

# CATHERINE JOENS BS, BS, MPH, DTR

## EDUCATION

UNIVERSITY OF NORTHERN COLORADO, GREENLY, CO- BS, DIETETICS, 2013  
THE GEORGE WASHINGTON UNIVERSITY- MPH- HEALTH PROMOTION/DISEASE PREVENTION, 2009  
THE GEORGE WASHINGTON UNIVERSITY, WASHINGTON, DC- BS, EXERCISE SCIENCE, 2004  
ACADEMY OF NUTRITION AND DIETETICS- DTR, 2013

## WORK EXPERIENCES

### PROFESSIONAL BASKETBALL PLAYER 2004-PRESENT

PROFESSIONAL BASKETBALL PLAYER IN FRANCE, SPAIN, ISRAEL, WNBA. RESPONSIBILITIES INCLUDE TEAMWORK, PRACTICES, TRAVELING, MOTIVATION, BEING A LEADER, CAPTAIN, TEAM LEADERSHIP, PROBLEM SOLVING, TIME MANAGEMENT SKILLS. BALANCED 40+ HOURS/WEEK PRACTICING, TRAINING, COMPETITION, AND TRAVEL SCHEDULE.

### STUDENT OF THE GAME- FOUNDER/OWNER, IRVINE, CA 1999-PRESENT

ADMINISTRATOR, MARKETER, ORGANIZER, BUSINESS PLANNER. RESPONSIBLE FOR ORGANIZING AND CONDUCTING BASKETBALL CAMPS AND CLINICS IN ORANGE COUNTY, CA. THE AIM IS TO USE BASKETBALL AS A PLATFORM TO TEACH YOUTH, AGES 5-18, THE IMPORTANCE OF A HEALTHY LIFESTYLE THROUGH NUTRITION, EDUCATION AND PHYSICAL ACTIVITY. AS THE STUDENTS PROGRESS THROUGH THE PROGRAM, THE MESSAGES TAUGHT ARE MORE SPECIFIC TO SPORTS NUTRITION, ATHLETIC TRAINING AND FAIR COMPETITION.

## DIETETIC EXPERIENCES

### MEALS ON WHEELS

DELIVERED MEALS AND VOLUNTEERED IN KITCHEN: MEALS ON WHEELS IS A PROGRAM WHICH IS RESPONSIBLE FOR THE DELIVERY OF MEALS TO THE ELDERLY, DISABLED, HANDICAPPED AND NEEDY WHO ARE HOMEBOUND.

### NQSA- NUTRITION QUESTIONS SIMPLE ANSWERS

CREATED A WEBSITE AND CONDUCTED NUTRITION-EDUCATION FOR COMMUNITY CHURCH GROUPS. THE GOAL OF THE WEBSITE IS TO SIMPLIFY AND EXPLAIN NUTRITION INFORMATION FOR A TARGET POPULATION.  
[HTTP://NQSA.YOLASITE.COM/](http://NQSA.YOLASITE.COM/)

### BE SMART, BE FIT, BE YOURSELF

CONDUCTED FITNESS CLINICS AND WORKSHOPS WITH THE WNBA WHICH FOCUSES ON THREE CRITICAL THEMES, NUTRITION, EXERCISE AND POSITIVE-SELF IMAGE. DISTRIBUTED FREE FITNESS JOURNALS AND EXERCISE POSTERS. CONDUCTED BASKETBALL AND FITNESS CLINICS ON PROPER LIFTING, STRETCHING TECHNIQUES AND PLYOMETRIC EXERCISES. IN ADDITION, SPOKE AND DISCUSSED HEALTHY LIFESTYLE AND SETTING GOALS IN ADDITION TO NUTRITION, HEALTH AND HOW THOSE CORRELATE WITH BEING A PROFESSIONAL BASKETBALL PLAYER.

### DRIBBLE TO STOP DIABETES

DRIBBLE TO STOP DIABETES IS A PARTNERSHIP BETWEEN THE NBA, WNBA, NBA DEVELOPMENT LEAGUE, THE AMERICAN DIABETES ASSOCIATION AND SANOFI-AVENTIS U.S. ITS GOAL IS TO BRING AWARENESS TO DIABETES AND SHOW HOW A HEALTHY LIFESTYLE CAN PREVENT THE DISEASE. CONDUCTED CLINICS TO PROMOTE AWARENESS OF DIABETES.

### GOGIRLGO

CONDUCTED A HEALTH AND BASKETBALL CLINIC FOR WNNA IN PARTNERSHIP WITH GOGIRLGO, IN CHICAGO, IL. GOGIRLGO IS A SPORTS EDUCATION PROGRAM AIMING TO IMPROVE THE HEALTH OF SEDENTARY GIRLS AND KEEP GIRLS INVOLVED IN PHYSICAL ACTIVITY BY SUPPORTING PROGRAMS AND ORGANIZATIONS THAT WORK WITH GIRLS.

### WNBA BREAST HEALTH AWARENESS

PARTICIPATED IN A SPECIAL BASKETBALL GAME TO PROMOTE BREAST HEALTH AWARENESS NIGHT. IN CONJUNCTION WITH THIS SPECIAL GAME, SEVERAL ORGANIZATIONS DISTRIBUTE EDUCATIONAL MATERIALS ABOUT BREAST CANCER TO FANS. PINK RIBBONS AND OTHER GIVEAWAYS ARE DISTRIBUTED, AND BREAST CANCER SURVIVORS ARE RECOGNIZED DURING THE PRE-GAME BALL EXCHANGE.

### WNBA/NBA FIT CAMPAIGN

CONDUCTED CLINICS AROUND THE CHICAGO, IL AREA; JOHANNESBURG, SOUTH AFRICA; AND THEIS, SENEGAL, TO ENCOURAGE INCREASED PHYSICAL ACTIVITY AMONG CHILDREN AGED 12+, AS WELL AS TO ENCOURAGE LIVING A HEALTHY LIFESTYLE. THE CAMPAIGN IS AIMED FOR PLAYERS AND COACHES TO TEACH CHILDREN THE VALUE OF STAYING HEALTHY, EATING RIGHT AND MAINTAINING A POSITIVE ATTITUDE. THE PROGRAM GETS THE CHILDREN ACTIVE IN A NUMBER OF EXERCISES AND BASKETBALL DRILLS, IN ADDITION TO GAMES, CONTESTS AND BOOK READINGS.

## **SPEAKING ENGAGEMENTS**

### **FITNESS, LIFE AND BASKETBALL MOTIVATIONAL AND EDUCATIONAL SPEAKING SERIES**

DEVELOPED, ORGANIZED AND CONDUCTED A THREE PART SPEAKING AND INTERACTIVE SERIES TITLED "NUTRITION, FITNESS, LIFE AND BASKETBALL" FOR HIGH SCHOOL GIRLS IN THE ORANGE COUNTY, CA AREA. LED A GROUP DISCUSSION AND ORGANIZED A PRESENTATION FOR GIRLS BASKETBALL COACHES, STAFF AND PLAYERS TO INFORM AND ADVISE ON NUTRITION-EDUCATION AND PHYSICAL FITNESS FOR LIFE AND HOW NUTRITION AND FITNESS PLAY A ROLE IN BASKETBALL PERFORMANCE.

### **EDUCATIONAL SPEAKING ENGAGEMENTS**

SPEAKING ENGAGEMENTS AT THE BOYS AND GIRLS CLUB OF AMERICA, IRVINE, CA, FOR HEALTHY HABITS OF THE TRIPLE PLAY PROGRAM, WHICH IS A GAME PLAN FOR THE MIND, BODY AND SOUL. THE PROGRAM IS DESIGNED TO INCORPORATE HEALTHY LIVING AND ACTIVE LEARNING IN EVERY PART OF THE CLUB EXPERIENCE. HEALTHY HABITS EMPHASIZES GOOD NUTRITION, REGULAR PHYSICAL ACHIEVEMENTS AND IMPROVING OVERALL WELL-BEING. PROGRAM IS FOR AGES 6-15 AND IS CONDUCTED AT BOYS AND GIRLS CLUB OF IRVINE.

### **MOTIVATIONAL SPEAKING**

SPEAKING ENGAGEMENTS AT NUMEROUS BASKETBALL CAMPS AND CLINICS WORLDWIDE, INCLUDING FRANCE, SPAIN, SOUTH AFRICA, SENEGAL, USA, AND MEXICO. SPEAKING ENGAGEMENTS USE BASKETBALL AS A PLATFORM TO SHARE WITH YOUTH ABOUT LIFESTYLE, SPORTS AND MOTIVATION WHICH INCLUDES THE IMPORTANCE OF NUTRITION EDUCATION, HEALTHY LIVING, SELF-EMPOWERMENT AND EDUCATION.

## **ORGANIZATIONS**

ACADEMY OF NUTRITION AND DIETETICS (ADA)  
CA DIETETIC ASSOCIATION  
ORANGE DIETETIC ASSOCIATION  
NUTRITION ENTREPRENEURS (NE)  
RESEARCH (RDPG) COMMUNITY GROUP  
SPORTS, CARDIOVASCULAR AND WELLNESS NUTRITION (SCAN)  
WEIGHT MANAGEMENT COMMUNITY GROUP (WM)

## **CERTIFICATION**

DIETITIAN TECHNICIAN, REGISTERED (DTR) DEC 2013  
CERTIFICATE OF TRAINING IN ADULT WEIGHT MANAGEMENT JUNE 2013  
SAFESEVY CERTIFICATION, JUNE 2011