



Wolf Rinke Associates, Inc.

## READ AND GROW RICH

The eNewsletter for Savvy Nutrition Professionals

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<http://www.easyCPEcredits.com>

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

Feel free to forward this eNewsletter to other Nutrition Professionals.

To get your own FREE subscription go to the end of this eNL.

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### **INSIGHT BREAK**

"You don't have a winning life; you *make* it a winning life."

--Wolf J. Rinke, *Make it a Winning Life* perpetual desk calendar. Get it FREE below.

### **PERSONAL INTERVIEW WITH DR. BEN CARSON**

For my popular book *Make It a Winning Life* I had the privilege to interview Dr. Carson. So if you want to get an insight into his thinking before he became really famous, read Chapter 6 of my book. BTW: The book, and the perpetual desk calendar (\$12.95 value) which you can get absolutely **FREE** with this special offer, makes a great present for someone who wants to succeed faster in 2016. So just click here and help someone get the New Year started on the right foot. Just [click here](#).

*DISCLAIMER: This is not an endorsement of Dr. Ben Carson. You can learn about Dr. Carson and five other very successful individuals, and what each of them did to overcome massive obstacles in my *Make It a Winning Life* book.*

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

***The Ultimate Guide to Sugars & Sweeteners: Discover the Taste, Use, Nutrition, Science, and Lore of Everything from Agave Nectar to Xylitol,***

Book by A. Barclay, PhD, P. Sandall, and C. Shwide-Slavin, MS, RD; Study Guide by S. B. March, MS, RDN; C270, 26 CPEUs, \$174.95.

(Book, 279 pgs and study guide, 26 pgs.) This unique CPE program features more than 180 alphabetical entries, including the familiar (table sugar, honey), the controversial (aspartame, high-fructose corn syrup), the hyped (coconut sugar, monk fruit sweetener), and the unfamiliar (Chinese rock sugar, isomaltulose). You will discover:

- What's the best pick for patients watching their weight, blood sugar, or environmental impact.
- Which are superfoods, which are toxic.
- Which perform well in baking and other applications.
- What's their Glycemic index, plus much more.

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: 2000, 5370, 8000, 8100

Suggested Performance Indicators for the Prof. Dev. Portfolio: 8.1.2, 8.4.3, 11.2.7, 13.2 .3

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. DOES YOUR WALLET NEED A BREAK FROM HOLIDAY SPENDING-SEE OUR PROGRAMS ON SALE IN OUR BARGAIN CORNER

To see our significantly discounted programs on sale go to our [bargain corner](#). **Remember-Free Shipping on orders over \$200** (usually just 2 courses).

For our tech savvy customers; save time and even more money (off our full price programs) by ordering electronic programs at <http://www.wolfrinke.com/CEFILES/ecourses.htm> or by [clicking here](#). (E-courses available for download immediately upon placing your order).

## 3 . NUTRITION NEWS YOU CAN USE

### *Sweetened Beverages Appear to Increase the Risk of Heart Failure*

Research has demonstrated that consumption of sweetened beverages may lead to weight gain, diabetes, high blood pressure, heart disease and stroke. In addition, this study of 42,400 middle aged men found that men who reported drinking at least two sweetened beverages per day were 23% more likely to have developed heart failure compared to those who did not drink any sweetened beverages.

ACTION STEPS: To help your patients maintain their heart health, enter the keywords "heart health sugar" in the search field at [www.easyCPEcredits.com](http://www.easyCPEcredits.com) and find five different CPE programs addressing this topic, including our latest *The Ultimate Guide to Sugars & Sweeteners*, C270, 26 CPEUs, <http://www.wolfrinke.com/CEFILES/C270CPEcourse.html>. (See "New CPE Program-Hot Off the Press" above.)

Source: I Rahman, A Wolk, and SC Larsson, The relationship between sweetened beverage consumption and risk of heart failure in men, *Heart* 2015;101:1961-1965 doi:10.1136/heartjnl-2015-307542, <http://heart.bmj.com/content/101/24/1961.abstract?sid=8a4db921-12d4-47d0-aca1-5a5bf09c773b>

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

**The holiday's are almost over; we've eatin' more than we should  
and given what we could,  
But there is one more reason  
to give this holiday season.**

**These perpetual calendars improve one's living  
as they are the gift that keeps on giving.  
They give motivation and cheer throughout the New Year,  
to friends and family who are far & near.  
These calendars can help you achieve your New Years resolutions  
and help motivate you through your evolution.  
Whether your goals are to improve yourself or to better your health,  
follow the action steps inside and you might also increase your wealth.  
This special 4 calendar offer lets you give one to yourself & three others,  
your co-workers, friends, sisters, and brothers,  
but most important...don't forget your mother.**



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.

## **5. THREE POWERFUL STRATEGIES TO BEAT THE WINTER BLUES**

by Wolf J. Rinke, PhD, RD, CSP

According to federal data reported in the Wall Street Journal one in four American adults who visit their primary-care physician suffer from a mental health problem. And I suspect that those findings may even be worse in the winter. So here is what you can do to beat the winter blues:

Start Each Day with an Attitude of Gratitude

No matter how badly things may be going during these winter months, focus on what you have left, not what you have lost. One way to do this is to draw a line down the middle of a piece of paper. Label the left column "What's gone," and the right "What's left." Fill in both columns. Even though things may be tough, you will typically find much you can be thankful for. Now use your mental energy to develop an attitude of gratitude by focusing on all you have left. I start this process every morning shortly after I get up while I sit on the "throne." Let me ask, what do you do while sitting on the throne? On second thought, let's not go there. (I'm hoping that you are smiling.) Here is what I do that enables me to start every day with an attitude of gratitude.

--First, I'm thankful that I'm married to Marcela my *Superwoman*. I'm often asked why I call her my Superwoman. One reason is that she is responsible for 85% of my success. Without her I would never have gotten to where I am today. After all she is an incredible business partner who keeps me straight financially, and has always loved me unconditionally.

--Typically the second thing I'm thankful for is the privilege of being a father to two wonderful daughters and the grandfather to two awesome granddaughters.

--Thirdly I'm grateful for the privilege of being able to impact you in a positive way. (You are reading this, aren't you?) After all, there is nothing more gratifying than being in the business of helping other people-that's why it's one of the keys to beating the blues.

After getting your day started with an attitude of gratitude, you are going to face many negatives, starting with the news which tells you all the things that are *wrong* in the world. The media's operating slogan is "if it bleeds it leads". The problem with this is that we are repeatedly exposed to this negative stuff, and begin to believe that's how life is; forgetting that whatever gets reported in the media represents the *exception*. Otherwise it wouldn't even be in the media. So do what I do. For the newspaper, electronic or hard-copy, skim the headlines-you can't be out of touch. Read only those parts that are of specific interest to you. Skim the rest. For TV, I don't watch the local news, except the weather. Have you ever *really* listened to the local news? Over 85 percent has to do with bad stuff-shootings, killings, beatings, fires etc. So turn *off* the local news. Instead do what Superwoman and I do. Record the national news-that way you don't have to watch the commercials-and then watch it at a convenient time sometime in the evening, but not right before going to bed, to avoid programming your mind with negative stuff.

#### Master the *PIN* technique

The PIN technique is a powerful way to reframe your perceptions and turn negatives into positives. Here is how it works. When you are confronted with anyone or anything that would cause you to react negatively, PIN it.

For example, your daughter brings home a new boyfriend with rings in all the wrong places. Or your team member says: "Boss, you know how morale has gone down the tube, let's close up shop and go on a cruise for a week." Instead of NIPing "weird" ideas, focus your mental energy on PINing them by focusing first on the:

--P-the Positive. Ask yourself what's positive about your daughter's boyfriend-for example, he may be very kind and courteous. After you've done that in your mind's eye, evaluate the...

--I-the Interesting or Innovative. Ask what could be interesting or innovative about closing the office for a week to go on a cruise, such as "She seems interested in helping making things better." And once you've evaluated that, and only after you've exhausted all the P's and I's, ask yourself, what is the down side, the...

--N-the Negative. Because in life nothing ever goes one way, there is Ying and Yang, health and sickness, life and death, high real estate market and low real estate market...and if you want to beat the blues you must evaluate both the upside and downside of everything. However, NIPing ideas is like closing the proverbial shade which prevents you from seeing all the positive stuff that is all around you.

#### Take advantage of every "Moment of Truth"

When people meet for the first time they typically greet you with, "How are you?" Let me ask, do they really want to know? Of course not! It's just a figure of speech. In fact, 97% of the people you meet

don't care how you're doing, and the other 3% are just glad that you are worse off than they are. (Are you smiling?) However, how you respond to that rhetorical question will determine your attitude, because your response will program your subconscious. And your subconscious can't tell right from wrong. It's like working on your word processor with the spell checker turned off. It doesn't ever say: "Hey, what's that word? I've never seen that before." Instead, it accepts everything as if it were reality. And your subconscious works just like that. It simply can't tell right from wrong, fiction from fact or reality from imagination.

To take advantage of this phenomenon you want to get in the habit of programming your subconscious with positive messages so it can work for you, instead of against you. Here is how: When someone asks, how you're doing, consider that your moment of truth and answer with a minimum response, which is a five-letter word that starts with a "G" and ends with a "T". What's the word? The word is **GRRREAT!** The trick is you've got to say it as *if you really* mean it. At this point you might be saying: "What if I don't feel great; answering 'great' is telling a lie, or at least a fib."

No, it's not. You're just telling the truth in advance. If you don't feel great and you respond over and over again with **GRRREAT!** your subconscious says, "Hey what do I know, maybe she is doing great!" And before you know it, your subconscious has created a more positive reality for you.

This is a powerful technique that single handedly can beat the winter blues in your family or organization forever. You see, this positive stuff is contagious, and spreads like a virus. Except this virus, according to research conducted by Professor Marti Seligman, cranks up your immune system and keeps you, and everyone around you, healthy.

Source: Excerpted from *Beat the Blues: How to Manage Stress and Balance Your Life*, 2<sup>nd</sup> Edition, W. J. Rinke, PhD, RDN, CSP, C242, 28 CPEUs, <http://www.wolfrinke.com/CEFILES/C242CPEcourse.html>.

## 6. HUMOR BREAK

There are some folks who just can't stand people who are always positive. Like these friends who couldn't stand Jim because of his incredibly positive attitude. No matter what went wrong Jim always answered with, "It could have been worse."

So his friends decided to play a trick on Jim-to fix this irritating habit once and for all. The next time they got together Jim asked why Frank was absent. His buddies told him the terrible news: "Frank came home last night and found his wife in bed with another man. He was so distraught that he shot them both and then shot himself."

"Oh my," Jim answered, "that's *really* bad. But it could have been worse."

"How," they exclaimed, could anything so terrible, possibly be worse?"

"Because," Jim answered, "if it had happened the night before, I would be dead."

## 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 <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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