

The Link

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Message From the President



Charity Simpkins, MS, RD

It's that time of year again when the air becomes colder and the leaves begin to change color. It has always been my favorite time of the year as my family meets for their annual Labor Day festivities. I look back on this with a moment of awe, how we have all grown and blossomed. As I consider everything that has occurred over the past 5 years since I began my involvement with the MDA, I consider how much I have grown mentally. What an amazing adventure and what wonderful friends I have made over those years in MDA. It is with great excitement that I take over the reigns of our association with the assistance of many wonderful volunteers who I have had the pleasure of working with and getting to know. A special thanks to the MDA Board of Directors whom I will be working closely with all year. I also want to extend a word of thanks to all who volunteer not only with MDA but also with the local districts here. Some of these districts continue to flourish while others try to hold on. Without hard working volunteers, none of this would be possible.

I am excited about the upcoming events for the next couple of months. We have some wonderful programs available to our members. Our annual Leadership Retreat will be in November and is located near my home town at the Doubletree Hotel in Bay City. We will be offering an

exciting program including speakers Donna Manning from Wisconsin and our own Brenda Turner. This conference is used to help people discover the leadership potential in themselves. As we all should know, the annual ADA Food and Nutrition Conference and Exposition will be held right next door in Chicago this October with a wonderful program available including keynote speaker, Christopher Gardner as he takes you on his rags to riches journey. Feel free to browse the program online at eatright.org.

With the amazing membership campaign and volunteers helping last year, our organization was able to provide educational stipends to our district associations and state dietetic practice groups. Hopefully, if you belong to one of these organizations, you have seen the benefits of these stipends in your group. Please be sure to watch the website for other upcoming activities at both our state and local levels.

I have big shoes to fill for those individuals that I am following. I want to thank Cathy Lynn Francke, Heather Stanley Sutton, Judy MacNeill, Lee McDonagh, Susanne Consiglio and especially Laura Freeland Kull for all the advice and "adventures" they have given me over the years. I look forward to working for you over the next year. Have a wonderful fall and I hope to see you at one of the upcoming events.

'It is with great excitement that I take over the reigns of our association with the assistance of many wonderful volunteers'...

Charity Simpkins, MS, RD
MDA President 2008–2009
csimpkins@wbrmc.org

Turn-key Student Volunteer Program

By Karen Giles-Smith, Lansing Dietetic Association

As nutrition professionals, it's important to the future of dietetics that we provide learning experiences for dietetic students and interns. Students are in need of nutrition-related volunteer experiences to help them enter the workforce with a solid knowledge base and skill set and to be more marketable to dietetic internships and employers. The problem for students is that there are very few local volunteer opportunities. The problem for many local nutrition professionals is that we have too much to do and too little time

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The Lansing Dietetic Association developed a Student Volunteer Program that's easy to implement and manage. Here's how it works: Professionals who need assistance with on-the-job nutrition-related tasks complete and submit on online form (available on the district's Web site) detailing the volunteer opportunity. The program coordinator reviews the form and provides information to student

News about FNCE in Chicago!

By Lorraine Weatherspoon, State Professional Recruitment Coordinator

All MDA members and Dietitians in Michigan are invited to attend our annual MDA-MSU gathering at FNCE. Although we had a reception for the past two years, it was easier to go back to the breakfast this year because of conflicts with other events our members like to attend. Please mark the following date, place and time on your calendars. See ya all in Chicago!

Event: Michigan Dietetics Association and Michigan State University Breakfast
Date: Sunday, October 26, 2008
Time: 7:30 a.m. - 9:00 a.m.
Place: Columbus EF in the Hyatt Regency on Whacker Drive in Chicago

members who have expressed interest in volunteer opportunities. When a student is interested in a particular project, they contact the professional directly, and together they work out the details of the volunteer experience. Students who complete the project receive a letter of recommendation and a certificate.

For more information and copies of the forms, contact Karen Giles-Smith, LDA Communications Chair, kgs@udim.org or 517-349-8480 x227.

MDA-PAC

By Mary Niester, Newsletter Editor

Licensure and nutrition issues that affect Michigan's nutrition professionals will always be a focus in Michigan's legislature. MDA is in desperate need of funds in order to continue to promote US as THE nutrition leaders in Michigan!

MDA's PAC account is very low. We are asking that each member consider donating to this very important committee. In order to cover costs of non-MDA individuals who are working hard on our behalf, we would need each member to consider a donation of \$10 or \$20 to our Political Action Committee by the end of October.

Please make your checks out to "MDA-PAC" and send them to the MDA office: c/o Susanne Consiglio, Executive Director, 22811 Greater Mack, Suite 105 St. Clair Shores, MI 48080.

ADA/CDR Code of Ethics Information

By Cheryl A. Bittle, Chair ADA Ethics Committee

The Ethics Committee educates members, credentialed practitioners, students, and the public about the ethical principles contained in the Code of Ethics. The Ethics Committee needs your assistance in continuing this education.

To see all available pieces, visit www.eatright.org/code-ofethics and scroll down to "Code of Ethics Promotional Pieces for Newsletters".

If you should have questions, please feel free to contact Heidi Schwartz (HSchwartz@eatright.org), staff partner to the Ethics Committee.

Ever Thought of Being Your Own Boss?

By Jessica Bowhall, Nutrition Entrepreneurs DPG - Treasurer

Have you dreamed of owning your own private practice? Do you wonder how others succeeded? These and other questions will be answered as the Nutrition Entrepreneurs (NE) DPG host “*The Blueprint for Building a Successful Private Practice*” workshop at this year’s American Dietetic Association Food & Nutrition Conference & Expo (FNCE) in Chicago.

This event will take place on Saturday, October 25, 2008 from 10:30 am until 3:30 pm at the Hyatt Regency on Wacker, Regency C Room.

This workshop will not only cover the outline for building a successful private practice, but will also give a

primer on third party reimbursement and a plan for PR and marketing. Finish the day by networking with your peers and applauding the recipient of the 2008 Nutrition Entrepreneur Award. Lunch is also included!

Presenters for the workshop include: Kathy King, RD, Ann Silver, MS, RD, CDE, CDN, and Jeff Crilley, Emmy Award Winning News Anchor.

For more information, please visit the NE website at www.nedpg.org.

MDA 2009 Annual Conference

By Bethany Thayer, Conference Co-Chair

Mark your calendar for the 2009 Michigan Dietetic Association Annual Conference:

“Making a Difference: Improving Michigan’s Health,”
on May 7 and 8, 2009 at the Crowne Plaza Hotel in Grand Rapids.

You won’t want to miss the magnificent group of speakers and the chance to network with dietitians from across the state. Here’s a quick preview:

“Positive Attitude: The Key to Success in Nutrition and Dietetics”, presented by Wolf Rinke, Ph.D., a certified speaking professional who is internationally known for his ability to energize, entertain and empower.

“Sustainability of Food Systems” by Jeffrey Steiner, Ph.D., the national Program Leader in Agricultural System with the Competitiveness and Sustainability group at the USDA.

“Chocolate and Health” by Patrick Fields, Ph.D., aka “Doc Choc” who will discuss chocolate history, science, myths, fads and quirks and include some taste-testing!

“How to Make More Dough in Dietetics”, by Joanne Lichten, Ph.D., RD, aka “Dr. Jo,” America’s On-The-Go Health Guru, author, speaker and media spokesperson.

And a special address from the American Dietetic Association’s first male president - Marty Yadrick!

You can also look forward to sessions on diabetes, life coaching, wound care, a school garden project, food trends and more! Join us! Look for updates coming to you soon.



The MDA honors some of last years attendees.

In the Spotlight.... Lee McDonagh, RD, CDE

By Ann Hoffman, MDA Director of Marketing



Lee McDonagh, RD, CDE

Lee McDonagh's career started as a clinical dietitian, in both the acute-care hospital and long-term care settings. After taking time off to raise her children and participate in volunteer work, she took on an endeavor to start her own business.

She started her private practice 18 years ago by contacting one physician. She

continues to work with him and several other physicians in an organization that is now known as Integrated Health Associates. Concurrently, she started working with two psychological clinics, specializing in eating disorders and has conducted wellness programs with the big three automobile companies, some of their suppliers and their pharmaceutical companies. She became certified as a diabetes educator eleven years ago.

I had the privilege of serving on the MDA Board of Directors when Lee was President. She described her role as President to be one of the most fulfilling, labor intensive jobs that she ever held. She appreciated the opportunity to

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interact with and learn from RD's from around the country.

Lee has been fascinated by the political process and has enjoyed educating other healthcare providers about what RD's can bring to the healthcare table. She assisted in promoting the licensure bill, insuring that dietitians will advance to a higher level in the healthcare arena and continue to gain recognition. She currently serves as the State Policy Representative.

Lee's philosophy has always been about helping people attain a healthy lifestyle. She loves her work and feels truly blessed to be able to do what she loves to do. The Michigan Dietetic Association is grateful to have Lee McDonagh as a faithful member. She truly is an asset to the profession of dietetics!

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Promoting Michigan's Nutrition Professionals

By Ann Hoffman, MDA Director of Marketing



Ann Hoffman

MDA was represented at the Michigan Academy of Family Practice Physicians, in Traverse City, July 18 - 19, 2008. Diane Roach, RD, represented MDA on July 18th and reported that the physicians had many questions regarding reimbursement and were very interested in the information from the www.eatright.org website.

Ann Hoffman, RD, CDE, represented MDA on the evening of July 18th and the morning of July 19th. She answered many questions regarding making referrals to RDs and was pleased to attend a presentation which promoted the RD as an integral part of the team, in the management of diabetes patients. There were approximately 110 physicians in attendance.

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News From MDAI

By Kim Griffin, MDAI President

MDAI is pleased to announce that this year we plan to award at least eight \$750 scholarships to students who are in undergraduate and graduate dietetic programs in Michigan or in dietetic internships. Scholarships will be presented to awardees at the annual MDA meeting in May. Applications must be **postmarked by January 12, 2009**. Information about the scholarships and application materials will be sent to program directors and posted on the MDA web site in early November.



Wanda Chenoweth, 2007-08 MDAI President presenting recipient Elizabeth Brown with her scholarship.

Promising Food Source Raises Concerns

By Carmen Epstein, WSU Senior Dietetic Student

Many people are eating more fish for health reasons including the prevention of coronary heart disease (CVD). The American Heart Association (AHA) recommends consuming two servings of fish weekly.

The aquaculture industry has stepped in to meet increasing demands for fish. Today, farms supply approximately one half of the fish supply, with tilapia ranking second in overall production. Tilapia tolerates a variable diet and habitat compared with other farmed fish. Because of tilapia's resilience, intensive farming practices are used to maximize production, supplying an abundance of affordable protein. Considering its widespread availability and economical price, tilapia seems ideal for consumers trying to include fish in their diets.

Although the AHA specifies fatty fish are best, their recommendation fails to indicate that non-fatty fish (like tilapia) lack cardiovascular health benefits. Consumers are likely to assume that all types of fish have some degree of cardiovascular benefit. However, farmed tilapia may be perpetuating health problems. A recent study reveals that the fatty acid profile of farmed tilapia can promote adverse health effects that play a role in CHD. Farmed tilapia is

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MDAI Silent Auction and Quilt Drawing

By Kelly Fontes, MDAI

It's never too early to start thinking about donating something to help fundraising efforts for MDAI's annual Silent Auction and Quilt Drawing! Each year MDAI solicits donations of single items or the more traditional "baskets" to help raise money to fund scholarships for deserving dietetics students and practitioners. MDAI also holds a very popular Quilt drawing in tandem with Silent Auction to further aid in raising funds for scholarships. Donations can be made by groups, districts or individuals. The Silent Auction and Quilt Drawing is always held on the last day of the conference.

MDAI's goal is to eventually be able to increase scholarships to \$1000 each, but we cannot do this without the generous contributions from our members! Remember, 100% of the money raised from the Silent Auction and Quilt Drawing goes to directly fund scholarships.

If you would like to make a monetary contribution or would like to donate an item for this year's annual conference, please contact Kelly Fontes at kellyfontes@hotmail.com.

low in n-3 PUFA, and has high n-6 to n-3 and SFA/MUFA to PUFA ratios, all associated with inflammation. Fatty acid levels are affected by the content of feeds used in aquaculture, which differ significantly from tilapia's natural diet. Indeed, better fatty acid profiles are seen in wild and less intensively farmed tilapia.

Nutrition professionals should be aware of misguided consumer beliefs about the health benefits of eating fish. Through education, dietitians can clarify the different fatty acid contents of fish and enable consumers to obtain the health benefits they seek.

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House of Delegates Update

By Gail Rogers, MDA Delegate

The Fall 2008 meeting of the American Dietetic Association House of Delegates will convene October 24th and 25th in Chicago. This immediately precedes FNCE and all interested ADA members are invited to attend the meeting.

Two very interesting and timely topics will be discussed at this meeting: Nutrition Informatics and Nutritional Genomics. For more information on these topics and to obtain free CPE's, visit the HOD Backgrounders at the following link: www.eatright.org/HODBackgroundersFall2008

The House of Delegates needs your input on these two important topics! Please take this opportunity to read the backgrounders and provide responses to the following questions:

- 1) How are you using nutrition informatics in your practice setting today?
- 2) Where and how did you first learn about nutritional genomics and what was your initial reaction?
- 3) How would your area of practice change if nutrition genomics were a tool you used every day?

Please provide your responses to Gail Rogers by October 16, 2008 at rogersg3@msu.edu or 517-449-2911. Thank-you and I look forward to my first year as your Delegate!



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Nationwide Nutrition Network – Have you signed up?

The American Dietetic Association offers a great benefit to active category members called the Nationwide Nutrition Network. This benefit is designed to increase your client base by having your private practice, group practice or employers name listed on ADA's national

referral service. Anyone looking to locate nutrition services can either log in to MDA's or ADA's website, type in their zip code and a list of providers in their area will be posted. This benefit is free to all members! To find out more or to sign up, visit www.eatright.org.

Mark your calendar!!!

2009 MDA Annual Conference
May 7 & 8, 2009

INFORMATION INSIDE