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### READ AND GROW RICH

The eNewsletter for Savvy Nutrition Professionals  
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Feel free to forward this eNewsletter to other Nutrition Professionals.  
To get your own FREE subscription go to the end of this eNL.

**Wishing YOU a happy, healthy and prosperous New Year!**

*All of us at Wolf Rinke Associates Inc./[www.easycpecredits.com](http://www.easycpecredits.com) thank you for your business, loyalty & support in 2016. Looking forward to serving you in 2017!*

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### INSIGHT BREAK

*"A positive mental attitude and a good sense of humor are not just important, they are vital to success in business and in life."*

-Kurt Kilpatrick

Source: *Make it a Winning Life* Perpetual Calendar,  
<http://www.wolfrinke.com/calendar.html>. (See the special offer in section 5 below.)

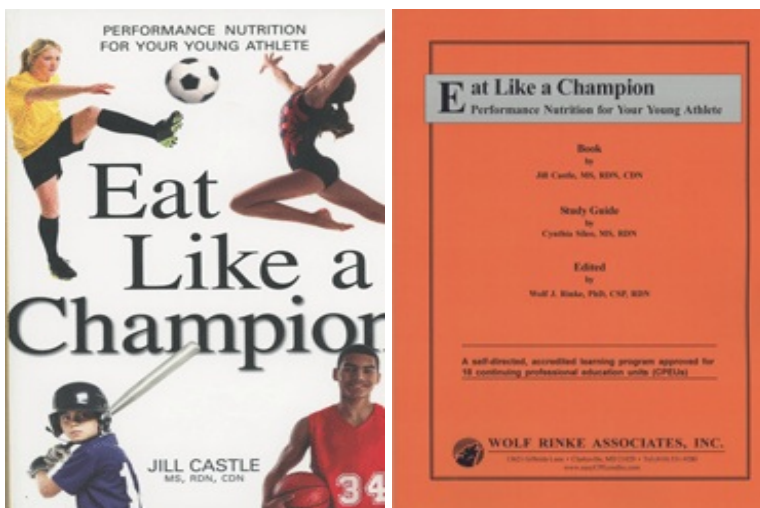
## 1. NEW CPE PROGRAM--HOT OFF THE PRESS

### **Eat Like a Champion: Performance Nutrition for Your Young Athlete**

Book by Jill Castle, MS, RDN, CDN

Study Guide by Cynthia Sileo, MS, RDN

Edited by Wolf J. Rinke, PhD, CSP, RDN



C285	18 CPEUs	HARD COPY	\$144.95 <b>NEW</b>	<a href="#">Add to Cart</a>
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**A complete nutrition plan to help young athletes (8-18) hone their focus, gain strength and muscle, overcome fatigue, and improve their performance. More specifically you will learn how to:**

- Evaluate the nutritional needs of young athletes based upon their gender, age, pubertal stage and sport.
- Communicate nutrition messages to motivate young athletes.
- Recommend dietary regimens that will fuel and hydrate young athletes during practices and competitions.
- Apply knowledge of macro and micronutrients to determine if potential deficiencies exist.
- Recommend dietary changes to correct any deficiencies or suboptimal eating habits.
- Evaluate young athletes for potential eating disorders.
- Apply knowledge of dietary supplements to discuss efficacy and potential risks of use.
- Propose ways to improve snacks offered during practices, competitions and at concession stands.
- Discuss healthy eating practices when dining away from home.
- Apply knowledge of popular diets to recommend changes or discontinuation.
- Propose meal ideas for when preparation time is limited.
- Recommend dietary regimens for young athletes with diabetes.

For more information and customer comments, [click here](#).

Approved/Accepted by [CDR](#), [CBDM](#), [NCBDE](#)

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. EXCLUSIVE EARLY ACCESS TO OUR NEW COUPONS-ONLY FOR NEWSLETTER READERS-NOT ON OUR WEBSITE YET!

Save 5% on orders over \$200\*  
plus get FREE Shipping (USA only)  
Coupon Code: 5%WINTER2017

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Save 10% on orders over \$350\*  
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## 3. NUTRITION NEWS YOU CAN USE

### ***Consumption of diet sodas do not appear to increase the risk of diabetes***

This study of 1,685 middle aged adults (average 52 years) found that those who regularly consumed one can of sugar-sweetened beverages (SSBs) a day were 46% more likely to develop elevated blood sugar levels than those who rarely or never drank SSBs. However intake of diet sodas was *not* associated with elevated levels of blood sugar or insulin resistance.

**ACTION STEPS:** To help your patients avoid or manage diabetes, enter the keywords "diabetes" in the search field at [www.easyCPEcredits.com](http://www.easyCPEcredits.com) and find six different CPE programs addressing this topic, including our best-selling *Medical Nutrition Therapy for Diabetes Mellitus, 7th Edition*, by M.J. Franz, MS, RD, LD, CDE, C249 (or the electronic edition C249E), 18 CPEUs, <http://www.wolfrinke.com/CEFILES/C249CPEcourse.html>.

Source: Ma, Jiantao et al. Sugar-Sweetened Beverage but Not Diet Soda Consumption Is Positively Associated with Progression of Insulin Resistance and Prediabetes, *J. Nutr.* jn234047; first published online November 9, 2016, <http://jn.nutrition.org/content/early/2016/11/09/jn.116.234047.full.pdf+html>

## 4. HOW TO MAINTAIN A POSITIVE ATTITUDE--PART II

By Wolf J. Rinke, PhD, RDN, CSP

In the November eNL [click here](#) I described the following strategies to help you maintain a positive attitude:

- \* Start your day softly.
- \* Start slowly.
- \* Focus on the good stuff.
- \* Take advantage of the "throne."
- \* Start positively.
- \* Exercise.
- \* Make yourself laugh
- \* Make the most of your commute
- \* Give love.

Once you get your day started be sure to:

### **\* Use positive greetings.**

Take advantage of the "fact" that many people want to know how you're doing. They do, don't they? Why else would they say, "How are you?" (Are you chuckling, or are you taking me too seriously?) Right, that's merely a rhetorical question. However, how you respond is very important. Do you answer on autopilot with "Fine"? Or worse, do

you reply with: "Not too bad" or "It could be worse"? Or do you forget that it is a rhetorical question, and proceed to tell the other person everything she didn't really want to know? Instead, make it a habit to answer in a positive fashion with "Great!", "Fantastic!", "Excellent!" or on days when you don't feel quite as positive, with "Good, and I'm getting better!" This strategy will send a positive affirmation to your subconscious and reinforce the positive programming you started in the morning. Because your subconscious is unable to tell fact from fiction, it will accept everything you send it as if it were true. Therefore you are creating your own positive "reality." Also be sure to say farewell in a positive fashion. Instead of using the worn out phrase "Have a good day," remind yourself and others that they are in charge of their lives, by saying: "MAKE it a great day!"

\* **Smile.** Find something positive to say to everyone you care about and don't forget to smile. Somehow at the end of the day you will feel much better about the human race, your profession and most importantly about yourself. Why? Because whatever you give is what you get!

\* **Have fun.** Make a decision throughout the day that no matter how tough things get, you expect to have fun, because *if it's fun it will get done!*

\* **Transform your thoughts.** Any time a negative thought, anger, jealousy or sadness creeps into your mind, substitute something positive in its place. When you think positively, work seems much easier and enjoyable, and you will be much more energized and encouraged. You also make a better impression on your clients, co-workers and even your boss, which encourages them to think more favorably of you, which comes in handy when your boss has to select someone to promote or lay off. Plus when you think more positively about others, you build stronger and more productive relationships—leading to greater success and satisfaction at work and at home.

Choose to consistently focus on the positive and you will live a happier, healthier and maybe even wealthier life, even during tough times.

If you like more in depth help read my *Develop a Positive Attitude: Live a Healthier and More Productive Life* CPE program. It is approved for 10 CPEUs and is available on SALE at <http://www.wolfrinke.com/CEFILES/C230CPEcourse.html>.

Here is what one customer had to say about this powerful CPE program:  
"I found the study guide extremely helpful. It was exactly what I needed after having 2 children to get me thinking again about my career in dietetics. Thank you"  
—Amanda Nanks, RD

## 5. AN INEXPENSIVE WAY FOR 4 PEOPLE TO MAKE IT A GREAT NEW YEAR

**Tis the season for gift giving,  
These calendars improve one's living!!  
Motivation throughout the year,  
Order these and spread the cheer!!  
Don't be left out in the cold,  
Order these for young and old!!  
Remember it's fun to share the wealth,  
But be sure to keep one for yourself!!**



This wonderful desk calendar provides words of motivation and wisdom every day of the year! PLUS easy to apply action steps to help make the message a reality! Best of all, at the end of the year, turn it over and use it again, and again.

\*\*\*\*\*4 Calendars for ONLY \$26.00 +S/H\*\*\*\*\*  
\*\*\*\*\*Regular Price \$51.80 \*\*\*\*\*

You risk absolutely nothing! If for any reason the calendars are not everything you expected, send them back to me and I will give you your money back. No questions asked! [Click here](#) to order.

## 6. HUMOR BREAK

*After Xmas poem* (Provided to me by Linda S. Eck Mills, MBA, RDN, LDN, FADA)

T'was the month after Christmas, and all through the house  
Nothing would fit me, not even a blouse.

The cookies I'd nibbled, the eggnog I'd taste  
At the holiday parties had gone to my waist.

When I got on the scale there arose such a number!

When I walked to the store (less a walk than a lumber),

I'd remember the marvelous meals I'd prepared,  
The gravies and sauces and beef nicely rared.

The wine and the rum balls, the bread and the cheese,  
And the way that I'd *not* said "No thank you, please."

As I dressed myself in my husband's old shirt

And prepared once again to do battle with dirt,

I said to myself, as I only can,

"You can't spend a winter disguised as a man!"

So away with the last of the sour cream dip.

Get rid of the fruitcake, every cracker and chip.

Every last bit of food that I like must be banished

'Till all the additional ounces have vanished.

I won't have a cookie, not even a lick.

I'll want only to chew on a long celery stick.

I won't have hot biscuits, or corn bread or pie.

I'll munch on a carrot and quietly cry.

I'm hungry, I'm lonesome, and life is a bore,

But isn't that just what January's for?

Unable to giggle, no longer a riot.

*Happy New Year to all and to all a good diet!*

Source: <http://www.creativeyouthideas.com/resources/humor/twas-the-month-after-christmas/>

## 7. ABOUT THE EDITOR


Dr. Wolf J. Rinke, RDN, CSP is the president of Wolf Rinke Associates—an accredited provider of easy to use CPE home study programs for nutrition professionals since 1990, available at [www.easyCPEcredits.com](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](mailto:WolfRinke@aol.com).

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## 8. PRIVACY STATEMENT AND SUBSCRIPTION INFORMATION

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