



Deanna Latson

Deanna Latson is an internationally recognized nutritional educator who has spoken to more than a hundred thousand at universities and companies around the world, including Stanford, NYU, AT&T, and Visa. She's been nominated Speaker of the Year by the National Association of Campus Activities. She is a member of Physicians Committee of Responsible Medicine, and has a Master's Degree from San Francisco State University, where she also instructed for five years. Campus programmers and wellness professional's around the world call Deanna the most beneficial and inspiring speaker they have ever invited to speak.

Deanna Latson exploded onto the speaking circuit in 1998 with one of the most popular NACA national lecture showcases ever performed. She transforms audiences with nutritionally sound health advice and her powerful story about her own road to great health. Before switching to better eating she suffered from an eating disorder, excess weight, severe migraines, colds, flus and low energy. During college she began eating right and dramatically restored herself to great health within a year. Her inspiring story is featured in several books including Perfect Body and Major in Success. Deanna lives in San Diego where she is director of the Good Thinking Co., a provider of success-oriented services, products and experiences.

A perfect speaker for:

- Colleges & Universities
- Employee Programs
- Athletic Events
- Orientations
- Wellness Week
- Eating Disorder Programs
- Fraternity and Sorority Events

"When it comes to making a difference in people's lives, Deanna is second to none in the areas of nutrition, and physical and mental wellness. She is well organized and has a special knack for breaking complex ideas into simple common denominators"

Steve "ZD" Schnall - Professor of Kinesiology, University of Texas -Pan American Former NFL assistant football coach and super bowl champion. .

"Deanna Latson is one of the most effective and entertaining spokespersons on the subjects of health and nutrition I have ever had the opportunity to enjoy. She is changing lives."

John McDougall, MD, Best-selling Author of 6 books and the founder and medical director of the nationally renowned McDougall Program

"What a fantastic addition to our conference, people have not stopped talking about it. Everyone seems to have improved their diet some way or another You will be back by popular demand."

AT&T

The **best speaker** you bring to campus all year will be Deanna Latson - **and we help you make it so**. Each campus receives bold four color posters, pre-written press releases, and a promotional video you can show on your campus TV station.



1-888-429-5290

Deanna **M.** Latson M.A.

Deanna shares the secrets to attaining vibrant health for students , athletes and faculty. Her advice results in better performance in the workplace, classroom and athletic field.

EAT RIGHT FEEL GOOD | LOOK GREAT!



- Have extraordinary energy
- Increase endurance
- Be vibrantly healthy
- Achieve peak mental focus
- Maintain life long health
- Avoid getting sick
- Shed extra pounds



an Exciting, Fun & Interactive Event!

Tired of Being Tired?

Whether you want to lose weight or gain energy, Deanna Latson shows you how with Audience Interaction, Stories, Humor, and Multi-Media.

Deanna **M.** Latson M.A.



EAT RIGHT
FEEL GOOD | **LOOK GREAT!**



"Sound nutritional advice"

Athletic Director, Cleveland State Univ.

"Standing Room Only"

Athletic Director, Cleveland State Univ.

"Fantastic"

Basketball Coach, Manchester College

"Love Her!"

Students Activities Board, Walldorf College

The facts about diets...

- The dieting industry is the **ONLY** business in the world that has a **98% FAILURE** rate and yet almost **50%** of American women are dieting on any given day. **52%** of adolescents begin dieting before age 14
- Eight out of 10 people over 25 are overweight
- 80% of all senior executives operate at only 30% of their capacity due to poor lifestyle habits
- More than 2 million workers call in sick on any given day with some 660 million work days lost each year
- A fatal heart attack suffered by a top executive can cost a firm \$500,000 to 1,000,000 in lost business, lost contracts, lost experience, higher insurance costs, recruitment and training costs.
- It is much cheaper to subsidize wellness programs than to pay for higher insurance costs and incidents of medical disability.
- Approximately 3,000 companies are sponsoring in house Wellness/Fitness programs including such giants as IBM, Pepsi Cola, Johnson & Johnson, and Microsoft, with an additional 21,000 using outside facilities to promote health programs.

This is the ultimate great health lecture. It has no "fad diet" information. Deanna's lecture is a hard-hitting, nutritionally sound research-based discussion about food and how it effects your body.

This program is a **proven winner** on all fronts - strong attendance, excellent content and lasting information.

Learn about:

- Foods you can eat to stay fit
- Meals perfect for test days and finals week
- "Slow Poisons" you eat everyday
- How to avoid feeling lethargic
- The top ten foods that sabotage your weight loss efforts

- Childhood Obesity Running Out of Control - New study suggests one in four overweight children is already showing early signs of type II diabetes (impaired glucose intolerance) 60% already have one risk factor for heart disease

"What a wonderful presentation. We are all motivated to make some changes"

AMCORE/Investors Mgmt. Group

"Fantastic research. I had never heard such valuable things about taking care of our bodies"

Bankers Leasing Company

"I was surprised at the level of information. This presentation was an eye opener"

Principal Financial Group

"Thank you so much for you insights. We are going to reevaluate our diets and health"

OSE Office Furniture

"You are an exceptional speaker. We were so glad you didn't talk about diets. We appreciated the information on changing our life."

Manpower, Inc.