

# **“Just Food”**

## ***Foods from the Past - Trends Today - Foods of the Future***

December 4-5, 2008  
Hy-Vee Conference Center  
5820 Westown Parkway  
West Des Moines, Iowa

### ***Thursday, December 4, 2008***

7:15 a.m.     **Registration & Continental Breakfast**

8:00 a.m.     **Welcome and Opening Remarks**  
***Joetta Redlin, MS, RD, LD***  
*President, Iowa Dietetic Association*

8:30 a.m.     **The Key to Rediscovering Your Professional Passion**  
***Wolf J. Rinke, PhD, RD, CSP***  
*President, Wolf Rinke Associates, Inc.,*

Dr. Rinke, a highly motivational and entertaining keynote speaker, combines storytelling, humor and motivation with specific action strategies that you can apply immediately to improve the quality of your personal and professional life. You will laugh, cry and think and come away with a renewed sense of hope, energy and inspiration. (1 CEU/CPE)

9:30 a.m.     Stretch Break

9:45 a.m.     **NuVal - Overall Nutrition Quality Indicator**  
***David L. Katz, MD. MPH, FACP, FACPM***  
*Director, Yale Griffin Prevention Research Center,*  
*Associate Professor, adjunct, of Public Health, Yale School of Medicine*

Coming to supermarkets soon, The NuVal(tm) Nutritional Scoring System exclusively uses the Overall Nutritional Quality Index (ONQI) algorithm, giving consumers clear information about the nutritional value of the foods they eat. Food is rated on a scale of 1 to 100 based on its micronutrient and macronutrient composition and several other of its nutritional properties (e.g., energy density). (1 CEU/CPE)

10:45 a.m.    **Soyfoods: Good Nutrition and Beyond**  
***Mark Messina, PhD***  
*Adjunct associate professor at Loma Linda University*  
*Co-Owner, Nutrition Matters, Inc.*

Offering a wide range of expertise on the health benefits of soy, Dr. Messina will provide the most current information on this locally grown wonder legume. (1 CEU/CPE)

11:45 a.m. **Luncheon & Business Meeting**

1:00 p.m. **The Journey & Professional Passion Continues**

*Wolf J. Rinke, PhD, RD, CSP  
President, Wolf Rinke Associates, Inc.  
(0.5 CEU/CPE)*

1:30 p.m. **Ancient Grains: Back to the Future**

*Elizabeth Arndt, PhD  
Manager Research & Development, ConAgra Foods*

Ancient grains have sustained traditional societies for millennia-and still do in parts of Africa, Asia and Latin America. Learn more about these "lost" grains-amaranth, quinoa, sorghum, teff and millet which are packed with whole grain nutrition, including fiber, phytonutrients, vitamins and minerals. And if the health benefits aren't enough to convince you, one taste and you'll have your proof. (1 CEU/CPE).

2:30 p.m. **Poster Viewing, Meet the Speakers & Book Signing**

(1 CEU/CPE)

3:30 p.m. **Wine 101 & Perfect Pairings**

*Dan Katalinich  
Certified Wine Educator, Society of Wine Educators  
Glazer's Distributors*

Learn the qualities of a fine wine, the true art of wine- tasting and medicinal properties, as we sample six varieties of wines with a renowned wine expert. Discover perfect pairings of American cheese to complement the delicious delicacies of each wine's nuance. (1.5 CEU/CPE)

5:00 p.m. **President's Reception/Networking**

Total CEU/CPE: 7 hours

### ***Friday, December 5, 2008***

7:00 a.m. **Registration & Made-to-Order Omelet Breakfast**

*Sponsored by Sparboe Farms Omega 3 Eggs  
District Presidents' Breakfast*

8:00 a.m. **Nutrient-Enhanced Eggs – A Health Benefit**

*Bruce Behrends, PhD  
Sparboe Farms Inc.*

Following a delicious made-to-order omelet breakfast, you'll discover how changing the diets of chickens creates a healthier egg and can lead

people to better health. Omega Eggs were developed by poultry scientists at several universities. Besides being rich in heart-healthy omega-3 fats, they contain more lutein and vitamin E. (0.5 CEU/CPE)

8:30 a.m. **Nutrition Deficit Disorder - Omega 3 Fish Oils**  
***Bill Sears, M.D. or Dr. Bill as his "little patients" call him***  
Associate Clinical Professor of Pediatrics  
University of California, Irvine, School of Medicine.

Send your child to the head of the class! Dr. Sears provide insight on the optimal levels of DHA needed to ensure proper growth, brain development, mood, focus, and cognitive functions. Learn about the various food products fortified with DHA to improve children's health. Dr. Sears, is the father of eight children as well as the author of over 30 books on childcare.

9:30 a.m. **Natural Cholesterol Reduction**  
***The Latest Developments in Functional Foods and Beverages***  
***Rebecca S. Reeves, DrPH, RD, FADA***  
*Baylor College of Medicine assistant professor, registered dietitian and past-president of the American Dietetic Association*

*Discover natural ways of lowering cholesterol through diet. Some of the exciting areas covered by Dr. Reeves include: What plant sterols are and how they promote positive heart health; the range of products now available that contain CoroWise™; samples of CoroWise™-containing products. (1 CEU/CPE)*

10:30 a.m. **Exhibits & Silent Auction**  
**Meet the Author and Book Signing**  
(1 CEU/CPE)

11: 30 a.m. **Return of the Original Milk - Beta Caseins and Human Health**  
***Andrew J Clarke, PhD***  
*Chief Scientific Officer, A2 Corporation Auckland, New Zealand*

Once upon a time, cows produced a slightly different type of milk. It had more A2 casein and less A1 casein. Over time, breeding altered the type of casein. Now milk has less A2 casein and more A1. This simple difference has some researchers speculating that a higher concentration of A1 casein could lead to an increased risk of Type I diabetes, heart disease, autism and milk tolerance. Discover how the A2 trait is being bred back in cows to increase the amount of A2 casein in hopes of improving health. (1 CEU/CPE)

12:30 p.m. **Luncheon & Exhibits**

1:30 p.m. **High Performance Health:  
Being Healthy is More than not Being Sick**  
**James M. Rippe, M.D.**  
*Professor of Biomedical Sciences, University of Central Florida*  
*Director, Rippe Lifestyle Institute*

As cardiologist and director of the Rippe Lifestyle Institute, Dr. James Rippe has devoted his entire career to promoting the concept of "wellbeing" by encouraging people to view health as more than just the absence of disease. Armed with more than 20 years of research, Dr. Rippe will share his blueprint for optimal health and wellness from his recent book, *High Performance Health: 10 Real Life Solutions to Redefine Your Health*. (1 CEU/CPE)

2:30 p.m. **Stretch Break**

2:45 p.m. **Probiotics in Dairy - Past, Present, and Future**  
**Jennifer Zirbel, PhD**  
*Director of Ingredient Marketing, Midwest Dairy, St. Paul, MN.*

Probiotics, digestive health, intestinal flora... What does it all mean?? Probiotics play a fundamental role in human health. Come learn about what probiotics are, what they can do for our bodies, and where we can find them. The history of probiotics dating back to the 19th century will be reviewed as well as insights shared on future research and potential new claims and benefits! (1 CEU/CPE)

3:45 p.m. **Closing remarks & drawing for special prices, gifts and maybe a trip.**

4:00 p.m. **Adjourn**

**CEU/CPE: 6.5**