



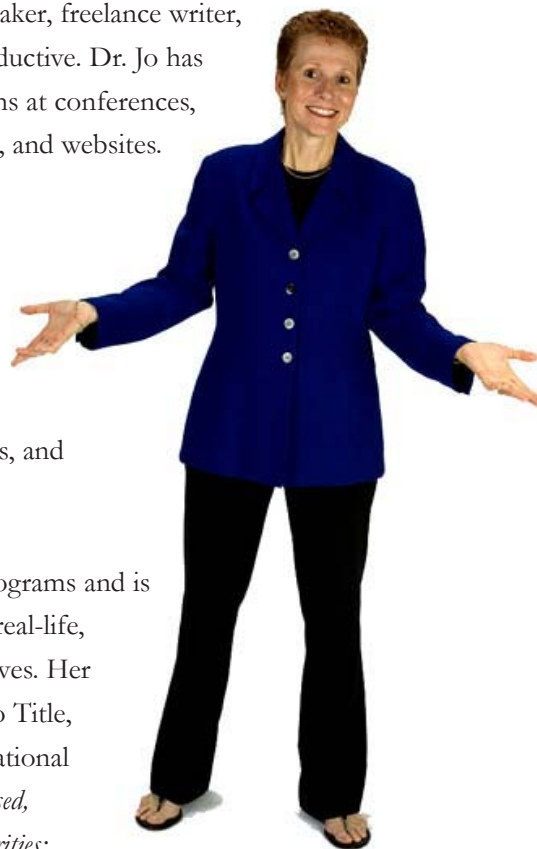
## Profile

*helping busy people stay healthy, sane, and productive*

Dr. Jo, America's On-The-Go Health Guru, is an accomplished author, speaker, freelance writer, and media spokesperson who helps busy people stay healthy, sane, and productive. Dr. Jo has appeared on 300+ TV and radio shows, presented more than 1000 programs at conferences, and has written articles or has been quoted in 200+ newspapers, magazines, and websites. She's also the author of three books.

As a media spokesperson, she has worked with companies including KFC, Yoplait, SlimFast, Canola Info, NatureMade, Burger King, Benefiber, I Can't Believe It's Not Butter, Sunbelt Snacks, Trident Splash, Welch's and NutriGrain. Her work includes TV & radio appearances (including SMTs), speaking at conferences, writing for professional and consumer publications, and exhibiting at trade shows.

As a proven, professional speaker, Dr. Jo has presented more than 1000 programs and is recognized for her energy and audience participation. She offers plenty of real-life, practical advice that even the busiest of people can incorporate into their lives. Her clients include: AT&T, IBM, Exxon/Mobil, Marriott International, Chicago Title, Compaq/HP, American Association of Food Stamp Directors, and The National Wellness Conference. Dr. Jo's most requested topics include *Reboot: stay focused, energized, & more productive; Healthy & Fit on the Go; Swimming in a Sea of Priorities; What Every Woman Wants: More Energy, Better Looking Legs, and Peace of Mind.*



**"Dr. Jo"**  
**Joanne Lichten Ph.D., R.D.**

Dr. Jo is the author of three books including *Dining Lean* (how to eat healthy when you're at home), *How to Stay Healthy & Fit on the Road*, and *Dr. Jo's No Big Deal Diet*. She has appeared on more than 300 TV and radio shows including CNN, The Fox News Channel, Living Better TV, Talk Radio Network, Radio America, and Let's Talk Travel with AAA. Her articles and quotes have appeared in hundreds of newspapers, magazines, and web sites including the Washington Post, USA Today, Chicago Tribune, Business Traveler, Cosmopolitan, NorthWest Airlines World Traveler, Muscle & Fitness, Fit, Women's World, Weight Watchers, Prevention, and Cooking Light. Her latest product is "Dr. Jo's Eat Out & Lose Weight Plan" - a set of 30 UV-coated wallet cards filled with tips, strategies, and recommended menu suggestions.

Dr. Jo, a registered dietitian, earned her bachelors (SUNY) and master's degree (Virginia Polytechnic Institute) in nutrition and began her career as a clinical dietitian. At the age of 26 she became the founding director of the Dietetics Program at the University of Texas/Pan American where she developed a Bachelor of Science Degree in Dietetics Program and earned full national accreditation. Dr. Joanne Lichten earned her Ph.D. in adult education from Texas A&M University researching the difficult issue of how to help people make healthy changes in all aspects of their lives.

# Dr. Jo

## Media Mentions and Appearances

*helping busy people stay healthy, sane, and productive*

**Dr Jo has appeared on more than 300 TV & radio shows including:**

**National TV:**

CNN's *Accent on Health*, Fox News Channel's *Fox & Friends* and *On Health*, *Living Better* (Hearst syndicated), *At Home Live!* (FamilyNet TV), *The Daily Buzz*

**Other TV shows:**

*Peachtree Morning*, *Good Day Atlanta*, Boston's *WB in the Morning*, *ABC News This Morning* (Chicago), *Good Morning Texas*, *Good Day Dallas*, *Debra Duncan Show* (Houston), *The Afternoon Show* (NYC), *Good Day Philadelphia*, *Fox News in the Morning* (Phoenix), *Good Morning Arizona*, *Cooking Secrets* (Sacramento), *Fox in the Morning* (Seattle), *Show Me St. Louis*, *Good Day Tampa Bay*, *News 12 New Jersey Morning Edition*, *Ohio News Network*, *CBS Noon News* (Tulsa), *Good Day Oregon*, *San Antonio Living Show*, *The Fox 7 Morning Report* (Austin), *Good Morning Utah*, KPVI (Philadelphia), WUSN (Chicago)

**National Syndicated Radio:**

Good News Network, Talk Radio Network, Texas State Radio Network, Radio America, LifeTalk Network, *America Talks Health* with Dr. Keith Robinson, *Business News Network/Dining & Travel with Pierre Wolfe*, *Let's Talk Travel with AAA*, Cable Radio Network

**Other Radio Shows:**

*Katz & McCarthy* (Boston), *Pat Whitney Restaurant Show* (Boston), *Kramer & McCarthy* (Boston), *Let's Talk Health Chicago*, *The Restaurant Show* (Dallas), *The Morning Show* (Houston), *The Food Show* (Houston), *Wine, Dine & Travel with Vera Gold* (Pomona), WFAN (NYC), WXRK (NYC), KFBK-AM (Sacramento), KFYO (St. Louis), *Morning News & Traffic* (St. Louis), *Health & Beyond Show* (Auburn, CA), *Drive-Time Live w/ Kelly Erickson* (Sioux City, IA), WBMD (Towson, MD), WNNZ with *Curt Hahn* (Springfield, MA), WOOD (Grand Rapids), *Darcy Dunbar* (Omaha, NE), *Mark & Mercedes Morning Show* (Las Vegas), WEOK (Poughkeepsie), *Michaels on the Radio* (Raleigh), WSPD (Toledo), KTOK (Oklahoma City), *Dining Out Show* (Providence), *Afternoon Show with Jeff Ward* (Austin), *Eye on Health* (San Antonio), KTSA (San Antonio). *Public Affairs/Steve Nelson* (Spokane). WYMS (Milwaukee), KKOB (Santa Fe)



**Dr Jo's quotes & articles have appeared in 200+ newspapers, magazines, and websites including:**

**Nationally Syndicated Newspapers:**

USA Today  
*Ask the Expert* column by William Tomicki  
*Business Travel* column by Mike Conlon (Reuters)  
*Keeping Fit* column by Marci Shatzman (Tribune Media Service)  
React (Parade publication inserted in Sunday papers)  
USA Weekend (magazine insert in Sunday papers)  
Washington Post

**Some of the Other Newspapers:**

Chicago Tribune, Boston Globe, Worcester Telegram & Gazette, St Louis Post Dispatch, Newsday, Cincinnati Post; Fort Worth Star-Telegram, Houston Chronicle, San Antonio Express News

**Websites:**

USATODAY.com, AARP.com, BusinessTraveler.com, FlashNews.com, RoadTripAmerica.com, FrequentFlyer.com, LifetimeTV.com, NationalWellness.org, OAG.com, RetreatsandSeminars.com, WeightWatchers.com, WebMD.com, eDiets.com

**Magazines:**

National Geographic Traveler, Weight Watchers, American Baby, Business Traveler, Fit, Cooking Light, USAA, Cosmopolitan, Entrepreneur, First for Women, Frequent Flyer, Let's Live, Men's Fitness, Men's Health, Woman's Day, MotorHome RV, Muscle & Fitness, Muscle & Fitness HERS, Woman's World, Nation's Restaurant News, NW Airlines World Traveler, Prevention, Successful Meetings, Today's Dietitian, Vogue

**Newsletters:**

Aging Well, Bottom Line Health, Continental's Plane Talk, Health & Fitness, International Travel News, Keeping Well, Mature Times, New Living, Solo Savvy Dining, Taking Care, Tyme Management (regular bi-monthly columns), Travelwriter Marketletter, University of Texas Health Science Center's Health Letter, Ventures (Nutrition Entrepreneurs), Vital Times, Women with Wheels

# Dr. Jo

## Spokesperson Work

*helping busy people stay healthy, sane, and productive*

- TV (live, SMT)
- Radio (live, phone, RMT)
- Print & Web (consumer and professional articles, web articles)
- Speaking engagements (consumer and professional conferences)
- Tradeshow exhibits



*"What sets Dr. Lichten apart from other health authorities is her motivational style and enthusiastic passion for truly wanting to help people get healthy. Dr. Lichten is an excellent speaker, a dynamic live television guest, and one of the few food experts we'd love to have back on our network."*

- Alysa Vasapolli, Associate Producer, Fox On Health

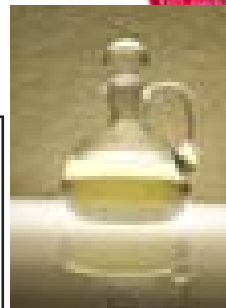


wellness advisor



*"With a keen eye to catching names, positions and locations, Dr. Jo easily welcomes visitors to your exhibits... then "Wows!" them with her energy, enthusiasm, and knowledge of the subject at hand. Others, who've been keen followers of her weekly newsletters, are simply thrilled to meet her, and by association, the organization for whom she works. We've routinely exceeded the ROI goals established before each show. I would highly recommend her for speaking engagements, media interviews, and working exhibits."*

- Simone Demers Collins, BSc, PHEc, Project Manager, CanolaInfo



CanolaInfo





## Speaking Clients & Topics

*helping busy people stay healthy, sane, and productive*

### Past Clients

Chevron, Amoco, Shell, Exxon/Mobil, Enron  
IBM, Compaq/HP  
Assoc. General Contractors  
Idaho Dept of Fish & Game  
Chicago Title  
Anadarko Petroleum Co.  
US Border Patrol  
AT&T, Westinghouse  
Bally's Health Club  
City of Houston  
Coopers & Lybrand  
Deloitte & Touche  
Ft Hood Army Base  
Halliburton, May Company  
Houston Lighting & Power  
Legacy Heart Institute  
Marriott International  
MD Anderson Network Conf.  
Minute Maid, Coca Cola Foods  
National Wellness Conference  
National Defense, Finance, & Accounting  
Nielsen Media Research, Norwegian Cruise Lines  
Sysco, Foodservice Educators Network Int'l,  
Restaurants & Institutions, Flavor & Menu  
Virginia Tech, Eastern Michigan University  
Promotional Products Association Int'l  
FL School Nutrition, IN School Nutrition Assoc.  
Women's Connection, Dietary Managers Assoc.



### Popular Topics at Conferences

Reboot - how to stay focused, energized, & more productive  
Eat, Play, Laugh - simple strategies for staying healthy & fit on the go  
Swimming in a Sea of Priorities  
What Every Woman Wants: great legs, more energy, & peace of mind  
Time for a Tune-Up? Preventing the weight-up, worn-out effects of business travel  
How to Enjoy the Ride of Your Life

#### **For the Food & Restaurant Industry:**

Nutrition Trends in the Away-From-Home Market

#### **For Dietetic Professionals:**

How to Make More Dough in Dietetics  
Build Your Business  
Product Production & Promotion  
How to Sell Yourself & Your Ideas  
How to Get FREE Publicity

## Dr Jo's Books

# Dr. Jo

*helping busy people stay healthy, sane, and productive*



### Dining Lean, 4<sup>th</sup> ed. (*how to eat healthy when you're not at home*)

"Dining Lean to the rescue. Although restaurant 'calorie counting' books have been around for a long time, that's not what this book is about. Dr. Jo's book takes a more useful, more intelligent, and more insightful approach. ...provides the basics about restaurant food including ethnic cuisine, lots of rules-of-thumb about how to estimate sizes and calories, and what (and how) to order so you have the great meal you want but not all the calories. ...fun to read, well organized, and graphically clever."

- Brian Wanski, Ph.D.

Author of *Mindless Eating: Why We Eat More Than We Think*

6" X 9", \$19.95 trade paperback, ©2010 (4<sup>th</sup> ed.), 300 pgs

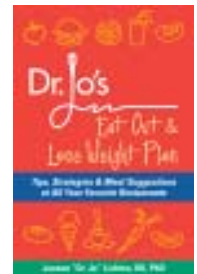
Includes full nutritional information: Calories, Fat, Saturated Fat, Trans Fat, Cholesterol, Sodium, Carbohydrates, and Fiber for 1000s of generic menu items found at restaurants, bars, amusement parks, movie theatres...plus more than 5000 menu items at nearly 70 of the largest chain restaurants.

### Dr. Jo's Eat Out & Lose Weight Plan

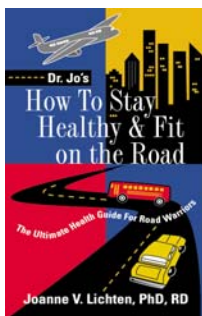
"These cards are like having a royal flush. They are just what you need in hand to win at dining out." - Ellie Krieger, MS, RD, Host of *Healthy Appetite* and Author of *The Food You Crave*

"...Dr. Jo's Eat Out & Lose Weight Plan cards are just so clever!" - Dr. Felicia D. Stoler, DCN, MS, RD, FACSM (Host of TLC's show "Honey We're Killing the Kids")

Quick tips, strategies, and menu suggestions to making eating out healthy easy. Suggested meals listed in 300-400, 500-600, and 700-800 calorie ranges (noting calorie, fat and fiber). Packaged in a resealable poly bag. Makes an ideal gift for friends, family, and clients.



30 UV-coated cards  
4.25" X 2.75", ©2008  
\$11.95/set, \$19.95/two sets



### How to Stay Healthy & Fit on the Road (2<sup>nd</sup> ed.)

"With an emphasis on nutrition and easy fitness, Dr. Jo's *How to Stay Healthy & Fit on the Road* is a rich source of common-sense solutions and resources for frequent travelers. Tips on packing smartly, reducing stress, coping with medical ailments, and keeping in touch with the family make this book a useful problem-solving tool."

- *National Geographic Traveler*

"It's a given that most road warriors don't have the best eating habits, with the temptation to order room service, dine out nightly at new restaurants and down fast food in airports... Dr. Jo combines her own experience along with research and other travelers' experiences on how to remain healthy while far from home."

- *Business Traveler*

5" X 8", \$14.95 trade paperback, ©2007 (2<sup>nd</sup> ed.), 184 pgs

### Dr. Jo's No Big Deal Diet

Do you know much more about diet and exercise than your body demonstrates? If you know what to do, but just can't seem to follow-through, then *Dr. Jo's No Big Deal Diet* is for you.

Based on Dr. Jo's research of people who have lost weight and successfully kept it off, she uncovered the seven skills that will help you lose weight, get your eating under control, and keep the excess weight off forever! Losing weight really is "no big deal" with *Dr. Jo's No Big Deal Diet*.



5½" X 8½", \$14.95 trade paperback, ©2007, 152 pgs.