



MDA Fall Conference, September 24, 2010 “Marketing Yourself in Today’s Economy”

Mark your calendars and save the date for MDA’s fall conference at the **Comfort Inn & Suites Conference Center in Mt. Pleasant.**

The conference is **free** to ADA/MDA members and includes Five free CPE credits, breakfast and lunch.

- Registration and Breakfast opens at 8:30 am
- Program: 9:15 – 3:30 pm
- Register online on MDA’s Website homepage starting July 21.

Key Sessions include:

- **Boost MNT Business Revenues with Marketing and Hit the JackPot**
Linda Arpino, MA, RD, CDN, Representative from ADA Charging and Coding Department
- **Make your voice heard! How to participate in the ADA HOD process**
Gail Rogers, RD, MDA Delegate
- **Health Care Reform, Michigan Licensure Update, and Positioning Yourself with Your Legislators**
Kathy Degrow, MDA Lobbyist
Holly Guzman, RD, MDA State Policy Representative
Alice Yankoviak, RD, MDA Public Policy Representative
- **Best Practice Marketing Tips, Roundtable Discussion**
Susanne Consiglio, RD, MDA Executive Director, Private Practice
- **How to Get Booked as a Nutrition Expert on TV, Radio or in Print**
Bethany Thayer, MS, RD, MDA Marketing Director

Location: **Mt. Pleasant Comfort Inn & Suites Hotel and Conference Center**
Business Route 127
2424 S. Mission
Mt. Pleasant, MI 48858

A block of guest rooms is reserved at the Comfort Inn & Suites Hotel and Conference Center for Thursday September 23, 2010. Room rates are \$85 plus tax. Guests are responsible for their hotel room if staying overnight, and are not included in complimentary conference registration. Reserve your room by calling the hotel at **(989)772-4000** and ask for the Michigan Dietetic Association. The special rate is available until **September 1, 2010.**

For questions:

Contact the MDA Office at: **(586)774-7447** or mda.execdir@sbcglobal.net