350 USD
Companion Registration	\$300 USD	\$300 USD
GALA Ticket (included w/Full /Conference Reg.)	\$ 90 USD	\$ 90 USD
Coaching Research Symposium	\$175 USD	\$175 USD

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## Coaches Spotlight

### Featuring Leslie Cardinal



**Leslie Cardinal, PCC**

#### **MY PAST:**

I was born in Albuquerque, New Mexico, the oldest child in an Air Force family. We moved to San Antonio for the first time when I was two, then on to Puerto Rico, Colorado, and back to San Antonio again. As a kid, I was an avid reader, an active Girl Scout, and I always had some type of entrepreneurial project going on too. I was fortunate to be able to go all the way through high school in one place (in San Antonio). I loved music and played flute and piccolo in the marching band in high school. I also participated in math contests, spent most of my weekends in the country in Medina, Texas where we swam in the river and slept under the stars in the summer.

My dream was to be able to return to Colorado, with the cool weather and beautiful mountains, and my dream came true when I won a scholarship to the University of Denver to study engineering. When their engineering school closed, I transferred to Dallas where I completed my degree in Systems Engineering. I worked in a variety of engineering jobs at Texas Utilities, Southwestern Bell, The Federal Reserve Bank, Advanced Micro Devices, and Texas Instruments.

During this time, I began to do a great deal of self development and career planning. I chose to move in the direction of a career in leadership development and training. I also chose to move back to San Antonio, a place that I really enjoy living.

After my return to San Antonio, I worked at USAA, developing and teaching leaders and managers at all levels in the company. It was exciting to earn a Masters degree in Adult Education during this time, and to have the opportunity to introduce some very progressive training methods at USAA.

Along the way, I completed many training programs such as massage therapy, reflexology, Reiki, the Dale Carnegie Course, the Silva Method, TM, Neuro-Linguistic Programming (NLP), Landmark Education, Accelerated Learning and group facilitation methods.

#### **MY PRESENT:**

Shortly after learning about the profession of coaching in 1996. I attended the first-ever coaching conference in Houston, Texas. When I came home from the conference, I immediately enrolled in Coach University. I was able to include coaching as part of my work at USAA for five years before leaving in 2001 to become a full time, self-employed coach. I am excited that this is my ten year anniversary as a coach!

After graduating from Coach U, I also completed the coach training program at Corporate Coach University and have studied at the Coachville Graduate School of Coaching as well. My studies have also included programs with Thomas Leonard, Richard Reardon, Dave Buck, Michael Schubnel, Julie Jordan Scott, Michael Port, Andrea Lee, and Judith Morgan.

It was exciting to be one of the first members of the ICF, and to be one of the first group of coaches to receive ICF certification as a Professional Certified Coach. I helped to start the first professional group for coaches in San Antonio and was president of this group before we officially evolved into a Chartered ICF Chapter.

Currently, I coach executives and small business owners. I offer individual as well as

# Coaches Spotlight (continued)

## Featuring Leslie Cardinal

group coaching. My current ventures include teleclasses, audio products, ebooks, and articles. I am learning the process of marketing on the Internet and will be expanding my business in this direction in the future.

I am a certified leader of the Coaching Clinic workshop and have taught many leaders how to use coaching skills in their work. I also enjoy leading the Get Clients Now!™ program.

In addition to coaching, I do some facilitation, consulting, and volunteer work in the K–16 education world in San Antonio. I also love to support local charitable organizations to help create a great quality of life in San Antonio.

### MY FUTURE:

One of the exciting things we learn as coaches is the possibility of creating a business we love and a life that delights us. My goal is to create multiple revenue streams using my teaching, coaching, speaking and writing skills, and using the power of the Internet. I love the idea that we can have a positive impact in our community as well as create a lifestyle and a business that we love.

### MY STRENGTHS:

My strengths include a sense of humor, a warm heart, and good listening skills. I love to share ideas and resources with clients and friends, and it is always a pleasure to brainstorm options and possibilities. I am passionate about learning, so I love audio books and teleclasses and I am always learning something new.

In my personal life, I love all kinds of ethnic foods, jazz music, growing flowers and herbs, spending time with my husband and with good friends, and reading/listening to audio-books.

### THINGS I WANT YOU TO KNOW

I believe in possibility...that there are always options and choices, especially the choice about how we interpret situations. I love tapping into the power of faith and universal principles of prosperity and abundance. I am a big fan of the teachings of Loral Langemeier, Catherine Ponder, and Jerry and Esther Hicks.

I love to see people succeed. I believe that people can achieve great and exciting things and I love to coach and teach and encourage them. I guess this is why coaching feels like such a great career! I also believe that it takes a team to succeed and that you can assemble your own mastermind team of friends, colleagues, mentors, and coaches.

I love to learn and explore. It is thrilling to be alive in a time like this when we have access to information and people through the telephone and the Internet. We also have access to inner knowing and intuition as well. It is a wonderful time to be alive and to be a coach!

## Opportunities for Exposure

The SAPCA Board of Directors continually looks for ways to get exposure for the SAPCA Membership and the to the San Antonio Community. Regular opportunities exist for you. If you want them, it will require stepping up for them. Please consider the following:

**Sapca Monthly Newsletter:** (Sent to the SAPCA membership and is posted on the website. Contact Chris Lucerne)

- ◆ Spotlight Coach
- ◆ Book Reviews
- ◆ Announcements about what you are up to

**Be a Presenter:** (Notices are sent to the SAPCA membership and the San Antonio Community.)

- ◆ Monthly Meeting Presentations (contact Wendy Geisler or Diane Cunningham)
- ◆ Bi-monthly Presentations in partnership with Borders in Huebner Oaks (contact Chris Lucerne)

**Showcase Your Expertise:** Include a tool, tip, or technique in the *Community Update*, the monthly publication, that goes out to SAPCA's growing database of people who attended our past events and are interested in what we are up to. (Contact Chris Lucerne)

Chris Lucerne: [chris@chrislucerne.com](mailto:chris@chrislucerne.com)  
Wendy Geisler: [nutritionmaven@aol.com](mailto:nutritionmaven@aol.com)  
Diane Cunningham:  
[diane@dianecunningham.com](mailto:diane@dianecunningham.com)

# Ten Easy, Low-Cost Ways to Market Your Business on the Internet Even if You Don't Have a Website

*Tips from Leslie Cardinal, PCC*

One of the first steps in marketing your business is to be visible to your prospective customers. There are several ways to be visible on the Internet which don't cost much money, just a bit of time. Experiment to find which of these ways will work best for you and your business.

- Use an email signature block in all of your business email. Include your full name, telephone number, email address, title or profession and the name of your business. You can include a tagline too, and a sentence or two about a current offer.
- Use email to stay in touch with friends, colleagues, people you meet. Ask permission to send them email and send personalized notes rather than mass mailings.
- Participate in discussion groups, listservs, yahoogroups, and google groups. You can find discussion groups for coaches and for many other professions. Observe the group for a while to learn their style of interacting. Then look for opportunities to be helpful with your posts. Follow any rules or protocols the group may have about posting.
- Comment on blog entries. You can even start your own blog with free or low cost blog software and servers. As with discussion groups, aim to contribute helpful, positive comments.
- Comment/respond to articles online, similar to letters to the editor. When you read articles online, there will often be a link for replies. You can offer praise, feedback, even a different perspective. Your comments may end up posted on the other person's website and increase your visibility.
- Send testimonials about other people's services and products and give permission for them to use your testimonial on their website. Think of several products or services that you use and have liked, preferably related to your business. Go to their websites and use the contact button to send a positive

letter or testimonial. Tell them you would be glad for them to post testimonial on their website, if desired.

- Write book reviews on Amazon and other similar sites. Choose several books related to your profession that you have read and found useful. Make a list of three or four benefits or features that you appreciated about the book. Write these points into a testimonial and send it to the company or person with permission to use your comments.
- List yourself and submit a member profile to websites for groups and associations that you belong to, especially free or low cost listings. Find out if the groups you belong to have websites with a page for listing current members' profiles. If there is a site, study it for the format and type of information and then create a posting and submit it.
- Forward useful articles and ezines of other people to friends and colleagues when permission is granted for this. When you read an article that you think a colleague or client would appreciate, consider forwarding a link to the article to a friend or a colleague who might benefit from reading the article.
- Submit short articles and tips lists that you write to article banks online. You can write and submit your articles and tips lists to a variety of sites online that will make your article available for their readers and subscribers. This is a great way to increase your visibility.

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[www.LeslieCardinal.com](http://www.LeslieCardinal.com) Leslie Cardinal is a Professional Certified Coach who works with independent professionals and business owners. Leslie is a licensed facilitator of the Get Clients Now!™ program. She loves to help you succeed! Visit [www.LeslieCardinal.com](http://www.LeslieCardinal.com) to receive free Cardinal Success Tips!

Lockhill Station Post Office Box 780114 - San Antonio, TX 78278-0114 ♦ [www.sapca.org](http://www.sapca.org)  
Membership List (more details and photos at <http://sapca.org/members2.htm>)

## LEADERSHIP

**President:** Michael Baker [Michael@MoveToAction.com](mailto:Michael@MoveToAction.com) 830-537-3576  
**President-Elect:** Michele Henkle Irelan, PCC [Michele@SuccessWorks.com](mailto:Michele@SuccessWorks.com) 497-7589  
**Secretary/Treasurer:** Janet Bonnin [jbonnin@boernenet.com](mailto:jbonnin@boernenet.com) 830-249-9785  
**Director of Communications:** David Flack [DFlack@satx.rr.com](mailto:DFlack@satx.rr.com) 872-5490  
**Director of Membership:** Gene Hildabrand [gene@themasternetwork.com](mailto:gene@themasternetwork.com) 481-2555  
**Director of Programs:** Wendy Geisler [nutritionmaven@aol.com](mailto:nutritionmaven@aol.com) 823-4363  
**Director of Resources:** Sue D'Ambrosio [sdambrosio@satx.rr.com](mailto:sdambrosio@satx.rr.com) 650-5470  
**Immediate Past President:** Mike Bellomy ACC [mbellomy@BellomyGroup.com](mailto:mbellomy@BellomyGroup.com) 524-7790  
**Board Advisor:** Chris Lucerne, PCC [chris@chrislucerne.com](mailto:chris@chrislucerne.com) 408-7699

## Credentialed Coaches Members (Certified through ICF)

Mike Bellomy, ACC Immediate Past President [mbellomy@BellomyGroup.com](mailto:mbellomy@BellomyGroup.com) 524-7790  
Leslie Cardinal, PCC [Leslie@LeslieCardinal.com](mailto:Leslie@LeslieCardinal.com) 496-3304  
Judi Craig, MCC [judi@coachsquared.com](mailto:judi@coachsquared.com) 824-3391  
Jayne Garrett, PCC, [jayne@jaynegarrett.com](mailto:jayne@jaynegarrett.com) 490-6106  
Barbara A. F. Greene, MCC [barbara.greene@greeneandassociates.com](mailto:barbara.greene@greeneandassociates.com) 366-8768  
Michele Henkle Irelan, PCC PRESIDENT-ELECT 2006 [Michele@SuccessWorks.com](mailto:Michele@SuccessWorks.com) 497-7589  
Chris Lucerne, PCC, BOARD ADVISOR 2006/President 2004 [chris@chrislucerne.com](mailto:chris@chrislucerne.com) 408-7699  
Mike Mayberry, ACC [mmayberry@theleadershipcoach.net](mailto:mmayberry@theleadershipcoach.net) 479-9891  
Bill Thomas, MCC Past VP of the ICF [billthomas@omniglobal.net](mailto:billthomas@omniglobal.net) 830-367-4555

## Affiliate Members (ICF Members)

Caterina Nur Arends [Caterina@highervisioncoaching.com](mailto:Caterina@highervisioncoaching.com) 492-6882  
Michael Baker, President 2006 [Michael@MoveToAction.com](mailto:Michael@MoveToAction.com) 830-537-3576  
Sharon Benedict [homeharvest@gvtc.com](mailto:homeharvest@gvtc.com) 830-755-6163  
Ed Bierschenk [coachedb@gvtc.com](mailto:coachedb@gvtc.com) 488-8137  
Janet Bonnin, SECRETARY/TREASURER 2006 [jbonnin@boernenet.com](mailto:jbonnin@boernenet.com) 830-249-9785  
Diane Cunningham, PROGRAMS CHAIR [diane@dianecunningham.com](mailto:diane@dianecunningham.com) 219-5231  
Sue D'Ambrosio BOARD DIRECTOR for RESOURCES [sdambrosio@satx.rr.com](mailto:sdambrosio@satx.rr.com) 650-5470  
Lorna Engleman [lorna@panamadocs.com](mailto:lorna@panamadocs.com) 492-6872  
David Flack, BOARD DIRECTOR for COMMUNICATIONS/2002 President [DFlack@satx.rr.com](mailto:DFlack@satx.rr.com) 872-5490  
Bob Frasier [bobfrasier1@juno.com](mailto:bobfrasier1@juno.com) 722-6878  
Wendy Geisler, BOARD DIRECTOR FOR PROGRAMS [nutritionmaven@aol.com](mailto:nutritionmaven@aol.com) 823-4363  
Gene Hildabrand, BOARD DIRECTOR FOR MEMBERSHIP [gene@themasternetwork.com](mailto:gene@themasternetwork.com) 481-2555  
Marc Miller [marc@coachingmoments.com](mailto:marc@coachingmoments.com) 830-229-5555  
Jon Morse [jon@thecenterforsuccess.com](mailto:jon@thecenterforsuccess.com) 830-997-5110  
Sharon Powell [COACHSKPowell@hotmail.com](mailto:COACHSKPowell@hotmail.com) 647-0645  
Chuck Saxer [csaxer@o-l-d.com](mailto:csaxer@o-l-d.com) 408-1032  
Poonam Sharma [sharmap@flash.net](mailto:sharmap@flash.net) 493-6554  
Kimberly Smith-Martinez, Ph.D. [kim@envisionyourdreams.com](mailto:kim@envisionyourdreams.com) 832-9076  
Jack Stephens [jack@invest.com](mailto:jack@invest.com) 590-6878  
Jeff Thompson [jeff@summitlifestrategies.com](mailto:jeff@summitlifestrategies.com) 831-2246  
Raelyn Van Pelt [vanpelt@sbcglobal.net](mailto:vanpelt@sbcglobal.net) 683-6360  
Steve Varga [steve@varga-associates.com](mailto:steve@varga-associates.com) 490-3377  
Blaine Wilson [coach@fitcare.net](mailto:coach@fitcare.net) (830) 377-4925  
Angela "Angie" Woodrow [awoodrow@beyondpointb.com](mailto:awoodrow@beyondpointb.com) 492-6461

## Associate Members (Non-ICF Members)

Linda Crum [Linda.Crum@usaa.com](mailto:Linda.Crum@usaa.com) 316-0946  
Ian Dahlgard [iancoach@aol.com](mailto:iancoach@aol.com) 273-5331  
Nora Fellows, FINANCE CHAIR [fellows@gvtc.com](mailto:fellows@gvtc.com) 830-755-6423  
Cheryl Jones [cheryl@bestbizness.com](mailto:cheryl@bestbizness.com) 545-2378  
Susan Loveland [aloveland@satx.rr.com](mailto:aloveland@satx.rr.com) 696-0258  
John Lovitt Past President 2003 [johnlovitt@kw.com](mailto:johnlovitt@kw.com) 364-8025  
Irene Maxfield [imaxboston@yahoo.com](mailto:imaxboston@yahoo.com) 590-1686  
Rick Thomas [rtthomas\\_satx@yahoo.com](mailto:rtthomas_satx@yahoo.com) 490-5170  
Richard Zielinski [solutions@apsrecruiting.com](mailto:solutions@apsrecruiting.com) 690-3888

## Honorary Members

Jim Antenen [jimantenen@earthlink.net](mailto:jimantenen@earthlink.net) 826-7595 ext. 230  
Dee Dee Aspell [deedee@aspell.com](mailto:deedee@aspell.com) 930-4664

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Leslie Cardinal, PCC, is an experienced business coach and a licensed facilitator of the acclaimed Get Clients Now!™ program. Leslie specializes in working with micro-businesses, solopreneurs, home-based businesses, and independent professionals. She has personally used the Get Clients Now!™ process to grow her own business, and she loves to help others to get more clients and to make more money! To learn more about Leslie, visit her website at <http://www.LeslieCardinal.com>

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