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# new decade new directions

New Decade New Directions

Iowa Dietetic Association Annual Meeting

October 7 & 8, 2010

**WEST DES MOINES MARRIOTT**

<http://www.marriott.com/hotels/travel/dsmwd-west-des-moines-marriott/>

1250 Jordan Creek Parkway

West Des Moines, IA 50266

Phone: (515) 267-1500

**Inside:**

October 7, 2010

7:00 a.m. **Registration & Continental Breakfast**

8:15 a.m.: **Welcome & Opening Remarks**

Molly Pelzer, RD, LD  
President, Iowa Dietetic Association

8:30 a.m.: ***The Healing Power of Humor***

Dr. Stuart Robertshaw, President & CEO  
National Association for the Humor Impaired

*Dr. Stuart Robertshaw, Professor Emeritus of Psychology and Education at the University of Wisconsin-La Crosse and an Attorney, will share with you his personal journey which began in September, 1987 when he started a review of the research on the benefits of humor. On June 28, 1990, he announced the formation of the National Association for the Humor Impaired. The Association has received national attention from the press in over 144 newspapers, 180 radio stations and has been featured in magazines such as Family Circle and Mature Outlook. Dr. Robertshaw, whom the press refers to as "Dr. Humor," currently serves as President and Chief Executive Officer of the Association. "Dr. Humor" will share with you what he has learned about the psychological and physiological benefits of humor and laughter as they relate to working with others and to the necessity of taking care of ourselves.*

*CPE level: II Learning Needs: 1000, 1120*

9:30 a.m.:

**Strengthening Nutrition Assessment Skills With a Competency-to-Training Framework in a Learning Management System**

Brenda Dobson, MS, RD, LD

Iowa WIC Program, Iowa Department of Public Health, Des Moines, IA

Laurie Walkner, MA, BSN

Institute of Public Health Practice, The University of Iowa College of Public Health, Iowa City, IA

*Well-trained personnel are essential to ensure quality nutrition services. The Value Enhanced Nutrition Assessment (VENA) policy guidance from USDA and the National WIC Association introduced essential staff competencies for WIC staff. The Iowa WIC Program used special project grant funds to develop and validate a WIC nutrition assessment competency model into an existing online learning management system as a strategy to foster self-assessment, provide timely access to key training topics through internal and external online courses and document completed training activities. The VENA policy guidance will be briefly described, followed by a discussion of how the competency model was developed and validated. The benefits on online learning in a learning management system will be reviewed, and segments of the three new courses developed will be demonstrated. All components of the framework can be accessed 24/7 by anyone with access to the Internet; there is no charge to set up an account in the Prepare Iowa Learning Management System or to complete the courses. External courses that are linked within the learning management system will also be briefly highlighted. This competency-to-training framework compliments the traditional training methods currently used by the Iowa WIC Program and maximizes limited training resources at the state and local levels.*

*CPE level: II Learning Needs: 1000,1040, 3000, 3020,4000,4080, 6000, 6010, 6070*

10:30 a.m.: **Beverage Break**

10:45 a.m.: **Communicating the POWER of Positive Nutrition**

Roberta Duyff, MS, RD, FADA, CFCS  
Duyff Associates

St. Louis, MO  
Sponsored by: Midwest Dairy Council

*Learn why positive nutrition matters and how to change behavior with positive communication*

*CPE level: II Learning Needs: 1000, 1090, 1130*

12:00 a.m.: **Business Meeting & Lunch**

1:30 p.m. **Break out sessions : Select A or Select one from B or C or D and select one from E or F or G**

1:30- 4:30 **A) Building on What We Learned in 2009:  
Serious about using Motivational Interviewing? Take it to the next level**

Linda G. Snetselaar, RD, PhD  
Donna Hollinger MS, RD, LD  
Karen L. Smith MS, RD, LD  
University of Iowa College of Public Health, Iowa City IA

*For RDs who are serious about using MI to improve their practice, this workshop offers hands on skill building exercises with individualized objective feedback. MI fundamental skills as well as more advanced strategies will be presented.*

*CPE level: II Learning Needs: 1000, 6000, 6010, 6020, 6070*

**SESSION LIMITED TO THE FIRST 75 REGISTRANTS**

**OR**

1:30 - 2:45 p.m.: **CONCURRENT SESSIONS B & C & D Select one**

B) **The Social RD**

Nadine Fisher, MS, RD/LD

WIC/MCH Division Manager  
Johnson County Public Health, Iowa City, IA

*This presentation will give an over view of the most advantageous ways for Registered Dietitians to use Social Media.*

*CPE level: I Learning Needs: 1000, 1020*

**C: Local Foods**

**Signaling Change: Studying the effects of purchasing more locally grown foods and using more 'environmentally-friendly' products and practices in a University dining operation.**

Judith Trumpy, RD, LD  
ISU Dining Services Nutrition Educator, Thielen Student Health Center  
ISU Ames IA

*Learn how one Iowa university food service operation incorporated locally grown food into their menus and developed and adopted environmentally enhanced food service products and practices through recycling and education.*

*CPE level: I Learning Needs: 2000,8000*

**Trial Use of Local Foods Leads to Policy Changes**

Emily Kregel, RD, LD  
Cass County Memorial Hospital, Atlantic IA

*A story telling style will be used to explain how an idea to use local foods at Cass County Memorial Hospital is leading to policy changes for the county.*

*CPE level: I Learning Needs: 2000,8000*

**D: Communicating the POWER of Positive Nutrition**

Roberta Duyff, MS, RD, FADA, CFCS  
Duyff Associates

St. Louis, MO  
Sponsored by: Midwest Dairy Council

*Apply the whys of positive nutrition matters and how to change behavior with positive communication*

*CPE level: II Learning Needs: 1000, 1090,1130*

2:45 p.m.: **Beverage Break**

3 – 4:30 p.m.: **CONCURRENT SESSIONS E & F& G** Select one

**E) Taking a look at State and Federal Public Policy**

Jennifer A. Weber, MPH, RD  
Manager, American Dietetic Association  
Washington, DC

Jennifer DeWall RD, CSSD, LD Iowans Fit for Life  
Lucas State Office Building, 4th Floor  
Des Moines, IA

Teresa Nece, MS, RD, LD, SNS  
Teresa A. Nece Consulting  
Des Moines, Iowa

*The presentation will provide a state and federal public policy update for participants. Participants will also learn how to make a difference by being involved in government processes at both the federal and state levels.*

*CPE Level: I Learning Needs: 1000,1080*

**E) Communicating the POWER of Positive Nutrition**

Roberta Duyff, MS, RD, FADA, CFCS  
Duyff Associates

St. Louis, MO  
Sponsored by: Midwest Dairy Council

*Apply the whys of positive nutrition matters and how to change behavior with positive communication*

CPE level: II Learning Needs: 1000, 1090, 1130

F) **The Social RD**

Nadine Fisher, MS, RD/LD  
WIC/MCH Division Manager  
Johnson County Public Health, Iowa City, IA

*This presentation will give an over view of the most advantageous ways for Registered Dietitians to use Social Media.*

CPE level: I Learning Needs: 1000, 1020

4:45 – 6 p.m. **President's Reception**

**October 8, 2010**

7:00 a.m. **Registration & Continental Breakfast**

8:15 a.m.: **Welcome & Opening Remarks**

Jill Lange, RD, LD

President-Elect, Iowa Dietetic Association

8:30 a.m.: **Inulin (fructans) & Resistant Starches: Functional Fiber with Human Health Benefits**

Mr. Bryan Tungland

Dir. of Technology Innovation & Nutrition, DNA Dreamfields, LLC, Becker MN

Sponsored by: Dreamfield Pasta

*Fructans include inulins, levans & graminans from various plant and microbial sources. Resistant starches include RS1, RS2, RS3 & RS4 types and are those starches that are not digestible by human digestive enzymes. These food ingredients provide excellent functional properties for food development and provide human health properties. Fructans & resistant starches from various sources and their structures, functional food properties, human physiology, and human health benefits will be presented.*

*CPE Level: II Learning Needs: 2000,2040,2070,4040,8000*

10 a.m.: **Beverage Break**

10:15 a.m.: **The US Food System—Is it to Blame for our Health Care Crisis?**

John Lawrence, PhD,  
Associate Dean-Extension Programs and Outreach  
Director-Extension Agriculture and Natural Resources  
CALs, ISU, Ames IA

Ruth MacDonald, PhD, RD,  
Chair Food Science and Human Nutrition Department  
CHS, ISU Ames

- 1) *Review the core elements of the US food system*
- 2) *Relate current health issues to aspects of the food system*
- 3) *Discuss how understanding of the food system influences food choices by consumers.*

*CPE Level: II Learning Needs: 2000,4040, 8000*

11:30 a.m.- 1:30pm: **Networking Lunch: visit our sponsors, exhibitors & posters**

1:30 p.m.: **Natural Products Interactions**

Dr. Sam Culwell,  
Natural Standard Research Collaboration

*Overview of Natural Product/Drug/Lab/Food interactions and application to patient cases.*

*CPE Level: I Learning Needs: 2000, 5000*

2:45 p.m.: Stretch Break

3:00-4:15: **RD Nutrition Coaching with Youth: The Healthy Schools Partnership**

**Katie Brown, Ed.D., RD, LD  
American Dietetic Association Foundation**

*Learn about an innovative school-based Energy Balance program led by Registered Dietitian 'Nutrition Coaches' as part of the Healthy Schools Partnership program which is being implemented in Kansas City and the Greater Des Moines area. You'll understand how this program was developed and is uniquely delivered, and how the ADA Foundation is championing this model for RDs to help children improve their nutrition and energy balance knowledge and behaviors, make a lasting impact in the school wellness environment, and their important role in research and evaluation of the program.*

*CPE Level: II Learning Needs: 1000,6000,6080*

4:15 p.m. Closing Remarks

4:30 p.m. Conference Ends

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Register Today [www.eatrightiowa.org](http://www.eatrightiowa.org) & follow the instructions for conference registration.

Or clip and send form to:

Monica Lursen

27924 Butler Center Road

Clarksville IA 50619-9253

Email: [Lursen@butler-bremer.com](mailto:Lursen@butler-bremer.com)

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**Cancellation Policy:**

Cancellations are subject to a \$25 processing fee. No refund will be given for cancellations made after 9/15/2010. Email: [Lursen@butler-bremer.com](mailto:Lursen@butler-bremer.com)

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**As ADA has done for the past few years, IDA is also going green. Handouts will be available on [www.eatrightiowa.org](http://www.eatrightiowa.org) for you to download prior to the conference.**

You may request handouts to be available for \$10 on the registration form.

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**Lodging:**

A block of rooms is reserved at West Des Moines Marriott, \$109 + tax per night

**WEST DES MOINES MARRIOTT**

<http://www.marriott.com/hotels/travel/dsmwd-west-des-moines-marriott/>

1250 Jordan Creek Parkway  
West Des Moines, IA 50266  
Phone: (515) 267-1500

By calling Hotel's toll free Reservation Line , [1-800-228-9290](tel:1-800-228-9290), individuals can make their own reservations. For individuals to receive the established Group rate, they must identify themselves as members of the **(Iowa Dietetics Association) group** initially when making the reservation. All reservations must be received by the group's cut-off date **Wednesday, 9/15 /2010**.

Reservations made after the cut-off date will be subject to availability and the most available rate.

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For more information about the meeting, contact: Jean Anderson, [janderso@iastate.edu](mailto:janderso@iastate.edu) or Julie McMillin, [jmcmillin@hy-vee.com](mailto:jmcmillin@hy-vee.com) .

**REGISTRATION FORM PAGE 1 of 2:**

Conference Fees: **Please note a price break for registering before 9/1/09.**

|   | IDA/ADA Member | Out of State<br>ADA Member | Non-Member   | Student/Retired | Amount |
|---|----------------|----------------------------|--------------|-----------------|--------|
| <b>Full Conference<br/>Early Bird<br/>Before 9/1/10</b> | <b>\$175</b>   | <b>\$200</b>               | <b>\$275</b> | <b>\$85</b>     | _____  |
| Full Conference<br><b>After 9/1/10</b>                  | \$200          | \$225                      | \$300        | \$110           | _____  |
| October 7, 2010<br><b>Before 9/1/10</b>                 | \$110          | \$125                      | \$185        | \$55            | _____  |
| October 7, 2010<br><b>After 9/1/10</b>                  | \$135          | \$150                      | \$210        | \$80            | _____  |
| October 8, 2010<br><b>Before 9/1/10</b>                 | \$110          | \$125                      | \$185        | \$55            | _____  |
| October 8, 2010<br><b>After 9/1/10</b>                  | \$135          | \$150                      | \$210        | \$80            | _____  |
| I would like<br>printed handouts                        |                |                            |              | <b>\$10</b>     | _____  |
|   |                |                            |              | <b>TOTAL</b>    | _____  |

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First & Last Name, Credentials

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Company/Organization

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Mailing Address

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Daytime/Evening Phone

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Email

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**REGISTRATION FORM PAGE 2 of 2:**

If attending on October 7, 2010, please select which of the concurrent sessions you will attend:

1:30- 4:30 pm \_\_\_\_\_ Building on What we Learned Last Year....  
\_Serious about using Motivational Interviewing? Take it to the next level!

**NOTE: SESSION LIMITED TO THE FIRST 75 REGISTERED;  
YOU MUST PRE-REGISTER**

**OR (Select one)**

1:30 – 2:45 p.m.:

\_\_\_\_\_ The Social RD

Or \_\_\_\_\_ Local Foods

Or \_\_\_\_\_ Communicating the POWER of Positive Nutrition

**AND**

3 – 4:30 p.m. **(Select one):**

\_\_\_\_\_ Taking a look at State and Federal Public Policy

Or \_\_\_\_\_ Communicating the POWER of Positive Nutrition

Or \_\_\_\_\_ The Social RD

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Do you need a

**Thursday Oct 7 lunch:**

\_\_\_\_\_vegetarian meal

\_\_\_\_\_gluten free meal

**Friday Oct 8 lunch:**

\_\_\_\_\_vegetarian meal

\_\_\_\_\_gluten free meal

