

Cathy Richards, M.A.

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Overview

Experienced lifestyle and wellness program director, strategic planner, senior living executive, author, business owner, media spokesperson and communications expert, and motivational speaker with over 20 years of experience in varied settings.

Skills

- Forward-thinking lifestyle and wellness strategic planning balanced with successful operations management, program design, budgeting, marketing, and implementation
- Effective and creative approaches to management of resources and processes to ensure high quality services, team satisfaction, and customer experience.
- Innovation, growth and expansion of lifestyle and wellness programming for large, diverse, multi-site organizations
- Expert on worksite wellness programs and recipient of C. Everett Koop National Health Award
- Group facilitation, team leadership, committee chairmanship for effective collaboration
- Communication expert on wellness-related publications, reports, planning, and analysis including both excellent written and oral communication skills
- Content expertise in healthy lifestyle habits and fitness
- Individual coaching for wellness, health and weight management
- Excellent professional speaking skills including conference presentations, videos, business briefings, and wellness topical programs with an ability to develop rapport with large or small groups
- Media interview effectiveness on camera and for print publications and community relations
- Excellent organizational/multi-tasking skills; action and detail-oriented for consistent accountability

Professional Experience

Asbury Methodist Village – Continuing Care Retirement Community

Director of Lifestyle and Wellness, May 2009 to July 2017

- Create position to grow campus-wide leadership for lifestyle and wellness culture and brand identity; strategic planning for six-dimensional wellness program for 1400 residents with an average age of 85. The six dimensions of wellness include physical, intellectual, emotional, spiritual, social, and vocational.
- Create annual strategic plan and both design and implementation of the “WOW” Employee Wellness Program for 800+ Asbury Methodist Village associates. Designed the award-winning “ClubWOW” specialty focused program featuring teams and one-on-one wellness coaching. ClubWOW participants averaged a weight loss of 9.5 pounds, an increase in the number of pushups by 7, and an average cardiovascular heart rate improvement of 13 beats in an 8-month period. Participants also experienced reduction in blood pressure, cholesterol, and diabetes medications.
- As director, over eight years, grew programming of fitness/wellness center from several events per year to dozens of events per month including off-campus trips and cultural arts, on-campus entertainment and wellness educational seminars and classes, 30+ fitness classes per week. Creation of numerous new programs including massage program, healthy hearing clinic, post-rehabilitation program, TOPS (Take Off Pounds Sensibly), Full Circle Success Elective Surgery Preparation program, specialty fitness programming for assisted living and skilled nursing, and special events.

- Budgeting, staffing, and management of wellness center and pool, including full time associates and subcontractors.
- Media spokesperson for all TV and newspaper inquiries related to wellness culture and programming for the larger parent company Asbury Communities. Represented Asbury to the New York Times, the Washington Post, Fox5 news, WJLA, MyMCMedia, and numerous others.
- Chair of Health Services Advisory Committee and liaison with Holy Cross Hospital Community Relations department for joint programming and public relations after Holy Cross became our on-campus medical services provider.
- Membership on the Asbury Methodist Village Operations Council providing strategic leadership input for campus-wide issues and decisions with a lifestyle and wellness lens.
- Chair of wellness related committees including the Health and Wellness Resident Partnership Advisory Committee, Healthy Hearing, Nutrition, and Mental Health committees.
- Key Leadership for system-wide Wellness Strategic Team for the Asbury system including chairing the Technology Subcommittee tasked to identify wellness reporting tools and design.
- Conference presenter at local and national conferences, including the International Council on Active Aging (Floor Freedom: Teaching Older Adults to Get Down and Up from the Floor), and Leading Age MD (Success Strategies for Employee Wellness), Leading Age National (Can You Hear Me Now? Successful Strategies for Healthy Hearing in Retirement Communities)
- Recipient of four “Azzy” awards (Asbury Communities, Inc. annual awards): two for successful media placements and two for creation of innovative programming: the Full Circle Success Elective Surgery Preparation Program, and “ClubWOW” associate wellness program.
- Recipient of International Council on Active Aging Innovation Award for 2015 on behalf of the Asbury “Brain Waves” Program on brain health.
- Represent Asbury Methodist Village in the Asbury Communities, Inc. Communication Council to drive both traditional media opportunities and social media presence.
- Host on-campus TV program “Asbury View” to include writing script, interviewing guests and opening and closing the show.

LifeWork Strategies, Adventist Health Care

Wellness Presenter and Wellness Coach, 2005 to present

- Present worksite wellness seminars including title such as “Fitness for the Busy Professional”, “Workplace Ergonomics”, “Nutrition Nuggets”.
- Provide one on one wellness coaching in areas of fitness, stress, and weight management.

Fitness InSight

Corporate Wellness Consultant, Author, Publisher, Wellness Coach, Personal Fitness Trainer and Motivational Speaker, 1997 to present

- Author and publisher, *The Busy Mom’s Ultimate Fitness Guide* – manage all promotion, sales (both wholesale and directly to customer), and media
- Freelance author of fitness/wellness articles for Time Inc. websites and other consumer websites
- Design and administer wellness programs for small business clients
- Design and implement fitness boot camp classes: promote, manage, and teach
- Provide one-on-one fitness training
- Provide wellness coaching to individual clients
- Develop and present wellness seminars to large and small groups
- Manage three websites and write monthly newsletter
- Business planning, media strategy and promotions

Sodexo, Inc.

Area General Manager, HealthAbility, February 2011-January 2013

- Provide strategic support and reporting for Asbury Communities system-wide wellness initiatives, including five continuing care retirement communities.

Marriott International, Inc.

Manager, Wellness & You! Health Promotion Program

- Provided overall strategic planning, communication, implementation, and evaluation for Marriott's worksite wellness program with a target audience of 4,000 corporate headquarters associates.
- Recipient of the C. Everett Koop National Health Award for outstanding Worksite Wellness Program.
- Create and present seminars and classes on fitness, nutrition, weight loss, and stress management. Signature titles include: "Taking Charge: Managing Your Weight and Health for a Lifetime", "Balancing Work and Wellness", "Face the Fat", "Fitness Facts", and "Success Over Stress".
- Chaired committees and led project teams, including Marriott's volunteer "Wellness Action Team" network of associates, St. Jude Children's Research Hospital aerobic dance fundraisers, and "Team Marriott" for the American Heart Association's Heart Walk fundraiser. In 1999, with over 300 walkers and raising over \$25,000, Team Marriott was the number one team in Montgomery County.
- Provided individual health and wellness counseling to associates.

Aerobics Coordinator and Instructor Trainer, Marriott Fitness Facility

- Trained and evaluated aerobics instructors; managed class schedule, policies, and promotion.
- Taught group exercise classes such as step aerobics, cardio-kickboxing, and strength training.

Education and Certifications

M.A., Exercise Physiology, University of Maryland

B.S., Kinesiological Sciences, University of Maryland

Certified Exercise Physiologist, American College of Sports Medicine (pending January 2018)

Certified Brain Fitness Facilitator, Senior Fitness Association

Certified Dementia Care Practitioner, National Council of Certified Dementia Practitioners

Certified Senior Fitness Instructor and Long-Term Care Fitness Instructor, Senior Fitness Association

Wellcoaches® Wellness Coaching Certification

Certified Kick-Boxing Instructor, International Sports Conditioning Association

Certified Perinatal Fitness Instructor, Health Moms® Fitness Programs

Certified Strength and Conditioning Specialist, National Strength and Conditioning Association*

Certified Group Fitness Instructor, American Council on Exercise*

(* Recently retired these certification after holding each for 20+ years)

Media Experience (partial listing)

New York Times, June 2016, "Brain Fitness and Retirement Communities"

WJLA TV Good Morning Washington, January 2016, "Brain Healthy Foods"

Montgomery County Media (www.mymcmedia.org), January 2016, "Seniors Go Snow Tubing"

Fox5 TV, January 2015, "Snow Tubing Isn't Just for Kids"

The Washington Post, January 2014, "Seniors Hit the Slopes"

"I Can Get Up" for Seniors, Graceful Aging Internet TV, October 2012

The Washington Post, November 7, 2006: "Excuse Me, But Having Kids is No Excuse"

W*USA TV9 and FOX5 News in Washington D.C.: Numerous fitness segments

Numerous magazine appearances including Oxygen, Disney's Family Fun, Parenting

Volunteer Experience

Psychiatric Rehabilitative Services - PRS, Inc. , Wellness Presenter, January 2018 to present

Deliver Wellness Talks on a quarterly basis to participants of the Recovery Academy Day Program including individuals dealing with mental illness, substance use disorders, mild intellectual disabilities, autism spectrum disorders, or any combination of these.

Memberships and Affiliations

Leading Age

ICAA: The International Council on Active Aging

Wellcoaches

IDEA: The Association for Fitness Professionals