

ADAPAC Bi-Annual Newsletter

Winter 2011 Edition

Message from the ADAPAC Board Chair: "ADAPAC Is Ready for Action"

Dear Friends of ADAPAC:

It is my pleasure to present you with the first edition of the American Dietetic Association's Political Action Committee Bi-annual Newsletter. We, the ADAPAC Board of Directors, hope this twice-yearly publication will keep you up to date as ADA members and that you learn more about what is done to represent you in Washington, D.C.

The purpose of ADAPAC is to solicit and receive contributions to be used to make political campaign expenditures to election campaigns of candidates for political offices who have demonstrated an understanding and interest in the views and goals of ADAPAC and American Dietetic Association.

The ADAPAC Board of Directors welcomes any feedback and suggestions from ADA members. Feedback and suggestions can be e-mailed to adapac@eatright.org.

I want to express my sincere appreciation and thanks for the leadership of our 2010–2011 Chair, Lucille Beseler, MS, RD, LD, CDE. Under her leadership, the primary focus of the ADAPAC Board was to evaluate and re-organize the PAC's priorities, improve fundraising strategies and, most of all, continue to keep ADAPAC listed as one of the top PACs among other health professional political action committees. Lucille and the Board did a spectacular job in achieving all these ambitious goals. As a result, through the hard work and dedication of each board member, ADAPAC is revitalized and ready for action!

Many great outcomes resulted last year from ADAPAC's monthly board meetings. A matrix was developed to guide us through the decision-making process when we begin selecting members of Congress whose political values are aligned with ADA's priorities. I intend to implement this process to ensure ADAPAC remains a good steward of the funds entrusted to us and make strategic decisions to invest in pro-nutrition candidates.

This year, ADAPAC is ready to strengthen and continue to build relationships with key pro-nutrition legislators serving in the 112th Congress and other health coalitions. We are collaborating and taking steps towards getting nutrition provisions included in significant health legislations and regulations that will provide opportunities for dietetics practitioners, and additional funding to improve nutrition and health programs. In particular, we are currently focusing on the reauthorization of the Older American Act and 2012 Farm Bill legislations. ADAPAC is nonpartisan in our efforts when supporting candidates.

Our work must succeed if we are to ensure successful inclusion of nutrition provisions in significant legislations and regulations. When ADAPAC receives donations from generous members like you, it makes all of these important efforts possible.

Remember, constituents have a voice, too. If you have a candidate you believe should be supported by ADAPAC, please contact your state affiliate public policy coordinator, your direct resource to your state's political initiatives. Your PPC knows the proper procedures of submitting a candidate request to ADAPAC. Find your affiliate PPC by visiting the 2011/2015 Public Policy Coordinators page on ADA's website.

I am joined by a remarkable group of men and women on the ADAPAC Board. I encourage you to read each member's biography below. Each brings a unique set of skills and talent to the PAC.

I look forward to working with you this year. Together, we will make a difference in the health of Americans.

If you have ideas, suggestions or feedback, please contact me at <u>Cwolfram@skilledhc.com</u>

Regards,

Cynthia Wolfram, RD, LD Chair, 2011-2012, ADAPAC Board of Directors

Meet the 2011 ADAPAC Board of Directors



Cynthia Wolfram, RD, LD (Texas), Chair

Cindy works as the central area director of food and nutrition services for Skilled Healthcare LLC, which provides administrative services and support to 22 long term care facilities in Texas. She also represents Texas in ADA's House of Delegates. "I am excited to be a registered dietitian during this time in history and honored to serve as Chair of the ADAPAC Board."



Marty Yadrick, MS, MBA, RD, FADA (California), Vice Chair

Marty Yadrick was ADA President in 2008–09. Previously, he served ADA as treasurer, media spokesperson, member of the House of Delegates Leadership Team, chair of the Diversity Committee and chair of the Sports, Cardiovascular and Wellness Nutrition Dietetic Practice Group. He is the director of nutrition informatics at

Computrition Inc. in Los Angeles.



Lucille Beseler, MS, RD, LD, CDE (Florida), Past Chair

Lucille has 15 years of experience in dietetics-related leadership including president of the Florida Dietetic Association and chair of the Dietetics and Nutrition Practice Council for nine years. Lucille is the owner of three companies: a private practice, an outsourcing and staffing company, and a non-profit foundation

working with the underserved. She has been appointed by Congresswoman Debbie Wasserman-Schultz to South Florida's Healthcare working group.



Nancy Becker, MS, RD, LD (Oregon)

Nancy has specialized in the politics of food, food policy, cooking low on the food chain and health education for over 30 years. She has been a collaborator in numerous clinical and intervention studies about diet and lifestyle. She chairs the Oregon Nutrition Policy Alliance, the group that put forth successful legislation that

set nutrition standards for snack foods in Schools in Oregon in 2007 and statewide calorie labeling in chain restaurants in 2009. Nancy won ADA's Award for Grassroots Excellence in 2009.



Sarah Conca, MPA, RD (Massachusetts)

Sarah is a public policy research analyst for the Massachusetts Dietetic Association. Her past experiences in the nonprofit sector and a master's degree in public administration prompted her to intern at ADA's Washington office in 2008.



Lynn Edwards, RD, CD (Wisconsin)

Lynn is the past president of the Wisconsin Dietetic Association and for more than a decade has been WDA's executive coordinator. She has served in an active role with the Wisconsin Licensure Committee since 2006. She works as a consultant for Brakebush Chicken and long-term care facilities.



Teresa Nece, MS, RD, LD (Iowa)

Teresa has spent 30 years working in school food and nutrition services. She was director of the Food and Nutrition Management Department at the Des Moines, Iowa Independent Community School District for ten years. Teresa is an independent consultant and has served on the American Dietetic Association School Nutrition Services Dietetic Practice Group's Executive Committee and the Legislative and Public Policy Committee.



Brenda Richardson, MA, RD, LD, CD (Indiana)

Brenda is owner and president of Brenda Richardson Associates, Inc., and has more than 20 years of experience directing multimillion dollar food service and nutrition operations. She is a past president of the Indiana Dietetic Association, and current chair and past treasurer of the Dietetics in Health Care Communities Dietetic Practice Group. She was the recipient of Award for Grassroots Excellence in 2010.



Sister Ladonna Woerdeman, MS, RD, LD, CDE; (Iowa) LPPC ex-officio

Sister Ladonna has served as public policy coordinator for the Iowa Dietetic Association and serves on the IDA's Legislative Committee as well as ADA's Legislative and Public Policy Committee. She also serves as the LPPC liaison to the Coding and Coverage Committee. Sister Ladonna has been influential in both state and federal politics. In 2009, she attended town hall meetings in Iowa for Sen. Charles Grassley to advocate for nutrition services in the health reform bill.



Patricia Babjak, ADA Chief Executive Officer (ADA Headquarters)

Pat joined ADA in 1975 and became director of the Commission on Dietetic Registration in 1978, serving until 1998 when she became ADA's executive vice president for strategic management and governance. She was named ADA's chief executive officer in 2009 and joined the ADAPAC Board that year.



Paul Mifsud, CFO and PAC Treasurer (ADA Headquarters)

Paul has been with ADA for nine years. Previously, he worked for AT&T and its associated companies for 17 years. He joined the ADAPAC Board in October 2009.

Top 5 Highlights of ADA's 2011 Public Policy Workshop

More than 400 registered dietitians convened in Washington, D.C. to attend the American Dietetic Association's 2011 Public Policy Workshop. This year's PPW was structured differently from those of previous years.

The workshop was organized into two segments: Track A and Track B. Track A was designed to provide those members who are advanced in advocacy with additional training in policy analysis and recent updates on federal regulations and legislations. Track B was tailored to members who are new to advocacy and public policy. These members learned the importance of policy and effective advocacy skills.

In addition, Public Policy Coordinators were trained on ADA's new State Tracking Software program. This program will allow PPCs to stay current on state's regulations and legislations.

For those who missed this year's PPW, we have captured some delightful moments for you. Below are the Top 5 2011 PPW highlights.

No. 5



ADAPAC raised \$17,921.00. This is the most received at an ADA Public Policy Workshop in a non-election year.

Thank you for your generous contributions and support of ADAPAC.

No. 4



ADA members visited **Capitol Hill** and met with their Representatives and Senators face-to-face to discuss food, health and nutrition issues.

Thank you to ADA's Public Policy Coordinators and alternate PPCs who took leadership in organizing Hill visits for your state affiliate.

No. 3



The **2011 Public Policy Leadership Award** was presented to U.S. Rep Danny K. Davis (D.-Ill.). Rep. Davis has been a champion for ADA advocating on food, nutrition and health issues such as obesity, reducing health disparities in underserved communities, and implementing community health clinics in Illinois. Rep. Davis has provided congressional support for ADA's efforts to expand nutrition in Medicare; and he included ADA in the Congressional Black Caucus Foundation annual meeting by inviting ADA Director Evelyn Crayton, EdD, RD,

LD, to speak on child obesity.

Read more on Rep. Davis' legislative priorities>>

No. 2

The **2011 ADA's Award for Grassroots Excellence** was presented to Toni Kuehneman, MS, RD, LMNT. The Nebraska Dietetic Association nominated Toni and praised her dynamic leadership skills and commitment to the dietetics profession.

Toni's service to the Nebraska Dietetic Association includes volunteering in public policy leadership roles for more than ten years. Read Toni Kuehneman's bio here>>

No. 1



Sold Out! Over 100 registered dietitians attended the **2011 ADAPAC Inaugural event** held at the John F. Kennedy Center in Washington D.C. Members participated in a can't miss tour that exhibited historical artifacts, followed by a light reception.

PPW attendees met the members of the 2011 ADA Board of Directors, the Legislative and Public Policy Committee and the PAC Board of Directors.

This event was given high marks by those who attended: "This event was special. It was a pleasure to network with ADA leaders and enjoy the culture of Washington all at once."

Reasons to Come to PPW 2012

If you missed this year's PPW, then do not fret. The 2012 Public Policy Workshop will be held live in Washington, D.C. The registration date for PPW 2012 will be announced soon. Until then, start thinking about next year. Here are reasons why you should join your colleagues at the 2012 PPW.

Reason #1: 2012 is an election year! What better time to be in Washington, D.C., and make noise on Capitol Hill. The 2012 Farm Bill will be in action and so will ADA.

Reason #2: You will have the opportunity to meet and join your colleagues to learn current federal regulations and legislations. You will also have an opportunity to meet with ADA leaders to speak about the association and current health and nutrition legislation.

Reason #3: For those who are first-timers, you will have the opportunity to explore the historical monuments, memorials and museums that are located downtown in Washington, D.C.

Spotlight On...



U.S. Sen. Mark Kirk (R.-Ill.) Senator Mark Kirk was elected in 2010. During his congressional campaign he suggested support for food, nutrition and health issues by advocating for agriculture and affordable health care for all. He also has a history of working to improve access to diabetes care and supported legislation in his role in the House of Representatives.

Although Sen. Kirk has not yet shown the level of support that is desired for ADA issues, his position as one of the Senators from ADA's home state of Illinois make this relationship worth developing. He has worked with Rep. Danny Davis on bipartisan issues including ADA's letter last summer to CMS.

Learn more on Sen. Kirk's legislative priorities>>

Board Member's Corner

Why is a PAC important for registered dietitians? By Nancy Becker, MS, RD, LD

How does a member of Congress learn about issues? They can read about them. They can respond to the "issue du jour" that bubbles up because of current events, or, simply, they can listen to trusted constituents and professionals who bring issues to their attention. Congress is likely to pay closer attention to issues covered by the news media. For instance, because of the tragedy in Tucson, gun control got Congress's attention immediately, and the recent food safety legislation was enacted partly because of food poising cases reported by the media.

What about those critical issues that never makes the headlines, such as making sure that every child is served a nutritious meal at school, or that every older Americans are insured to receive nutrition services?

That is where a political action committee comes in. Not only does a PAC contribute money to candidates, but it also provides visibility to that group or organization's issues. The National Rifle Association formed a PAC to become its voice on the right to bear firearms. Through its PAC, the NRA has built a successful campaign and has a strong presence on the

Hill. This organization has now become the leader on firearms control laws. Can you imagine if every time a member of congress heard the words "food and nutrition" they thought of ADA? That is what ADAPAC can do for the profession and nutrition policy.

Through your contributions to ADAPAC, we can build up a war chest to support candidates who lean toward nutrition; and when we send our members or staff to fundraising events to discuss nutrition policy, legislators will instantly acknowledge those members and staff as food, nutrition and health experts.

We must continue to contribute and exercise ADAPAC on the Hill. Because of your support, ADAPAC will keep our Association the world's largest and most-respected organization in food, nutrition and health.

A letter from the 2011 LPPC Chair



Dear Fellow ADA Members:

I am honored to serve as the chair of ADA's Legislative and Public Policy Committee. The primary purpose of LPPC is to guide the legislative and policy work that is developed by ADA's Policy Initiatives and Advocacy team headed in Washington, D.C. With the ADAPAC Board, the LPPC is excited about this year.

After re-evaluating ADA's legislative priority issues, we have decided to do something a little different this year. LPPC will focus more on federal and state health regulations, which allow us to continue building relationships and work closer with key government agencies and legislators in getting more opportunities for dietetic professionals. We have contracts with experts and created workgroups to conduct research and update the Committee on significant health regulations, particularly on therapeutic diet order regulations and Medicare/Medicaid coding and coverage. These issues have been on the Committee's radar to enhance working conditions, especially of dietetics professionals who practice in clinical/hospital settings. And we continue to strategize on how to advance ADA's advocacy and policy efforts across the states.

If you attended this year's PPW, you are aware that ADA has begun its work on the Older American Act Reauthorization and the 2012 Farm Bill. ADA has been in contact with key legislators who will play a significant role. ADA has a seat at the table! We have been invited to participate in political discussions on successful advocacy efforts with other health organizations and coalitions to get key nutrition legislations passed.

I echo my ADAPAC colleagues when I say ADA is ready for action! Please visit the Legislative and Public Policy Committee's section on <u>ADA's website</u>. You will learn more about the Committee's goal and objectives and ADA's public policy priority areas.

If you have questions or suggestions, e-mail to govaffairs@eatright.org.

I look forward to working with you this year!

Warmest regards,

Sister Ladonna Woerdeman, MS, RD, LD, CDE 2011 Chair, Legislative and Public Policy Committee

In Honor of Mary Lou South - Founder of ADAPAC



As ADAPAC celebrates its 20th birthday, we also mourn the loss last summer of our founder, friend and visionary, Mary Lou South, MA, RD. It was during her presidency of the American Dietetic Association in 1980-81 that Mary Lou had the foresight to establish the only PAC dedicated to nutrition. The creation of a PAC was not an easy task, but with the interest of the organization and the significance of a PAC, our leaders forged a new path that has led to immense opportunities for

ADA.

Why did Mary Lou start a PAC? She and the other ADA leaders knew then that a PAC would enhance and strengthen the voice of nutrition in the political and legislative process—a key consideration for the future of dietetics. It provided a way for members of the ADA to participate and engage in the political process that shapes nutrition including jobs, programs, services and coverage.

Mary Lou knew that ADA could help elect candidates and officials that agree with ADA's vision of optimizing the health of the nation through food and nutrition. She also realized that registered dietitians were the perfect constituents to educate legislators on nutrition issues because of not only their knowledge and expertise, but also their unmatched passion for nutrition and its potential to change lives. Most importantly, Mary Lou was able to see that, if registered dietitians and dietetic technicians did not stand up for nutrition in this country, who would?

As it turns out, the 112th Congress will include legislation that was of great importance to Mary Lou who stressed the importance of good nutrition for elderly people throughout her successful career in the long-term care arena – the reauthorization of the Older American Act.

We have come a long way in the past twenty years as an organization and as a PAC. Mary Lou South's commitment to nutrition and the ADA lives on through the legacy she leaves behind. We are proud to march on, and "Carry the Flame" she so proudly lit.

The ADAPAC is celebrating the life of Mary Lou South and her establishment of the PAC with a call for contributions in her honor. Your donation will help ADA continue our relationships with key elected officials who will help address the nutrition needs of our nation's elderly. Visit the <u>ADAPAC Website</u> today, and join me in celebrating 20 years of PAC success and the life of Mary Lou South.

Jeanne Blankenship, MS, RD Vice President, Policy Initiatives and Advocacy American Dietetic Association

Thank you for your contribution

The ADAPAC Board of Directors thanks ADAPAC contributors. If you have made a donation early this year, go to the <u>ADAPAC website</u>, select the link: "View recent donor list," and find your name. A complete list will be available in the next edition of the PAC newsletter and at FNCE.

The PAC top donors — Thank you for believing in the PAC!

ADAPAC TOP DONORS

Champions

A contribution of \$1,000 or more

Patricia Babjak, IL Jeanne Blankenship, DC Carolyn Breeding, KY Teresa Nece, IA Marty Yadrick, CA Cynthia Wolfram, TX

ADAPAC Eagles

A contribution of \$500-\$999

Nancy Becker, OR Nancy Lewis, NE Helen Lodge, WV Paul Mifsud, IL

President's Circle

A contribution of \$250 **–**\$499

Karen Bellesky, MD Lucille Beseler, FL Christina Biesemeier, TN Patricia McKnight, OH Brenda Richardson, IN Sister Ladonna Woerdeman, IA

Stay Tuned for ADAPAC Upcoming Events and Next Featured Items

- The 2011 Food Nutrition Conference Expo will be held in San Diego, Calif., September 24–27. Learn more>>
- Registration dates and hotel information for PPW 2012 are scheduled to be posted in September. <u>View 2011 PPW highlights>></u>
- Look for the PAC competition among the states in the next edition of the ADAPAC newsletter. Learn the total contribution received from your state affiliate.
- You can request to attend a local fundraising event. To learn how to request an attendance to a local fundraising event, contact either your state Public Policy Coordinator or Charmaine Jones at cjones@eatright.org. All attendance must be approved by the ADAPAC Board of Directors.

Editor's Note:

This is the first edition of the ADAPAC Bi-Annual Newsletter for this year; the next publication will be available in July 2011. Receive the latest public policy news at the <u>ADAPAC website</u> or through ADA's <u>Eat Right Weekly</u> newsletter.

Links of Interest:

- <u>Donate today!</u>
- Who has ADAPAC given to since January 2010?
- Public Policy Workshop
- <u>U.S. House of Representatives</u>
- U.S. Senate
- Center for Responsible Politics