

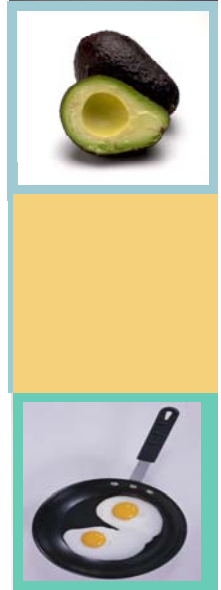
How to Speak "Nutrition"

December 1, 2009
8 am — 5 pm Irvine, CA

[workshop description]

Listening to the news about food, nutrition and health is like listening to a foreign language. This 1-day workshop will help professionals translate the nutrition language and to apply the terms to real-life work situations. Participants will learn what are real nutrients as well as terms like nutraceuticals, probiotics, and herbals. Activities will help participants apply the terms within regulatory confines to product labeling, website design, gluten-free menu claims, or allergen cautions.

TIME	TOPIC
8:00 am	Registration
8:15 am	What's A Nutrient And What's Not
9:15 am	Beyond the Nutrients: How Herbals And Phytochemicals Came From Food & Became Drugs
10:00 am	Break—Provided
10:15 am	Mysteries Of The Antioxidant Term And When Is It OK To Call Something "AOX"
11:00 am	Calories Here And Bulges There: How Do Calories Get Counted & Calculated
noon	Lunch On Your Own
1:00 pm	Dissecting Leading Diet Plans: What Makes A Good Diet & When Is A Diet Dangerous
2:00 pm	Diet Components That Are Friendly To the Gut: Probiotics, Prebiotics & Fiber
3:00 pm	Break—Provided
3:15 pm	Food Allergens and Intolerances—Going Beyond Gluten-free
4:00 pm	Regulatory Guidance on Claims for Nutrients and Health— And How To Learn From The Current Press
4:45 pm	Evaluation And Closing



[program leader]

Debra K.W. Topham, MS, CNS, is director of the consulting firm, Knowledge Bank, and a 25-year veteran of the food and nutrition business. She also teaches part-time at Chapman University, the University of Southern California Regulatory Affairs Program, and California State University--Long Beach. Most recently, Ms. Topham helped launch the labeling and nutrition program of 2,000 products in two years for the Fresh & Easy Neighborhood Market grocery chain. Ms. Topham co-edited two internationally known books on phytochemicals. To find out more, go to www.knowledge-bank.net.

[registration]

	Early Bird Registration	Regular
	Before 5 pm 11/1/2009	After 11/2/2009
Professional	\$200	\$250
Government or Academic with ID	\$150	\$200

Program fees include handouts and refreshments during 2 breaks. Lunch is on your own within walking distance.

Cancellations received in writing 21 business days before the event will receive a 50% refund. No refunds after this date. Substitutions of participants are allowed. Contact: info@knowledge-bank.net.

Participants will receive a Certificate of Participation at the conclusion of the workshop to submit to their continuing education board.

If insufficient participants are registered, participants will be notified no less than 10 days in advanced of the cancellation. All fees would be refunded.

Attendee 1 _____

Attendee 2 _____

Company _____

Street _____

City, State, Zip _____

E-mail to confirm registration only _____

Phone _____

Mail completed registration to:

Knowledge Bank
PO Box 4535
Huntington Beach, CA 92605
Phone: 714.642.5100
E-mail: info@knowledge-bank.net



Method of payment:

- ENCLOSED Check made payable to Knowledge Bank
- Go to www.knowledge-bank.net to securely use PayPal for all major credit cards

How To Speak Nutrition Dec 1, 2009

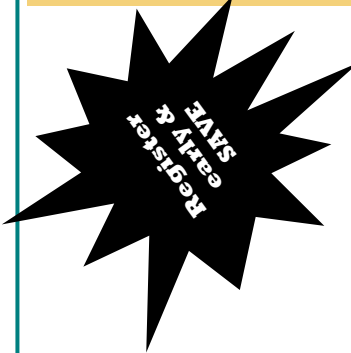
Number attending:	Price	Subtotal
<input type="checkbox"/> Professional Early Bird Rate before 5 pm Nov. 1, 2009	\$200	_____
<input type="checkbox"/> Professional Rate	\$250	_____
<input type="checkbox"/> Gov't/ Academic Early Bird Rate before 5 pm Nov. 1, 2009	\$150	_____
<input type="checkbox"/> Government/Academic Rate	\$200	_____
	Total:	_____



1-day workshop
for professionals



December 1, 2009
Irvine, CA



How To
Speak
"Nutrition"



[directions]

Embassy Suites Irvine - Orange County Airport

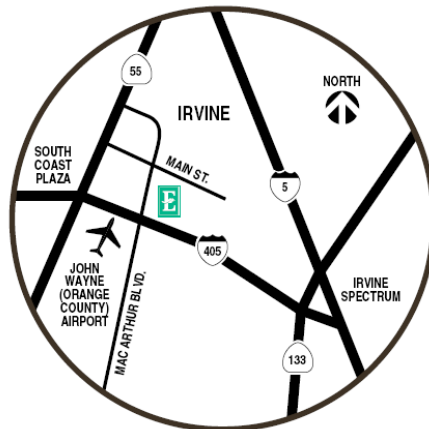
2120 Main Street, Irvine, CA, 92614

Tel: 1-949-553-8332

Fax: 1-949-261-5301

*** Self-Parking = \$10**

Just 10 minutes from Santa Ana (John Wayne) Airport. From 405 fwy. North or south - Exit at MacArthur Blvd, and turn right-east onto Main St. Drive two blocks to Gillette and turn right- Hotel located on the corner of Main Street and Gillette. Just north of the intersection of Main Street and Von Karman.



Knowledge Bank
PO Box 4535
Huntington Beach, CA 92605

A Special Invitation To:

How to Speak "Nutrition"

December 1, 2009 8 am — 5 pm

Learn to speak the language of Carbs, Herbs, Antioxidants, and more!

The media covering food, nutrition and health are filled with buzz-words including *organics*, *nutraceuticals*, *functional foods*—even *phytochemicals*. Leave this workshop knowing these terms and...

- Differences between nutrients, herbs, and phytochemicals
- Definitions of antioxidants and how they work
- The way calories work in foods and diets
- Comparisons of fiber, prebiotics, probiotics and digestive health
- What are common allergens, intolerances, and label challenges
- Highlight the regulatory limits and watch dog groups when using this new language of "nutrition"

[target audience]

Marketers
Chefs
Ingredient Brokers
Venture Capitalists
Journalists
Packaging Designers
Call Center Staff
Retail Buyers
Restaurateurs