

# CAROL LEE ROGERS, MA

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*EXERCISE DOES NOT TAKE TIME OUT OF YOUR LIFE; IT PUTS LIFE BACK INTO YOUR TIME!*

## PROFILE

Highly effective Health Coach professional and promoter of fitness programs and health education. Adept at goal setting and meeting health and wellness objectives. Strengths in documentation and records charting. Experienced in stress management, nutrition, weight management, exercise, and other wellness programs. Skilled at coordinating communication between third parties. Effective inspirational speaker with an instructional flair.

## HEALTH AND WELLNESS COACHING

- More than 10 years professional experience inspiring and teaching individuals and groups in a wide range of health and lifestyle wellness choices. These include: flexibility, strengthening, balance, bone density, Nordic pole walking, yoga and meditation.
- Empower and facilitate health and work/life decision-making.
- January 2010 survey indicated 78% strength improvement in 2009 *Building Bones* class.
- Bring an exuberant approach to work with enthusiasm and positive spirit.
- Equally effective working in self-management projects and as collaborative team player.
- Efficient in multi-tasking and able to meet tight schedules
- Skilled in effectively interacting with a wide variety of personality types.

## AREAS OF EFFECTIVENESS

- Program Management
- Organization/Coordination
- Highly Responsible
- Creative Thinking
- Vendor Negotiation
- Reports/Documentation
- Research
- Compassionate
- Positive Attitude
- Motivate and Inspire
- Health Education
- Wellness and Fitness
- Public Speaking
- Data Management
- Leadership
- Evaluations
- Needs Assessments
- Excellent Communication

## SELECTED CAREER ACCOMPLISHMENTS

- Established history of meeting health and fitness goals for hundreds of clients and groups over a 12 year period, including YMCA, fitness centers, and retirement communities.
- Designed and developed a “How-to” instructional DVD titled, *Building Bones Step by Step*.
- Proven history of consistently growing revenues for contracted organizations.
- Served as Chair for community educational programs for the American Association of University Women.
- Delivered more than 50 motivational presentations to hundreds of participants in a wide variety of organizations, including schools, Nordic ski clubs, YMCA, and more.
- Highly achieving athlete, competing twice in the French Tour de Feminin bicycle race.
- Held Imogene Mountain Running Race (17 miles) women’s record for 24 years Telluride, CO.

## PROFESSIONAL PROFILE

### Health / Wellness / Fitness Coaching

- Perform initial evaluations, questionnaires, and needs assessments.
- Develop and implement individual and group activity programs from a holistic approach.
- Maintain detailed reports and client records.
- Evaluate individual and group fitness and wellness programs.

### Communications / Organization

- Coordinate communications with appropriate health care providers, including physical therapists, physicians, fitness directors, corporate managers, etc.
- Facilitate positive healthcare choices in individuals and organizations.
- Talented course designer, facilitator, and presenter.
- Create customer satisfaction surveys for feedback about content, pricing, and value.

### Promotion / Public Relations

- Design fitness handouts and flyers for client outreach.
- Develop website content, including newsletters.
- Relish speaking before groups.

## PROFESSIONAL EXPERIENCE

### Manager, Owner, You Can Do it! LLC, OR

1998 – Present

- Plan, coordinate, and manage (administer) business. This includes: developing, instructing, marketing/selling, profit analysis, reports, and documentation.
  - Deliver a wide range of health and fitness programs for groups, clients, and organizations.
  - Collect biometric data; document outcomes and other records maintenance.
  - Developed and conducted *Journey to Fitness* workshops for balancing body, mind and spirit.
- Key Achievement:** *Guided steady and continuous growth of company over 12 years with hundreds of satisfied clients.*

### Director, Activities and Housing, American Language Academy, OR

1995-1998

- Served as Activities Director; designed, organized, and led health, educational, and recreational programs with American and International students.
  - Developed and coordinated housing programs.
- Key Achievement:** *Bridged the culture gap by effectively interacting with foreign students, host families, and American students.*

### Instructor, English as a Second Language (ESL)

1992 – 1998

- Managed English program for Gymnastic Instructors in former east Germany
  - Taught ESL in Former East Germany, New Mexico and Oregon
- Key Achievements:** *Translated papers from German to English. Sought to integrate international students with the American culture in ESL classes.*

## PROFESSIONAL TRAINING

- Better Bones and Balance, Oregon State University, 2010
- Fitness Trainer Certification, International Sports Science Association, 2002 – 2008
- Senior Personal Trainer Certificate, American Senior Fitness Association, 2005
- Practitioner Certification, Neuro-Linguistic Institute of Oregon, 2005
- Anusara Yoga Teacher Training, Anusara Yoga, 2003 – 2004
- Toastmaster Public Speaker, 2001 – 2004

## EDUCATION

- **Master of Arts (MA) degree in Education** **1992**  
University of New Mexico, Albuquerque, NM
- **Bachelor of Arts (BA), Minor in Business Administration** **1990**  
New Mexico State University, Las Cruces, NM

## CONTINUING EDUCATION

- **Biology, Microbiology, Anatomy and Physiology, and Psychology** **2008 to 2009**  
Rogue Community College
- **Strategic Management** **2009**  
Southern Oregon University

## AFFILIATIONS

- National Osteoporosis Foundation
- American Senior Fitness Association
- Personal Fitness Professional
- American Association of University Women (AAUW)
- Siskiyou Velo Cycling Club

## COMPUTER SKILLS

- Microsoft Office (Word, Excel, Power Point, Publisher, Outlook)

## CLIENTELE/ACCOUNTS

- YMCA's, Baxter Fitness Solutions, Mountain Meadow Retirement Community, Pacific Retirement Services, Ashland Parks and Recreation Department, and private clients