



Executive Board – 2010

PACA's executive board is comprised of individual coaches with backgrounds that span all areas of business. They bring a tremendous amount of talent, knowledge, and leadership to the Philadelphia Area Coaches Alliance.

Joanne Vitali – President

Joanne Vitali, principal and founder of *Vitali Training & Coaching*, provides customized training, meeting facilitation and coaching services to corporations. Her primary expertise is developing self awareness in leaders so that they love their work and reach their full potential.

With more than 20 years experience in management, business planning and corporate training, Joanne's background has spanned the software, utility, healthcare and space industries. She has worked with senior management to develop strategic/tactical plans, design/facilitate meetings of all kinds and provide executive coaching. In addition to a unique opportunity to train shuttle astronauts at the Johnson Space Center in Houston, Joanne has held management and senior level advisory positions. Currently, she lectures MBA students at the Wharton School of Business and uses her varied expertise as a consultant, workshop leader and corporate coach.

After earning a bachelor's degree in physics from Georgetown University, Joanne graduated summa cum laude with an MBA, specializing in organizational development. She received coach training from Coachville Graduate School of Coaching and is a member of both the International Coach Federation and the International Association of Coaching.

Jeff Kaplan – President-Elect

Jeff Kaplan, Ph.D., has 25 years of experience in the helping professions. He is President and Chief Operating Officer of The Habit Change Company, an organization that hires and trains coaches and other professionals globally to provide wellness services to corporate employees, hospital patients, and others. Before co-founding The Habit Change Company, Jeff was President and senior coach for Interpersonal Growth Workshops – a small executive coaching and consulting firm in the suburbs of Philadelphia.

Previously, Jeff created and ran an executive coaching program for Penn State's Smeal College of Business Executive MBA students, co-created the MindBodySpirit™ Coach Training Program and co-created the company Breakthrough Coaching, which provides

advanced coach training for existing coaches. Jeff has worked with over 100 senior managers, executives, and board members of medium and large organizations across the globe, with a specialty in emotional intelligence.

Jeff entered the coaching arena in 2000 after successfully building a full-time fee for service psychotherapy practice. He holds the Master Certified Coach designation from the International Coach Federation, CMC from MentorCoach and CPCC from Coach Training Institute. He received additional training from Thomas Leonard, Team Dynamics and Ken Blanchard Companies. Jeff co-wrote and published the book, "Finding the Path: A Novel for Parents of Teenagers," and is the editor for the newsletter "60 Seconds: Practical Tips for Busy Executives."

Sue Guiher – Past President

Susan Guiher is an innovative, people-oriented and results-driven leader with over ten years of experience as a certified personal and business coach. She works with entrepreneurs and corporations in numerous arenas, including health care, insurance, real estate and personal services and goods.

With over twenty years of experience in strategic business analysis, interpersonal communications, planning and organizing, business development and presenting, Susan especially enjoys creating collaborative endeavors. She is very active in her community holding various leadership positions, is an author of several publications and is an international speaker. She is President of Thrive for Success Coaching and Consulting.

Susan is a graduate of Ithaca College with dual masters degrees in speech pathology and audiology and has also pursued doctoral studies at Temple University in adult communication. She graduated from Comprehensive Coaching U as a Certified Comprehensive Coach, is accredited by the International Association of Coaches and is a member of the International Coach Federation.

Sheree Butterfield – Vice President, Corporate Affairs

Sheree Butterfield is an executive coach committed to maximizing professional performance that translates into improved organizational results. With a coaching practice focused upon building effective communication strategies within fast-paced environments, negotiating one's career in a world of uncertainty, and successfully navigating the political landscape to achieve one's goals, Sheree has over 20 years of successful management experience.

Sheree's coaching is informed by her remarkable career as a Fortune 100 executive where she held both line and staff roles and had extensive experience managing projects, people and P&L. Her experience includes human resource management and P&L responsibility for a \$35 million high-growth service business.

Sheree is a Certified Professional Coach through the College of Executive Coaching and is a member of the International Coach Federation.

Clare Sautter – Vice President, Education

Clare Sautter, President of SparksFly Enterprises, Inc., is a high energy facilitator and loves to work with groups of all sizes. Additionally, Clare coaches individuals looking to understand and use their natural abilities. She is developing a specialty working with high school seniors and college aged students.

With 23 years of experience in the financial services and technology industry, Clare has proven herself to be an insightful and thoughtful leader. She is a dynamic public speaker who has spoken at several industry conferences and is a master trainer with Dale Carnegie & Associates for the High Impact Presentations program.

Clare is currently pursuing a Masters of Science in Training and Organizational Development from Saint Joseph's University and will graduate in May of 2010. Additionally, Clare is certified to deliver the MBTI™, EQ-I™, EQ-I 360™ and the Highlands Ability Battery. A member of the International Coach Federation, Clare received her coach training from Newfield Network

Julie Bucy – Vice President, Communication

Julie Bucy is an executive and business coach specializing in career management and talent development. She works with individuals and executives in career design, work-life balance, and effective skill development. Additionally, Julie provides human resources and talent development consulting for high-growth businesses interested in maximizing their employees' potential.

A repeat entrepreneur, Julie brings years of corporate and entrepreneurial experience to each client engagement. As a consultant for the Corporate Executive Board, she advised international CIOs on personnel development. Julie then founded and ran two companies: a wellness and productivity training firm (InnerPlay LLC) and a software company specializing in e-learning platforms (InnerPlayGames).

Julie graduated magna cum laude from Washington University in St. Louis and received her coach training from Wellcoaches and Accomplishment Coaching. She is a founding board member of Philadelphia-based TechGirlz, an entrepreneurship and technology mentoring program for young women, and a career consultant for Mother's Home. She is a member of the International Coach Federation.

Rosy Elliott – Vice President, Membership

Rosy Elliott is passionate about aligning people with their authentic selves. Through her coaching, she helps her clients create compelling visions for their lives and define their purpose. She propels them into meaningful, sustainable action as they step boldly in to their highest potential. Rosy takes great satisfaction in opening her clients move to a more joyful experience of life: greater effectiveness and ease in relationships, superior time management and increased productivity.

Rosy works one-on-one with leaders from all walks of life, including artists, musicians, coaches and motivational speakers. She also facilitates parenting workshops by bringing a coaching perspective to this vital leadership role.

In addition to a bachelor's degree in anthropology and a masters of science in education, Rosy is a certified Co-active Coach through the Coaches Training Institute of San Rafael, California. She is also a credentialed member of the International Coach Federation.

Christine Fontana – Secretary

Christine Fontana, founder of New Approach Coaching and Consulting, coaches leaders within organizations to effectively motivate their teams and strengthen their relationships to foster a collaborative, inspiring and highly productive workplace. She helps individuals to thrive in their career and circumstances, and is known for her straightforward approach, business acumen, compassion and the ability to see the humor in almost any situation. In addition to coaching individuals and teams, Christine facilitates workshops in Leadership and Sales Performance and supports individuals in professional and career development.

Christine's own experience as a Product Manager and Director of Marketing for Quaker Oats and Ghirardelli Chocolate Company gives her knowledge and experience of the challenges and pressures inherent in a leadership position. Her many years as a Performance Development Consultant have helped build her expertise regarding the necessary skills to motivate teams within the business environment.

Christine has an MBA in Marketing from Columbia University and a BS from the University of Southern California. She is a graduate of the Coaches Training Institute, a Master Facilitator for Achieve Global and is a member of the International Coach Federation. As an Ambassador for the Columbia Business School, she also helps recruit by interviewing prospective students.

Jill Magerman – Treasurer

Jill Magerman prides herself in her ability to find the good in people and as a coach it is her passion to work as a partner with each client to bring out their very best. Co-founder and coach of atrio Professional Life Coaches, Jill is diversely experienced, provides individual and group coaching and specializes in customized, creative workshops

Previously, Jill worked as a medical social worker, championing her patients and effectively listening to help meet their needs, and more recently served as the executive director of two different non-profit organizations. Jill has also honed her leadership skills through active board involvement. She is a past president of the PTO (Parent Teacher Organization), an executive board member of United Parents Group, and vice President for the Women's Association of her religious organization.

The life and professional experiences of Jill combine beautifully to bring together the skills and enthusiasm for life coaching. She holds a bachelor's degree in Individual and Family Studies and a master's degree in Training and Development with an emphasis on group

process. Additionally, Jill is trained and certified a professional co-active coach from the highly acclaimed Coaches Training Institute (CTI) and is a member of the International Coach Federation.

Linda O’Neill – Manager, Support Services

Linda O’Neill is a life coach specializing in helping adults with attention deficit/hyperactivity disorder gain clarity, confidence, and focus to accomplish their personal and professional goals. Additionally, she also supports moms who work inside or outside the home to discover their life purpose, clarify their dreams, and help make those dreams come true. Most recently, Linda opened Inspiration Café at her home in Paoli where she facilitates study groups and provides ‘spiritual cinema’ for women to ‘gather together to grow in spirit.’

Prior to starting her coaching business in 2000, Linda had more than 20 years of business experience as a versatile, results-oriented manager successful in customer service, operations, project management, process improvement and team building.

Linda graduated summa cum laude from Immaculata University with a bachelor’s degree in economics and has received coach training from the Coaches Certification Institute, the Institute of Professional Empowerment Coaching and Dream Coach University. A former Secretary and Vice President of Membership for PACA, Linda is a member of both the International Coach Federation and the Attention Deficit Disorder Association.

Laura Pumo – Communications Virtual Assistant

Laura Pumo is founder and president of *Office DEVA*, a company that provides an outsourcing solution to small and medium sized businesses with a specialization in supporting professional coaches, speakers and authors. Before she founded *Office DEVA* in 2003, Laura had experience working with executives in the biotechnology, benefits consulting and consumer durables industries.

Laura is Vice President of the Delaware Valley Virtual Assistants Association, as well as a member of the Greater Philadelphia NAWBO chapter. Additionally, she has been an active member of the International Virtual Assistants Association since 2003.