

# Cindy Cohen, RN, BS BA

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**Company:** C2 Your Health LLC

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## Overview of Relevant Work Experience

**Nursing:** Experience in inpatient and outpatient services during a down economic environment (35+ years). Inpatient hospital management (10 years) to include the position of Director of Nursing, CFO,CEO.

**Outpatient Clinics:** Program Director 8 mammography centers (2 years). Owner of outpatient alternative therapy clinic (6 years).

**Community Health:** Qualified National Marketing Director, Juice Plus Corporation Community Health Educator (7 years). Promoter of the Expo for Women (6 years) and Networking and all that Jazz (4 years) both provide a venue for health education, wellness screenings and business promotion.

**C2 Your Health LLC:** Owner, Wellness and Disease Management Coach (11 Years). Team Director at C2 Your Health LLC providing individual health coaching, worksite and community wellness with a focus on nutrition, lifestyle management and work - life balance. Developed preferred partner relationships with local companies, national services and organizations providing comprehensive health and wellness services in a variety of settings

## Biography

I have been a Registered Nurse for 35+ years with 20 years of experience in hospital administration, health care project management, marketing, sales and new business startup within various hospital settings around the country. With the Juice Plus+ Corporation I enjoy new business development and product sales in the health and wellness industry along with developing business to business networking groups. In the outpatient setting I have been the owner of an alternative therapy clinic and now a successful results oriented national wellness company that provides wellness strategies and solutions for worksite wellness and the community. As the Founder of *C2 Your Health LLC*, I have been able to combined my two passions, health and business, to build a health and wellness firm through face-to-face networking.

## Awards

Nominated "Woman of the Year" for dedication to community service 2007.

"Success Story of the Year" by WSBT and Enrichment Strategies 2007.

"Top 10" award in the category developing new business by Juice Plus+ Corporation 2002.

## Professional Affiliations

**Founder:** Michiana Business Network, Leads R Us and Tweetup Michiana.

**Committees:** American Cancer Society Relay for Life

**Membership:** Leadership Council for American, Chamber of Commerce of St. Joseph County, Wellness Councils of America, American Nursing Association, American Nutraceutical Association, Women Business Owners of Michiana, National Association of Professional Women.

**Sponsorship:** Heart Association Go Red for Women BetterU, American Cancer Society Relay for Life

**Board Member:** Stepwise Cognitive Learning Center, Michiana Executive Leadership Board for American Heart Association - Go Red for Women

## Certifications

Certified by Wellness Councils of America (WELCOA) in 2012 as a Well Workplace provider, and awarded WELCOA Faculty Status (1 in 483 in 2012).

## Publications

*Books: Noodles to Strudels* Morris Press 2000 , *Generation to Generation* Morris Press 2005, *Expert Guide to Small Business Success* (Chapter 9 – “Face to Face Networking”) Expert Publishing 2010, *Self Marketing Handbook A Women's Guide to Marketing Online and Offline* Lord Marketing 2011, 2012, 2013, *Prevention Benefits Healthy Employees Cost Less* Amazon Publishing 2012, and *What's On Your Plate A Simple Guide to Healthy Cooking* Amazon Publishing 2013.

*Articles:* Since 2010 Ezine Expert Author in the category Health and Wellness and 2010, 2011 Exhilarated Living Magazine

*Blogs:* "Nutz 4 Nutrition and "Prevention Benefits Work."

## Presentation Experience

For the last 10 years business focus has been community personal and business health, wellness and disease prevention. Specific titles, locations ect. are available upon request. Speaking engagements are as follows:

Women Entrepreneur Intuitive, Spark Saint Mary's College, presenter on the topic of business start up and networking 2011, 2012 South Bend, IN.

Indiana University Integrative Health Studies, Nursing Department spring seminar 2008, 2009, 2010 seminar presenter on health and wellness presentation South Bend, IN.

Indiana Commission on Women featured speaker on the topic women in transition business of health 2010 Michigan City, IN.

Society for Human Resource Management (SHRM) seminar breakout speaker on the topic corporate wellness 2010, 2012 Regional Conference South Bend, IN.

International conference speaker Juice Plus+ Corporation break out session presenter on social media strategies 2010 Memphis, TN.

National speaker for the Juice Plus Corporation Prevention Plus+ Seminars on leadership, health, wellness and prevention. (8 years) 2005 - 2013

National conference speaker on health strategies, wellness , business etiquette, networking for fun and profit. (3 years) 2006, 2008, 2009 Northern Indiana Swan Lake Boot Camp Plymouth, IN.

International speaker for Business Expert Webinars on the topics business etiquette, networking, health and wellness. (5 years) 2007, 2008, 2009, 2010, 2011 webinar presentation.

Local community health education. (8 years) such as YMCA (3), United Senior Resources (8), churches, civic organizations, and local business in Northern Indiana.

American Cancer Society Relay for Life - 2009 - 2011 South Bend, IN

American Heart Association Go Red BetterU Symposium - Wellness Administrator/Health Coaching component sponsor and presenter 2009 - 2013 South Bend, IN

Spark LLC featured presenter "Masterful Networking Series" 2006 - 2007 South Bend, IN