Julie A. Beyer, MA, RDN

Author, Speaker, Registered Dietitian Nutritionist

PO Box 210086
Auburn Hills, Michigan 48321

Email: Julie.Beyer.RD@gmail.com
Phone: upon request

CAREER SUMMARY

An accomplished health, wellness, and weight management 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.
- Coached thousands of nutrition clients using both group settings, individual counseling, online message board systems, phone, and video chat services

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

EDUCATION / CERTIFICATIONS

MA, Health and Risk Communications, Michigan State University, East Lansing, MI 2007
BS, Dietetics, Michigan State University, East Lansing, MI 1982
Registered Dietitian Nutritionist, 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, Healthy Life, 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, social media platforms, Confident Choices® blog

UNIVERSITY OF PHOENIX, Phoenix, AZ 2009 - 2016

Faculty Member SCI/241
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

INTERSTITIAL CYSTITIS NETWORK, Santa Rosa, CA 1998 - present
Online support and resources center for patients with bladder disease and dysfunction

Lead Moderator (Volunteer) and Writer (Paid)
Monitoring one of the largest (over 50,000 member) online message board systems.

- Co-author Simply Delicious Interstitial Cystitis Food Blog
- Co-author IC Diet Food list (2009)
- Answered patient questions about diet and other forms of treatment
- Filtered posted content for appropriateness and safety

CEU4U, Beechwood, OH 2004 - 2011
Online continuing education company for health professionals

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 2005-2008
A Fortune 500 financial services software company.

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.
- 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 - Internship, Lansing, MI 2004-2005

CRITTENTON WEIGHT MANAGEMENT, Rochester, MI 1998 - 2003
MCLAREN WEIGHT MANAGEMENT, Flint and Lapeer, MI 1993 – 1999

BOOKS

Interstitial Cystitis: A Guide for Nutrition Educators: A Confident Choices® Book, 2010

You CAN Write a Book: The No Nonsense Guide to Self-Publishing: A Confident Choices® Book, 2009

Confident Choices®: A Cookbook for Interstitial Cystitis and Overactive Bladder, 2009

Customizing the Interstitial Cystitis Diet: A Confident Choices® Book**,** 2005, 2010

Lose the Diet, Find Yourself (editor), 2015

Taste the Sweet REBELLION (editor), 2015

Welcome to the REBELUTION (editor), 2015

The Mom's Guide to a Nourishing Garden (editor), 2016

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

Julie Beyer, Interstitial Cystitis : Recognizing and Caring for a Wounded Bladder. (2011) Ostomy Wound Management 57(12) 12-16.

OTHER PUBLICATIONS

Confident Choices Newsletter
Diet and lifestyle modification strategies for interstitial cystitis patients. 2005 to present

Simply Delicious, The IC Diet Project 2013 to present

Nutrition Entrepreneurs *Ventures* Newsletter

Is It Writer's Block or Risk Aversion?, Winter 2017
Where Did My Audience Go?, Fall 2016
Connecting with Your Audience via Online Forums, Fall 2015
Riding the Wave: The Accidental Entrepreneur, Summer 2015
Newsletter Editor Article, Summer 2013, Fall 2013, Winter 2014
Incoming Newsletter Editor Article, Membership Issue 2013
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 Life 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

Livestrong.com

What in Vitamins Makes My Urine Turn Yellow? 2014
Causes of Interstitial Cystitis 2010
A Diet for Interstitial Cystitis 2010
About Interstitial Cystitis Pain 2010

Medical Nutrition Matters Newsletter

Helping Interstitial Cystitis Patients Find Their Trigger Foods, Fall 2010

ICA Update

Featured: The IC - Diet Connection, Summer 2014
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

Featured: The Urgency of Interstitial Cystitis — How Diet Can Improve a Crippling Disease, February 2014
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 2004by Kimberly A. Tessmer, RD, LD; Contributor: Julie Beyer, RD

SPEAKING

Nutrition Entrepreneurs Dietetic Practice Group Webinar

"Putting Last Things First: Why 90% of Marketing Happens Before Your Book is Launched" 2016

Academy of Nutrition and Dietetics, Food and Nutrition Conference and Exposition

"Claim the Spotlight: Follow-up from 2016 FNCE Session" (Small Group Session) 2016
"Claim the Spotlight: Beyond Traditional Media, Podcasts, YouTube, and Self-Publishing 2015
"Overcoming Barriers to Private Practice and Self-Publishing" (Panelist) 2015

New York Academy of Nutrition and Dietetics

"Claim Your Expertise: Write a Book!" (Panelist 2016

Indiana Dietetic Association

"The Emotional Impact of Chronic Illness" 2015

California Dietetic Association
"The Emotional Impact of Chronic Illness" 2015
"From Patient Report to Medical Protocol: Dietary Guidelines for Interstitial Cystitis 2015

Dietitian Central
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices - Part 2" 2014
"The Emotional Impact of Chronic Illness" 2014
"You CAN Write a Book! The No-Nonsense Guide to Self-Publishing" 2013
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices - Part 1" 2013

Sports, Cardiovascular, and Wellness Nutrition Annual Symposium 2012
"You CAN Write a Book! (And Why You Should!)"

Society of Urologic Nurses and Associates—Great Lakes Chapter 2012
"Understanding IC and Diet"

Florida Dietetic Association's Annual Symposium 2011
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices"

Michigan Dietetic Association's Annual Conference 2011
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices"

Colorado Dietetic Association's Annual Conference and Exhibition 2011
"Helping Interstitial Cystitis Patients Make Confident Dietary Choices"

Mississippi Dietetic Association's Annual Meeting 2011
"Ten Things I Learned Along the Way"

Massachusetts Dietetic Association's Annual Nutrition Convention and Exposition 2010
"It's About Practice: Helping Interstitial Cystitis Patients Make Confident Dietary Choices"
"You CAN Write a Book!"

Interstitial Cystitis Network Bladder Academy 2010
"Understanding IC and Diet" & "Making Peace with Stress"

Montana Dietetic Association's Annual Conference 2009
Keynote Speaker: "Ten Things I Learned Along the Way"
"You CAN Write a Book!"
"The Health Belief Model and the Dietitian"

Nutrition Entrepreneurs National Workshop, Orlando, FL 2006
"You Should Be a Writer" Self Publishing Workshop
"Presentations in a Pinch" Round table discussion

Interstitial Cystitis Association Regional Workshop, Columbus, OH 2006
"Understanding IC and Diet"
Reviewing the history, science, and techniques of diet modification for the interstitial cystitis patient.

Metrowest Interstitial Cystitis Regional Workshop, Natick, MA 2004 & 2006
"Understanding IC and Diet"
Reviewing the history, science, and techniques of diet modification for the interstitial cystitis patient.

Guest Speaker: Local Interstitial Cystitis Support Groups

New Brunswick, NJ (2008 & 2012 – Understanding IC Diet)
Downingtown, PA (2012 – Understanding IC Diet)
Bowling Green, KY (2012 – Understanding IC Diet)
Park Ridge, IL (2010 – Understanding IC Diet)
St. Joseph, MI (2004 – Understanding IC Diet, 2005 – IC Menus and Recipes, 2006 – IC and Exercise, 2007- IC Holiday Survival, 2009 – Managing IC Flares)
Grand Rapids, MI (2009 – Understanding IC Diet)
Phoenix, AZ (2009 – Understanding IC Diet)
Muskegon, MI (2008 – Understanding IC Diet)
Canton, MI (2005 – Understanding IC Diet, 2006 – IC and Supplements, 2007 – IC and Exercise)
Royal Oak, MI (2004 – Understanding IC Diet, 2005 – Understanding IC Diet, 2007 – IC and Exercise, 2007 – Understanding IC Diet for hospital dietitians)
Englewood, NJ (2006 – Understanding IC Diet)
Utica, NY (2006 – Understanding IC Diet)
Interstitial Cystitis Network, e-seminar (2006 – IC and Supplements)

MEMBERSHIPS / AFFILIATIONS

Academy of Nutrition and Dietetics 1982 - present

ADA Dietetic Practice Groups

Nutrition Entrepreneurs (current)
- Author's Specialty Group Chair 2015-present
- **Newsletter Editor (Ventures)** 2013 - 2014
- **Incoming Newsletter Editor (Ventures)** 2012 - 2013
- **Director of Public Relations and Marketing** 2010 - 2011
- **Incoming Director of Public Relations and Marketing** 2009 - 2010

Dietitians in Business and Communication (current)
Dietitians in Integrative and Functional Medicine (current)
Dietetic Educators of Practitioners
Nutrition Education for the Public
Sports, Cardiovascular and Wellness Nutritionists
Weight Management
Women's Health (current)

International Continence Society 2010 to present

Society of Urological Nurses 2011 to present

International Foundation of Employee Benefit Plans 2008 - 2009

National Wellness Institute 2007 - 2009

National Business Group on Health 2005 - 2009

Wellness Council of America 2005 - 2009