

The Link

A PUBLICATION OF THE MICHIGAN DIETETIC ASSOCIATION

FALL 2005

ISSUE 2



From the President's Desk:



Judy MacNeill

I am listening and seeing honking geese passing by our house this beautiful fall day: the sight reminds me of a eulogy my husband gave for our friend John at his funeral. John was one of those guys that had always been involved in our community: he was on the volunteer fire department, coached boy's football and girl's volleyball, and attended all of his kid's sporting and school events. He was a shy

kind of man, never bringing much attention to himself; yet he made sure that he helped out wherever he could in his quiet way.

John was always there. We all knew we could count on him. We were better together because John was part of our community.

It is that sense of community that geese have, and that we had with John that led me to write this. Whether we are talking about a dietetics organization or the relief efforts for the hurricane victims in the Gulf Coast, communities are important to our survival. MDA and the nine Michigan district associations is a community of dietetic professionals.

In these past couple months, I have heard from districts that are falling apart due to apathy, lack of attendance, and no one

stepping forward to be leaders. These districts are on the verge of extinction! Our district dietetic organizations are the essential grassroots level of dietitians flying in a "V" with other dietitians. If we lose our district dietetic associations, and we are folks we will lose our "community."

We can learn so much from geese! As you read the following excerpt, I hope you will do two things: 1) copy this article and share it with another dietetic professional that is not in the "V" to remind them how much we need them (and they need us!), and secondly, "honk" for your fellow dietetic professional. If we all support each other and fly in that "V", we will accomplish so much more in our own dietetics career when we support AND GET INVOLVED in our local, state, and national dietetic association.

OK everyone: let me hear you honk!!!

'Our district dietetic organizations are the essential grassroots level of dietitians flying in a "V" with other dietitians'

The Goose Story

"In the fall when you see geese heading south for the winter flying along in the "V" formation, you might be interested in knowing what science has discovered about why they fly that way. It has been learned that as each bird flaps its wings, it creates uplift for the bird immediately following. By flying in a "V" formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own. People who are part of a team and share a common direction get where they are going quicker and easier, because they are traveling on the trust of one another.

Judy MacNeill, MS, RD, CDE
President, MDA 2005-2006

You may be asking yourself... Why do we need licensure when we are already 'Registered' dietitians?

Registration through our national organization, ADA, indicates the YOU are a qualified practitioner. However, national registration does not prevent the unqualified practitioner of nutrition services from providing inadequate and potentially harmful patient care in Michigan. Under the current registration system only the self-motivated and qualified nutrition professionals join and the unqualified practitioners are free to practice without reliable standards and continuing education. Licensure will require all practitioners to meet our standards for education

and experience which will greatly increase the protection for all patients in Michigan.

MDA WANTS YOU!

The Legislative Team is still looking for volunteers. If you would like to help with one task contact Laura Freeland Kull at lkull@madonna.edu.

- Watch for updates in the coming months. Stay informed by reading the "Updates from Lansing" emails you receive.
- Tell your friends and colleagues about the importance of the licensure issue. Do not assume that all RDs know about MDA's current goals. We need networking to get everyone involved.
- Attend a fundraiser or coffee hour for your local legislator; check out their website for dates and times.

For a Good Time, Join ADA

By Karen S. Miller, MS, RD, LMNT

The American Dietetic Association (ADA)—is a brand new organization. Remember when you used to say: “all I get from my ADA membership is the journal, and it’s just not worth it!” Well, there’s a whole new professional organization available just for the cost of membership fees at 55 cents/day.

Educational Opportunities—It’s easy to stay informed and earn CPE credits if you’re an ADA member. There are many online and journal CPE opportunities for those in remote areas. ADA sponsored education opportunities always offer members a monetary break.

Policy initiatives and advocacy—ADA has a voice in Washington promoting the Registered Dietitian as the food and nutrition expert.

Networking—It’s easy to network and share ideas when you’re a member of ADA. ADA list-serves allow you to network in the comfort of your own office or home.

Resources for promoting your services—ADA offers a wide variety of resources and technical support to assist you in promoting your services, including electronic, print or phone based resources. Many are available on line, so they can be accessed whenever and wherever.

And Fun—It’s fun being an ADA member and getting involved with your professional organization. You can make a difference in the profession, in the state and in your community!!

Make Your Vote Count

The MDA 2005-2006 Nominating Committee:
Lee McDonagh, Karen Giles-Smith, Tanya Lesinski

Summer is a lazy and fun time of year. But the MDA nominating committee has been hard at work preparing the slate of candidates for the MDA 2006 - 2007 ballot. You will be voting for a President-Elect, Secretary-Treasurer Elect and 3 Nominating Committee members plus trustees for the Michigan Dietetic Association Institute. The ballot will be posted on the MDA website; www.eatrightmich.org in January, 2006.

As an ADA and a MDA member, you have the right to vote for those individuals who will represent you. Voting is a privilege and a duty. So let your voice be heard by voting in the MDA 2006-2007 election.

You will have the option to vote by snail mail or email vote. If you plan to vote electronically please let our executive director know by sending an email no later than December 5, 2005. Send to Susanne Consiglio at mda.execdir@sbcglobal.net

Member Benefits from A-Z.

Here are member benefits that you may not be aware of:

- A – ADA Times, a bimonthly member only newsletter
- B – Behind the scenes at ADA for individuals in their first year of membership
- C – Credit Card Services
- D – Dietetic Practice Groups (DPG's)
- E – Educational Opportunities
- F – FNCE
- G – Growing and fostering professionals
- H – Homeowners' and auto insurance
- I – Issues management process—for members to submit topics of concern
- J – Journal CPE's
- K – Knowledge Center is a quick food and nutrition reference assistance
- L – List-serves
- M – MNT Evidence-Based Guides for Practice
- N – National Nutrition Month
- O – Opportunities to get involved
- P – Position and practice papers
- Q – Quality Outcomes and coverage
- R – Reimbursement e-discussion group
- S – Scholarships and grants
- T – Travel store saves ADA members time by booking air travel on line
- XYZ – Includes all the other many benefits not listed

MDA Documentation of Harm Contest

Win Free Registration to MDA's 2006 Annual Conference (a \$200+ value)! Generously donated by Ocene Naglik.

Contest Guidelines:

1. Obtain a Documentation of Harm form. (go to www.eatrightmich.org) and scroll down to documentation of harm; click on: forms archive.
2. Submit one case of Documentation of Potentially Harmful Nutrition Information and/or Products to be eligible to win free registration to the 2005 MDA Annual Conference.
3. Documented incidents must have occurred in Michigan between January 2000 to March 1, 2006.
4. All cases must be sent/postmarked by March 5, 2006 and returned to:

Email (preferred method): Laura Freeland Kull at LKull@madonna.edu

OR Snail mail:
Laura Freeland Kull, M.S., R.D.
MDA At Large Director of Legislation
23917 Whittaker
Farmington MI 48335

OR Fax: 248.476.3660

5. Contestant names will be placed in a drawing and one winner will be selected for free registration. For each case of harm submitted, contestant's name will be entered in the drawing – that means you can send in as many as you have!
 6. Please note that the Documentation of Harm forms must be completed thoroughly in order to be eligible for the drawing.
- For further information about this contest, please contact:
Laura Freeland Kull: LKull@madonna.edu

Value of ADA Membership: Two Michigan Perspectives

View of A Michigan Delegate

By Eileen Mikus, MS, RD, CDE, Michigan Delegate to ADA, 2005-08

A major initiative at the House of Delegates this year regards membership in our professional association. I remember 22 years ago, when I passed the RD exam, how proud I was to become a member of ADA. All my years of hard work had culminated in this reward.

The cost of maintaining that membership has gone up over the years, but so have the benefits. We are now Medicare providers and many insurers recognize our nutrition services as vital to individual treatment plans. We have expanded beyond the hospital to many health care settings as well as nutrition-related industry positions. Nutrition is at the forefront, both of disease management, and disease prevention strategies. We should be the one professional everyone looks to for nutrition services.

Another aspect of membership involves the support network that we build as members of this organization, both nationally and within our state borders. We need to position RDs in Michigan to influence state initiatives and legislation which will impact the nutritional status of all our citizens. Our Board of Directors, along with lobbyists Kathy and Michael DeGrow, have helped us do just that. The work is ongoing.

The value of membership comes even closer to home as I recall the countless ways that “seasoned” MDA members have helped me along the way. As a northerner in a rural area, I often work apart from other RDs and have always appreciated the often mentioned “networking” that goes on at MDA and district meetings. Here are just a few members who have positively influenced me in my career:

Karen Jackson, past MDA President – during her year at the helm of MDA Karen reached out to northerners by bringing the

‘Nutrition is at the forefront, both of disease management, and disease prevention strategies. We should be the one professional everyone looks to for nutrition services.’

entire MDA Board to Petoskey for a meeting... we really appreciated being able to host a Board meeting in our part of the state. **Sandy Parker**, past MDA President and past chair of Diabetes Care and Education practice group – Sandy has provided valuable contacts in the diabetes field too numerous to mention; she is gifted at bringing people together to get things done.

Judy MacNeill, current MDA President – Judy put RDs front and center when she met with legislators both here and in Washington, Watching Judy shows how to get our message across to those in decision making positions.

Stella Cash, past MDA President, past ADA Foundation President– Stella spearheaded a fantastic year for MDA, including the annual conference in Traverse City during her year as president; I was lucky to follow her as her proxy when I first attended the House of Delegates meetings. Stella is non-stop energy in action to move dietitians forward.

Jenny Bond, past MDA president, current recipient of the Lenna Frances Cooper Award; as my major Professor in graduate school, Jenny was a huge influence on my choice of a career. It will be a thrill to hear her Lenna Frances Cooper lecture at ADA Food and Nutrition Expo in St. Louis in October!

These are just some of the RDs with which I’ve had contact thanks to participation in ADA/MDA activities. I am grateful for their contributions, and the contribution of many other members to our profession. Now I have the pleasure of working with the current MDA Board of Directors which includes a wealth of dynamic and influential Registered Dietitians. We may be giving of our precious time, but we receive much from each other in return.

I encourage all members to value your ADA/MDA membership as an investment in your future. Your career is yours alone, and it will grow in value year in and year out. If you nurture your career, you will feel satisfaction as one of a vital group of professionals committed to health through nutrition.

Why Not Join ADA/MDA?

By Nancy Kennedy, MS, RD, MDA At-Large Director for Membership

The future of dietetics requires that each of us recognize that we must make investments in order to achieve returns. Your ADA membership not only enhances your own professional development but it also allows the organization to continue its mission to make the world aware of ADA members and the dietetic profession. The Michigan Dietetic Association exists because of your ADA membership. For every ADA member, MDA receives a portion of dues, which results in a big part of our operating budget. To be an MDA member you need to join the ADA.

Membership in ADA allows you to join nearly 30 specialty practice groups and access to the new Evidence Analysis library.

You can browse the recently published online Nutrition Care Manual and subscribe to the ADA Daily News, an update on national nutrition issues sent to your email daily. If you are temporarily unemployed, it is a great way to keep up-to-date on the latest nutrition research and news. Check out the eatright.org website for many other member benefits.

In addition to ADA member benefits, we have some special benefits for Michigan dietitians:

1) Enhanced communication: Members receive the latest information about issues affecting the dietetics profession via our website www.eatrightmich.org, blast emails, newsletters and our annual MDA meeting which will be in Livonia this spring. Need a job? Check out the job market on your website!

2) Voice in legislative issues: Our primary focus has been to educate legislators on how dietetic professionals impact health

issues such as childhood obesity, and on securing licensure for dietitians in the state of Michigan.

3) Marketing YOU to professionals, businesses and consumers: MDA's Quality Management (Reimbursement) Team has been striving to obtain third party reimbursement for dietetic services, while MDA's Public Relations team and our ADA Media Representatives have been providing press releases and interviews to various media to underscore the message that Dietitians are THE Nutrition Professionals! Check out the "spotlight" on our website.

4) Represent YOU on state health coalitions: MDA is involved in numerous coalitions that influence health policies throughout Michigan. We are actively promoting the registered dietitian and dietetic technician registered in all areas of health.

If you have not yet renewed your ADA and MDA memberships you can take advantage of a special promotion that ADA is offering. Available until November 30, members can join the ADA and take advantage of a special dues rate of \$175 for active membership for the remainder of the 2005-06 membership year (through May 31, 2006). And, ADA will waive the \$25 processing fee. Contact me at 586-781-6404, or email: nkennedy30@comcast.net. To obtain ADA application with discount rate, contact Stacey Weintraub at sweintraub@eatright.org

How Do You Stay Current?

By Kelly Ramseyer, Dietetic Student, WSU Coordinated Program in Dietetics

Beginning the school year in the clinical setting has been very interesting, finally putting the knowledge into practice. I've been placed with a wonderful group of dietitians who provide a positive learning experience. The field of dietetics has many opportunities. In virtually all practice settings, dietitians provide sound information for those who need nutrition expertise.

While the Internet continues to increase as a source of nutrition information, television and magazines remain the primary sources for consumers (ADA 2002 Nutrition Trends Survey). Consumers who looked to dietitians made up only 1% (Ouch!).

How do we convince consumers to come to us before wasting large sums of money on fraudulent quick fixes for their health problems, especially obesity?

Our challenge is to increase public awareness of the benefits of wise food choices to overall health and the RD as the best source for nutrition information. We need to make our presence known - we can make a difference! Part of this challenge involves staying abreast of the latest research, and dietitians seem to have their own strategies. Sharing these strategies will empower all of us.

I need your HELP! Could you please send me your ideas on how you stay current with the latest research and nutrition information. I'll consolidate these ideas for my next article - giving each of us new ideas. Please send your ideas to kelly_rd2b@yahoo.com. THANK YOU!

Kelly Ramseyer is a senior student in the Coordinated Program in Dietetics at Wayne State University. She lives in Canton with her husband Mark and three children, Carrie, Caleb and Grace. Her articles in upcoming Link issues will focus on news and information relevant to both practicing dietitians and dietetic students.

SPOTLIGHT ON A MEMBER

Beth Thayer, MS, RD

By Ann Hoffman, RD, CDE



Beth Thayer

Beth has been an MDA member for several years, and she was recently appointed a media spokesperson for ADA. Her background includes numerous interactions with the national media, such as interviews by Redbook, Shape, and Self. Beth has also worked with syndicated writer, Bev Bennett, from The Chicago Tribune, and a writer from Krames, to update their Pediatric Nutrition Booklet. When Detroit was dubbed "The Fattest City", Beth was interviewed by a reporter from Good Morning TV, a television program in the United Kingdom, who came to Detroit for the segment.

In May of this year, Beth went to San Diego, CA for Media Training, hosted by ADA. The training was conducted by Michael Sheehan, from Sheehan Associates, Inc., based in Washington, DC. The training included strategies on avoiding barriers to effective communication, using message enhancers and general media tactics. In addition, participants viewed videotaped examples of effective and ineffective interviews. Beth said she learned that it is important to remember talking

to a reporter "means you are actually talking through the reporter to the public."

She and other participants had an opportunity to practice being interviewed, which was videotaped and later critiqued. Even with her extensive media experience, Beth found this nerve wracking. While it was difficult she said it was a valuable experience, especially for picking up on personal quirks and mannerisms.

Over the years, Beth has enjoyed her experience working with the media, which has been mostly positive. She believes that reporters want to give accurate and reliable nutrition information and are looking to dietitians to provide it. In addition, she said that remaining silent does not keep the story from being written or aired: "If you don't do it, somebody else will! And unless that somebody is another RD, you have allowed someone else to gain credibility as the expert."

Member Information Update

Attention all MDA members! If your email address has changed over the past year or you are not receiving blast emails from MDA please send your current email address to

Linda Harrison at: lharrison@eatrightmich.org

You won't want to miss these up-to-the-minute information emails. Being a part of the blast email directory keeps you linked to MDA dietitians throughout the state.

Legislative Licensure Update

By Laura Freeland Kull, M.S., R.D.

It sure has been an exciting month! Thanks to our lobbyists MDA has been busy in Lansing. On September 20, Legislative Task Force member Nancy Mitchell attended a small and intimate gathering in honor of Representative Leslie Mortimer. Nancy was able to speak about nutrition issues with Rep. Mortimer and with Representative Gaffney (the Chair of the House Health Policy Committee). During the event she was able to push the importance of Dietitians in MI, great work Nancy! The very next day, Karen Jackson attended a breakfast event for Representative Gaffney. She also spoke well on our behalf. Thanks again Karen!

MDA isn't stopping there. We have been invited to speak at the Senate Health Policy Committee's hearing on childhood diabetes. MDA President Judy MacNeill will be representing Michigan dietitians at that hearing. I cannot stress enough how important it is that an RD be present at these types of events. We need legislators to understand what we do and how we help patients AND save money.

Unfortunately, in the political climate talking only gets you

so far. We need money to make things happen in Lansing. Here are some interesting facts about PAC:

What does PAC stand for? Political Action Committee.

What is the PAC money used for? We are able to buy tickets for fundraising events or give to the campaigns of key leaders in the MI legislature.

What party does MDA give to? MDA uses all PAC money in a non-partisan fashion. We give to any Health Policy leaders that support our cause, which is to improve the nutrition status of MI residents.

How much does MDA need? A typical fundraiser ticket in Lansing costs \$200-\$250 per person. As of August of 2005 we had \$1142 in the MDA PAC. Obviously we need more money if we want to influence nutrition-related legislation. Our short term goal is \$3000. This may sound like a lot but if every MDA member donated just \$10 we would have almost \$20,000 in our PAC!

What about ADAPAC? The ADAPAC is used for federal issues only. MDA's PAC is used here in Michigan. Giving to ADAPAC is important but it is also important to support issues in your backyard.

Where do I send my PAC donation? Feel free to log on to the MDA website at www.eatrightmich.org and print out the form for donation in the member's section under 'forms archives'.

Or simply write a check to MDA PAC and send to Laura Freeland Kull, 23917 Whittaker Farmington MI 48335.

2006 MDA ANNUAL CONFERENCE – MEMBERS, SPONSORS AND EXHIBITORS!

The Conference Committee is working very hard on planning an exceptional program that you won't want to miss! Mark your planners and calendars for May 18 – 20, 2006 to attend the Annual Conference at the Holiday Inn in Livonia, conveniently located off of 275 and Six mile Road. At this time the committee is also seeking sponsors and exhibitors for the conference.

If you or your company would like additional information on sponsorship levels and exhibitor booth information contact Susanne Consiglio, RD, MDA Executive Director at (586)774-7447 or email mda.execdir@sbcglobal.net Find out the benefits and perks of being a sponsor or exhibitor at MDA 2006!

Annual Conference Events

by Mary Niester, RD, Conference Chairperson

Planning is well underway for the 2006 Michigan Dietetic Association conference. Our theme is: *Michigan Nutrition Professionals: Leading the Way!*

There is plenty for everyone to take away from this conference. We hope to see our members who are so supportive year after year, new members and our students. Don't miss the opportunities to enhance your career while also joining in on the fun and social gatherings.

Thursday's conference is a diabetes workshop. Lifescan is proud to sponsor Mary Austin, RD, MA, CDE, Immediate Past President of AADE and Karmeen Kularni, MS, RD, CDE BC-ABM. They will provide attendees with the latest on the dietitian's role in post prandial control of diabetes, nutrition management, carbohydrate counting and the glycemic index. This program is also open to other health care professionals and we encourage MDA members to invite their healthcare colleagues.

A quick glimpse of the **Friday program** offers Dr. Sharon Kardia, director for the public health genetics program at the University of Michigan's School of Public Health. She will be speaking on the world of Nutrigenomics – find out how this will have an impact on the future of the dietetic practice.

Everyone is invited to attend the Southeast Michigan Dietetic Association (Semda) 10-year celebration of the merge of the Detroit Dietetic Association and Macomb Oakland St. Clair Dietetic Association.

On **Saturday**, two fabulous programs are

planned: keep up to date with the Michigan Public Health Institute's Osteoporosis Training Program graciously sponsored by the United Dairy Industry of Michigan and Chef Kevin Dunn, instructor at the Hospitality Education Department at Grand Rapids Community College who will be doing a vegan cooking demonstration. Kevin's emphasis is on health and better tasting vegetarian cuisine. He recently did a program for the American Association of Diabetes Educators Conference in Washington DC. The room was filled to capacity, (500).

People had to be turned away. Don't miss this opportunity to enjoy his vegan cooking. We are pleased to have McNeil sponsor his presentation. Another favorite sponsor of MDA, Michigan Soybean Association has offered to sponsor a portion of our event and is planning a wonderful surprise!

Additional programs are being firmed up as we speak. Stay tuned for more details! Be sure to check out the MDA website for further highlights and speakers. www.eatrightmich.org



Chef Kevin Dunn





The Link

Michigan Dietetic Association (MDA)

c/o Susanne Consiglio, RD, Executive Director
23100 E. Jefferson, Suite B
St. Clair Shores, Michigan 48080
(586) 774-7447
Fax: (586) 778-3004
mda.execdir@sbcglobal.net

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Diabetes Care and Education Dietetic Practice Group (DCE)

By Janelle Waslaski, RD, LD, CDE, Area 2 Regional Network Representative

I am a Regional Network Representative for the Diabetes Care and Education dietetic practice group of the American Dietetic Association (DCE). The states in my region include Iowa, Michigan, Minnesota, Missouri, North Dakota, Nebraska, South Dakota, and Wisconsin. As a Regional Network Representative, my goal is to serve as a liaison between DCE members in this region and the DCE Executive Committee, promote DCE, disseminate valuable cutting-edge diabetes-related information, and serve as a resource for your organization.

Currently, I am looking for an enthusiastic DCE member to volunteer to serve as a State Network Representative (SNR) for DCE in your state. Serving in this position is an excellent way to become involved in this excellent dietetic practice group and promote the role of the dietitian in diabetes education. The main responsibilities of the SNR include the following:

- Serve as a grassroots resource person to help build communication networks
- Promote the mission and member expertise of DCE to professionals and consumers in the diabetes community within the state
- Promote DCE membership and activities in state and local areas through displays and networking

- Communicate with allied health organizations
- Communicate member response and information back to the network team

Benefits of serving as a State Network Representative include the following:

- Free one-year membership in DCE
- Numerous networking opportunities
- Opportunities to develop collegial relationships
- Professional participation at the national level

The SNR serves as a liaison between the Regional Network Representative (myself) and DCE members in your state. If you are a DCE member and are interested in serving as an SNR, or know someone who might be, please contact me. I look forward to serving as your DCE Regional Network Representative:

Janelle Waslaski, RD, LD, CDE
Area 2 Regional Network Representative
Phone: 651-204-3144
Email: jnelw@comcast.net