

TAKING SCIENCE-BASED NUTRITION TO THE CONSUMER

Iowa Dietetic Association Annual Meeting

Welcome to the 2006 Iowa Dietetic Association's Annual Meeting!

The beautiful Hotel Gateway in Ames will host the annual meeting on November 1-2 in Ames. Learn about innovative approaches to some of the hottest topics for dietitians including evidence based analysis, nutrition diagnosis and the new ADA practice based research network for dietitians, directed by Iowa's own Linda Snetselaar PhD, RD. Attend sessions on communications, marketing, regulatory issues, the science behind trends in food technology and biotechnology, as well as visit the exhibits and learn more about what is new in the market today. The speakers will arm you with the information you need to succeed as today's nutrition expert.

Make plans now to attend and participate in all the benefits of the annual conference, including the Silent Auction to raise money for scholarships, as well as the chance to network with friends.

Looking forward to seeing you there,

Patricia Bullock RD, LD
Iowa Dietetic Association President

TAKING SCIENCE-BASED NUTRITION TO THE CONSUMER

Join Us for...

Iowa Dietetic Association Annual Meeting

November 1-2, 2006

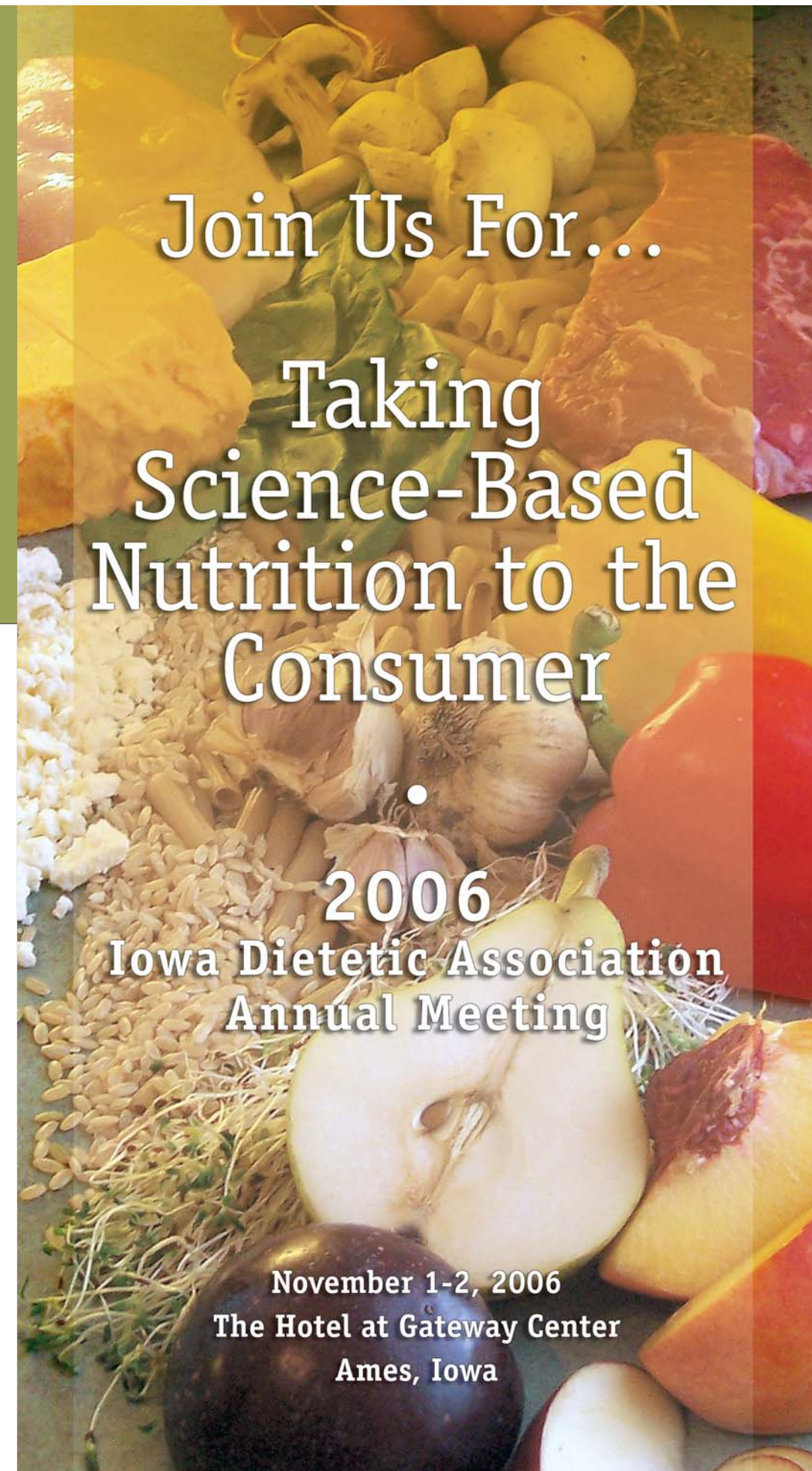
See inside for details and on
the web at www.eatrightiowa.org!

Special thanks to the IDA 2006 Conference Sponsors

National Cattlemen's Association and Iowa Beef Council
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Nestle Healthcare Division • DFM Technologies, Inc. • International Food Information Council

IDA
Iowa Dietetic Association
Your link to nutrition & health care
27924 Butler Center Road
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Join Us For...

Taking Science-Based Nutrition to the Consumer

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2006
Iowa Dietetic Association
Annual Meeting

November 1-2, 2006
The Hotel at Gateway Center
Ames, Iowa

7:15 a.m.

Registration and Continental Breakfast

8 a.m.

Welcome and Opening Remarks

Patricia Bullock, RD, LD, IDA President

8:15 – 9:45 a.m.

Cooking Up Nutrition CommunicationsChavanne B. Hanson MPH, RD, LD
Nutrition Communications Consultant

Chavanne will share tips for working with the media as well as ways to put food back into nutrition! Chavanne is the current Chair of the Food and Culinary Professionals DPG.

Sponsored by Nestle Healthcare Division and Iowa Dietetic Association

9:45 a.m.

Poster Session Viewing/Break

10:45 – 11:45 a.m.

Start Selling: Marketing RD Services in 2006Dayle Hayes MS, RD
President, Nutrition for the Future, Inc.
Billings, MT
Membership Chair, School Nutrition Services DPG

Marketing is an essential skill for career success and the survival of the dietetics profession. In this motivational session, Dayle will share simple strategies guaranteed to turn your patients and clients into "raving fans and customers for life."

Sponsored by National Cattlemen's Beef Association and Iowa Beef Industry Council

11:45 a.m.

Awards Luncheon and Business Meeting

Sponsored by Midwest Dairy Council

1 – 2 p.m.

Evidence-Based Patient-Centered Design and FreeCell, The Mercy StoryDavid F. Moga, AIA, Leed AP
Senior Associate — Architecture
HGA — Hammel, Green and Abrahamson, Inc
Minneapolis, MNPenny Glanz, RN, MS, CNOR
Surgical Service Line Administrator
Mercy Medical Center
Cedar Rapids, IALinda R. Hofmeister, MM, RD, LD, FADA, CHE
Director, Food and Nutrition Services
Mercy Medical Center
Cedar Rapids, IA

Hospitals like Mercy Medical Center in Cedar Rapids are taking patient and family-centered nursing care, nutrition and room design to new levels. Learn how patient satisfaction, health care quality and patient outcomes improve with these changes.

Sponsored by HGA, Inc

2:15 – 4:15 p.m.

Break-out sessions**I. Implementing the Nutrition Care Process: Assessment, Diagnosis, Interventions, Monitoring and Evaluation (2:15 – 4:15 p.m.)**Suzanne Hendrich, PhD
Professor
Department of Food Science and Human NutritionIowa State University
Lura Lovell Faculty FellowJean Anderson MS, RD, LD
Dietetic Internship Director/Sr. Clinician
Department of Food Science and Human Nutrition
Iowa State University

Learn the ADA evidence-based information and new tools you'll need to respond to your clients' questions about alternative and complementary nutrition. Join this interactive, step-by-step session where we decipher the scientific research about herbs and botanical supplements.

II. Communication Savvy for DietitiansDenise Vrchota, PhD
Professor
Communication Studies
Iowa State University

Are you aware of the entire message you send, consciously and unconsciously? Our impact is in how we communicate, not what we communicate. More than just body language, discover how you can improve your communication effectiveness.

III. School Wellness Update: Maximizing the Opportunities for RDsTeresa Nece, MS, RD, LD
Food Service Director
Des Moines Public Schools
2006 Judy Ford Stokes Memorial ADA AwardDayle Hayes MS, RD
Author, Speaker and Nutrition Therapist
Nutrition for the Future, Inc.

Learn about School Wellness from award-winning local and national experts. Find out what the issue means for RDs, professionally and personally.

3:15 – 4:15 p.m.

Healing the Mind, Body and Spirit: The New Evidence for Hospital-Based Complementary and Alternative ProgramsMona Sonken, RN, BSN
Reiki Master
Healing Touch Practitioner
St. Luke's Women's Health
St. Luke's Hospital, Cedar Rapids

Learn about the how complementary and alternative therapies are designed for the inpatient setting at St. Luke's Hospital and what new outcomes have been achieved. Learn how the outcomes data is changing the practice for women's health concerns and service delivery.

3:15 – 4:15 p.m.

Identifying Future Opportunities in Home and Community-Based CareCarlene Russell, MS, RD, LD
Nutritionist
Iowa Department of Elder AffairsMark Haverland, Director
Iowa Department of Elder Affairs

Explore the major national initiatives that are shifting care of older adults from institutions to home and community-based care. Dietitians need to be aware of these changes and develop strategies to successfully position nutrition screening, nutrition assessment, nutrition diagnosis and nutrition interventions in programs serving older adults in the community.

4:15–5:15 p.m.

Showcase of Iowa's 2006 ADA Award Winners

A panel of Iowa's 2006 National ADA Award Winners share their leadership journey and lessons learned along the way. Learn about the new ADA practice-based research network and how you can participate in cutting-edge research.

Moderator:
Linda Snetselaar, PhD, RD, LD
Professor or Epidemiology
University of Iowa College of Public Health
Director of Practice Based Research Network; American Dietetic AssociationPanelists:
Carlene Russell, MS, RD, LD
Nutritionist
Iowa Department of Elder Affairs
2006 ADA Medallion Award
Teresa Nece, MS, RD, LD
Food Service Director
Des Moines Public Schools
2006 Judy Ford Stokes Memorial ADA Award
Julie Eichenberger Gilmore, PhD, RD, LD
Research Scientist
University of Iowa School of Dentistry
2006 Mary P. Huddleson ADA Award

5:15–6:30 p.m.

Complimentary Reception: Celebrating Iowa's Best of the Best

Join 2006 ADA and IDA award winners and speakers for a celebration of the profession. Reconnect with colleagues and meet new friends.

Reception sponsored by: Martin Bros, The SoyFoods Council, Hy-Vee Corporation, Botanical Center — Iowa State University, Iowa Consulting Dietitians, Iowa Dietetic Association

6:15 a.m.

Wake-Up Yoga!

Begin the day with a gentle, yet energizing yoga session. This session is suitable for all fitness levels. No floor exercises. We will do some standing movements plus use the chairs for modified yoga stretches. You need not wear fitness clothes or plan on changing, just go right from the session to breakfast and start your day with a smile!

7:30 a.m.

Registration and Continental Breakfast

8 a.m.

Welcome and Opening RemarksHeidi Petersen, MS, RD, LD
IDA President-Elect

8:15 – 9:15 a.m.

There's More to Vitamin D Than SunshineConnie M. Weaver, PhD
Distinguished Professor and Department Head, Foods and Nutrition
Purdue University

A large body of evidence shows the advantage of adequate calcium intake and bone. There is accumulating evidence of the consequences of the shortfall of Vitamin D. The lack of strong effects on reducing hip fracture with Vitamin D and calcium supplements in the Women's Health Initiative came as a big surprise. But when you investigate the details of the trial, there aren't so many surprises.

Sponsored by Midwest Dairy Council

9:15 a.m.

Exhibit & Silent Auction Viewing/Break

9:45–11:45 a.m.

Break-out Sessions**I. Implementing the Nutrition Care Process: Assessment, Diagnosis, Interventions, Monitoring and Evaluation (9:45 – 11:45 p.m.)**Peter Beyer MS, RD
University of Kansas Medical Center
Kansas City, KS
ADA Task Force Member: Standardized LanguageGlenda Woscyna, MS, RD, LMNT
Medical Nutrition Education, SAHP, UNMC
Pharmaceutical & Nutrition Care
The Nebraska Medical Center, Omaha, NE
ADA Peer Mentor

This workshop will provide a hands-on opportunity to learn and use the value of the new Nutrition Care Process. Using assessment data from real clinical scenarios, participants will learn to develop and justify nutrition diagnoses, select appropriate interventions, identify specific monitoring and evaluation strategies, and show desired patient outcomes.

II. Trans Fats and New Oils: What is the Reality for Consumers? (9:45 – 10:15 p.m.)Pamela J. White, University Professor
Department of Food Science and Human Nutrition
Iowa State University

What are the key differences among oils and fats that the RD needs to know? With increasing public awareness about trans fats and a decline in the purchasing of products with trans fats, what does the RD need to know about current research and trends?

III. Nutrition and Diabetes: Managing the Patient with Special Needs (10:45 – 11:45 p.m.)Betsy Perkins, RD, LDN
Novartis Medical Nutrition
Central Illinois Account Manager

Identify the special nutritional needs of individuals with diabetes and the key nutrients and their implications in treatment. Review the challenges of nutritional supplementation and enteral feeding of patients with diabetes.

Sponsored by Novartis Medical Nutrition

11:45 a.m.

Exhibit & Silent Auction Viewing/Lunch

Sponsored by: National Cattlemen's Beef Association and the Iowa Beef Industry Council, Iowa Pork Producers Association

1:15–2:15 p.m.

Case Study in Implementing Nutrition Diagnosis: The Nebraska Medical Center StoryGlenda Woscyna, MS, RD, LMNT
Medical Nutrition Education, SAHP, UNMC
Pharmaceutical & Nutrition Care
The Nebraska Medical Center, Omaha, NE
ADA Peer Mentor

Learn how a neighboring medical center utilized the Six Sigma process to make the Nutrition Care Process part of a patient's diagnosis and treatment. Includes how to use standardized language, evidenced-based practice and outcomes, all under the Six Sigma umbrella.

2:15–3:15 p.m.

The Science Behind the Meat CaseKen Prusa, PhD
Professor
Department of Food Science and Human Nutrition
Iowa State University

Learn how the new science of meat technology is already impacting the consumer. Trace the process from farm to the consumer including feed, nutrition labeling, genetics and nutrient and flavor retention. Explore the nutrition labeling of meat including organic, natural and free range, and point of sale.

Sponsored by Iowa Pork Producers Association

3:15–4:15 p.m.

Food Biotechnology: Bringing the Science to the ConsumerCheryl Toner MS RD
Director, Health Communications
International Food Information Council
Washington DC

What does biotech have to do with dietetics? After more than a decade of commercialization, and in light of recent developments in animal biotechnology and nutritional applications, take a closer look at scientific advancements and consumer understanding.

Sponsored by International Food Information Council

4:30 p.m.

Evaluation/Door Prizes/Adjournment

EASY WAYS TO REGISTER
On-line at www.eatrightiowa.org or
fill out the attached form and return.