

## **Julie A. Beyer, MA, RD, CWPC**

Author, Speaker, Registered Dietitian, Certified Wellness Program Coordinator

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### **CAREER SUMMARY**

An accomplished health and wellness educator with extensive and diverse national experience in the programming of nutrition, health, and wellness education for professionals, worksite groups, and the public. An enthusiastic communicator / educator who utilizes spoken, written and online communication techniques to motivate and educate audiences.

- Created, implemented, and managed an award winning corporate-wide wellness program servicing over 20,000 employees nationally.
- Experienced in a wide variety of dynamic presentation modalities, including workshops and seminars, newsletters, teleconferencing, and intranet / internet content management.
- Authored multiple books and articles.
- Skilled at developing, motivating, and leading teams in diverse locations throughout the US.
- Demonstrated excellent communication and presentation skills, with experience presenting to various size groups at national, regional, and local levels.

Reputation as a committed professional with a passion for educating and inspiring audiences to take action to improve their lifestyle and health.

### **EDUCATION / CERTIFICATIONS**

<b>Certified Wellness Program Coordinator</b> , WellCert/National Wellness Institute	since 2008
<b>MA</b> , Health and Risk Communications, Michigan State University, East Lansing, MI	2007
<b>BS</b> , Dietetics, Michigan State University, East Lansing, MI	1982
<b>Registered Dietitian</b> , American Dietetic Association, registration #603909	since 1982

### **PROFESSIONAL EXPERIENCE**

NUTRACONSULTS, LLC, Auburn Hills, MI 1999-present

#### **Owner**

Corporate clients include Balancing Life's Issues, Ceridian, Chrysler, General Motors, HealthyLife, Johnson and Johnson Health Management, LifeSteps, Roche Pharmaceuticals, The State of Michigan, and StayWell.

- Authored books, articles, and continuing education programs.
- Delivered on-site and webinar presentations on a wide variety of health, wellness, and nutrition themes. Topic list sent on request.
- Researched, created, marketed, and implemented health promotion programs and materials.
- Advised health promotion professionals on current health issues facing their employees.
- Counseled human resource personnel regarding electronic health education programs.
- Coached individuals and groups to achieve their goals of healthy living.
- Designed and maintained company website.

UNIVERSITY OF PHOENIX, Phoenix, AZ  
Online Axia College associates degree program

2009 - present

### **Faculty Member SCI/421**

Responsible for maintaining and developing course curriculum and facilitating online classroom.

- Developed alternate course material for use in SCI241
- Coached students in course content, communication skills, and work/school/life balance
- Maintained a high level of accountability among students regarding on-time course work and avoiding plagiarism

CEU4U, Beechwood, OH  
Online continuing education company for health professionals

2004 - present

### **Content Expert for Continuing Education Programs**

Reviewed continuing education modules. Topics included autism, diabetes, nutrition in long-term care, fibromyalgia, childhood obesity, enteral nutrition management, antioxidants, vitamin D, and domestic violence.

FISERV, INC., Brookfield, WI  
A Fortune 500 financial services software company.

2005-2008

### **Health Educator / Wellness Program Coordinator**

Responsible for developing, managing, and delivering a variety of health and wellness initiatives for approximately 24,000 employees, over 200 locations in 38 states. Recruited and managed a team of 175 local wellness coordinators.

- Trained and motivated local wellness coordinators regarding corporate wellness initiative using a variety of communication techniques including site visits, newsletters, teleconferencing, and intranet support.
  - Successfully integrated corporate wellness goals with local programs that met employee expectations and needs.
  - Earned the National Business Group on Health Best Employers for Health Lifestyles Silver Award in wellness program's first and second year and the Gold Award in 2008.
- Administered three annual corporate-wide Healthy You Fitness Challenges, recruiting up to 42% of the employee population.
  - Created Site Coordinator Toolkit, marketing materials, documents for registering teams and individuals, tracking documents, weekly newsletters and surveys.
  - Trained 175 site coordinators from across the country via teleconference for each challenge.
  - Facilitated focus groups after fitness challenges, using group feedback to modify the rules of future challenges to reflect more diversity and fairness.
  - Designed and managed survey evaluations of challenges to adapt course of future challenges.
  - Established "Team Scrapbooks" for intranet with photos and stories from local events. These pages became an ongoing showcase for local wellness events.
  - Worked with tracking system vendor to troubleshoot system issues resulting in more user-friendly experience.
  - Created distribution spreadsheets for communications, standings, and prizes.
- Researched and wrote over 50 newsletters annually. Provided graphic design for all newsletters.
- Designed and implemented Annual Worksite Wellness Survey, now the basis for the Annual Worksite Wellness Recognition Program beginning 2009.
- Participated as key player in strategy meetings for increasing participation of various wellness programs including an online nutrition internet portal ( BeWell by eDiets ), a tobacco cessation program ( Free & Clear ), CIGNA Behavioral Employee Assistance Program, and Medical Nutrition Therapy.

STATE OF MICHIGAN, OFFICE OF THE SURGEON GENERAL, Lansing, MI

2004-2005

**Intern**

- Supported Director of Communications in assessing health promotion activities for “Michigan Steps Up”
- Researched and assembled a statewide Youth Council to address health-related issues.

CRITTENTON WEIGHT MANAGEMENT, Rochester, MI

1998 - 2003

MCLAREN WEIGHT MANAGEMENT, Flint and Lapeer, MI

1993 - 1999

Hospital-based programs for morbidly obese patients

**Program Dietitian**

- Counseled and supported individuals, facilitated group therapy within the structure of a multidisciplinary weight management team including exercise therapists, behaviorists, and administrative staff.
- Contributed to program development, implemented quality assurance, and applied emerging knowledge and techniques from medical weight management research.
- Analyzed individual client’s needs, created individual meal plans and individual lifestyle change strategies, documented client progress, and followed up to assess progress.

**BOOKS**

*Interstitial Cystitis: A Guide for Nutrition Educators*, 2010

*You CAN Write a Book: The No Nonsense Guide to Self Publishing*, 2009

*Confident Choices: A Cookbook for IC and OAB*, 2009 (Update anticipated 2010)

*Confident Choices: Customizing the Interstitial Cystitis Diet*, 2005 (Update anticipated 2010)

*Positive Living with Interstitial Cystitis: A Confident Choices Book*, anticipated 2010

**PEER REVIEWED JOURNAL ARTICLES**

Linda Schuessler, **Julie Beyer**, Elaine Mischler. Successful Weight Management in a Corporate Environment (2007) Disease Management. 10(supplement 1): S-13-S-17

**PUBLICATIONS**

**Confident Choices Newsletter**

Diet and lifestyle modification strategies for interstitial cystitis patients.

2005 to present

**Nutrition Entrepreneurs Ventures**

Making Your Book Real, Summer 2011

Have a Niche? Write a Book! Spring 2011

He Who Laughs, Lasts, Summer, 2010

Turning Challenges Into Opportunities, Spring 2010

Fresh Paint, Winter 2010

Are You Cluttering Your Live Into a Corner?, Winter 2010

Spotlight on Julie Beyer, RD: An Interview with Nancy Clark MS, RD, Fall 2004

Ten Things I Learned Along the Way: When Real Life Meets the RD, Fall 2004

### **Medical Nutrition Matters Newsletter**

Helping Interstitial Cystitis Patients Find Their Trigger Foods, Fall 2010

### **ICA Update**

You've Come a Long Way, IC Treatment! (Expert Interview), Summer 2010

Keeping a Diary Can Help, Spring 2010

Join Us for a Progressive Holiday Dinner, Winter 2010

Making the Number One CAM Therapy a Healthy One, Summer 2009

### **The IC Optimist**

How Does Your Garden Grow? Spring 2010

Is the IC Diet Making You Angry? Winter 2010

### **Today's Dietitian**

**Navigating Nutrition Flip-Flops**, April 2005

**Confident Choices: Customizing the Interstitial Cystitis Diet**, October 2004

### **Dietitians in Business and Communications Dimensions**

Ten Suggestions for Designing PowerPoint Presentations, Summer 2004

Adding Flash to Your Presentations without Burning Out the Audience, Summer 2004

**Interstitial Cystitis Association's ICA Café e-Magazine and e-blasts** (2008 - present) Author of various articles for interstitial cystitis patients.

**Spice Up Your Salad** Women's Health and Fitness, March 2005, by Kimberly A. Tessmer, RD, LD; Contributor: Julie Beyer, RD

**A Low-Fat Fall: Five Easy and Tempting Recipes for a Delicious and Healthy October** Women's Health and Fitness, October 2004 by Kimberly A. Tessmer, RD, LD; Contributor: Julie Beyer, RD

## **SPEAKING**

<b>Florida Dietetic Association's Annual Symposium</b>	2011
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices"	
<b>Michigan Dietetic Association's Annual Conference</b>	2011
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices"	
<b>Colorado Dietetic Association's Annual Conference and Exhibition</b>	2011
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices"	
<b>Mississippi Dietetic Association's Annual Meeting</b>	2011
"Ten Things I Learned Along the Way"	
<b>Massachusetts Dietetic Association's Annual Nutrition Convention and Exposition</b>	2010
"It's About Practice: Helping Interstitial Cystitis Patients Make Confident Dietary Choices"	
"You CAN Write a Book!"	
<b>Interstitial Cystitis Network Bladder Academy</b>	2010
"Understanding IC and Diet"	
"Making Peace with Stress"	

<b>Montana Dietetic Association's Annual Conference</b>	2009
Keynote Speaker: "Ten Things I Learned Along the Way"	
"You CAN Write a Book!"	
"The Health Belief Model and the Dietitian"	
<b>Nutrition Entrepreneurs National Workshop, Orlando, FL</b>	2006
"You Should Be a Writer"	
Providing dietitians with the tools and knowledge they need to self-publish their first book.	
"Presentations in a Pinch" Round table discussion	
<b>Interstitial Cystitis Association Regional Workshop, Columbus, OH</b>	2006
"Understanding IC and Diet"	
Reviewing the history, science, and techniques of diet modification for the interstitial cystitis patient.	
<b>Metrowest Interstitial Cystitis Regional Workshop, Natick, MA</b>	2004 & 2006
"Understanding IC and Diet"	
Reviewing the history, science, and techniques of diet modification for the interstitial cystitis patient.	
<b>Guest Speaker: Local Interstitial Cystitis Support Groups</b>	
Canton, MI (2005 – Understanding IC Diet, 2006 – IC and Supplements, 2007 – IC and Exercise)	
Englewood, NJ (2006 – Understanding IC Diet)	
Grand Rapids, MI (2009 – Understanding IC Diet)	
Muskegon, MI (2008 – Understanding IC Diet)	
New Brunswick, NJ (2008 – Understanding IC Diet)	
Phoenix, AZ (2009 – Understanding IC Diet)	
Park Ridge, IL (2010 – Understanding IC Diet)	
Royal Oak, MI (2004 – Understanding IC Diet, 2005 – Understanding IC Diet, 2007 – IC and Exercise, 2007 – Understanding IC Diet for hospital dietitians)	
St. Joseph, MI (2004 – Understanding IC Diet, 2005 – IC Menus and Recipes, 2006 – IC and Exercise, 2007- IC Holiday Survival, 2009 – Managing IC Flares)	
Utica, NY (2006 – Understanding IC Diet)	
Interstitial Cystitis Network, e-seminar (2006 – IC and Supplements)	

### MEMBERSHIPS / AFFILIATIONS

<b>American Dietetic Association</b>	1982 - present
<b>ADA Dietetic Practice Groups</b>	
Nutrition Entrepreneurs	
<b>Director of Public Relations and Marketing</b>	2010 - 2011
<b>Incoming Director of Public Relations and Marketing</b>	2009 - 2010
Dietitians in Business and Communication	
Dietetic Educators of Practitioners	
Nutrition Education for the Public	
Sports, Cardiovascular and Wellness Nutritionists	
Weight Management	

<b>International Continence Society</b>	2010 to present
<b>International Foundation of Employee Benefit Plans</b>	2008 - 2009
<b>National Wellness Institute</b>	2007 - 2009
<b>National Business Group on Health</b>	2005 - 2009
<b>Wellness Council of America</b>	2005 - 2009