

# SAPCA

## Next Month at SAPCA

### Podcasting with Purpose

#### *How to Have Your Own Coaching Radio Show*



**Diane Cunningham**

Podcasting is a great way for you to get a message across to your current clients and attract new clients to your coaching practice. It is essentially a Web-based broadcast which works with software that automatically detects new files and is accessed by subscription.

### 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

During our time together, you will learn:

- What is Podcasting?
- 3 Advantages of Podcasting
- 6 Steps to Getting Started
- More Tips and Suggestions from a Podcaster

#### ***About the Presenter:***

Diane Cunningham is a Certified Life Purpose Coach, Speaker, and Life Plan Facilitator with *Pathway to Purpose Ministry*. She is a Founder and Co-Director of *The Purpose People*, a Coaching and Consulting Group. With her Masters in Guidance and Counseling and B.A. in Speech Communications, Diane has previously worked as a Counselor for an Employee Assistance Program, and has been coaching for over 15 years.

#### ***Next Meeting:***

**Second Thursday,  
October 12th 7:15-8:45am  
Please RSVP to  
Gene Hildabrand,  
Director of Membership at  
[gene@themasternetwork.com](mailto:gene@themasternetwork.com)  
no later than  
Saturday October 7, 2006.**

---

# Message From The President



**Michael Baker**  
*President of SAPCA*

The International Coach Federation will be presenting the 2006 Chapter Awards at the ICF International Conference in St. Louis in November. Local chapters are the core community of the coaching profession, providing a voice for coaches in over 140 communities and 80 countries around the world. Chapters now have the opportunity to be recognized for their efforts by sub-

mitting an application for one of two possible awards categories. Chapter leaders may nominate their own chapter or a fellow chapter.

I have submitted the following application for the *Finding Our Voice – Marketing/PR Award*. This award recognizes chapters who have created a successful marketing/PR campaign within their community. Chapter activities might include: the launching of a successful advertising campaign in print, broadcast, or electronic media; creation of or participation in community-wide education forums or awareness events; or alliances with other community organizations or groups to increase awareness of coaching. This application is indicative of what we have been doing this year as a chapter. I am glad to share this with everyone. If many of these activities are fresh news to you, I encourage you to get more involved. There are lots of great things going on with the San Antonio Professional Coaches Association and the profession of coaching. If you are interested in a more active role in your chapter, just let me know, there is much work still to do and a new leadership team lining up for next year.

## San Antonio Professional Coaches Association, Finding Our Voice

Incredible results can be attained when teams of professional coaches collaborate in the best interest of their chapter, the ICF and our profession of coaching. In the past year, teams made up of nearly half of San Antonio Professional Coaches Association coaches have partnered to accomplish a comprehensive branding and marketing effort that has led to an tremendous increase in public awareness of who we are, what we do and why we do what we do as coaching professionals.

After an intra-chapter “coaching conversation”, options were discussed, a strategy developed and teams formed to accomplish our shared vision. These tasks began with the design and completion of a new chapter logo symbolizing our “reaching for brilliance” approach to coaching. A PR Chair was formed and a media distribution list created with local contact names and contact information. Our chapter newsletter was revised to inform members of the numerous opportunities for coaches to gain public exposure. A new electronic newsletter, *Community Update*, was created to distribute coaching information to interested “non-coach” professionals resulting in “clicks” to our website three-times greater than comparable sites. Our website is constantly updated through effective content management and links added to

our *Community Update* and archived articles.

Our alliance with our local ASTD chapter was strengthened through co-promoting each chapter’s events on our respective websites and newsletters. A new alliance was formed with Borders Bookstores. Coaches presenting book reviews has led to increased sales for Borders and greater awareness of coaching with attendances of approximately fifty people per event. Our Coaching Week fund raising event on “The Coaching Conversation” brought in over a hundred participants. This has allowed the San Antonio Professional Coaches Association to host the first annual Gathering of Texas Coaches with attendees from all four Texas ICF Chapters meeting together in San Antonio. This three-hour workshop features Michael Charest presenting *“How to Sell and Market Your Coaching Services with Confidence and Integrity.”*

This chapter-wide effort has greatly improved local public awareness of professional coaching. When our members now tell people they are a professional coach, they are seldom asked, “What sport?”

Thanks to all who made this happen!

---

## Coaches Spotlight

### Featuring Bob Frasier



**Bob Frasier**

#### **Past**

I served 24 years in the Air Force in administrative positions including 5 years as a recruiter and 6 years in R.O.T.C. positions. I have more than 25 years experience working with children and teens. I completed my B.S. degree in Social Psychology in just 21 years while in the Air Force. My first college class was American Government. My professor was running for governor and won. I finished a M.A. in Marriage & Family Therapy at St. Mary's University after retiring from the Air Force. I started the Communities In Schools campus program at the Bexar County Juvenile Justice Academy. I am still with Communities In Schools ([www.cissa.org](http://www.cissa.org)) and spent several years developing partnerships for our Volunteer, Literacy, and School-To-Careers programs. Recently I was selected to be the Director of Marketing and Public Relations.

#### **Present**

The Director of Marketing is a new position in my agency. Unfortunately we may be one of the best kept secrets in San Antonio. I will be doing what ever I can to make more people aware of our work and the successful outcomes we achieve each year. In addition to my primary responsibilities, I coach a group of high school boys that will be the first ones

in their families to graduate from high school. The Texas Education Agency reports that there are 148,000 Bexar County public school students at-risk of dropping out of school. That's nearly 50% of the public school population. I also work with parents and their kids helping them find solutions to parenting and school issues. I am pursuing a part-time business as a Marriage and Family Coach.

#### **Future**

In the next 5 years I would like to become a full-time Marriage and Family Coach helping individuals, couples, and families build better lives for themselves. I would also like to work one night a week coaching pro-bono/sliding scale fee with people who have limited financial resources. I would also like to bring together a group of coaches interested in doing the same. Unless you grew up in poverty you really don't know the challenges people face, especially the kids and what many of them have to go through everyday just to make it to school.

#### **Strengths**

I can connect with people. I listen well. I have a lot of life experience (nice thing about growing older) including living in different states and countries. I love using humor in all aspects of my life. I am a very resourceful person. I consider myself to be a life-long learner and enjoy researching and learning new things.

#### **Three Things I Want You To Know**

- ◆ I have been married for 33 years to my best friend Linda.
- ◆ I love being "Grandpa Bob" to Malia and Jena our 2 granddaughters who live in Hawaii.
- ◆ I am extremely proud of our 3 grown children, Keri, Lori and Keith.

# Brief Coaching for Lasting Solutions

Tips from Bob Frasier

Coming to an agreement about client's goal is the most important tool of brief coaching. When the finish line or goal keeps moving around, coaching can become a long-term endeavor. Often we will be going aimlessly in all sorts of directions without knowing where we are or how far the finish line is. Goals should be stated in positive terms. It is much easier to start something new than it is to work on the absence of problems. The following is a list of questions that might be asked during the goal negotiation phase of coaching:

- ◆ What would your best friend (coworkers, boss) see that will tell him or her that your coming to me was very helpful to you without you saying it?
- ◆ What would you do instead? (e.g., if the client were staying in bed all day unable to get up)
- ◆ Suppose you are able to get your paperwork done on time. What would be different for you?
- ◆ Who will be the first person to notice that you are able to get your paperwork done?
- ◆ What would your boss do differently when he or she notices that you are more confident about yourself without you saying that?
- ◆ What does your boss know about you that tells him or her that you can get such big projects done in such a short time, even though this is the first for you?

## What's Up With Our Own Coaches

### David Flack



- Secretary-Treasurer **Janet Bonnin** and new SAPCA member **Cheryl Jones** surprised SAPCA past president **David Flack** with an Appreciation Party on September 7th at the Copa Wine Bar. *"I was surprised, humbled, and am so grateful for such an assault of appreciation,"* David said. Attending were members of organizations he has led, mentored and continues to serve over the past thirty+ years, including Stone Oak Rotary Club, Alamo City Bible Church, the American Society for Training & Development, and our own San Antonio Professional Coaches Association. He was presented with cards from those who could not attend and a memory journal with handwritten messages from all in attendance. Everyone expressed their thanks for his building of organizations that make contributions to the lives of others from sharing his gifts with the world, thereby making a big difference in our community. His big heart and spirit exudes a tireless energy, enthusiasm and encouragement, connecting people with his knowledge, expertise and willingness to do more than is expected.

## 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 ICF Coaching Core Competencies

Over the next few months we will be showcasing the eleven current ICF Coaching Core Competencies. The competencies were developed to support greater understanding about the skills and approaches used within today's coaching profession as defined by the ICF. They will also support you in calibrating the level of alignment between the coach-specific training expected and the training you have experienced. Finally, these competencies were used as the foundation for the ICF Credentialing process examination.

***We hope you will accept our challenge to evaluate your coaching sessions with your clients to make sure you are in alignment with the ICF Coaching Core Competencies.***

**Note:** Each competency has a definition and related behaviors. Behaviors are classified as either those that should always be present and visible in any coaching interaction (in regular font), or those that are called for in certain coaching situations and, therefore, not always visible in any one coaching interaction (in italics).

## SETTING THE FOUNDATION

### **Meeting Ethical Guidelines and Professional Standards**

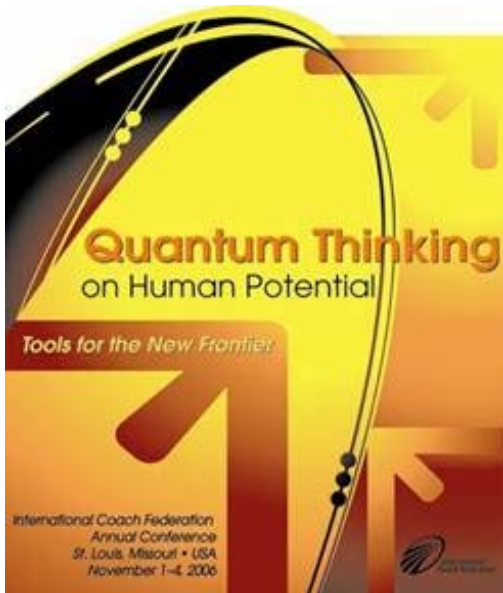
Understanding of coaching ethics and standards and ability to apply them appropriately in all coaching situations

- a. *Understands and exhibits in own behaviors the ICF Standards of Conduct,*
- b. *Understands and follows all ICF Ethical Guidelines,*
- c. *Clearly communicates the distinctions between coaching, consulting, psychotherapy and other support professions,*
- d. *Refers client to another support professionals as needed, knowing when this is needed and the available resources.*

### **Establishing the Coaching Agreement**

Ability to understand what is required in the specific coaching interaction and to come to agreement with the prospective and new client about the coaching process and relationship

- a. *Understands and effectively discusses with the client the guidelines and specific parameters of the coaching relationship (e.g., logistics, fees, scheduling, inclusion of others if appropriate),*
- b. *Reaches agreement about what is appropriate in the relationship and what is not, what is and is not being offered, and about the client's and coach's responsibilities,*
- c. *Determines whether there is an effective match between his/her coaching method and the needs of the prospective client.*



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

For the first time in ICF's history, the **International Conference will kick off by going off site** for some fun and adventure. Mingle with your colleagues and friends in the belly of a whale while others dance in a turn of the century bank vault at the one-of-a-kind **St. Louis City Museum**, designed and created by creative genius Bob Cassilly. This inspired masterpiece is a fantasy city within a city and will captivate you for hours with things like MonstroCity, the Enchanted Caves, and the Shoe Shaft. Green building construction and recycling turn into mesmerizing sculpture and artistic displays that are the foundational elements for the City Museum. The first two floors of this incredible museum are on reserve for our opening reception on Wednesday

night to kick things off. Hors d'oeuvres will be served and a cash bars available throughout the evening. Motorcoaches will be running all evening to shuttle conference attendees between the Renaissance Grand Hotel and the museum. **This is an event you don't want to miss!**

**Coaching Demos:** ICF has booked Friday afternoon from 1 - 4:30 p.m. to showcase live coaching demonstrations. Four of ICF's top MCC's will take the stage to demonstrate four different areas of coaching: Life/Personal; Small Business/Entrepreneur; Professional and Executive/Leadership. These sessions will provide a powerful representation of what is possible for coaching and will follow ICF's Ethical Standards as well as core competencies of masterful coaching. Each session will provide for Q&A following each demo.

**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)**

## Opportunities for Exposure

The SAPCA Board of Directors continually looks for ways to get exposure for our coaches to the SAPCA Membership and 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 along with a favorite coaching tool
- ◆ 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)

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 [janet@simplejourneys.com](mailto:janet@simplejourneys.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  
**Sharon Benedict, ACC** [homeharvest@qvtc.com](mailto:homeharvest@qvtc.com) 830-755-6163  
**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  
**Janet Bonnin, SECRETARY/TREASURER** 2006 [janet@simplejourneys.com](mailto:janet@simplejourneys.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  
**Chuck Saxer** [csaxer@o-l-d.com](mailto:csaxer@o-l-d.com) 408-1032  
**Kimberly Smith-Martinez, Ph.D.** [kim@envisionyourdreams.com](mailto:kim@envisionyourdreams.com) 832-9076  
**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@qvtc.com](mailto:fellows@qvtc.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

In partnership with Borders in Huebner Oaks Shopping Center



**San Antonio Professional Coaches Association**

*This FREE presentation is for anyone wanting to improve their personal and professional lives with surprisingly simple practices anyone can master!*

**INVITES YOU TO**

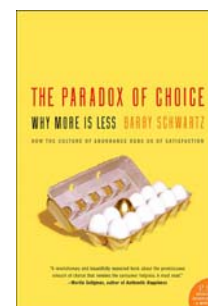
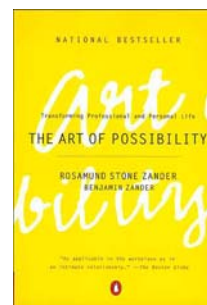
## **The Art of Transformational Possibility and The Paradox of Choice**

**Thursday, September 21, 2006 7:00pm-9:00pm**

### ***Individuals and Organizations: THIS IS FOR YOU!***

Choice, like time, is a paradox. Seems like there's never enough, yet too much...overload! Every choice we make is a testament to our autonomy, to our sense of self-determination and having control, and thus displays our character. Come learn how to have control without having to be *in* control in a highly interactive presentation about shifting your viewpoint to turbo-charge your results. You will discover:

- How it's all invented anyway and simple ways to make that work for you.
- Four practices of possibility that will immediately and sustainably alter your life.
- Eleven prescriptions for dealing with the overwhelming volume of daily choices.
- How to create an enthusiastic future to live into, instead of an existence to live *up* to.



This **FREE** two-hour experiential workshop features the books:

- The Art of Possibility
- The Paradox of Choice



### ***About the Presenter***

David Flack, The *Accelerator* Coach, has been altering lives without apology for over thirty years. He *accelerates* individual and company productivity, profitability and possibility for being extraordinary with his exceptional skills as a professional coach, management consultant, and group facilitator. A native Texan, he has worked in and with over forty industry groups and businesses across the world, and is joyfully job-less as a business owner and serial entrepreneur. He is past president of the San Antonio Professional Coaches Association and the American Society for Training & Development. His third book comes out in September, and you can visit his web site at [www.TheAcceleratorCoach.com](http://www.TheAcceleratorCoach.com)

***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.***