



CDA Spring Meeting, Exhibits & Posters

Wednesday, May 5, 2010

Crowne Plaza

100 Berlin Road, Cromwell, CT

 an affiliate of the
American Dietetic Association

-- List of Speakers and Topics follows Agenda --

- 7:30 - 8:10 Registration and Continental Breakfast
Exhibits & Posters
- 8:10 - 8:30 CDA President's Welcome, Charlotte Meucci, RD, CD-N
CDA Delegate's Report, Paula Leibovitz, MS, RD, CDE, CD-N
- 8:30 - 9:30 Beans: The Misunderstood Vegetable
Robyn Flipse, MS, RD
Sponsored by Bush Brothers & Company
- 9:30 - 10:30 Snappy Ways to Serve Beans
Lisa O'Gorman, CEC
- 10:30 - 11:00 Exhibits & Posters
- 11:00 - 12:00 Introduction to Social Media: Taking Your Profession to the Next Level
Anne Yurasek, Principal, FIO Partners
- 12:00 - 12:30 Exhibits & Posters
- 12:30 - 1:30 Buffet Lunch
CDA Awards Presentations
- 1:30 Exhibit Hall Closes
- 1:30 - 2:30 Finding New Meaning in Your Profession - Get Moving with Public Policy!
Juliana Smith, Director of State Government Relations for ADA
- 2:30 - 3:30 Hunger 101 Role-Play Activity
Facilitated by Foodshare's Team
- 3:30 - 3:45 Evaluations/Adjourn
Raffle of 3 - \$50 gift cards (must be present to win)

Continuing Professional Education Credits: 5.0 Educational Session CPE hours will be applied for from ADA for all sessions. Possible 1 CPE for Exhibits and 1 CPE for Poster Session.

Thank you to our
Gold Level Sponsor:



BEANS

CDA Spring 2010 Speakers & Topics

Beans: The Misunderstood Vegetable

Robyn Flipse, MS, RD

Sponsored by Bush Brothers & Company

Robyn Flipse is a registered dietitian and cultural anthropologist specializing in food, nutrition and health communications. Her ability to interpret the research behind the latest nutrition news and analyze emerging diet and health trends has made her a valued nutrition communicator for consumers and health professionals alike. She has been a featured guest on national television programs including *CNN*, *CNBC* and *FOX News* for her adept commentary on controversial diet and nutrition topics and is frequently quoted as an expert in major publications such as *USA Today*, *The New York Times*, *Family Circle*, and *SELF* for her advice that is both easy to understand and to put into practice. In January 2000 her first book, *The Wedding Dress Diet*, was published by Random House and released to rave reviews. She repeated that success in July 2002 with the publication of her second book, *Fighting the Freshman Fifteen*, with Three Rivers Press.

In addition to maintaining a busy private practice in central New Jersey for over 20 years where she provided medical nutrition therapy to individuals and small groups, Robyn has served as a consultant to numerous food and pharmaceutical companies throughout her career. She also devotes time to serve on the boards of various health care organizations and as adjunct faculty at the state university and local community colleges.

Session summary: Bean consumption levels in the US consistently fall below Dietary Guideline recommendations. Research presented explores how unfamiliar terminology, changing food group assignments and inadequate meal planning resources have contributed to consumer confusion about how to include this valuable food in their diets.

Snappy Ways to Serve Beans

Lisa O’Gorman, CEC

Lisa O’Gorman, CEC, Graduate of the Culinary Institute of America, graduated top of her class. American Culinary Federation Certified Executive Chef, Recipe Writer for Harvard Medical Publications that include: *Eat, Play and be Healthy*, for infants to children of age 10, *Healthy Eating During Pregnancy*, Special Reports: *Managing Type Two Diabetes*, and *The Healthy Heart*. Consultant to the Center for Integrative Medicine of Greenwich Hospital and Executive Chef at Greenwich Academy, Greenwich, CT. Lisa’s experience ranges from Executive Chef of many private Yacht and Country Clubs and restaurants in Westchester and Lower Fairfield, CT. She is a member of several professional groups including the American Culinary Federation, Club Chefs of Westchester and Lower Connecticut where she is a past Secretary. Lisa has a keen interest in educating adults and children in healthy eating and has taught cooking classes to both at Greenwich Academy and Greenwich High School Continuing Education.

Session summary: Lisa will present an informative cooking demonstration showing three easy, tasty ways to use beans.

Social Media: Taking Your Profession to the Next Level

Anne Yurasek

Ms. Anne Yurasek is a partner of FIO Partners, LLC. FIO Partners is the exclusive provider of customized consulting services, unique assessment tools, curriculum and training that contribute to the healthy development of nonprofit organizations and foundations. Anne has been an organizational development consultant and trainer for over eleven years. Prior to joining FIO Partners, Anne was a Manager in the Human Capital Service Line at Deloitte Consulting. Anne is also a member of Tri-Town Youth Services Board of Directors.

Session summary: Facebook? Twitter? LinkedIn? Does this all sound like a foreign language to you? Social media is interactive, two-way communication that can contribute to the success of your nonprofit-organization or business as well as your own professional development. From connecting with potential clients to learning from colleagues around the world, the key to using social media is being clear about your objectives. Come learn more about the tools associated with social media and begin to develop a social media strategy to take your profession to the next level!

Get Moving with Public Policy

Juliana Smith

Juliana's experience in public policy during the past 20 years includes work at the local, state and federal levels. She has worked for two governors and has been a lobbyist at the state level. Juliana also served as Assistant to the Under Secretary at the U.S. Department of Agriculture and as a Legislative Assistant for Senator Pete Wilson on Capitol Hill. Prior to joining the ADA Washington Office staff, Juliana was a High School English teacher, specializing in gifted and special education. She has her Masters of Education from the University of Virginia.

As the Director of State Government Relations for ADA, Juliana works with our affiliates on all public policy matters, guiding them on multiple issues, such as grassroots advocacy and visibility, political influence, state legislative day, licensure and lobbyists. Juliana works closely with our public policy leaders across the nation to help our members promote our profession through proactive grassroots initiatives.

Hunger 101 Role-Play Activity

Foodshare Team

Foodshare is the food bank for Hartford and Tolland counties, providing food daily to more than 350 hunger fighting agencies in the area. Foodshare works with the food industry to reclaim food that would otherwise be wasted and bring it to pantries, shelters and community kitchens. Each day 16 tons of food is distributed, more than 12 million pounds in 2009. For \$30 Foodshare provides enough food to feed a person daily for a month.

Session description: Hunger 101 is an interactive role-play activity created to give average American's a chance to experience the frustrations a hungry family faces when trying to get food. Participants take on a new identity and try to navigate the social service and assistance agencies in order to feed their family for one day. A fun, yet thought provoking activity brought to you by a team of Foodshare's trained facilitators.