



Wolf Rinke Associates, Inc.

READ AND GROW RICH

The eNewsletter for Savvy Nutrition Professionals

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Endorsement for Donna Martin, EdS, RDN, LD, SNS, FAND, candidate for President-Elect of the Academy of Nutrition and Dietetics



Having firsthand knowledge of Donna's leadership skills I am pleased to support her 2016 candidacy for this critical leadership position, and would like to ask that you support her too.

You can learn more about Donna's skills, expertise, platform and her vision for the future of the Academy at www.donnamartinrdn.com/, and please vote for her when the Academy election website opens on February 1.

You can further support Donna's campaign by:

--Liking her on Facebook at www.facebook.com/donnamartinforpresidentelected.

--Following her on Twitter at @donna_martin_rdn.

--Encouraging your Academy friends/colleagues to vote beginning February 1st.

Please follow the #eatrightPRO National Campaign and Social Media Guidelines at

<http://www.eatrightpro.org/resource/leadership/nominations-and-elections/elections-process/national-campaign-and-social-media-guidelines>.

Thanks in advance for supporting Donna. She would love to hear your suggestions or comments before, during or after the election - you can reach her at donnasmartinforpresidentelected@gmail.com

INSIGHT BREAK

"You only live once...but if you work it right, once is enough."

--Joe E. Lewis

1. NEW CPE PROGRAM--HOT OFF THE PRESS

The Blue Zones Solution: Eating and Living Like the World's Healthiest People. Book by D. Buettner, Study Guide by S. B. March, MS, RDN, LDN, CDE; C272, 20 CPEUs, \$149.95. (Book, 319 pgs. and study guide, 25 pgs.) This groundbreaking CPE program reveals how to transform your client's health using smart eating and lifestyle habits gleaned from new research on the diets, eating habits, and lifestyle practices of the communities with the world's longest-lived, and healthiest, people. You too can apply what the author has learned from launching the largest preventive health care project in the United States. Upon completion of this CPE program you will be better able to:

- Integrate outcomes research to plan programs that help clients achieve healthier nutrition, lifestyles and longevity.
- Utilize proven lifestyle evaluation tools to assess pre- and post-program participant's or client behaviors and health status.
- Recommend "best" and "worst" foods for promoting health and longevity.
- Identify health benefits, recommended servings and the healthiest varieties of various foods such as meat, fish, eggs, nuts, bread, and plant-based foods.
- Assist clients in identifying barriers to change, and formulating positive social relationships linked to improved health.

To order and/or for more information and customer comments, [click here](#).

Approved/Accepted by CDR, CBDM, NCBDE

For RDNs/RDs & NDTRs/DTRs:

Suggested Learning Need Codes for the Prof. Dev. Portfolio: 3000, 4000, 4010, 4040.

Suggested Performance Indicators for the Prof. Dev. Portfolio: 8.4.1, 10.2.1, 12.2.1, 12.4.2.

To order and/or for more information and customer comments, [click here](#).

Reminder: Meet your 5 year ethics requirement with our FREE Ethics CPE program, C237E, 2 CPEUs. Developed in collaboration with CDR. Free with purchase of any CPE program, [available in electronic format only!](#) For more information and customer comments, [click here](#).

2. NUTRITION NEWS YOU CAN USE

A Mediterranean Diet May Reduce the Risk of Breast Cancer

This study of >4000 Spanish women is the first randomized trial that found an effect of a long-term dietary intervention on breast cancer. After 5 years, the group that consumed a Mediterranean diet plus extra virgin olive oil had a 62% lower risk of breast cancer, while the Mediterranean diet plus nuts group experienced a 38% lower risk compared to the control group. The researchers concluded: "Results suggest a beneficial effect of a Mediterranean diet supplemented with extra-virgin olive oil in the primary prevention of breast cancer."

ACTION STEPS: To help your patients lower their risk for breast cancer, enter the keywords "Breast cancer Mediterranean diet" in the search field at www.easyCPEcredits.com and find 48 different CPE programs addressing related topics, including our latest *The Blue Zones Solution: Eating and Living Like the World's Healthiest People*, C272, 20 CPEUs,

<http://www.wolfrinke.com/CEFILES/C272CPEcourse.html>. (See "New CPE Program-Hot Off the Press" above.)

Source: Toldeo, E. et al, Mediterranean Diet and Invasive Breast Cancer Risk Among Women at High Cardiovascular Risk in the PREDIMED Trial: A Randomized Clinical Trial, *JAMA Intern Med.* 2015

3. HOW TO SAVE UP TO 16% ON CPEUs

To save up to 16% on all of our easy to use, high quality CPE programs go to www.easyCPEcredits.com to get the coupon code.

Now you can save even more by ordering e-courses at
<http://www.wolfrinke.com/CEFILES/ecourses.htm>

Coupons expire 5/20/16.

4. HOW TO BENEFIT FROM NOT WINNING THE POWERBALL JACKPOT

by Wolf J. Rinke, PhD, RDN, CSP

So you lost too? Time to get depressed, right? WRONG. A better way is to look at the loss as lessons learned.

First lesson: don't play the Powerball. It is a sucker game. The odds of winning are so minuscule that you would be much better off to put whatever you were going to play into a savings account, and then invest it conservatively. If you do that religiously you may just be financially independent when it comes time to retire. But you already knew that, right? (I know it, and never play the Powerball, except this time. Why? Because everyone else was doing it.) A bad decision! What you want to do instead, is to look at whatever everyone else is doing, and do something *different*.

The second (less obvious) lesson: review the conversations you had with yourself, your friends and loved ones regarding how you were planning to change your life upon winning the Powerball jackpot; for example "I will quit my job and pursue my dreams." Then ask yourself, why are you not doing it anyway? And the answer probably is because of *fear!* Here are six specific strategies you can use to help you get rid of fear so that you can start pursuing your dreams without ever having to win the Powerball jackpot.

1. Acknowledge It

Acknowledging that fear of failure is normal, allows us to see ourselves as typical human beings instead of "chickens." It provides us with the mechanism for getting off our case. For most of us, we are the ones who hold us back more than anything or anyone else. Some time ago I shared a taxi with a young man on my way from Chicago's O'Hare airport to downtown Chicago. He told me that he worked for CBS and was on his way to make a big presentation to the CBS board of directors. When I told him that I was a professional speaker he got excited. He immediately began to quiz me on how he could be a more effective presenter for this big meeting he had coming up. I asked him what he wanted to improve. After some prodding, he told me he wanted to be less nervous. I asked him why he wanted to do that. When he gave me a funny look that said: Wonder what kind of professional speaker this guy is? I explained that speakers who are *not* nervous are terrible speakers because they are deadly. I assured him that being nervous is a benefit, provided the nervous energy is channeled in the right direction. After coaching him, I left him with a thought that he eagerly wrote down: "Every speaker has butterflies. Excellent speakers make the butterflies fly in formation." One week later he sent me a note together with an order for one of my books and audio program. In his note he told me that he had made his butterflies fly in formation and that he had made the best presentation of his life. (If you'd like help with this read *Knock'em Alive Presentation Skills: How to Make an Effective Presentation for 1 or 1,000*, 2nd Edition, [C208], 20 CPEUs, available at <http://www.wolfrinke.com/CEFILES/C208CPEcourse.htm>.

2. Ignore Others

I have found over the years that the minute I announce an innovative idea, a new business venture, a

great idea for an outing, or anything else that is different, there are innumerable people who tell me that it won't work, is not feasible, or is too risky. The naysayer song goes on and on. If you have worked in any traditional organization or bureaucracy, I know that you too have heard that song many times. That type of advice used to slow me down. It made me cautious, made me rethink my original thoughts, caused me to worry, and led me to focus on all the reasons why something could *not* work, dissipating my energy to the point that I could no longer see all the reasons why it *could* work. Before I knew it, I gave up on what might have been a million-dollar idea.

Not anymore. I have developed a simple but powerful strategy to silence the naysayers by saying: "I appreciate your concern. Have you done this before?" If the answer is no, I thank them for their interest and *ignore* the advice. On the other hand, if the answer is "yes" I listen attentively so that I can learn from their mistakes. I firmly believe that only the people who have taken the journey and who have experienced the risks are able to provide you with meaningful advice. Most of the others want to be sure that you remain one level below them so that they can feel OK. After all, it might lower their self-esteem, if you succeed too much.

3. Do the Thing You Fear and the Death of Fear Is Certain

Think about what you fear the most, and do it. Probably the biggest confidence builder in your life is to do the thing you fear. It may be quitting your current job, jumping out of an airplane (do put on a parachute first, and, while you are at it, get some decent instructions too), living in the wilderness, scuba diving, or giving a speech. Do your homework, get yourself mentally and physically conditioned, and break the task into small, doable steps so that you can benefit from the principle of incremental success. For example, tightrope walkers start low to the ground. After they have mastered it at that height, they go up a little bit at a time. When they get dangerously high, they add a safety net. Only after they have mastered the task to the point that they could do it in their sleep do they remove the safety net. After experiencing incremental successes at whatever you are afraid of, you will be able to do it, and will no longer be afraid of it. Most importantly, it will empower you and put you in charge of your life, providing you with the confidence of a supremely successful human being.

4. Conduct a Worst-Case Analysis

Whenever I am presented with a challenge that scares me, I ask myself, "What is the worst thing that can possibly happen?" After I identify that, I ask myself, "Can you live with that?" If the answer is yes, I forget the worst case, visualize myself succeeding, and go for it. If that still does not satisfy you, do a basic Ben Franklin decision making analysis. (Actually Plato came up with it first.) For each option, list the "Pros" and "Cons." Now pick the option that has the greatest number of Pros and the fewest Cons, and go for it with gusto. (For other useful decision making strategies go to http://en.wikipedia.org/wiki/Decision_making.)

5. Replace Fear with Desire

All of us are motivated by two very powerful human emotions: fear and desire. Both are extremely powerful and both work equally well, although in opposite directions. To overcome fear, we must recognize that the human mind can only hold one major thought at a time. To take advantage of this phenomenon, we must get in the habit of substituting desire for fear when we speak to ourselves and to others. Instead of programming our mind with the things we do not want to have happen we must use the same creative energy to tell ourselves what it is that we want to have happen. Telling ourselves what we want should be supplemented with visualizing what we desire in clear, vivid, dramatic pictures. Once you have formulated that picture in your mind, you should think of all the positive consequences associated with succeeding. That way you will be focusing on the rewards of success instead of the penalties of failure.

6. PIN it

The PIN technique will help you focus on the positive instead of the negative, see the opportunity instead of the risks, and generally minimize "stinking thinking." Internalizing and consistently applying the PIN technique has enabled me to transform myself from a pessimist into an eternal optimist. The PIN technique consists of a three-step mental process: first focus on what is positive (*P*), then on what is interesting or innovative (*I*), and last on what is negative (*N*). By PINing it, instead of NIPing it, you will provide yourself with the ability to focus your vast mental energies on positive thoughts instead of squandering them on negative and nonproductive ideas. NIPing it closes the proverbial mental shade whereas PINing it allows you to go beyond your customary response pattern and lets you see the hidden opportunities and focus on desire instead of fear. And you will be so busy chasing your dreams that you will no longer have any desire to waste your hard-earned money on Powerball.

Source: To help you achieve your dreams devour *Goals: Your Road Map to Success* (C256) approved for 5 CPEUs, available at <http://www.wolfrinke.com/CEFILES/C256CPEcourse.html>.

5. HUMOR BREAK

According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that seem right? That means to the average person, if you have to go to a funeral, you're better off in the casket than doing the eulogy.

--Jerry Seinfeld

6. ABOUT THE EDITOR



Dr. Wolf J. Rinke, RDN, CSP, is the president of Wolf Rinke Associates, Inc.--an accredited provider of easy to use pre-approved CPE self-study programs for nutrition professionals since 1990, available at <http://www.easyCPEcredits.com>.

If you have questions, or would like him to address a specific issue or topic in this eNewsletter please e-mail him at WolfRinke@aol.com.

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