

MARY LEE CHIN, MS, RD
NUTRITION EDGE COMMUNICATIONS
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NUTRITION AND FOOD SPOKESPERSON

1982-Present

Conduct national media tours and SMT's as a spokesperson for major corporations including Procter & Gamble, American Egg & Nutrition Board, and Roche Laboratories. Consults with the International Food and Information Council and the Council on Biotechnology Information on food biotechnology and genetic engineering issues to consumers, opinion leaders, legislators and the media.

National interviews include the *New York Times*, *USA Today*, *A.P.* and *U.P.I.* Has appeared in electronic broadcast interviews including CNN, and on television, satellite interviews, and radio stations nationwide. Consulted regularly by local and national media on significant and controversial health and food issues.

NUTRITION AND MEDIA CONSULTANT

1987-Present

Train health and industry professionals for communications, public speaking and media challenges. Work with agencies including the Food and Drug Administration, public relations companies, trade and professional associations, conducting media and public relations programs and on-camera communications training. Media pitching and representation for clients including Campbell's Soup, National Pork Board, and Folgers.

AMERICAN DIETETIC ASSOCIATION SPOKESPERSON

1983-1989

As an original American Dietetic Association (ADA) Ambassador, was spokesperson for the 70,000-member organization, building public and media visibility for the Registered Dietitian.

OTHER PROFESSIONAL EXPERIENCE

Public Relations

1989-Present

Provides public relations and media support to Western Dairy Council. Directed public relations and media training, and coordinated public information office for the Denver Department of Health and Hospitals, Denver, Colorado. (1989-1992).

Clinical Nutritionist

1973-1988

Nutritionist at the Pediatric and Adolescent Clinic Outpatient Department; Chief Clinical Dietitian at the Barbara Davis Center for Childhood Diabetes; Clinical Instructor in the Departments of Nursing, Dentistry and Physician's Assistant Programs, University of Colorado Health Sciences Center, Denver, Colorado.

Assistant Editor

1987-1989

The Diabetes Educator, American Association of Diabetes Educators.

Expert Witness

1987-Present

Provide testimony on nutrition and health issues in civil cases and state and federal legislative hearings.

EDUCATION

Case Western Reserve University, Master of Science, Clinical Nutrition, Cleveland, Ohio.

Dietetic Internship, Cleveland Veterans Administration Hospital, Cleveland, Ohio.

Purdue University, Bachelor of Science, Foods and Nutrition, West Lafayette, Indiana.

Selected HONORS

Named a "Women of Distinction 2007" honoree by Girl Scouts of America, Mile Hi chapter. Selected by 5280 Magazine as one of "22 to Watch in 2002 (2002). Asian Woman of Achievement Entrepreneurial Business Award (1995); Alumna of the Year, Case Western Reserve University, School of Nutrition (1988); Recognized Dietitian of the Year, Colorado Dietetic Association (1987); Nutrition Educator of the Year, Western Dairy Council (1985)

ACTIVITIES and MEMBERSHIP

Advisory Board, Center for Human Nutrition, University of Colorado Health Sciences Center (1997-Present); Advisory Board, University of Northern Colorado Nutrition program (1991-present), Health Advisory Committee,

Denver Foundation (2001-2005); American Council on Fitness and Nutrition (2003-Present); Steering Committee, Women's Health Campaign, National Governor's Association, CO (1998-2000); Leadership and membership in The American Dietetic Association, Colorado and Denver Dietetic Associations, Dietitians in Communications practice group.

Selected Volunteer Work

Chair-elect, Denver Asian Pacific American Commission, of the Denver Human Rights Agency (2008); Co-chair of Marketing & Communications, Democratic 2008 Convention Host Committee (2007-Present). Media and communications training for the Center for African American Health of the Metro Denver Black Churches Initiative (2006-present); Cultural Education Chair, Colorado Dragon Boat Festival- an event that draws 100,000 people to celebrate Asian culture and diversity (2001-Present); East High Community Forum Chair- \$50,000.00 funding raising program and cultural education (1993-1997); Citizen's Advisory Council, KCNC-TV4, CBS Affiliate (1995-1999); Women's Advisory Board, Rocky Mountain News (1994-1996); Asian Pacific American Women's Leadership Institute (1993-1995); Asian Pacific Development Center Board of Directors (1980- 1986).

Recent Selected Publications

Chin ML, Horbiak J. Pursuing the Potential of the Media. In: Kathy King Helm ed. The Competitive Edge: Advanced Marketing for Dietetic Professionals. 2nd. ed. The American Dietetic Association, 2007.

Chin, ML. No Difference, Only Positives For Crops Produced Through Plant Biotechnology. <http://www.whybiotech.com>. 2002, September.

Chin, ML. Plant Biotech 101: What is Plant Biotechnology? <http://www.whybiotech.com>. 2002, August.

Chin, ML. Are biotechnology crops and the foods produced from them safe for human consumption?" <http://www.whybiotech.com>. 2002, July.

Chin ML, Horbiak J. Pursuing the Potential of the Media. In: Kathy King Helm ed. The Competitive Edge: Advanced Marketing for Dietetic Professionals. 2nd. ed. The American Dietetic Association. 1995.