

# SAPCA

## Next Month at SAPCA

### Stages of Change *The Psychological Magellan*



**Kimberly Smith-Martinez, Ph.D.**

As professional coaches, we work with people who seek to create change in their personal or professional lives. Many people look for easy solutions despite a life-long behavior or habit, so become discouraged and disheartened when they can't maintain the new "habit" over time.

We are all familiar with abandoned New Year's Resolutions, the rollercoaster ride of weight loss and weight gain, and other unfulfilled intentions. In fact, significant behavior change requires an educative component *and* time.

We professional coaches need to show our knowledge and experience for helping clients identify and release their self-limiting

#### 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

behaviors; this will move them forward towards achievement of their personal and professional goals.

In this presentation you will receive an outline of change theory from the book *"Changing for Good, A Revolutionary Six Stage Program for Overcoming Bad Habits and Moving Your Life Positively Forward."* by three psychologists, James Prochaska, Ph.D., John Norcross, Ph.D., and Carlo DiClemente, Ph.D. They offer compelling evidence that change unfolds through a series of stages. Each stage takes place in a period of time and entails a series of tasks that need to be completed *before* progressing to the next stage. By understanding these stages and the useful processes of each stage, we coaches can more effectively assist clients in their goal realizations.

#### ***By the end of this program, you will be able to:***

- ◆ Identify the six Stages of Change.
- ◆ Know the current stage of your clients.
- ◆ Educate your clients about the Stages of Change progression.
- ◆ Show the tasks involved within each stage.
- ◆ Effectively help your clients create lasting change.
- ◆ Increase their sense of self-efficacy and overall satisfaction with their lives.

Kimberly Smith-Martinez, Ph.D. is a Life and Career Transitions Coach and a licensed Clinical Psychologist. She is a

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# SAPCA and Borders Books and Music

## Represent SAPCA and Gain Community Exposure for your Coaching Business *Be a Presenter for a Borders Event*

We are pleased to announce that SAPCA has re-established our relationship with Borders Bookstore in Huebner Oaks Shopping Center. Every other month, beginning this month (March) we will offer free public workshops presented by member coaches based on or around a book. The objectives are to create an awareness of coaching in San Antonio, provide fun educational programs for the community, and attract new coaches. We want to include topics from a variety of coaching niches (business, executive, personal, wellness, spiritual, retirement, etc.) as well as sell books.

The March and May presenters are already secured and we are seeking special presenters for the July, September, and November programs.

### ***The preliminary criteria before submitting an RFP is that you will be:***

- ◆ A Member of SAPCA and the ICF
- ◆ Able to articulate and demonstrate what professional coaching is
- ◆ A past presenter in front of the SAPCA membership, or one of the SAPCA Borders Committee members has previously seen you present
- ◆ Able to professionally represent SAPCA in an engaging manner

If you meet or exceed the above, please send an RFP to Chris Lucerne (Borders Committee Chair) no later than Sunday, April 9th ([chris@chrislucerne.com](mailto:chris@chrislucerne.com)). She and the committee members, Michele Henkle-Irelan and David Flack, will review it, and get back with you within two weeks of your submission.

### ***Include the following in your RFP:***

- ◆ Title and author of the book you want to showcase.
- ◆ A brief overview of the main concepts of the book (200 words maximum.)
- ◆ Which months you are available (July 20, September 21, or November 16. All presentations are from 7:00-9:00pm.

## Borders Presentations (CCEUs from ICF are Available 1.75 hrs.)

**Thursday March 23rd  
7:00-9:00pm**

### **Attracting Genuine Love** *Presented by: Chris Lucerne, PCC*

This free two-hour program features the book *Attracting Genuine Love* by internationally respected relationship experts, Drs. Gay and Kathlyn Hendricks. Attracting genuine love is an inside out process. Instead of wishful thinking or effortful striving, attracting genuine love points the way to transform your internal world and utilize the dynamic law of attraction to draw to you your ideal mate.

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

### **Changing for Good** *Presented by: Kimberly Smith-Martinez, Ph.D.*

**Please mark your calendar for the March and May events and invite your circle of influence. An electronic flyer for March is available at [www.sapca.org](http://www.sapca.org) or contact Chris Lucerne—[chris@chrislucerne.com](mailto:chris@chrislucerne.com).**

*(Kimberly Smith-Martinez-continued from page 1)*

graduate of the Mentor Coach program, a coach training school for therapists transitioning to coaching. She is the sole proprietor of Envision Your Dreams LLC, a practice which offers coaching services to professionals and groups who are seeking to enhance their life satisfaction and achieve greater personal and professional balance. Dr. Kim maintains her clinical practice one day a week at the Child Guidance Center, a nonprofit outpatient agency located in the medical center area, where she has worked for the past eight years. She provides psychotherapy for children, adolescents and their families. Dr. Kim also has extensive experience in working with the San Antonio Juvenile Probation Department and Child Protective Services.

Married to a UTSA neuroscience professor, she has a teenage daughter and is a stepmother to three (now adult) stepchildren. She is an avid runner and recreational triathlete and, in her spare time, hangs out with her two Great Danes, Zeebo and Suki.

# News from the ICF

## **New ICF Membership Categories (Effective April 1, 2006)**

Just a reminder that the categories of membership in the ICF will be changing on April 1<sup>st</sup>, 2006 and these changes will impact your benefits, depending on your membership category.

If you have not already done so, please visit the website before March 31<sup>st</sup> to ensure you are in the category that will serve you and your coaching business the best. [www.coachfederation.org](http://www.coachfederation.org)

The San Antonio Professional Coaches Association Board of Directors will be reviewing our by-laws, membership categories, and fee structure over the next few months to ensure we are aligned with the ICF.

As you know, ICF recently revised its web site. Below are some commonly asked questions that will assist you as you explore the new web site.

## **Frequently Asked Questions on the new ICF web site**

### **I am unable to log in. Is there a problem with my membership?**

The new web site has an updated log in system. Members no longer use their member ID and password to enter. Please enter your e-mail address and your password. Members can also reset their password if it has been forgotten or needs to be updated.

If you are having trouble logging in, please complete the following steps:

- ✓ Make sure you are using the e-mail address on file with ICF and your correct password
- ✓ Reset your password
- ✓ If you continue to have difficulty, contact the ICF office

### **I am a chapter leader. How do I find a list of my chapter members on the new site?**

If you are a chapter leader and are on file at ICF Headquarters as being the Key Contact for your chapter, you will be able to access a list of your chapter members. First, please log on to the web site. After logging on, please click on "View/Edit Member Profile." At the top of the "View/Edit

Profile" page, you will have the option to click on "Edit Chapter." This option will allow you to either edit your personal chapter affiliation or to download a list of chapter members.

### **I need to print a membership certificate. Where can I find this option?**

To print a membership certificate, please follow this sequence of links from the home page:

- >For Current Members
- >Member Benefits
- >Resources
- >Member Certificate

### **How do I log out of the web site?**

At this time, there is not a log out function for the ICF web site, so when members come back to the site they will not need to log in again. If you do not want to be logged in automatically, please follow the steps from your web browser:

- >Click on Tools
- >Internet Options
- >Delete Cookies

### **I am a member of the Coach Referral Service, but I cannot respond to RFPs.**

When you are matched with a potential client, you will receive an e-mail from the Coach Referral Service inviting you to respond to an RFP. Please do not respond to this e-mail. Your response will not reach the potential client. Rather, you will need to click on the link in the e-mail. This link will enable you to respond to the client.

## **Why Collect CCEUs**

CCEUs from the ICF are available to you for most presentations at SAPCA, both monthly programs and special events. You can get your certificate from Wendy Geisler or Diane Cunningham at the end of each monthly presentation. Some ICF credentialed coaches collect the CCEU certificates for their re-credentialing process. However, if you are not certified through the ICF, but plan to be certified in the future, we recommend that you begin collecting these certificates now as they can be used as part of your credentialing process. Some limitations may apply.

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## Book Review



### Changing for Good

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

By James Prochaska, Ph.D., John Norcross, Ph.D.  
and Carlo DiClemente, Ph.D.

**Reviewed by:** Kimberly Smith-Martinez, Ph.D.

This book will be the topic for the April SAPCA breakfast meeting  
and for the May Borders Bookstore presentation.  
Both being presented by Kimberly Smith-Martinez, Ph.D.

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#### MAIN CONCEPTS

This book helps the reader gain insight into what has kept them from achieving a goal in the past. In reading this book, you will be able to identify your current stage of change and how to successfully move into the next stage toward greater self-fulfillment.

After interviewing over 1000 people, the authors identified six stages of change a person must move through in order to successfully change their behavior.

##### *These stages are:*

- ◆ Pre-contemplation
- ◆ Contemplation
- ◆ Preparation
- ◆ Action
- ◆ Maintenance
- ◆ Termination

If a person moves too quickly through or skips a stage, then the likelihood of permanent change is diminished.

#### WHAT I FOUND MOST INTRIGUING

Each stage of the model for change is important and has specific tasks that need to be completed before progressing to the next stage. So often we "leap into action" before we have mastered the important work in the Contemplation and Preparation Stages. Abandoned New Year's Resolutions, failed diets and return to substance

dependence are consequences of moving into Action prematurely.

Also of interest, typically an individual cycles through the stages three or four times before they finally make it to *Termination*. The stages therefore are not a straight one-time shot, but rather a spiral of change—movement within each concrete stage.

#### COACHING APPLICATIONS

##### *I use this book to:*

- 1) Educate my clients about the theory of change
- 2) Identify the stage they currently occupy
- 3) Help them understand the importance of moving through each stage in a timely, predictable manner.

As the client reads each chapter devoted to a stage, he is encouraged to complete the self-report quizzes to provide instant feedback as to his readiness to move forward. If the client does not score above a cut-off point, they are encouraged to stay at that stage and work on enlisting additional social support or spend more time in self-reflection.

It is truly a remarkable book and I have experienced great success using the model with my clients.

## 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.*

## There is only ONE true purpose of coaching: Help your players WIN the game

*By Dave Buck (Coachville)*

### **Focus on Winning**

The only thing that is truly unique about coaching as compared to the myriad of other helping professions is the focus on winning. True, winning means different things to different people. In life, business, executive coaching the player defines the game. ***But be sure of this one thing: Your only job is to help them win!***

### **The Purpose vs. the By-products**

I think one of the reasons coaches struggle in talking about coaching is because they are describing the by-products of coaching rather than the REAL product. The by-products include LOTS of wonderful things: life balance, personal growth, insights, transformation, creativity, self-expression, having the life you want, and reaching goals. ***But the REAL product of coaching is: Consistently winning the game you are playing.***

### **What Coaches Do vs. What Coaches Don't Do**

This protracted debate is completely useless... it's time for us to move on. Mostly because the people who matter- the players - REALLY DON'T CARE. Whether or not coaches give advice, or only ask questions, or get involved or don't get involved, or have an agenda or don't have an agenda... FORGET IT! ***This is what coaches do: whatever it takes within the context of fair play to help the player win the game.***

### **Having Coaching Skills vs. Knowing How to Coach**

Here is a BIG point. In my experience lots of folks who call themselves coaches have reasonable coaching skills; and they know a lot ABOUT coaching. THERE IS A BIG DIFFERENCE BETWEEN HAVING COACHING SKILLS AND KNOWING HOW TO COACH! Knowing how to coach means you know how to win. ***You know how to help your players define the game they are playing and then have a reliable strategy to help them win the game.***

### **To Attract Clients You Must be Winning**

A player WILL NOT/CAN NOT hire a coach who has less certainty in the game than they do. This is the ultimate truth about marketing and selling coaching. So, your #1 mission as a coach is to continually expand your certainty in the game. It doesn't matter how nice your website looks if you are not winning in the games that matter to you. ***You must be winning in order to get clients.***

### **Winning vs. Losing**

Talk about a highly charged conversation. I'm just going to give a few points here, but be prepared for a major exploration. It's not a true game unless you can win or lose. There is no joy in winning a game that you can't lose. Losing is one of the best growth experiences you will ever have. You don't get the growth from losing unless you gave your heart and soul to playing to win. ***As a coach you must have a powerful desire for winning AND a healthy regard for losing.***

# There is only ONE true purpose of coaching (continued)

*(continued on page 4)*

## **Most People Want to Win, but They Are Afraid to Play to Win**

In my 10 years as a college soccer coach and 9 years as a life and business coach, I learned A LOT about winning and losing. One thing I know for sure is that MOST people want to win. And they yearn to play a game that truly matters. They yearn to put heart and soul into something and "leave it all out on the field" so to speak. But most don't do it. Even most coaches I know shy away from truly playing full out to win. Why? Not because they are afraid, but because they don't know how.

***Very few people have truly learned how to win. If you truly want to coach, you MUST learn this.***

## **What You Need to Learn About Winning**

✓ **Winning is a function of knowing what game you are playing.** You've got to know the rules of the game. You've got to know who the other players are.

✓ **A winning season is only possible if the game and season are defined.** Applying the law of periodization is critical for high-performance AND the key to sustainability in your work as a coach. If the game is always on, you are probably burning out. To win you must know when the game is over; when the season is over; celebrate wins and debrief wins and losses. *Note:* Periodization is the quality of recurring at intervals.

✓ **Winning requires that you are ALWAYS keeping score, but NEVER looking at the scoreboard while the game is on.** You will craft a scorecard for your work that will challenge you and inspire you every day. Then you begin to create a winning game plan on game day. When you start using this technique with

clients... WOW! You will be amazed.

✓ **Winning is a function of your environments.** It's VERY hard to win in a hostile environment. Most people play in an environment that is hostile to the games they are trying to win. When you build support from the world around you, your game will come alive and so will you.

✓ **Winning is a function of your mental and emotional frameworks.** Awareness is everything! Your physical and mental attitudes confine and refine what you do and don't do. You will only select strategies and make plays that fit within your current framework. Is your framework serving you? Is it big enough for your game?

✓ **Winning is a function of energy.** The truth about playing to win is that you win some and you lose some. As you learn to honor the natural flow from chaos to order you will avoid losing streaks and your winning percentage will increase.

✓ **Winning is a function of playing to your strengths.** To win consistently you have to "Get real" about your talents and abilities and learn to become masterfully yourself. When you do, you will play better and win more games.

✓ **Winning is a function of improving your skills through practices.** An interesting truth to consider is that most of the highest paid people in the world practice WAY more than they play. Do you practice? As you challenge yourself to improve as a player through regular practice, your joy of playing will increase and you will win more games.

✓ **Winning always has a price.** Are you willing to pay it?

✓ **The primary purpose of playing the game is to end every day feeling fulfilled.**

**Next Meeting: Second Thursday, April 13th — 7:15-8:45am.  
Please RSVP to Gene Hildabrand, Director of Membership  
at [gene@themasternetwork.com](mailto:gene@themasternetwork.com) no later than Saturday April 8th, 2006.**

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## Coaches Spotlight

### Featuring Janet Bonnin

#### *Simple Journeys Organizational & Life Coaching*



**Janet Bonnin**

#### **MY PAST**

GO TIGERS! I graduated in 1984 with a degree in Industrial Engineering from Louisiana State University. I was fortunate to work as an Engineer at both Kelly AFB and Wiesbaden Air Base in Wiesbaden Germany. My husband John and I loved living and traveling in Europe for nearly 4 years right at the time the wall fell between the East and the West. It was an enlightening and exciting time to be there. We were forever changed by our experiences there and the people we were fortunate to befriend. We are blessed to have 3 wonderful, active sons who are 10, 12 and 14 years of age. I am passionate about raising my sons to be whole and powerful and spiritual. I coach others to do the same with their children.

#### **My Present**

I am blending my passion for working with busy people (parents in particular) and my background in Coaching and Industrial Engineering. I've added a focus on Professional Organizing to my business. Busy people really benefit from getting home and office better organized and improving the efficiency of their calendars and workdays. When the "day-to-day" routines are flowing, stress is lowered and people can focus on the bigger picture of where they want to go in life.

#### **My Future**

I am launching an Organizational Coaching Group for busy people in Boerne this week. By the completion of the 6 sessions of this group, participants will not only be better organized, but will have more inner peace and a sense of purpose in what they choose to do. I see this as the first step in creating a more passionate and meaningful life. In the near future I will create a great Coaching Group for Parents. I want to help parents really focus on raising their children the way they desire and instill in these children the character and values they want to pass on.

#### **My Strengths**

I love coaching! I bring to a relationship with any client a belief in his or her potential and a practical ability to evaluate and improve any situation. I am a deeply spiritual person with a real love of life. That comes through in my coaching relationships. I first help clients focus on improving the day-to-day flow of life and then identify, plan and realize long-term dreams.

#### **Three things I want you to know**

- 1) I love my family and want Americans to better focus on the way they choose to raise their children.
- 2) I've developed simple yet powerful tools and processes to help busy people streamline and de-stress their lives.
- 3) I am excited to see where my business and the coaching profession will grow next!

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## Coaches Tip — By Janet Bonnin

### Be Yourself!

The best start to any Coach/Client relationship involves the connection of two real people. Clients appreciate heart and personality in their Coaches. Your client hired you because of who you are. While focusing on coaching the client, remember to bring appropriate questions and insight that derives from your life experience. As we embrace the changes that are coming to the profession of Coaching, we have the opportunity to share the best of what we have learned during our time on this earth. Dig deep and share!

## What's Up With Our Own Coaches?

### Kimberly Smith-Martinez

I will be offering a live 6 week group at Alegria Day Spa on Fredericksburg Road focusing on weight loss/fitness goals entitled "Get off the Couch and Hop on Board" beginning Tuesday, March 21 at 6-7:30 pm. The cost is only \$120 for the 6 week course. This will be a really fun group, lots of information and support! Log on to my website for more information and to register. <http://www.envisionyourdreams.com>

### Chris Lucerne, PCC

Beginning April 15, 2006, I will be conducting an all day workshop followed by eight TeleClass sessions on *Attracting Genuine Love*. This step-by-step program is designed to bring a loving and desirable partner into your life. The course is based primarily on the book *Attracting Genuine Love* by internationally renown relationship experts Drs. Gay and Kathlyn Hendricks.

In addition to my Professional Certified Coach designation from the International Coach Federation, I am certified by The Hendricks Institute as a Conscious Relationship and Body-Mind Vibrance Coach. Visit the events page of my website to learn more about this workshop. [www.ChrisLucerne.com](http://www.ChrisLucerne.com)

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>)

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