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Objective	Consulting and Instruction on Health Promotion Programs and Theories of Behavior Change
Expertise & Skills	<ul style="list-style-type: none">• Managing clinical and health promotion and disease prevention programs that improved health, academic performance and productivity of students and employees with cost-effective and evidence-based health assessment, diagnoses, planning, implementation, monitoring and evaluation of health programs.• Supervision of, hiring, training, coaching and evaluating undergraduate student through doctoral level health professionals.• Health communication in oral, written web and electronic formats for behavior change and influencing policy decisions.• Managing budgets, resources, health clubs; media and public relations; and marketing.• Partnership, coalition and integrated delivery system with campus and local community offices and agencies and military• Process consultation for group effectiveness• Writing, implementing monitoring and evaluating grants and reviewing grant applications.• Use of standardized health promotion program development tools such as Certified Health Education Specialist responsibilities, CDCynergy Social Marketing, PRECEDE-PROCEDE model, Health Services and Health Promotion and Prevention Services Standards and Guidelines from the Council on Standards, and National Association of Student Personnel Administrator's Health Education Leadership Program ecological approach and business strategic management methods, Guide to Community Preventive Services.• Application of tools and resources such as Health Risk Appraisals, CDCynergy Social Marketing, CDC's Worksite Committee and Guide to Community Preventive Services.• Comprehensive knowledge MS Office Suite, statistics programs such as SPSS
Relevant Experience	<ul style="list-style-type: none">• Guiding clients to evidence-based health promotion programs addressing all determinants of health using the Action Model for Healthy People 2020 ecological approach and social marketing.• Health center accreditation procedures, facilities management and medical technology, crisis preparedness and collective bargaining as member of a health center executive committee.• Management of commercial, corporate and campus wellness facilities.• Over 28 years experience in health care with most of the years in an extremely multicultural environments with over 60% of the 18,000 individuals from minority groups• Health education programs resulting in monitored and measured outcomes for health issues (fitness, nutrition, weight, stress management, alcohol and substance abuse, and consumer health• Effectively marketing to target audiences with as high as 75% reach to a community of over 20,000 students, faculty and staff• Increased participation in programs by >300% to over 3,500 distinct individuals/yr and >700% increase in total 1:1 contacts to nearly 8,000/yr.• Author of and consulting editor for professional health publications.• Chaired, co-chair or member of committees for the CDC Worksite Community Guide, Department of Defense, American College Health Association, National Association of Student Personnel Administrators and Pacific Coast College Health Association
Education	<p>DrPH, Candidate, Loma Linda University MBA, Human Resource Management, Strategic Planning, Cal Poly Pomona, 1999 MA, Exercise Science, California State University, Los Angeles, 1982 30 Graduate Units, Rehabilitation Counseling, Boston University and USC, 1975-1979 BS, Business Administration, University of Wyoming, 1971</p>

Employment	Consultant and Trainer (student, employee, faculty staff wellness; substance abuse and violence prevention; healthy settings; social marketing; health marketing), Canadian Council on Learning, University of North Dakota, Iowa State University, Arizona State University, New Mexico Department of Health, Carmax	2008-present
	Lecturer (Health Policy and Management, Social Marketing), George Washington University, School of Public Health and Health Services, Washington, DC	2008-present
	Wellness Director, Health Advisor (part-time positions), <i>Johnson & Johnson</i> , Industry, CA, <i>Health Fitness Corporation, Dept of Energy, Bureau of Labor Statistics</i> , Washington, DC	2005-present
	Health Education / Fitness Program Manager , <i>US Air Force</i> , Washington, DC	2005-2007
	Lecturer (Consumer Health, Computer Applications, Stress Management; classroom, online), <i>Kinesiology & Health Promotion Department</i> , Cal Poly Pomona	1998-present
	Wellness Director, Fitness Specialist (part-time temporary positions), <i>Johnson & Johnson</i> , Industry, CA, <i>SAIC; Health Fitness Corporation</i> , McLean, VA	2005 & 2007
	Process Consultant , <i>Student Health Services</i> , Cal State, Stanislaus	2004-2005
	Adolescent Physical Activity Program Evaluator , <i>Nike NikeGo Program</i> , West and Midwest US	2002-2005
	Sexual Assault Prevention DOJ Program Evaluator , <i>Cal Poly Pomona</i>	2002-2003
	Lead Health Educator , <i>Student Health Services</i> , Cal Poly Pomona	1990-2002
	Manager , <i>Deer Creek Athletic Club, Brunswick Corporation</i> , Rancho Cucamonga, CA	1988-1989
	Health/Fitness Instructor , <i>Chaffey Community College</i> , Rancho Cucamonga, CA	1988-1989
	Wellness Director , <i>Chevron Oil Field Research Company</i> , La Habra, CA	1987-1988
	Program Coordinator & Exercise Physiologist , <i>UCLA Division of Clinical Nutrition Weight Loss Program, Los Angeles</i> , Los Angeles, CA	1984-1987
	Fitness Director & Exercise Physiologist - <i>Pasadena Athletic Club</i> , Pasadena, CA	1984-1987
	Exercise Physiologist, Meeting Chaperone, Recreation Leader , <i>Adolescent & Adults Substance Abuse Programs, Pasadena Community Hospital</i> , Pasadena, CA	1982-1984
	Health/Fitness Instructor , <i>Pasadena Community College</i> , Pasadena, CA	1980-1982
	Graduate Sports Medicine Graduate Lab Assistant , <i>Physical Education Department</i> , Cal State Los Angeles	1979-1981
	Pilot , Columbia Helicopters, McMinnville, OR	1978
	Captain, Aviation, Nuclear Surety, Communications Security , <i>U.S. Army</i>	1971-1978
Community Service	Mentor , Health Communication Graduate Intern, Miami University	2009
	Ruby Level Donor (\$10,000 to \$14,999), American College Health Foundation	1998-present
	Member , Society for Public Health Education, Advocacy Summit Planning committee (www.healtheducationadvocate.org)	2006-present
	Member , ACHA, Healthy Campus 2010/2020 Coalition, Advocacy Coalition	2007-present
	Member , Worksite Committee, CDC Community Guide (www.thecommunityguide.com)	2006-present
	Chair, Co-Chair, Member , Healthy Campus 2010 Committee	2006-present
	Consulting Editor , American Journal of College Health	1997-present
	Consulting Editor , Aetna Insurance, College Health Insurance	2000-present
	Manuscript Reviewer , International Journal of Nonprofit & Voluntary Sector Marketing	2007-present
	Expert , College Parents of America (www.collegeparents.org/cpa/index.html)	2002-present
	Administrator , ADACOMM, Higher Education Nutrition Professionals Listserv	2000-present
	Abstract Reviewer , American College Health Association Annual Meeting	1993-present
	Consultant , Consultation Services, American College Health Association	2003-2006
	Advisor , Cal Poly Pomona Cycling Club	1992-2005

	Board Member , Secretary, Vice President, Woodbridge Homeowners Association	1991-2005
	RideShare Participant , Cal Poly Pomona	1991-2005
	Representative , Staff Council to Associated Students, Inc. Senate (nicknamed Senate chaplain)	1992-2003
	Board Member , Project Sister Sexual Assault Prevention and Crisis Service	1993-1998
Certifications & Security Clearances	Security Clearance , US Department of Energy	2007
	Security Clearance , US Air Force	2006
	Train the Trainer , CDCynergy Social Marketing version 2, (version 1, 2003)	2006
	Human Participants Protection Education for Research Teams , National Institutes of Health	2003
	HIV Counselor , California Office of AIDS	1995
	Certified Health Education Specialist , # 2670 National Commission Health Education Credentialing	1991
	"Connections" Customer Service Training Facilitator , Cal Poly Pomona	1991
	CPR & First Aid Instructor , American Red Cross	1990
	Advanced Managerial Training , Brunswick Corporation	1989
	Certified Strength & Conditioning Specialist , # 88904 National Strength & Conditioning Association (not current)	1988
	Wellness Coordinator , Chapman University	1987
	Exercise Test Technologist , # 1491 American College of Sports Medicine, (not current)	1984
	Teaching Credential , # 284640, # 7 1 GRI 002 California Community Colleges	1984
	Health Fitness Specialist , # 17 American College of Sports Medicine	1982
Awards	Platinum Member , American College Health Foundation	2006
	Gerkin-Neish Scholar , \$2,000 scholarship, Loma Linda University	2005
	Staff Emeritus , Cal Poly Pomona	2003
	Fellow , American College Health Association	2001
	Outstanding Staff , Cal Poly Pomona	1995
	Honorary Life Member , Associated Students, Inc., Cal Poly Pomona	1991
Professional Organizations	American Association for Health Education	2005
	American College Health Association	1990
	American College of Healthcare Executives (Past Member)	1997
	American College of Sports Medicine (includes Worksite Health Promotion SIG)	1980
	National Association of Student Personnel Administrators	2002
	Society for Public Health Education	2005
	Beta Gamma Sigma, College of Business Honor Society, 1998	1998
Grants	Bone Enhancement Study – Subject Recruiter	2002-2003
	Kinesiology & Health Promotion Department; US DHHS	
	Prevention of Violence Against Women – Evaluator	2001
	Cal Poly Pomona Police Department, US Department of Justice, \$390,000 2-year grant	
	American College Health Association HIV Innovation Team Grant	2007
	Supervised completion of application for Cal Poly Pomona. \$4,000 awarded	
	Pacific College Health Association Research Grant	1997
	Assisted in completion of application for Cal Poly Pomona. \$2,500 awarded	
	NCAA “Choices” Grant	1996
	Assisted in completion of application for Cal Poly Pomona. \$10,000 awarded	
	FIPSE Alcohol and Other Drug Abuse Prevention	1994

Application and implementation for Cal Poly Pomona. \$194,000 awarded

Consultation, Presentations and Training	Substance Abuse and Violence Prevention Program Review and Recommendations; Designing and Implementing Substance Abuse and Violence Prevention Programs , Iowa State University	2009
	Linking Health and Academic Success University of North Dakota, Canadian Council on Learning, Aetna Health Insurance	2008-2009
	Social Marketing Arizona State University; MOSAICCO employee wellness department, New Mexico Alcohol, Tobacco and Other Abuse Prevention, University of North Dakota, HP Career.Net	2008-2009
	Social Marketing in Health Promotion Telephone Development call for over 120 participants for the ACHA Health Promotion Section	2008
	Health Promotion Teleconference Training (Four series of 12 50-minute sessions) for US Air Force Health and Wellness Center staff	2006
	Community Fitness Programming Social Marketing Co-presentations with Major Dana Whelan, RD, MPH Deputy Chief Health Promotion Operations, US Air Force	Spring and Fall 2006
	Tobacco Use Prevention Co-presentations with Lt Col Sherry Sasser, Chief, Health Promotion Operations, US Air Force Health Promotion Workshops	Spring and Fall 2006
	Healthy Campus 2010: Making It Happen Co-presentations with Healthy Campus 2010 Task Force members American College Health Association, National Association of Student Personnel Administrators	2000-2006
	Health and Academic Success American College Health Association	2006
	Health and Academic Performance Management: Comparing Education with Business Health and Productivity Management American College Health Association	2005
	College Health Strategic Planning Co-presentation with Beth DeRicco, Higher Education Center	2005
	ACHA's Tripod Tools Co-presentation with Paula Swinford, Karen Moses, Lesley Sacher, Pat Fabiano, Jenny Haubenriser National Association of Student Personnel Administrators	2005
	Alcohol Use Assessments Used at Cal Poly Pomona & Healthy Campus 2010: Making It Happen CSU Alcohol and Other Drugs Education Conferences	2005
	21st Birthday Social Norms and Safety Tips Card National Social Norms Conference	2000
	Body Image and Eating Behaviors Pacific Coast College Health Association Conference	2000
	Social Marketing for Health Behaviors Which Students Would Like to Improve: Preliminary Results Pacific Coast College Health Association Conference	1998
	Health Behaviors Students Want to Improve Co-Presentation with Kristine Brown, PhD – Kinesiology and Health Promotion, American College Health Association Conference	1998
	Marketing Health Education Messages Using Management Science American College Health Association Conference	1997
	Newcomers Orientation Facilitated for Pacific Coast College Health Association	1996
	Guest Speaker and "Don't Cancel That Class" Program Presenter or coordinator of approximately 100 presentations per year. Topics: Life	1990-2003

	Management, Stress Management, Exercise and Weight Loss, Nutrition, Hormonal Changes with Exercise, Social Marketing, Safer Sex, Alcohol and Other Drugs. Presented for Cal Poly Pomona Office of Student Life, academic classes, clubs, Greeks organizations and Speakers Bureau	
	Developing Health Promotion Measurable Goals with Health Risk Appraisals	1996
	American College Health Association and Pacific Coast College Health Association Annual Meetings	
	Enhancing Patient Compliance: Follow-Up Letters and “The Wellness Card”	1996
	American College Health Association Annual Meeting	
	Health Risk Appraisal Results for College Students	1995
	American College Health Association Annual Meeting	
	Life Management: Goal Setting and Time Management	1994
	California Association of Health, Physical Education, Recreation and Dance Conference	
	Marketing Student Health Services through a Faculty/Staff Newsletter	1994
	American College Health Association Annual Meeting	
	Seatbelts, Sex, Vegetables and Beer	1993
	American College Health Association Annual Meeting	
Public Relations & Marketing	Pacific Coast College Health Association Conference	1995
	Developed, coordinated, implemented print and e-mail and World Wide Web advertising to promote annual conference	
	Student Health Services	1990-2006
	Coordinated marketing program consisting of advertising in student newspaper, “chalkboard marketing,” flyers on bulletin boards, newsletter to faculty and staff	
	Deer Creek Athletic Corporation (Brunswick Corporation)	1988-1999
	Managed marketing program consisting of advertising in local newspapers, telemarketing, participation in Chamber of Commerce and networking organizations	
Publications	Linking Health and Academic Success	2005
	Spectrum, Aetna Insurance	
	The Learning Mission, College Health and the Health Agenda	2005
	NetResults, National Association of Student Personnel Administrators	
	Health and Academic Performance: At the Core of the University Mission	
	Journal of Interdisciplinary Studies, Cal Poly Pomona	
	Healthy Campus 2010 (with ACHA Healthy Campus 2010 Committee)	2002
	American College Health Association	
	Board a North Bound Train	2001
	Pro98Six.com	
	Spirit and More than Survival through Vision, Mission and Objectives	2001
	Pro98Six.com	
	Is Outsourcing an Issue	2001
	Pro98Six.com	
	The Wellness Card: A Health Promotion Disease and prevention Program to Help the University Achieve Its Mission	2001
	Pro98Six.com	
	Health Behaviors Which Students Would Like to Improve: Results of a Student Health Needs Survey (co-written with Kristine Brown, PhD)	1998
	Low Grades and Student Health: At the Core of the University Mission	2000
	Journal of Interdisciplinary Studies, Cal Poly Pomona	
Needs Assessment, Quality Maintenance & Improvement,	Substance Abuse and Violence Prevention	2009
	Iowa State University	
	US Air Force Tobacco Policies and Programs	2006-2007
	Adolescent Physical Activity Programs	2003-2005
	Nike	
	Study Well Health Assessments (comprehensive and topical assessments)	1995-present

Program Monitoring & Evaluation, Research	<p>Student classes and clubs</p> <p>ACHA-National College Health Assessment 2000-present</p> <p>Use results for Healthy Campus 2010 to develop measurable objectives and targeted and tailored programs</p> <p>Body Image 2000</p> <p>Mind-Body-Spirit Fair – Eating Disorders Awareness Week Survey</p> <p>It's OK Not to Drink Social Norms Program 2001</p> <p>21st Birthday Card to Reduce Alcohol Abuse 1998 - 1999</p> <p>5-a-Day Vegetable and Fruit Social Marketing 1999 - 2000</p> <p>Eating Behaviors Survey 1998</p> <p>With Behavioral Science Faculty and Counseling & Psychological Services Counselor</p> <p>Time Traveler Student Affairs Commuter Student Survey 1997-1998</p> <p>With Division of Student Affairs Assessment Committee</p> <p>Health Behaviors Students Want to Improve: A “Needs” Survey 1997</p> <p>Student Health Status, Behaviors and Attitudes 1990-2002</p> <p>Health Risk Appraisal Group Reports (600 to over 1,000 students per year)</p> <p>Patient Satisfaction Surveys for Student Health Services 1996-2002</p> <p>Benchmarking and ACHA “Data Share” Student Health Services 1996</p> <p>Core Alcohol and Other Drugs Surveys 1994 & 1996</p> <p>Determination of Alcohol Abuse Prevention Social Marketing Messages 1994</p> <p>Student Opinions HIV Testing by Student Health Services 1993</p> <p>Actual and Perceived Use of Alcohol by Cal Poly Pomona Students 1993</p> <p>Patient Processing Studies 1990 - 1991</p> <p>An Analysis of the QRS Complex in Resting Electrocardiograms of Female Aerobic Endurance Runners (CSULA Master’s Thesis) 1982</p>
Discussion Email Lists	<p>Administrator/Owner of the following discussion lists:</p> <p>ADACOMM (College Registered Dietitian and nutritionists, ~245 members) 1999-present</p> <p>HC2020 (ACHA Task Force on College Health Objectives for 2010 and 2020, 42 members) 1995-present</p> <p>E-HEALTH (Cal Poly Pomona Guide to Healthy Learning & Living, ~1,200 members) 1995- 2003</p> <p>PEERHEALTHED (Cal Poly Pomona Peer Health Educators, ~45 members) 1995–2002</p> <p>SMHE (Social Marketing in Higher Education, 225 members) 2007-present</p> <p>Participate in the discussion lists:</p> <p>BACCHUS GAMMA (peer education network) 1995–present</p> <p>GENDERNET (gender and social issues list at Cal Poly Pomona) 1995–present</p> <p>HEDIR (health educators directory) 1995–present</p> <p>HLTHPROM (college health educators) 1995–present</p> <p>INTERFAC (Cal Poly Pomona faculty) 1995–present</p> <p>SHS (student health services) 1995–present</p> <p>SOC-MKTG (social marketing) 1997–present</p>
Journal Subscriptions	<p>American Journal of Health Promotion</p> <p>Health Education & Behavior</p> <p>Health Promotion Practice</p> <p>Journal of American College Health</p> <p>Journal of Healthcare Management</p> <p>Medicine and Science in Sports and Exercise</p> <p>Social Marketing Quarterly</p>