

Conference Fees:  
Please note a price break for registering before 10/9/09.

	IDA/ADA Member	Out of State ADA Member	Non-Member	Student or Retired	Amount
Full Conference Early Bird Before 10/9/09	\$175	\$200	\$275	\$85	
Full Conference After 10/9/09	\$200	\$225	\$300	\$110	
November 4, 2009 Before 10/9/09	\$110	\$125	\$185	\$55	
November 4, 2009 Before 10/9/09	\$135	\$150	\$210	\$80	
November 5, 2009 Before 10/9/09	\$110	\$125	\$185	\$55	
November 5, 2009 Before 10/9/09	\$135	\$150	\$210	\$80	
I would like printed handouts	\$20	\$20	\$20	\$20	
				Total	

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Daytime/Evening Phone \_\_\_\_\_

Email \_\_\_\_\_

If attending on November 4, 2009, please select which of the concurrent sessions you will attend:

**2:30-3:30 p.m.:**

- Make More with Less: A Baking Demonstration
- NE Iowa Food & Fitness Program

**3:45-4:45 p.m.:**

- Healthy Eating on a Budget (for you & your clients)
- Healthy Kids Act
  
- I am a first-time attendee
- I will bring an item for the ADA Foundation Silent Auction
- I desire a vegetarian lunch

Thursday, November 5, 2009 continued

**1:00 p.m. Public Policy Update:**

Ann Tabor & Jill Lange  
IDA Public Policy Co-Coordinators  
Learning Needs: 1070, 1080, 7170

**1:30 p.m. Deal Your Clients a Winning Hand...Know the Facts about Celiac Disease and the Gluten Free Diet**

Pam Cureton, RD, LDN  
Center of Celiac Research, University of Maryland  
Sponsored by Lomar & Bob's Red Mill

Hear the latest information on identifying, diagnosing and treating celiac disease. Understanding the difficulties and barriers to compliance to better counsel patients with CD.  
Learning Needs: 2000, 2040, 3070, 5000, 5220, 6000, 6020, 8100

**3:00 p.m. Stretch Break**

**3:15-4:15 p.m. Focus on Food Trends**

Karen Davis, Karen Davis Communications, Food Editor of Our Iowa magazine, Freelance Demonstrator for Taste of Home magazine, Food Consultant for various companies

Focus on the latest food trends that are affecting your day-to-day business. Having gathered trend information from a wide variety of food industry resources, Karen will sort through the research and highlight 10 key food trends you need to know. Then, you'll have the opportunity to sample foods that reflect these trends.  
Learning Needs: 2000, 4000, 7000, 7120, 7210, 8000

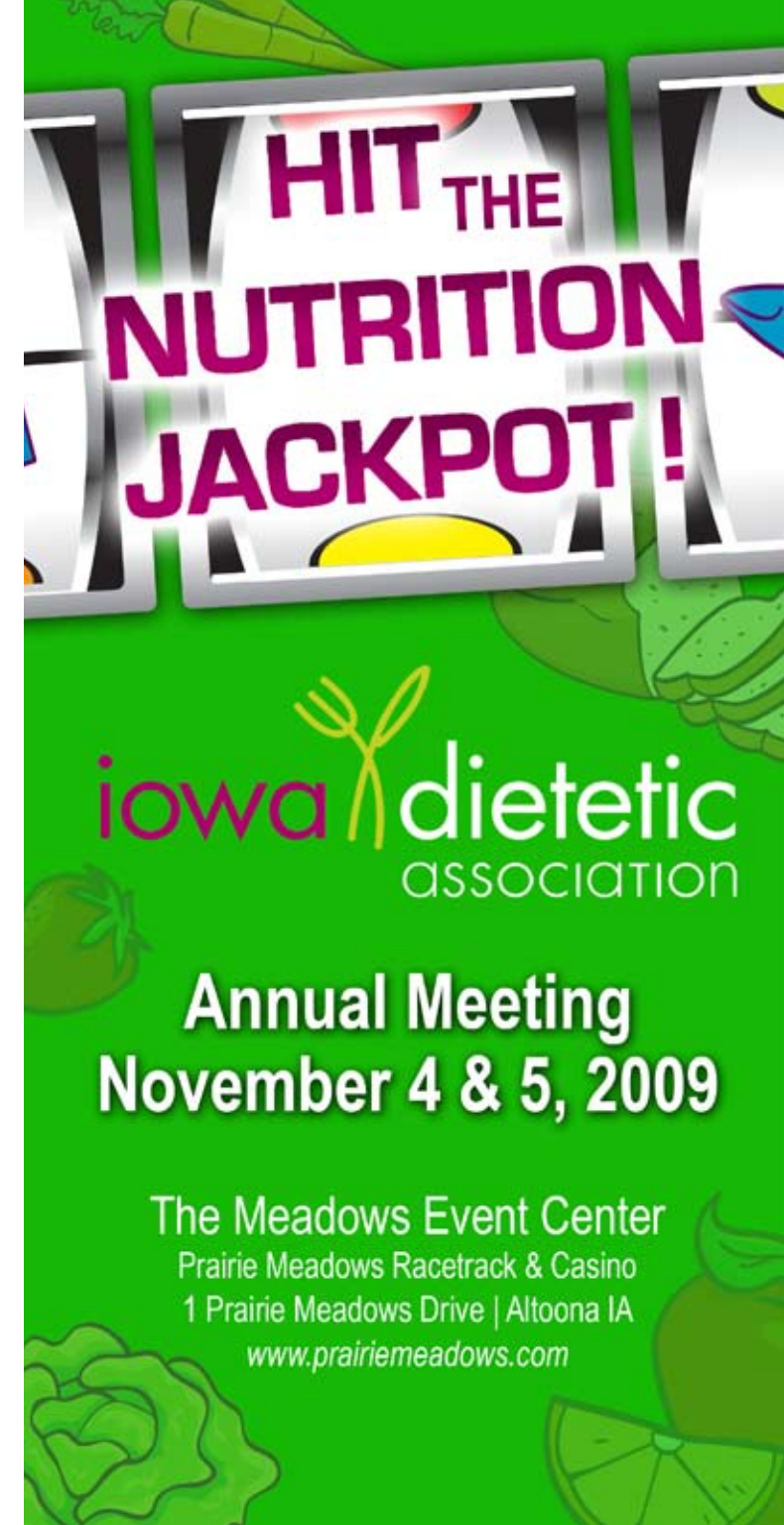
**4:15 p.m. Closing Remarks**

\*Please note that the learning needs are merely suggested.

**Lodging:**

A block of rooms, group #1643, have been reserved at Adventureland Inn, I-80 & Hwy 65, Altoona, IA 50009. Call 1-800-910-5382 for reservations. View more information and directions at: [www.adventurelandpark.com](http://www.adventurelandpark.com) (near the new Bass Pro Shop)

814 NE 9th St  
Ankeny IA 50021  
**Early Registration  
Ends October 9, 2009**



## Wednesday, November 4, 2009

### 7:00 a.m. District Presidents Breakfast

### 7:15 a.m. Registration

### 8:00 a.m. Welcome & Opening Remarks

Lois Tacke Stillman, MPH, CMS, RDL, President, IDA

### 8:15 a.m. Hit the “MNT” Jackpot: It’s All About Marketing

Jane White PhD, RD, FADA, LDN

University of Tennessee, Department of Family Medicine

*Once RDs have knowledge and understanding of codes needed to bill MNT services, they'll need to assess their readiness to manage a business and secure a solid client base to sustain your practice. This session will help RDs with basic business planning, and help them gain an understanding of market demographics and marketing.*

*Learning Needs: 1000, 1070, 7000, 7010, 7100, 7120, 7170*

### 9:15 a.m. Shaping the Relevance of Nutrition

Cindy Goody, PhD, MBA, RD, LDN

*Wondering what influences your clients' eating behaviors and what you can do to facilitate behavior modification? Learn how the U.S. demographics influence the growth of diabetes and eating-away-from-home occasions. Determine how to match clients' desired behavior modification with diabetes interventions and restaurant nutrition initiatives.*

*Learning Needs: 3000, 3090, 4090, 5200, 5370, 5460, 6000, 6010*

### 10:15 a.m. Poster Sessions & Culinary Demos

### 11:15 a.m. Sarcopenia & Aging:

#### Dietary & Exercise Countermeasures

Douglas Paddon-Jones, PhD

The University of Texas Medical Branch, Galveston, TX

Sponsored by The Beef Checkoff through the National Cattlemen's Beef Association

*The aging population has unique dietary needs, and protein plays an important and vital role. This presentation will provide a closer look at the dietary requirements of older individuals and how they regain and maintain a higher quality of life through muscle mass development and maintenance.*

*Learning Needs: 2000, 2020, 2070, 2110, 4000, 4060, 4190, 5100, 5190*

### 12:15 p.m. Awards Luncheon & Business Meeting

### 1:30 p.m. Emerging Nutrition Trends; Sorting the Science and Consumer Perspectives in Food Retail

Panel Discussion: Christy Frese RD,LD, Jenny Norgaard RD,LD, Janet Macon MS,RD,LD, Julie McMillin RD,LD, Stacy Tremel RD,LD, HyVee

*It may be the neighbor, client or local television studio asking your opinion on the latest food and nutrition trends. Through a panel discussion we will discuss how to answer those tough on-the-spot questions such as, "So is high fructose corn syrup as bad as they say it is?", "Why is organic so expensive, does it really make a difference?", "Is it true artificial sweeteners make you gain weight?", "Is Splenda as bad as they say it is?". As registered dietitians we are the nutrition expert and we should be ready and willing to answer these questions. Consumers need to know they can come to dietitians, the true experts in healthy living, for answers. We'll have you ready for any question. Learning Needs: 1000, 1090, 1130, 1140, 2000, 4000, 6000, 9020, 9050*

### 2:30-3:30 p.m. Concurrent Sessions:

#### a) Make More With Less: A Baking Demonstration

Monica Coulter, Corporate Chef

General Mills Bakery & Foodservice Culinary Center

*Enjoy a demonstration featuring the flexibility of bakery mixes and doughs and taste Chef Monica's creations showcasing whole grains and gluten-free alternatives.*

*Learning Needs: 7000, 7050, 7120, 7210, 8000, 8050, 8060, 8080, 8120*

#### b) NE Iowa Food & Fitness Program: Moving From Planning to Implementation

Ann Mansfield RN, MSN, Co-Convener, Northeast Iowa Food and Fitness Initiative & Haleisa Johnson, Central Community Hospital Foundation Director/ Education Coordinator

*The NE Iowa Food and Fitness Initiative is a 6-County community-based collaborative working to create vibrant communities where children and their families have access to local healthy food and safe places to play and be physically active. Our planning efforts over the last 2 years have built diverse relationships throughout the region to create a Community Action Plan focused on 3 Strategies; Improving the School food and physical activity environments, Building a local food system and Creating abundant opportunities for physical activity in our communities. This presentation will highlight each of these Strategy Areas to include the Tactics, Policy Targets and Activities that will support progress toward our Vision.*

*Learning Needs: 4000, 4010, 4020, 4060, 4100, 5460, 7000, 7200, 8000*

### 3:30-3:45 p.m. Stretch Break

### 3:45-4:45 p.m. Concurrent Sessions:

#### a) Healthy Eating on a Budget (for you & your clients)

Peggy Ann Martin, RD, MS, Specialist EFNEP.FNP

*It seems like everyone is trying to cut food costs these days, and our patients/clients are no exception. One can save money at the supermarket by developing menu planning & food shopping skills and spending a little more time planning & cooking. This workshop will provide strategies and resources. The ISU Extension website, [www.SpendSmart.Eat Smart](http://www.SpendSmart.Eat Smart) will be featured. Learning Needs: 1120, 4000, 4090, 5460, 6000, 6080, 8000, 8060, 8090*

#### b) Healthy Kids Act

Ruth Litchfield, PHD, RD, LD, State Nutrition Extension Specialist/Associate Professor & Patti Delger RD,LD, Team Nutrition Project Co-Director, IA Dept of Education

*This presentation will provide the background and rationale behind the legislated Healthy Kids Act nutrition standards. Interpretation of the Final Healthy Kids Act nutrition standards will be addressed. Learning Needs: 1000, 1080, 4000, 4010, 4020, 4100, 6000*

## Thursday, November 5, 2009

### 7:15 a.m. Registration

### 7:55 a.m. Welcome

Molly Pelzer RD, LD President-Elect, IDA

### 8:05 a.m. Vitamin D: Tilting the Odds in Your Favor

Karen Rafferty RD, LMNT

Owner, Nutrition Science Resource

Sponsored by: Midwest Dairy Council

*During the past decade many advances in the study of vitamin D have been made. In addition to its important role in skeletal development and maintenance, evidence is mounting that vitamin D produces beneficial effects on non-skeletal tissues. The amount of vitamin D needed for optimal health benefits is probably higher than previously thought, and numerous reports indicate that large segments of the population have inadequate levels of vitamin D. This presentation will review the impact of vitamin D on both skeletal and extra-skeletal health, examine the prevalence of vitamin D deficiency, and discuss the current state-of-the-science with respect to treatment.*

*Learning Needs: 2000, 2090, 3040, 3070, 3100, 4000, 4040, 4090, 4120, 5130*

### 9:05 a.m. Healthy & Economical Eating with Soyfoods, Beef, Pork, Turkey, Eggs, & Dairy

Linda Funk, Executive Director, The Soyfoods Council

*Take home a new video showing how these Iowa-grown and raised foods can fit into a healthy diet. Hear how you can use this resource which features simple recipes and cooking ideas in your work setting.*

*Learning Needs: 2000, 3040, 4120, 8100*

### 9:30 a.m. Exhibits & Silent Auction

### 10:00 a.m. Motivational Interviewing: A Safe Bet for Success

Kate Speck PhD, MAC, LADC

Senior Research Manager, University of Nebraska Public Policy Center

*Motivational Interviewing is an evidence based approach which has been applied to a variety of behavior change issues, including decisions for healthy lifestyles. Dietitians can successfully nurture their relationships with consumers to address barriers that interfere with personal decisions regarding change by becoming skilled in discussing motivational strategies and listening for change.*

*Learning Needs: 1120, 3000, 3020, 4000, 4090, 4120, 5460, 6000, 6060, 6070, 6080*

### 12:00-1:30 p.m. Lunch & Exhibits



**eat right.** an affiliate of the American Dietetic Association

## Register Today

[www.eatrightiowa.org](http://www.eatrightiowa.org)

& follow the instructions for conference registration.

*If you cannot register online, please send to:*

Monica Lursen

27924 Butler Center Road

Clarksville IA 50619-9253

Email: [lursen@butler-bremer.com](mailto:lursen@butler-bremer.com)

For more information, contact: Julie Halfpop, [jhalfpop@martinsnet.com](mailto:jhalfpop@martinsnet.com)

or Jean Anderson, [janderso@iastate.edu](mailto:janderso@iastate.edu).

*Cancellation Policy:*

*Cancellations are subject to a \$25 processing fee. No refunds will be given for cancellations after October 29, 2009.*

*e-mail: [lursen@butler-bremer.com](mailto:lursen@butler-bremer.com) .*

*As ADA has done for the past few years, IDA is also **going green**. Handouts will be available on [www.eatrightiowa.org](http://www.eatrightiowa.org) for you to download prior to the conference. For \$20, handouts will be made available to you the day of the conference. Please indicate your desire for printed handouts on the registration information.*



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