



For Immediate Release

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Philadelphia Area Coaches Alliance Announces New Board Appointments

Continuing 10th Anniversary Year, PACA Board brings tremendous amount of talent, knowledge and success to the table

Philadelphia – February 3, 2009 – The Philadelphia Area Coaches Alliance (PACA) – a professional organization of coaches committed to leadership in the coaching profession – has announced two new appointments to its Executive committee:

- Rosy Elliot, vice president of membership
- Christine Fontana, secretary

Each year, part of the Executive Board rotates off while new members assume a two year post. Accordingly, Susan Guiher has moved from president-elect to president, succeeding Maria van Hekken who will serve as past-president. Additionally, two current members of Board have been reelected to assume new roles:

- Joanna Vitali has moved from vice president of corporate affairs to president-elect
- Sheree Butterfield has moved from vice president of membership to vice president of corporate affairs

With its 10th anniversary underway, Guiher has already keyed in on a key focus for her presidency. It is her intention to deepen the relationships that currently exist within the organization and to extend that sense of relationship outside PACA's walls.

“I really want to see the momentum of building connections to continue during this 10th Anniversary year,” said Guiher. “We have a tremendous community of coaches and bring in such excellent programming that I want to extend this atmosphere of connection beyond our region.”

PACA will be re-hosting the area's premier professional development Mega Mixer this year, highlighting member presentations and offering special programming to support the 10th Anniversary year.

About the New Board Members and Appointees

Susan Guiher – Susan Guiher is an innovative, people-oriented and results-driven leader with over nine 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.

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.

Joanne Vitali – 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. She also 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.

Sheree Butterfield – 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.

A member of Break Through Consulting's executive coaching team, Sheree is a Certified Professional Coach through the College of Executive Coaching and is a member of the International Coach Federation.

Rosy Elliott – 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.

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 – Christine Fontana, founder of New Approach Coaching & Consulting, coaches leaders within organizations to effectively motivate their teams and strengthen their relationships to foster a collaborative, inspiring and highly productive workplace. In addition to coaching individuals and teams within organizations, Christine facilitates leadership and sales performance workshops and supports individuals in professional and career development.

Christine has an MBA in marketing from Columbia University and a degree in business from the University of Southern California. She is a graduate of the Coaches Training Institute and is certified by Achieve Global. As an Ambassador for the Columbia Business School she also helps recruit by interviewing prospective students.

About PACA

PACA is the Philadelphia Area Coaches Alliance, a non-profit organization of professional coaches in the Philadelphia region. Its members fully support the International Coach Federation (ICF) Bylaws, Standards, Practices, Coaching Core Competencies and Ethics Pledge and include full-time coaches, part-time coaches, people transitioning into the profession and those interested in learning more about coaching. For more information, please visit www.philadelphiacoaches.org.

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