

5th Year
in Des Moines

Do you have
DIABETES?
Take Control



ATTEND THIS
**DIABETES CONFERENCE
& HEALTH FAIR**
IT WILL CHANGE YOUR LIFE!

Saturday, September 22, 2012
9:00 am - 5:00 pm
The Community Choice
Credit Union Convention Center
Des Moines, Iowa



Taking Control Of Your Diabetes® is a 501(c)3
no-for-profit educational organization



are not alone.

**Diabetes affects 26 million
people in the U.S. and more
than 172,000 people in Iowa.**

Many are asking the same question:
*Does anyone understand what it's like to live
with diabetes?*

TCOYD understands!

TCOYD has been educating and motivating diabetes communities in cities around the country since 1995. We have assembled an all-star cast of diabetes experts for a day that will ignite motivation, offer hope and change your life with diabetes forever!

Our Founder's Story

My name is Steve Edelman and I am the Founder of Taking Control of Your Diabetes (TCOYD). I was diagnosed with diabetes when I was 15. I was told that blindness, kidney failure and amputations were likely to occur after several years and that my life expectancy wouldn't exceed 20 years. That was not a prediction I was willing to settle for, so I went into medicine to learn how to conquer this condition and help others afflicted with it. I'm 56 now and although I do have some complications, I am living well with diabetes and I have dedicated my medical career to educating and empowering others with this disease that they, too, can live long and healthy lives with diabetes.

**Steven V. Edelman, MD,
Endocrinologist**

TCOYD Founder & Director
Professor of Medicine,
UCSD School of Medicine
Director, Diabetes Care Clinic,
VA Medical Center, San Diego



MORNING Program

REGISTRATION & HEALTH FAIR OPEN

7:30 am

MORNING SESSION I

9:00 - 10:40 am

Too Good to be Missed

- 9:00 am **Welcome & Introduction**
Conference Co-Directors: Anuj Bhargava, MD, MBA, CDE, Susan Freeman, RN, BSN, CDE, and Kelly Rawlings, PWD type 1
- 9:10 am **Knowledge Gives You the Power to Take Control of Your Diabetes**
Steven V. Edelman, MD
- 10:10 am **The Psychology of Diabetes: How to Get and Keep Your Gusto**
William Polonsky, PhD, CDE

MORNING BREAK

10:40 - 11:30 am

Visit Health Fair Exhibits

Cheese, apples and beverages available in Health Fair

HANDS-ON SESSIONS

1:30 - 4:25 pm

Small Group Activities

**Walking • Connecting with Diabetes Social Media
Zumba • Strength Training • Cooking Demo**

One-on-One With the Experts

**Foot Screening • Ask a Pharmacist • Ask a Dietitian
Ask a Doctor • Eye Screening • Ask an Educator**

MORNING SESSION II

11:30 - 12:30 pm

Live Better With Diabetes

- 11:30 am **Rethinking the Diabetes Game: Innovations, Connections and Emotions**
Anuj Bhargava, MD, MBA, CDE, and Kelly Rawlings, PWD type 1
- 12:10 pm **A Recipe for Better Eating: Cooking with "The Happy Diabetic"**
Chef Robert Lewis

LUNCHEON

12:30 - 1:30 pm

Sit-Down Banquet Lunch

COOKING DEMO

10:40 - 11:30 am

Bobby Deen, host of Cooking Channel's *"Not My Mama's Meals"* demonstrates diabetes-friendly cooking and discusses his work with Novo Nordisk and *Diabetes in a New Light*SM.

AFTERNOON Program

SESSION I WORKSHOPS

2:00 - 3:00 pm

Choose Your Topic of Interest

- Self-Made or Man-Made: Your Body Needs Insulin! A Session for Type 2's**
Diana Wright, MD
- Get Pumped About Pumping**
Madelene Richert, RN, CDE
- Cooking with "The Happy Diabetic"**
Chef Robert Lewis
- Keep Your Kidneys Kicking and Your Heart Pumping**
Mark Johnson, MD
- The Dysfunctional S's: Sleep and Sex**
Gregg Hicklin, MD, and Ryan Schulte, MD

AFTERNOON BREAK

3:00 - 3:30 pm

Visit Health Fair Exhibits

Beverages available in the Health Fair throughout the afternoon

"TCOYD has given me more peace of mind, more knowledge, more freedom."

– TCOYD 2012 Conference Attendee

SESSION II WORKSHOPS

3:30 - 4:25 pm

Choose Your Topic of Interest

- The Good, The Bad and The Ugly: Developing Better Communication Between Healthcare Providers and People with Diabetes**
William Polonsky, PhD, CDE, and Steven V. Edelman, MD
- A Continuous Glucose Monitoring System Can Be Your Best Friend: Learn How It Can Work for You**
Dawn Gustofson, RD, LD, CDE; Kelly Rawlings, Michael Berdofe and Kim Vlasnik, panelists using CGM
- The Latest in Diabetes Medications**
June Johnson, BS, PharmD, FASHP, CDM
- Hospitalization, Hypoglycemia and Other Diabetes Emergencies**
Doreen Gooding, RN, RD, CDE
- Meditation: Skills and Techniques that Will Help You Relieve Stress and Improve Focus and Attention**
Instructors from Fairfield, Iowa's Transcendental Meditation Program

CLOSING PROGRAM

4:30 - 5:00 pm

- 4:30 pm **My Story...Choosing Life!**
Philip Bruno, Team Type 2 Cyclist
- 5:00 pm **Raffle, Video Montage and Wrap-Up**
Anuj Bhargava, MD, MBA, CDE, Susan Freeman, RN, BSN, CDE, and Kelly Rawlings, PWD type 1

TCOYD has assembled an all-star cast of diabetes experts for a day that will ignite motivation, offer hope and change your life with diabetes forever!

Learn, Laugh and Live Better

Register Now

SWEET Membership

Support diabetes education by becoming a "Sweet Member" of TCOYD and save \$5 on pre-registration.

For an additional \$20, become a Sweet Member and receive a discount on your pre-registration fee, a copy of the compelling book, **Taking Control of Your Diabetes, 3rd Edition**, or a **DVD disc set** of one of the four TCOYD-TV seasons, as well as the critically acclaimed quarterly **TCOYD Newsletter** with the most up-to-date information on diabetes.

Please note: If you purchase a Sweet Membership with your conference pre-registration you must pick up your book or DVD at the conference. Books and DVDs are available only to those who attend; shipping not available. Total cost for one registration and one year as a "Sweet Member" is \$30.

CEUs for Medical Professionals!



If you are a medical professional, consider registering for 'Making The Connection: Improving Clinical Care and Adherence for Patients With Diabetes.' This innovative CME program is being held concurrently with the 'Taking Control of Your Diabetes' Conference and Health Fair. Earn up to 7.25 credits. **More information & registration online at: www.tcoydcme.org**

"At TCOYD I found support, became more informed, empowered and encouraged. I feel connected to others."

- TCOYD 2012 Conference Attendee



This conference is brought to you by Taking Control Of Your Diabetes®, a 501(c)3 not-for-profit educational organization



Sponsored by

Platinum Corporate Sponsors



Gold Corporate Sponsors



Silver Corporate Sponsors



Insulet Corporation

In Association with



2012 TCOYD Schedule Conferences and Health Fairs

February 11	Washington, D.C.
March 3	Sacramento, CA
April 14	Honolulu, HI
April 15	Maui, HI
May 19	Raleigh, NC
June 23	San Ysidro, CA - Latino
September 8	Missoula, MT
September 15	Sacramento, CA - Latino
September 22	Des Moines, IA
October 27	San Diego, CA
November 3	Oceanside, CA - Latino
December 1	Austin, TX

Take Control

REGISTRATION

Fees

(Registration fee includes all materials and lunch)

Early-Bird Registration Fee

Early-bird registrations will be taken by phone, fax or online through 12 noon PST, Wednesday, Sept. 19. Registrations sent through the mail must be postmarked by Friday, Sept. 14, 2012.

\$15 per person (\$10 per person for 2 or more registering together) \$5 off either fee with membership

No refunds after Wednesday, Sept. 19, 2012

Day of On-Site Registration Fee

\$20 per person

Secure Online Registration

www.tcoyd.org

Financial Aid

Financial aid is available for those in need. Ask your caregiver or call TCOYD (800) 998-2693.

Parking

Parking is available at 5th and Crocker for \$7. Metered street parking is free on weekends

The Community Choice Credit Union Convention Center at Veterans Memorial

833 5th Avenue, Des Moines, Iowa, 50309 (515) 564-8000

Registration & Information

Call TCOYD office: (800) 998-2693 or (858) 755-5683 ♦ FAX (858) 755-6854

Look for us on the internet: www.tcoyd.org

If you have special needs, call (800) 998-2693.

Why is the registration fee to attend this conference so low?

While we charge only \$10-\$20 per person in registration fees, it costs TCOYD \$125-175 per person for this conference. We make up the cost difference by raising funds from our generous donors as well as educational grants. TCOYD is a 501(c)3 not-for-profit charitable educational organization. All donations directly supporting TCOYD are tax deductible and greatly appreciated.

Register at TCOYD.org or call 800-998-2693 or mail

How did you hear about this conference? _____

First Person

Is this your first time attending TCOYD? Yes No
Join or renew membership (\$20)? Yes No

Name _____

Address _____ Apt. _____

City _____ State _____

Zip _____ Phone No. (____) _____

Please send TCOYD news via Email Yes No

Email Address _____

Second Person

Is this your first time attending TCOYD? Yes No
Join or renew membership (\$20)? Yes No

Name _____

Address _____ Apt. _____

City _____ State _____

Zip _____ Phone No. (____) _____

Please send TCOYD news via Email Yes No

Email Address _____

Payment (See registration fees left column)

Total Registration Fees	\$ _____
Total Membership/Renewal Fees	\$ _____
Additional Donation/Gift Amount	\$ _____
Total	\$ _____

AmEx Discover VISA MasterCard

(Please print clearly)

Name on Card _____

Billing Address _____

City/State/Zip _____

Credit Card No. _____

Exp. Date _____ Signature _____

Make checks or money orders payable to:
Taking Control Of Your Diabetes or TCOYD

Mail to

Taking Control Of Your Diabetes
1110 Camino Del Mar, Suite B, Del Mar, CA 92014

IOWA 2012 / Office use only:

Date rcv'd _____ Check No. _____

DIRECTOR

Steven Edelman, MD, Endocrinologist, Founder & Director, TCOYD; Professor of Medicine, UCSD School of Medicine; Director, Diabetes Care Clinic, VA Medical Center, San Diego 🙌

CO-DIRECTORS

Anuj Bhargava, MD, MBA, CDE, FACP, FACE, Endocrinologist, Iowa Diabetes and Endocrinology Center; CEO, My Diabetes Home, LLC www.mydiabeteshome.com; President, Iowa Diabetes and Endocrinology Research Center www.iderc.org

Susan Freeman, RN, BSN, CDE, Registered Nurse, Certified Diabetes Educator and Coordinator for the Diabetes Education Center at Iowa Health Des Moines

Kelly Rawlings, Editorial Director for the American Diabetes Association publication, *Diabetes Forecast* 🙌

KEYNOTE SPEAKERS

Robert Lewis, Professional Chef, www.Happydiabetic.com 🙌

William Polonsky, PhD, CDE, Clinical Psychologist, Founder and CEO, Behavioral Diabetes Institute

WORKSHOP FACULTY

Michael Berdofe, Panelist using CGM 🙌

Doreen Gooding, RN, RD, CDE, Mercy Medical Center, Des Moines

Dawn Gustofson, RD, LD, CDE, Iowa Diabetes and Endocrinology Center

Gregg Hicklin, MD, Pulmonologist, Sleep Specialist, The Iowa Clinic

June Johnson, BS, PharmD, FASHP, CDM, Drake University

Madelene Richert, RN, CDE, Iowa Diabetes and Endocrinology Center

Ryan Schulte, MD, Urologist, The Iowa Clinic

Kim Vlasnik, Blogger, www.textingmypancreas.com
Panelist using CGM 🙌

Diana Wright, MD, Iowa Diabetes and Endocrinology Center

Person living well with diabetes 🙌

Closing Session Speaker

Philip Bruno

**My Story...
Choosing Life!**

Team Type 2 🙌



At 470 pounds and an A1c of 16, Philip was a mess physically, emotionally, nutritionally and spiritually. He needed to make a choice: Do I want to live or die? After much soul-searching he answered this fundamental question and made a conscious decision to LIVE! Find out how choosing life turned him into the inspirational man that he is today. Philip is now a trained athlete, certified cycling instructor and a life motivator.

Cooking Demo

Bobby Deen, *Diabetes in a New Light™*;
Host of Cooking Channel's "Not My
Mama's Meals" 🙌

Bobby Deen, son of American cooking star Paula Deen, loves his mama's Southern cooking and loves living a well-balanced healthy lifestyle. Taking on the challenge of having it all, Bobby found ways to make some of his mama's recipes a little lighter. Bobby is now teaming up with Novo Nordisk on *Diabetes in a New Light™* to share diabetes-friendly recipes.



HANDS-ON FACULTY

Emily Beckett, PharmD, Iowa Health Des Moines

Brenda Dolan, RN, MSN, BC-ADM, CDE, Mercy Medical Center

Mike Durbin, Blogger, www.mydiabeticheart.com 🙌

Jill Gonder, Iowa Optometric Association

Della Guzman, Fitness Instructor, Iowa Health Des Moines

Scott Johnson, Blogger, www.scottsdabetes.com 🙌

Bill King, Diabetes advocate; motivational speaker; avid runner *Supported by Animas Corporation* 🙌

James Mahoney, DPM, Foot & Ankle Institute

Scott Strange, Blogger, www.strangelydiabetic.com 🙌

Lynn Steffen, Zumba Instructor



1110 Camino Del Mar, Suite B
Del Mar, California 92014

Learn, laugh and live better

Nonprofit
Organization
U.S. Postage
PAID
San Diego, CA
Permit No. 1



Presentations



Activities



Screenings



Workshops



Health Fair

ATTEND THIS
**DIABETES CONFERENCE
& HEALTH FAIR**

IT WILL CHANGE YOUR LIFE!

Saturday, September 22, 2012
The Community Choice
Credit Union Convention Center
Des Moines, Iowa