



Dr Jo's 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 serves as a media spokesperson for major companies and is the author of three books.

As a proven, professional speaker, Dr. Jo is recognized for her energy, humor and audience participation. Dr. Jo has presented more than 1000 programs to a wide variety of companies and conferences in North America including Compaq/HP, AT&T, Exxon/Mobil, Marriott, US Border Patrol, IBM, Restaurants & Institutions Summit, and the National Wellness Conference. She offers plenty of real-life, practical advice that even the busiest of people can incorporate into their lives. Topics include *Reboot: how to stay focused, energized, and more productive*; *Time for a Tune-Up: how to prevent the weight-up, worn-out effects of business travel*; *What Every Woman Wants: great legs, more energy, & peace of mind*; *Nutrition Trends in the Away-From-Home Market*; and *Swimming in a Sea of Priorities*.



**“Dr. Jo”
Joanne Lichten Ph.D., R.D.**

As president of her own company for the past 20 years, Joanne has touched more than a million people through her books, articles, and the mass media. Dr. Jo has served as a media spokesperson for companies including Burger King, Benefiber, NutriGrain, NatureMade, Canola Info, Yoplait, SlimFast, Trident, and KFC. She has appeared on more than 300 radio and TV shows including CNN, The Daily Buzz, and the Fox News Channel. Her quotes and articles have appeared in 200+ newspapers, magazines, and websites including the Washington Post, USA Today, Business Traveler, NorthWest Airlines World Traveler, Muscle & Fitness, Fit, Women's World, Prevention, Cooking Light, and USATODAY.com. Her books include *Dining Lean (how to eat healthy when you're not at home)*, *How to Stay Healthy & Fit on the Road*, and *Dr. Jo's No Big Deal Diet*.

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's Speaking Clients

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A Day Just For Women, KY
Abilene Coordinating Council
AllState Engineering
American Association of Food
Stamp Directors
American Exploration Co.
Amoco Production Co.
American Dietetic Association
(plus States: AZ, CA, GA, KS, IL,
LA, MD, ME, MS, MT, OK, NH,
NY, VT, WA, WI, WY.)
Anadarko Petroleum Co.
Apache Corporation
Arco Oil & Gas
Assoc Gen Contractors
of America
AT&T
Bally's Health Club
BASF
Burlington Resources
Canola Info
Case Management
Association
Chevron Co. USA
Chicago Title
City of Houston
Coca Cola Foods
Compaq/HP
Cooper Industries
Coopers & Lybrand
Deloitte & Touche
De Nemours & Co.
Desert High, Inc.
DIET 2005



Dowell Schlumberger, Inc.
E.I. Dupont
Enron
Ethyl Corporation
Evergreen Management, Inc.
Exxon-Mobil USA, Production
Research, Chemical, and
International Divisions
Exxon Neftegas
Farm Foundation
Flavor Event 2005
Fluor Daniels, Inc.
Foodservice Educators Network
International (FENI)
Ft Hood Army Base
Ft Sam Houston Army Base
Girl Talk 4 Women's Conference
Halliburton
Houston Cellular
Houston Food Bank
Houston Lighting & Power
IBM
Idaho Dept of Fish & Game
Indiana School Nutrition Assoc
Keystone International
Legacy Heart Institute, WA
Lubrizol Corporation
Marathon Oil
Marriott, NJ
May Company
McAllen ISD, TX
MD Anderson Network Conf.
MEMC Southwest
Minute Maid

National Wellness Conference
National Defense, Finance, &
Accounting
Nielsen Media Research, FL
NC Health Care Facilities Assoc
Northwest Cancer Center
Norwegian Cruise Lines
Oceaneering International
Oxychem
Pitney Bowes
Restaurants & Institutions Summit
Rio Grande Medical Center
Roy F Weston Env. Engineering
St. Luke's Episcopal Hospital
St. Mary's Hospital, TX
Shell Oil
Software Spectrum
Southwest Seminars
Southwest Organ Bank
SCAN: Sports, Cardiovascular &
Wellness Nutritionists
StarEnterprise
Stewart Title Guaranty
Sysco Food Expo
TX Women's Chamber Commerce
Transco Energy Company
US Border Patrol
Virginia Polytechnic Institute
Waukesha Memorial Hospital, WI
Westinghouse
Via Metro San Antonio Busline
Y.M.C.A.
And 300+ full-day business-related
public seminars in US & Canada.



Keynote Ideas

helping busy people stay healthy, sane, and productive

Eat, Play, Laugh: simple strategies for staying healthy & fit on the go

With everything we have to do at work and at home, we often neglect to take care of ourselves the way we should. Think you don't have enough time? Dr. Jo offers inspiration with small change suggestions that make a big difference in our overall health and well-being. Discover:

- Healthy ideas for “desktop” and “dashboard” dining
- How to keep your energy up
- How to fit exercise into a busy day - and have fun doing it!
- Mood changers that will significantly decrease your stress level!

What Every Woman Wants: great legs, more energy, & peace of mind

Feeling fat, frazzled, and fatigued? It's no wonder! The average American woman is working full time both at work *and* at home. If you're looking for more energy and enthusiasm, Dr. Jo can help. This fun, funny, and motivational program will make you feel more relaxed, more in control, and ready to make some simple “no big deal” changes that will make a big difference in your life. Find out how to:

- Feel more energized throughout the day with just a few simple changes
- Get in control of your weight without having to succumb to another “diet”
- Cope with those aggravating “little things” that cause so much of our mental and physical distress
- Find needed time for yourself

Reboot: how to stay focused, energized, and more productive

You've got so much to do. Have you ever wished you could keep going and going and going like the Energizer® battery (or at least not struggle to stay awake after lunch)? Learn proven health tips that will help you keep your energy up including:

- How to control your thoughts and worries that tire you out
- Getting a refreshing night's sleep and power napping to recharge the brain cells
- Simple changes in your diet to prevent the blood sugar swings that zap your energy

Swimming in a Sea of Priorities

Do you have too much to do and not enough time? Feeling guilty that you don't spend enough time with your loved ones or on the things *you* enjoy? In just a short time, you'll feel more on track with your priorities and less stressed. We will:

- Establish your personal priorities & identify the true stressors in your life
- Learn how to stay focused at work and let it go when you're home
- Create steps to smooth the transition from work to home (one of the most stressful periods)

More 
topics



More Keynote Ideas

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Time for a Tune Up? Preventing the weight-up, worn-out effects of business travel

Whether it's business or pleasure that takes you on the road, travel can zap your energy and pack on the pounds. Dr. Jo, author of *How to Stay Healthy & Fit on the Road* and former contributor for USATODAY.com's business travel section, shares quick and easy tips for alleviating weight gain and the worn out feeling of travel. Learn how to:

- Eat healthy in any restaurant - even fast food
- Creatively fit in fitness and have fun!
- Get a good night's sleep anywhere
- Manage jet lag and stress

Enjoy the Ride of Your Life

Whether we like it or not, change has become part of everyone's job description. Our natural tendency is to resist change since it makes us feel fearful, out of control, and emotionally and physically unhealthy. How to Enjoy the Ride of Your Life is not about how to change your organization, it's about how to restructure your thinking so you can look at change as a positive force, not a threat. Learn how to:

- Fly through turbulence without crashing
- Replace self-destructive coping methods with constructive ones
- *Brainstorm* instead of *Blamestorm*
- Constructively express your anger and practice the power of persuasion
- Go with the flow and be flexible (while maintaining peace of mind)

Take A Walk on the Thin Side - how to lose weight and keep it off forever!

Do you know more about diet and exercise than your body demonstrates at the present moment? Have you lost weight many times, only to regain it once again - plus more? Have no fear...many people have been successful at losing weight and keeping it off as demonstrated by Dr. Jo's research as well as the National Weight Control Registry of over 5000 adults. And you can learn from their success. Find out :

- Why you don't need another diet
- Seven skills these successful dieters have in common

Lean, Mean Restaurant Cuisine - for health professionals

With one quarter of all meals eaten out, we can no longer tell our patients to avoid restaurants - or to just eat the grilled chicken. Dr. Jo, author of *Dining Lean*, navigates the nutritional backroads from bistro to burger joint during this fun and informative program. She'll share:

- How to manage weight, diabetes, or heart disease at restaurants
- The healthier choices at chain restaurants
- Simple requests (chef-approved to taste great) to make almost any food healthier

More ►
topics



Praise for Dr Jo's Programs

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"A huge THANK YOU for your participation in our 23rd annual Women's Wellness Day event. Your presentation was very well received by all those in attendance (fantastic evaluation comments). You were a great addition to our day and we thank you so much for the information & laughter that was shared with the group. Also, a special thanks from me for the ease in working with you in arranging your participation as our keynote speaker. You were so easy to work with which made my job so much easier!!

- Jodie Gilroy, Marketing/PR/Comm. Ed. Coord., Dickinson Cnty Healthcare System, MI

"Thank you Dr. Jo!! We really enjoyed your presentation and getting to know you personally. 98% of the participants rated your presentation a 4 or 5! (80% were 5)."

- Robin Parker, Coliseum Health Systems, Macon, GA

"Dr. Jo has the magic touch when it comes to engaging an audience. Our members enthusiastically welcome her next appearance at our meetings".

- Pam Himrod, RD, CDM, CFPP, Director of Education, Dietary Managers Association

"Dr. Jo's presentation was both informative and energetic! She was very engaging and appealed to our chapter members through interactive discussions which proved relevant to all audience participants. Her presentation style kept our members' attention and gave them take-aways to apply to both their work and personal lives....I highly recommend Dr. Jo without hesitation!"

- Mark A. Taraborelli, CMP, CMM, President (2008-2009), MPI – Greater Orlando Area Chapter

"Your practical advice, real-life examples, anecdotes, and humor helped us to develop our own personal strategies for managing stress. One of the participants said, "this is the most practical stress management course I've ever taken."

- Amy Serritella, AT&T, Chicago

"Thank you so much for coming; you were fabulous! I heard so many positive comments. A lot of people came up to me afterwards to say how great the meeting was and how much they enjoyed it. There was definitely a feeling of empowerment in the air!"

- Abbie Derrick, RD, LDN, Vanderbilt Univ. Med. Center, TN

"It has been a pleasure working with you over the last four years and your upbeat and professional demeanor is always appreciated. In each of the programs you presented, the attendees have been offered practical advice... Especially helpful is the way you enable the participants to discover their own role in any situation - so, instead of reacting, they can focus on a healthy, proactive response."

-Annette McMahan, NE Training Logistics Manager, Marriott Int'l





Media Mentions and Appearances

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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), *Better Day* (Atlanta), Fox Orlando

National Syndicated Radio:

Good News Network, Talk Radio Network, Texas State Radio Network, Radio America, *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), KFUP (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), KSTR (Watertown, SD), WDLB Insights (Marshfield, WI)

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:

Atlanta Journal Constitution, Chicago Tribune, Boston Globe, Worcester Telegram & Gazette, St. Louis Post Dispatch, Newsday, Cincinnati Post; Fort Worth Star-Telegram, Houston Chronicle, San Antonio Express News, Danbury News-Times, Detroit News

Websites:

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

Magazines:

Regular contributor to Relish magazine and Relishmag.com, 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, Vogue, Successful Meetings, Today's Dietitian, Self, HERS Sports & Fitness, Nation's Restaurant News, QSR

Newsletters:

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

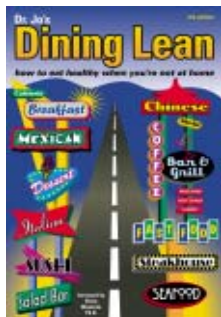
Books:

The Competitive Edge by Kathy Helm, *Naturally Thin* by Susan Burke March, Nancy Clark's Sports Nutrition Guidebook, 4th ed.



Dr Jo's Books

helping busy people stay healthy, sane, and productive



Dining Lean, 4th 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 (4th ed.), 300 pgs

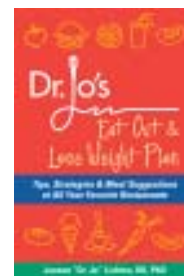
Includes full nutritional information: Calories, Fat, Saturated Fat, Trans Fat, Cholesterol, Sodium, Carbohydrates, and Fiber for 1000s of generic menu items found at restaurants, bars, amusement parks, movie theatres...plus more than 5000 menu items at nearly 70 of the largest chain restaurants.

Dr. Jo's Eat Out & Lose Weight Plan

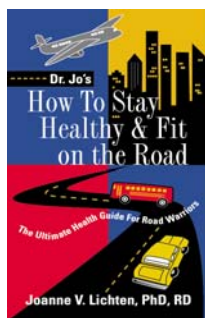
"These cards are like having a royal flush. They are just what you need in hand to win at dining out." - Ellie Krieger, MS, RD, Host of *Healthy Appetite* and Author of *The Food You Crave*

"...Dr. Jo's Eat Out & Lose Weight Plan cards are just so clever!" - Dr. Felicia D. Stoler, DCN, MS, RD, FACS (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 (2nd 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 (2nd 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*.



5 1/2" X 8 1/2", \$14.95 trade paperback, ©2007, 152 pgs.