



## MDA Link Newsletter: Summer 2005



### ***From the President: Let Me Hear You “YOPP!”***

By Judy MacNeill, MS, RD, CDE

Have you ever thought of our organization, MDA, as similar to the story from Dr. Seuss: *Horton Hears a Who?* As I read the story, I see an interesting parallel: the town of *Who-Ville* is being threatened to be boiled in Beezle-Nut Oil unless they can get the animals in the Jungle of Nool to believe they exist. The mayor of *Who-Ville* is asking each *Who* to make as much noise as possible so that they can be heard and believed, but some *Whos* are shirking their responsibility, and as a result, not enough noise is being generated to save the town of *Who-Ville*.

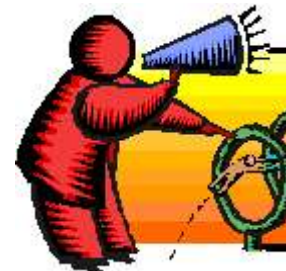
Colleagues, that pretty much describes where we are right now with MDA, ADA, and your local dietetic district. Some of you have shared your frustrations of “not being heard” at your own place of work...poor pay compared to other health care professionals with equal or lesser number of years education; being overlooked when the media is searching to quote some “authority” on nutrition, hearing they chose a chiropractor or certified nutritionist instead of a registered dietitian; questioning what is ADA doing with yearly dues, especially with dues increasing, and less hospitals/places of work willing to reimburse the dietitian for professional dues. I share in your frustrations, and agree that something must be done!

But we are that something...we are those *Whos* that must collectively join our voices together and be heard in the Jungle: otherwise, we as registered dietitians will be no longer. Unfortunately, we do not have a champion like Horton to prod us along and encourage us to make more noise. That “Horton” needs to be within each of us: recognize that organizations like ADA, MDA, and your local district exist SOLELY to serve as a common voice of concern. If we stop joining our professional organization(s) at this point, we can only point fingers at ourselves as to why we did not get comparable pay to other health professionals, or was not contacted by the media to do that nutrition interview. As Nancy Kennedy, RD, our MDA Member Chair so aptly put it, ADA and MDA exist because they are in the business of promoting us as THE Nutrition Expert. So fellow *Whos*, let us make our collective voices heard: continue to join our national organization, ADA, and our local and state organization, and GET INVOLVED! As the Mayor of *Who-Ville* noted:

*This,” cried the Mayor, “is your town’s darkest hour”  
The time for all Whos who have blood that is red  
To come to the aid of their country!” he said.  
“We’ve GOT to make noises in greater amounts!  
So, open your mouth, lad! For every voice counts!”  
Thus he spoke as he climbed. When they got to the top,  
The lad cleared his throat and he shouted out, “YOPP!”  
And that YOPP...  
That one small, extra YOPP put it over!  
Finally, at last! From that speck on that clover  
Their voices were heard! They rang out clear and clean.  
And the elephant smiled. “Do you see what I mean!...  
They’ve proved they ARE persons, no matter how small.  
And their whole world was saved by the Smallest of All!”*

## **New Executive Director for MDA**

By Susanne Consiglio, RD



On June 1, 2005 I became the Executive Director for the Michigan Dietetic Association. As a registered dietitian with 24 years of experience, I was ready for another challenge and find this to be an energizing one at that.

To provide you with a little background, my career started in Chicago working as a staff dietitian at Northwestern Memorial Hospital. This was followed up with the need and desire to start my own private practice, which was great for me. It revitalized me once again even though there were many long hours put into this practice. My discipline was strong and the perks soon followed for several years. I left Chicago on a successful note and relocated to Michigan.

In the mid 90s, I moved to the metro-Detroit area for personal reasons (my husband) and found the energy to start another private practice. Business skills, wellness programs and corporate lectures were again my strengths upon opening a new business.

In my personal time, I became interested in some of our volunteer organizations. I joined the board of directors for the Nutrition Entrepreneurs of Michigan and have served on this board since 1996. My term of leadership as president just ended this past May. I also served on the Quality Management Reimbursement Team for four years and recently left this position as the Chairperson. I remain committed to our goal of becoming a contract provider with insurance companies. It takes all of us working together to pursue our goals to achieve success.

Outside of dietetics I also serve on the board of directors for Leukemia, Research, Life, Inc. All funds raised are directed toward pediatric cancer research. Our charity is affiliated with Children's Hospital of Michigan. I recently attended one of our charity events, and it was wonderful to see one of the dads who proudly spoke of his 12 year-old son who has now been in remission for three years. This boy was diagnosed with cancer at the age of two. Volunteering at one time or another in your life can offer many rewards and open doors for you that you may not realize until long after your term has ended.

With all of my experience serving on a variety of boards, I feel very comfortable in the role of executive director interfacing with our President, Judy MacNeill, and our wonderful board of directors and our entire leadership organization. At some point in your career, please consider running for office or volunteering just a bit of your time. Together we can make a difference.

For those of you that I have worked with, you know my mottos: pay attention to detail, solve the problem and be dependable. That is exactly what I plan to do as your executive director. My drive continues and I look forward to managing the MDA office. You can reach the MDA office at:

MDA office phone: (586)774-7447

Email: [mda.execdir@sbcglobal.net](mailto:mda.execdir@sbcglobal.net)

Fax: 586-778-3004

Mailing address:

Michigan Dietetic Association

c/o Susanne Consiglio, RD

23100 E. Jefferson

St. Clair Shores, Michigan 48080

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## Looking For A New Member Communication Representative

At the recent Michigan Dietetic Association meeting in Grand Rapids, Nancy Kennedy, our ALD 1 for Membership sat at the breakfast meeting on Friday with several first time MDA attendees. One of the members kindly volunteered to be the New Member Communication Representative for MDA. Unfortunately Nancy, who was also exhibit co-chair for the conference, left the paper with the person's name on it at the table when she went out to check on the exhibitors. When she went back, the table was cleared off and the paper GONE! Now Nancy is trying to find that wonderful person who volunteered that day. If you are she, please call Nancy at 586-781-6404, or email her at [nkennedy30@comcast.net](mailto:nkennedy30@comcast.net).

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## Spotlight On An MDA Member

We are looking for MDA members who have had some interesting opportunities to market the professional expertise of the registered dietitian. We would like to write a brief article about you and put it on the MDA website. Maybe you have done a presentation to other health professionals, written an article for a newspaper or magazine, or had a great TV interview. We want to let other Michigan RDs know what you have accomplished. We plan to have a regular monthly feature on the MDA website, spotlighting our members. All you need to do is fill out the necessary form and mail it back to **Ann Hoffman, your At Large Director (4) for Marketing/Public Relations**. The form will be posted on the MDA website for future use. This is a great way for you and MDA to get some national recognition because we have numerous hits to our website daily.

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## 2005 MDA Annual Conference Reflections

By Tanya Lesinski, RD, CNSD  
2005 MDA Conference Chair

It is difficult to believe that almost two months have passed since the 2005 MDA Annual Conference in Grand Rapids. As the 2005 Conference Chair, thoughts of conference details consumed my mind for nearly a year and just like a wedding day it was gone before I knew it. Now as I check to be sure all of the thank you notes are sent and each evaluation is noted, I am reminded that none of this would be possible without our MDA members.

Our members made it possible to obtain high quality, versatile speakers for the annual conference and to offer the conference in a wonderful facility. It is our members that draw exhibitors to the conference and therefore enable us to stay abreast of the newest products on the market. Above all, when I reflect back on what I feel was the best part of the conference it is the networking with incredible professionals that really stands out in my mind. This annual conference offers a great opportunity to surround yourself with some of Michigan's best and brightest in the field of dietetics. Whether you are meeting new people, reuniting with old friends or simply connecting a familiar name with a face, the contacts are priceless.

Don't miss the next great opportunity to connect with Michigan's Registered Dietetic professionals! The 2006 MDA Annual Conference will take place on May 18-20 at the Holiday Inn in Livonia. Be sure to check the MDA Website, [www.eatrightmich.org](http://www.eatrightmich.org), for updates on the conference.

**Here are Some Great Shots of the Event:**



Debbie Cincinelli-Timm and Marilyn Mook hold the quilt Marilyn donated to MDAI



President Lee McDonagh posing with an MDAI Scholarship winner



MDAI President Julia Moses and scholarship winners



A fashion associate from Casual Corner preps MDA member for the fashion show



MDA members enjoying the wine-tasting.



## MDA Documentation of Harm Contest

*Win Free Registration to MDA's  
2006 Annual Conference.....  
A \$200+ Value!*

### **Contest Guidelines:**

1. Obtain a Documentation of Harm form from MDA website.
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 April 15, 2006.
4. All cases must be sent/postmarked by April 25, 2006 and returned to:

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

### **Who is eligible?**

MDA members, Board members, Dietetic Students and Interns (must be co-signed by an RD), and this year non-MDA members are also eligible!

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## Update Your Address and Contact formation with ADA

ADA wants to make it as easy as possible for you to keep your address, e-mail and telephone information as current as possible. Your Association offers four convenient methods for you to submit this information: Web, phone, fax, or e-mail. Here is a step-by-step guide for you to change your ADA membership information so we can keep you abreast of all the benefits and services and latest happenings in the field of dietetics.

Perhaps the easiest way to update your ADA membership information is through the online business center. Go to the ADA Web site [www.eatright.org](http://www.eatright.org) and type your ADA membership number in the Member Log On box, located at the right of the Web page. Next, click on “Profile” at the upper right. Enter your ADA number and your Web-only password as requested.

Your profile page will display, showing your current ADA contact information. To edit any of this information, including your e-mail address, click on the Update Contact Information button at the top left. You will now see a screen that enables you to make any needed changes and add new information. Make all changes and then click the “Accept” button, located at the bottom of the page.

Your revised profile will appear. Review the information and click the “Accept” button again for the system to incorporate your changes. A new screen, with demographic questions, now displays. Providing the answers to these questions helps ADA develop new programs and service for members. After answering the questions, click “Accept”. Your information will be updated within 24 hours. It’s that easy!

It takes a slightly different process to change your affiliate (state) association. From your Profile screen, click the “ADA Member Payment” button at the top left. Use the pull down menu to choose your affiliate. Scroll down to the bottom (past the DPG listing) and click on PAY BY CREDIT CARD button. There is NO payment required. You will then see a new screen showing your new affiliate. Click “Submit”. All of your changes will be made within 24 hours.

If you prefer, you can e-mail any address or contact information changes to [membrshp@eatright.org](mailto:membrshp@eatright.org). Or, you can fax changes to us at 312-899-4812. Or, call the Member Service Center at 800-877-1600, ext. 5000 from 8:00 am to 5:00 pm Central time, Monday through Friday.

ADA wants to ensure that you receive all of the benefits, services, and communications that your membership provides. So, no matter which method you choose to notify ADA of changes to your contact information, please do this as quickly as possible so you don’t miss out!

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**THE AMERICAN  
DIETETIC  
ASSOCIATION**

## **POSITION OVERVIEW**

The American Dietetic Association, the world's largest organization of food and nutrition professionals, is seeking a full time Director of Professional Development. The Director will conceive, research, plan, develop, implement, and evaluate continuing education programs that support the ADA Mission, Vision and Strategic Goals, based on emerging trends, lifelong learning principles.

### **Background Requirements:**

Five to seven years relevant work experience along with a Bachelor's degree is required. A strong background in adult continuing professional education is required. A degree in nutrition or dietetics with RD credentialing is preferred.

The ideal candidate will be innovative, creative and passionate about lifelong learning and foods/nutrition. The person will have a clear understanding of professional associations, experience with advanced delivery technologies, and possess strong negotiation and communication skills.

### **For Consideration:**

Send resume, along with salary history/requirements to: Human Resources  
American Dietetic Association  
Attn: Human Resources  
120 South Riverside Plaza, Suite 2000  
Chicago, IL 60606  
FAX: (312) 899-4766  
E-mail: [hrecruiter@eatright.org](mailto:hrecruiter@eatright.org)  
(MS Word, DOS text or ASCII files only please).  
EOE m/f/d/v

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## **CDR Board Certification: Specialist in Sports Dietetics**

The Sports, Cardiovascular and Wellness (SCAN) DPG is pleased to announce that the Commission on Dietetic Registration (CDR) has approved development of a Board Certification as a Specialist in Sports Dietetics. Board Certification is targeted to registered dietitians who have specialized education, skills, and experience in sports dietetics. The timeline for implementation is anticipated to be one year. For more information, read the article on sports dietetics in this year's March issue of Today's Dietitian and in the July/Aug issue of the ADA Times. Join the SCAN DPG (#33) to stay updated: <http://www.scandpg.org>

Submitted by: Patti Steinmuller, MS, RD  
SCAN Secretary  
Assistant Director, Sports Dietetics-USA  
Email: [psteinmul@earthlink.net](mailto:psteinmul@earthlink.net)

### **Set Your Sites on Success**

FNCE 2005 is the national opportunity to build and strengthen your Professional Development Portfolio and career path. Take advantage of over 20 hours of CPE. Spend time discovering products and solutions at the Expo. Enjoy networking with your colleagues in newly renovated downtown St. Louis.

Register now at  
[www.eatright.org/fnce](http://www.eatright.org/fnce)

EXPLORE. EDUCATION  
DISCOVER. NETWORKING  
ADVANCE. SOLUTIONS

## MEMBER BENEFIT UPDATE:

### LOWER RATES FOR PROFESSIONAL LIABILITY PROTECTION

Your Association has negotiated with the ADA insurance carrier on your behalf. Now, due to the favorable claims experience of ADA members who participate in the sponsored program, those negotiations have resulted in new lower rates for Professional Liability Coverage!

Professional liability insurance protects you against claims arising from real or alleged errors or omissions, including negligence, in the course of your professional duties. This coverage includes protection for a wide variety of lawsuit situations and covers legal defense as well as settlement costs.

While many employers (not all) will provide some liability coverage, chances are that coverage may have some serious gaps, including:

- The benefit limits may not be high enough to cover you and all of your co-workers.
- You may not be provided with necessary benefits like lost wage reimbursement, licensing board hearing reimbursement, and defense costs.
- You may not be covered for suits filed after you have terminated your employment.
- A consolidated defense for an employer usually represents the interest of the employer, not you.

Visit [www.proliability.com/ADA-protection](http://www.proliability.com/ADA-protection) to find out more.



## MDA Board of Directors

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President: Judy MacNeill  
Pres Elect: Heather Stanley Sutton  
Sec/Treas: Michele Naylor  
Sec/Treas Elect: Karen Schmitz  
Delegate: Eileen Mikus

### At Large Directors

Membership: Nancy Kennedy  
Communications: Tonia Reinhard  
Legislative: Laura Freeland Kull; Charity Simpkins  
Prof Development: Mary Angela Niester; Sandy McDonald-Hangach  
Marketing: Ann Hoffman

### Non-Voting

Nominating Chair: Lee McDonagh  
MDAI President: Debbie Cicinelli-Timm  
Executive Director: Susanne Consiglio