



BETTY COLE

PROFESSIONAL PROFILE

SUMMARY

COACH to individuals needing support in health and nutrition through *Wellspring Stones* and Health Coach Betty. Provide mentoring and emotional support. Worked as a fitness trainer guiding people to better physical health.

HEALER as a Reiki practitioner through a natural energy process to restore a person's physical and emotional wellbeing.

DIRECTOR of nonprofit programs, including C-level professional development such as workshops, conference professional development sessions and exam preparation courses. Guided keynote speakers to deliver the appropriate content and message to audiences.

WRITER of content for website copy, blog posts, newsletter articles, and other copy such as print brochures.

ADMINISTRATOR of multiple certification programs serving thousands nationally. Managed certification testing agency relationships.

SUPERVISOR of marketing and communication to programs and services for both non-profit organizations and for-profit corporations, delivering both print and digital formats.

EXPERIENCE

Health Coach & Operations Management

Wellspring Stones

2012- Present

Support to the Founder in creating *Wellspring Stones*, the online oasis for those living with illness.

- Contributed in strategic planning for launch of business, including product and service development.
- Completed Health Coach Training Program at Institute for Integrative Nutrition.
- Offer nutrition and overall health coaching concepts for 1-1 Services.
- Writer and editor of content.
- Day to day operations support.

EXPERIENCE

Integrative Nutrition Health Coach

Health Coach Betty

2015 - Present

Providing health coaching services through a confidential partnership to help individuals establish and meet their personal wellness goals.

- Wellness authority with knowledge of nutrition, practices and the tools needed to guide individuals through behavioral and lifestyle changes.

Let's Connect on Social Media



- Educate one-on-one to achieve health goals.
- Support clients through video conference or phone consultations, providing supplemental materials and email check-ins.

Real Estate Transactions Coordination

David Sprindzunas, Realtor
2013

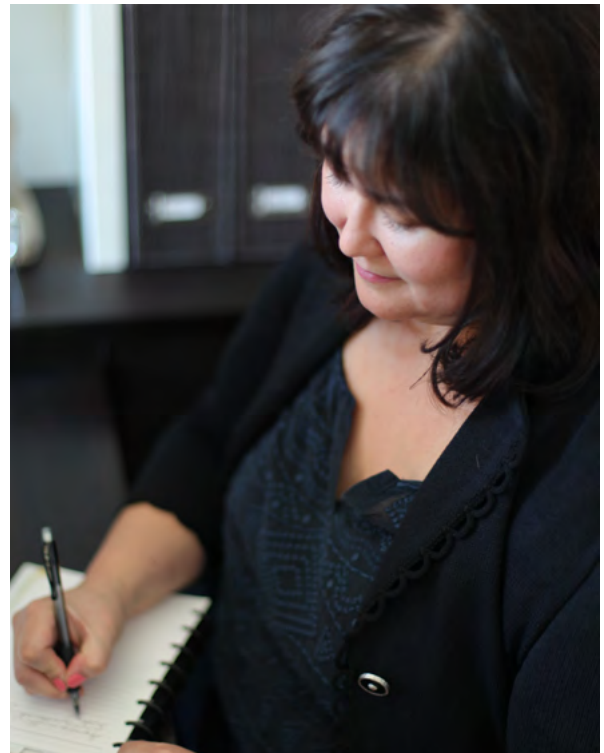
- Managed and monitored the transaction process by interfacing with real estate professionals, clients, escrow companies and property management companies.
- Arranged details such as home inspections and assisted agent in communications with prospects and client and Client Relationship Management (CRM) duties.

Senior Director of Programs

Women’s Business Enterprise National Council
(WBENC)
2002–2012

Developed and managed the organization’s Program Department from the ground up. Program offerings served corporate C-level executives, corporate supplier diversity and procurement management, as well as Women Business Enterprise (WBE) owners and their staff.

- Executed the organization’s programs including C-level executive education and scholarship.
- Supervised and coordinated supplier-to-buyer networking.
- Administered awards recognition and research projects.
- Managed conference programming for women business owners, as well as corporate supplier diversity and procurement professionals.
- Staff liaison to program committee consisting of volunteer business owners, corporate representatives and regional business leaders.
- Directed conference planning committee and designed program topics; executed workshops and managed keynote speakers.



- Developed and managed departmental budget, serving an integral role in strategic planning.
- Wrote content for newsletter articles, website, and other marketing and program materials.
- Established Program Department from ground up and supervised program management support staff.

Began as Director of Operations and promoted to Director of Programs to start a new department.

EXPERIENCE

Administrator, Domestic Emerging Markets

ING Aetna Financial Services
2000-2001

- Worked with two national directors to support marketing efforts to the “Women’s Market” and “African American Market.”
- Managed all DC office operations, as well as information systems.
- Enhanced fiscal viability, effectiveness and productivity by 10%.
- Supported senior executive in DC as well as Hartford office staff.

Fitness Trainer

Sport & Health
1999-2000

- Certified as a personal trainer and nutrition consultant during this time to work part-time at the health club, in addition to working full time.
- Performed physical assessments on new members including cardio, strength, flexibility, blood pressure and BMI.
- Designed workout programs for members and demonstrated exercises with proper form.

Project Manager

Palmer & Cay
1999-2000

- Worked directly with two managing directors: property/casualty practice and employee benefits consulting.
- Responsible for management of practice proposals and presentations.
- Researched prospects and coordinated marketing materials.
- Managed billing for benefits consulting practice and acted as information technology contact for DC office, trouble-shooting and providing maintenance.



Program/Certification Manager

National Council on Qualifications for the Lighting Professions (NCQLP)
1996–1999

- Responsible for management of all functions in support of annual Lighting Certified (LC) exam.
- Supported volunteer committees and testing service for development and administration of exam.
- Supervised vendors, such as graphic designers, printers, and accountant.
- Managed federal government grant requirements.

Certification Coordinator

Treasury Management Association
1994–1996

- Managed annual Certified Cash Manager (CCM) examination and continuing education.
- Administered the accreditation project and review courses with instructors and volunteers.
- As supervisor, cross-trained staff resulting in 50% increase in knowledge sharing and productivity.
- Tested and provided input for certification database.

Began as Professional Development Assistant and quickly given more responsibility as Certification Assistant and then Certification Coordinator.

EDUCATION

BA Anthropology

Dickinson College
1990-1994

Studied anthropology with a minor in archeology. Nutrition became a focus through nutritional anthropology studies and research. Complete Dana Internship at the Dickinson College Children's Center (daycare), developed and implemented an activity program for 3-4 year olds. Served one year as an intern to Carlisle Hospital's Registered Dietitian which included teaching a nutrition class to 2nd graders and



OTHER CERTIFICATES AND COURSES

The Healing Pain Summit
September 2015 | online | 6 days

Certificate in Reiki Level I
The Mindfulness Center
November 2015 | on site | 2 days

Mind-Body Week
Suburban Hospital
April 2013 | on site | 3 days

Driving Employee Health & Controlling Costs
National Business Group on Health
2009 | on site | 2 days

WBENC Executive Education for Senior Staff
Virginia Tech
2006 | on site | 2 days

Tuck-WBENC Executive Program
Dartmouth Tuck School of Business
2005 | on site | 6 days

Diversity Summit
Microsoft Headquarters
2004 | on site | 2 days

SPECIALTIES & PASSIONS

SEEKER of solutions for those struggling with chronic illness, driven by personal and familial needs.

CAREGIVER and prime support for chronically ill mother.

ADVOCATE for all things diversity, equality and human rights.

URBANITE living without a car for over 22 years.

DANCER at heart and lover of Alvin Ailey American Dance Theater, TV, film, walking, biking and nature.

analyzing diabetes treatment (medication vs lifestyle changes). Other studies and interests included Dance Theater Group, Eastern and Western religion classes, and participating in diverse cultural clubs. Also held a Student Supervisor position at the college dining services.

Certificate in Health Coach Training Program

Institute for Integrative Nutrition
2014-2015 | online | 1 year

Completed 40 modules that included modern nutrition through bio-individuality, behavior psychology, Eastern and Western medicine, anti-inflammatory and gut health, 100 dietary theories, healthy cooking, meditation, Ayurveda, children's nutrition, practical lifestyle management techniques, and innovative coaching methods with some of the world's top health and wellness experts. Teachers included Andrew Weil MD, Dr. Deepak Chopra, Dr. David Katz, Mark Hyman MD, Joel Fuhrman MD, Christiane Northrup MD, Andrea Beaman and Geneen Roth.