



BIOS FOR SWELLNESS MOVEMENT PARTICIPANTS

Santa Fe, NM: October 2011

CATHY ALLEN

Chairman & CEO, The Santa Fe Group

For more than 30 years, Catherine A. Allen has been an outstanding leader in technology strategy and financial services and a luminary in business innovation. Catherine has won accolades from industry, government, academia, business groups and the press for her success in fostering innovation, promoting new technologies, and bringing stakeholders together to address common challenges.

Today, Catherine is chairman and CEO of The Santa Fe Group, a strategic consulting company based in Santa Fe, NM. Catherine established The Santa Fe Group in 1996, and soon afterward the company became a strategic partner to BITS. The Santa Fe Group specializes in briefings to C-level executives and boards of directors at financial institutions and other critical infrastructure companies, and provides management for strategic industry and institutional projects.

Earlier in her career, Catherine served in several senior executive positions at Citicorp in the Retail, Bankcards, and Corporate Technology divisions. She represented Citibank as founding chair and president of the multi-industry Smart Card Forum. Prior to joining Citibank, Catherine was director of corporate planning for Dun and Bradstreet, where she created and chaired the Electronic Yellow Pages and Information Association. Catherine was also a consultant to CBS, Inc. on new technologies and international trade.

Catherine sits on the boards of Synovus Financial Corporation, Stewart Title Guaranty Company, Hudson Partners, LLP, El Paso Electric Company, and an Advisory Board to Citibank. Catherine is chair of the Advisory Council for the National Foundation for Credit Counseling. Catherine is active politically in the national and local spheres, including serving on President Barack Obama's New Mexico State Investment Council.

ADRIANE G. BERG

CEO, Generation Bold

Adriane G. Berg is CEO of Generation Bold, a leader in marketing, consulting strategic alliance management and sales training for companies seeking to reach the boomer, caregiver and older adult markets. She has designed dozens of campaigns and acts as consultant for top corporations, profit and non-profit organizations, and healthcare, cognitive fitness, senior nutrition, assisted living, aging in place, adult technology, NORCs, senior discount programs, senior centers, and travel and hospitality sectors.

In addition to dozens of speaking engagements annually, Adriane is guest lecturer at USC Davis School of Gerontology on "Marketing to the Silver Markets," and an award winning author of 13 books, including, most recently, "How Not To Go Broke at 102: Achieving Everlasting Wealth," John Wiley & Sons, 2008; and contributor to "Marketing to the Boomer and Beyond" 2011.



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Ms. Berg is also a well-known radio and television personality, having won an Emmy for writing and hosting "IRS Tax Beat" on FNN, and has made multiple appearances on OPRAH, GOOD MORNING AMERICA and REGIS. She is co founder of the Boomer Authority Radio Network, and co host with Pat Bohse of "Not For Profit Exchange radio."

Ms. Berg graduated Phi Beta Kappa and Kappa Delta Pi from Brooklyn College, and was an Editor of the Law Review, NYU School of Law, where she achieved her JD degree.

JANE BERNARD

Jane Bernard Photography

Jane Bernard is a documentary, editorial and commercial photographer whose work has appeared in U.S. News and World Report, the Los Angeles Times and the Washington Post. She was a member of the prestigious Black Star Agency in New York City and has worked as a staff photographer for the Albuquerque Journal and the Santa Fe Reporter.

Jane Bernard Photography, founded in 2001, has a commercial client list including Mary Kay Cosmetics, Toyota, Showtime, the Oxygen network, Sonic, Sadlier Publishing and many private clients who value her documentary style. Her awards include a New Mexico Endowment for the Humanities Fellowship and a Kodak Grant. Bernard was also a winner of the Project Earth Competition from the Center for the Visual Arts.

Bernard's book, *American Route 66: Home on the Road*, with photographer Polly Brown, was published in 2003 by the Museum of New Mexico Press. The book developed after Bernard returned home from an extended stay in Eastern Europe. She found herself grateful to be American and interested in exploring the myths of Americana, from the lure of the open road to the friendliness of small-towns eager to welcome a stranger.

As part of a team that photographed Grand Canyon for the U.S. Geological Survey, Bernard also contributed to the book, *Grand Canyon, 100 Years of Change*. The team rephotographed the canyon in the exact spots where photographer Robert Brewster Stanton had recorded some 445 images of the Colorado River 100 years before. The images created for the U.S.G.S. were used to study the environmental history of the river corridor in Grand Canyon.

Bernard's environmental work continues with photography for Trust for the Public Land and other conservation organizations, documenting such wilderness regions as the Red Mountain Pass between Ouray and Silverton, Colorado, the Taos Gorge Overlook and the Galisteo Basin in New Mexico. Her photographs were considered essential in helping preserve these regions.

Her personal photographic projects include: *Personal Prayer*, documenting the prayer practices of people in their daily lives; *Twins – A Similar Yet Distant Journey*, the visual story of the growth and development of twin boys, one of whom is autistic; and *Behind the Veil*, an exploration of the lives of Afghan women, begun in the late 1980s during the Soviet occupation of Afghanistan.

PHYLLIS EHRLICH

Vice President of Marketing, East Region, Time Warner Cable Media

As Vice President of Marketing for the East Region of Time Warner Cable Media, Phyllis currently leads a 26-member marketing team in the East Region to enhance the creative, marketing, promotions, and research offerings to Time Warner Cable Media teams and clients across 14 divisions. Prior to joining Time Warner Cable Media, Phyllis was a Senior Vice President at BrightLine ITV Marketing Specialists, where she created and executed successful interactive TV advertising programs for top marketers,



including Kellogg's, ConAgra, and GlaxoSmithKline.

During her 11 years at Turner Broadcasting System, Inc., Phyllis oversaw the development and execution of more than 250 integrated, multi-platform promotions and strategic partnerships a year for Cartoon Network and Adult Swim networks and their digital platforms, including award-winning multi-platform campaigns for Kellogg's and Honda. She has also been a senior executive at The Walt Disney Company, where she served as the Editorial Director of Disney's Kids' Magazine division. During her tenure at Cahners Publishing Company, she was the founding Editor of Healthy Kids: Birth-3 and Healthy Kids: 4-10 Years, the first magazines devoted to children's health and produced in association with a major medical organization, The American Academy of Pediatrics. She was instrumental in the launch of The Healthy Kids Show, a weekly cable television show starring Kim Alexis and the development of The Great American Healthy Kids quiz, an hour-long cable television special.

SUSIE ELLIS

President, SpaFinder, Inc.

Susie Ellis is president of SpaFinder, Inc., the leading global spa/wellness media and marketing company. She is recognized worldwide as a top authority on the global spa industry and the evolving spa consumer, and as one of the most prescient forecasters of emerging spa, wellness, health, beauty, fitness and lifestyle trends, as the author of SpaFinder's annual Spa Trend Report (now in its 8th year).

Ms. Ellis is a founder and board member of the Global Spa Summit, and a member of the board for the Center for Medical Tourism Research (CMTR) and the Spa Advisory Board for the University of California, Irvine's Spa and Hospitality Management Program. She is a regular contributor to NewBeauty Magazine and NewBeauty SpaFinder: The Guide to Global Spa, Wellness & Beauty - and is frequently featured in prominent media including The New York Times, USA Today and The Daily Telegraph.

KELLY HOWELL

Founder & President, Brain Sync

Kelly Howell, Author of Brain Power, Improve Your Mind as You Age is the world's leading innovator in the practical application of brain wave research. With almost three million audio programs in print, she is renowned for her pioneering work in healing and mind expansion. Throughout the years, Kelly has worked with eminent medical professionals to develop meditation and brain optimization programs that are used in hospitals, biofeedback clinics and by hundreds of thousands of individuals worldwide.

ERICA ORANGE

Vice President, Weiner, Edrich, Brown, Inc.

Erica Orange is Vice President of Weiner, Edrich, Brown, Inc., a leading futurist consulting group in the United States. Formed in 1977, WEB helps their clients to identify trends and opportunities in the areas of marketing, product development, strategic planning, investments, human resources, public affairs and advertising. Clients have ranged from the U.S. Congress to many of the Fortune 500.

Ms. Orange has authored several articles on various social, technological, economic and political trends. She has also written extensive White Papers on "The Human/Machine Interface," "The Future of Family and Household Formation," and "Climate Change and the Travel & Tourism Industry." She has also addressed a number of corporate, organizational and academic audiences.

Ms. Orange is a member of the Junior Committee for the Ovarian Cancer National Alliance, The World Future Society and Fashion Group International, and was chosen as one of the first Susan Schiffer



Stautberg Foundation Fellows. She serves as a Board member on the Career Advisory Board presented by DeVry University, and is a frequent columnist for Yahoo! Sports' online magazine ThePostGame.com. For four years she served as Co-Chair of the Adjunct Board of Directors for ThinkQuest NYC, an organization that brought technology to New York City students.

ELAINE M. PACE
President, Sanoviv Medical Institute

Elaine M. Pace is the President of Sanoviv Medical Institute, the integrative healing retreat in Rosarito, Mexico. Ms. Pace earned a Master of Public Administration degree from the Harvard Kennedy School in 2000, focusing her studies on nonprofit management and dispute resolution. She previously served as CEO for two nonprofit organizations and as a political consultant in Florida. Elaine has received more than a dozen awards for community service and is dedicated to helping people achieve a better quality of life.

Elaine is a member of YPO (Young Presidents Organization) and serves as a national delegate to Vision2020 Equality Insight sponsored by Drexel Medical School. She was recently named a Phi Theta Kappa Distinguished Life Member for her educational and community accomplishments. She has served as a keynote speaker for several national events and delivered more than five hundred professional presentations.

IVY ROSS
Senior Design Executive

Ivy Ross is currently the President of a new start-up called We See Beauty. She was formerly the CMO of Art.com, hired to transform the e-commerce company to a brand that will transform the way the world discovers art images. Ross' high-level background in fashion and design spans more than two decades. Prior to Art.com, Ross held design and marketing leadership positions in companies such as Gap, Mattel, Calvin Klein, Coach, Bausch & Lomb, and Swatch Watch. In addition, Ross was a founding partner of two independent design firms and a retail store. She has a proven ability as a design leader and also possesses a strong sense of business management. She is known in the corporate world for her work in creating new ways to work collaboratively to explore the possibilities within companies vs. only the realities. She has been recognized by both Fast Company magazine and Business Week as representing the future of leadership.

A world-renowned artist, Ross' innovative metal work in jewelry is in the permanent collection of 12 international museums, a winner of the prestigious National Endowment for the Arts grant, Ross has also received the Women in Design Award and Diamond International award for her creative designs. Her work and point of view has appeared in many books and publications and she has written chapters for a variety of change management books. She has served as a juror, board member, teacher, and critic in a wide range of product categories. One of the personal passions over the last 30 years has been studying with masters around the world, the effect of sound, color and light on our health.

BOB SCHWARTZ
General Manager, Global Design & User Experience, GE Healthcare (GEHC)

Bob Schwartz Joined GE Healthcare (GEHC) in December 2007 as General Manager, Global Design & User Experience. With six studios in five countries, Bob is responsible for overseeing the Global Design function encompassing human factors, industrial design, ergonomics, and user interface and design research. As a strategic driver of business growth, his team focuses on the look, feel, usability and end-to-end experience of GEHC products and services. During 2009-11, Global Design was the recipient of 10 medals from the International Design Excellence Awards (IDEA). Bob is a member of the Board of



Trustees of the Milwaukee Institute of Art & Design.

Bob joined GEHC from Procter & Gamble, where he was a global design leader working to transform the design function there to a strategically relevant capability, which is now comprised of 300 global designers and design managers.

Prior to P&G, Bob was VP, New Product Development at Levolor Kirsch, a division of Newell Rubbermaid, where he was specifically tasked with bringing innovation to the home decor industry. At Motorola, Bob was the Director of Industrial Design, responsible globally for all key product lines within the Commercial, Government, Industrial and Consumer Products businesses.

A significant accomplishment in Bob's career was as Executive Director and COO for the Industrial Designers Society of America (IDSA), where he forged an unprecedented relationship with Business Week magazine to annually publish the Industrial Design Excellence (IDEA) awards and later the Catalyst Awards. This accomplishment led to Bob receiving a United Nations appointment to the People's Republic of China as Senior Advisor for Design. He has also testified before Congress on a Bill to establish a US Design Center in the Dept. of Commerce.

Bob was also the Director, Science and Technology Programs for AdvaMed, where he forged strong partnerships with the FDA, HCFA and Congress and lobbied and directed policy and voluntary standards research for circulatory and cardiovascular devices, healthcare information systems and the prevention of sexually transmitted diseases. Prior to this, Bob was the head of Corporate Industrial Design and Architecture for the American Red Cross, where he implemented new nation-wide mobile blood collection, tissue banking and disaster services systems.

Most notably, Bob was inducted into the IDSA Academy of Fellows at the World Congress of Industrial Design, for his outstanding contributions to the industry.

EDIE WEINER

President, Weiner, Edrich, Brown, Inc.

Edie Weiner is president of Weiner, Edrich, Brown, Inc., a leading futurist consulting group. Formed in 1977, WEB has served over 400 clients (corporate, academic, government) in identifying opportunities in the areas of marketing, product development, strategic planning, investments, human resources and public affairs. Clients have ranged from the U.S. Congress to many of the Fortune 500. She is acknowledged as one of the most influential practitioners of social, technological, political and economic intelligence-gathering.

At 29, Ms. Weiner was the youngest outside woman ever elected to a corporate board. She has been a guest lecturer at Wharton, Harvard, The U.S. Army War College, and a number of other universities. Her articles have appeared in numerous publications, including The Harvard Business Review, The Futurist, and The Wall Street Journal. She has co-authored four books with her partner Arnold Brown: Supermanaging (McGraw-Hill 1984), Office Biology (MasterMedia 1993), Insider's Guide to the Future (Bottom Line, 1997), and FutureThink (Prentice Hall, 2006). She has keynoted over 300 conferences.

Throughout the 1990s, she founded and chaired the Esteem Teams, an innovative program in which dozens of inner city, at risk girls were mentored by executive women.

She serves on numerous Boards and Advisory Boards, including the US Comptroller General's Advisory Board, Women's Leadership Exchange, and The Syfy Channel. In the past, she has been on the Board or Advisory Board of the José Limón Dance Foundation (Chair), UNUM Corporation, First Unum Corp., CompUSA, the Fashion Group International, ThinkQuest New York City (Chair), Boardroom Inc., Independent Agents & Brokers of New York, and the Women's Forum. Ms. Weiner is a member of the



Women's Forum, a co-founder of the Belizean Grove, the first recipient of the Fashion Group International's Entrepreneur of the Year Award (1998), NOW New York's 2011 Woman of Power and Influence Award, and The World Future Society's 2011 Lifetime Achievement Award.

JAY WILLIAMS

Medical nutritionist, Clinical professor

Jay Williams, Ph.D., is an acclaimed physiologist and medical nutritionist, clinical professor, author, researcher, and health and wellness consultant. Dr. Williams, most recently recognized for her corporate workshops on the science of stress reduction and biofeedback – works nationally and internationally with both the private sector and the medical community.

She has published several books in the health category and currently is a feature contributor on the Dr. Oz ShareCare community and her timely articles are published in the Health section of the Huffington Post. Dr. Williams' collaboration with scientists that can now measure physiological age and diagnose health and well-being, informs her prescriptions for wellness programs that reverse premature aging and disease and increase vitality.

Current projects include:

- **Telome Health, Consultant:** Working as part of the executive team that includes Dr. Elizabeth Blackburn (Nobel Laureate Physiology – Telomeres) to develop programming and relationships in the health and wellness space.
- **University of Minnesota, Medical School Center for Spirituality and Healing, Clinical Faculty:** Providing interdisciplinary education to medical school interns including alternative health modalities.
- **Dr. Elizabeth Lindsey, National Geographic, Collaboration:** Creating both a book and programming combining the current science of wellness with the cultural elder wisdom of wellbeing. Ancient Wisdom meets Modern Science.
- **Corporate Stress Reduction:** Integrating Bio Feedback programs into wellness based strategies for groups and web based programs.
- **Dubai MedCare Hospital, Consultant:** Advisory position under Dr. Shanna Grossland creating a wellness department within the hospital/clinic setting.

Additionally, Dr. Williams continues to consult in the spa, exercise, and supplement industries while maintaining a private practice in both Hawaii and California.

LORRAINE WEISS

Lorraine Weiss is an international teacher and consultant in the field of consciousness and transformation. Her work is a unique synthesis of vibration and sound, psychology, spirituality and non traditional methods of working with the body and subtle energy. She works with individuals and corporations and facilitates intensives, women's retreats and workshops in Europe and across the US, to introduce and integrate somatic and spiritual elements into grounded practical applications for daily life. A career as a professional musician, intensive immersion in sound healing, shamanism, body awareness and movement, as well as a profound commitment to sacred relationship with the natural world, have given her the experience and ability to work as a catalyst for deeply grounded personal transformative experience.

