

## MindMaps Education Systems, Inc. CORE Weight Management Program

### What is it?

A Certified Weight and Obesity Management-Coach-led weight management program that includes a team of professionals—certified coaches, registered dietitians and certified personal trainers.

### How do I become MMES Certified Dietitian or a MMES Certified Personal Trainer?

- Successfully complete Bariatrics 101 Course to be a candidate for the 2-hour CORE Webinar for Dietitians and Certified Personal Trainers.

### How do I benefit from being MMES Certified?

- Incredible networking and real business models to generate revenue for your niche business.
- MindMaps Education Systems (MMES), Inc. is a resource for potential referrals and marketing.

\*Preferred status regarding paid speaking engagements for MMES.

\*Preferred status regarding paid staffing.

*\*Performance evaluations also considered in selection*

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## Feel “Stuck” in Helping Your Clients Lose Weight?



## Bariatrics 101 Course: A Team Approach to Obesity Management: Coaching Your Obese Client’s Behavior, Healthy Nutrition and Activity through MindMaps Education Systems, Inc.

 **Target Audience:** Registered Dietitians, Diet Technicians, Certified Personal Trainers

Saturday, September 11 —  
Sunday, September 12, 2010  
PURELY For FITNESS  
2008 East Hwy 114  
Southlake, TX 76092

## Objectives

- Explain why cognitive behavior therapy is most effective in the treatment for obesity.
- Distinguish between myths and current studies regarding nutrition recommendations for weight management.
- Distinguish between myths and current studies regarding exercise recommendations for weight management.
- List the 2 advantages and 2 disadvantages to each of the 3 most common bariatric surgeries.
- Name 3 factors that can promote a successful outcome with a morbidly obese patient, post-bariatric surgery.
- Recognize 3 factors that can produce a poor outcome (less weight loss) with a morbidly obese patient, post-bariatric surgery.
- Describe key nutrition recommendations pre- and post-bariatric surgery.
- Understand important components of an exercise program to aide weight loss safely.
- List 2 ineffective beliefs that an obese client might share.
- Identify 3 components of a weight management program that increases client success.
- Utilize a coaching technique to improve behavior for nutrition and exercise.
- Demonstrate a neurolinguistic programming (NLP) exercise to maximize behavior changes in the obese client.
- State 3 ways to develop rapport with obese client.

## Organizations:

Registered Dietitians/Diet Technicians—12 CPEUs—Level 2—  
Learning Codes related to weight management

CPT—12 Contact Hours from Cooper Institute Category 1

**Bariatrics 101—A Team Approach to Obesity Management:  
Coaching an Obese Client's Behavior, Healthy Nutrition and  
Activity**

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**PURELY for FITNESS**  
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817.993.0639  
www.mmeducationsystems.com

## Help Turn Yourself and Your Clients Around When You Want to Reach a Weight Goal!



## Your Own Personal and Client Monitoring Device for Measuring You and Your Clients' Metabolism Available!



**Participant Price: \$279.99 plus tax—includes a 3-month subscription, armband and display watch.**

## Registration Form

### Bariatrics 101: A Team Approach to Obesity Management: Coaching Your Obese Client's Behavior, Healthy Nutrition and Activity

	Price		
<input type="checkbox"/> Early Registration (deadline 07-15-10)	\$300.00		
<input type="checkbox"/> Registration (07-16-10—09-11-10)	\$350.00		
<input type="checkbox"/> Check here for Payment Plan Option	\$100.00 By 07-15-10	\$100.00 By 08-15-10	*\$100/150.00 By 09-11-10

\*Last payment depends on time of first payment

RD / Diet Tech / CPT (Circle One)

First Name Last Name

Street Address Apt. No.

City State Zip Code

Contact Phone e-mail address

#### Method of Payment

- Check  Discover  
 Visa  MasterCard

Credit Card # Exp. date

Credit Card Code

Credit Card Billing Address—City, State, Zip

Signature Date

**Checks payable to:** MindMaps Education Systems, Inc.,  
P.O. Box 1293, Grapevine, TX 76051

**Cancellation Policy:** All credit cards will be charged and checks cashed at the time of registering by phone, mail or e-mail. A 50% non-refundable fee applied if cancellation occurs 30 days or more before seminar. A 75% non-refundable fee applied if cancellation occurs 14-29 days prior to seminar. No refund available if cancellation notification provided 13 days or less before day of seminar or in no cancellation notification made. All non-refundable fees may be applied to future seminars.

### Hotel Information:

**Baymont Inn DFW Airport,**  
301 Capitol Street, Grapevine, Texas, 76051.  
Free shuttle to DFW and Westwood Business Centre.  
Special room rate is available—\$89.00 (deadline 08.26.10)  
Continental Breakfast included.  
MindMaps Coaching Certification Group  
817.329.9300  
[www.baymontinns.com](http://www.baymontinns.com)



## Bariatrics 101 Course Schedule for 2010

### Saturday, September 11

- 8:30–9:00 am — Registration—Purely For Fitness, Southlake, TX
- 9:00–9:15 am — Introduction—Pete Cline & Diane Cline
- 9:15–10:15 am — Human Behavior and the Obese Client  
Diane Cline, RD, CDE, Certified Weight and Obesity Management Coach (CWOMC)
- 10:15–11:15 am — Coaching Your Obese Client's Wants  
Robert "Pete" Cline, NLP Master Practitioner, CWOMC
- 11:15–11:30 am — Break
- 11:30–12:30 pm — Nutrition for Weight Loss Myth or Fact?  
Diane Cline, RD, CDE, CWOMC
- 12:30–1:30 pm — Lunch on Own
- 1:30–2:30 pm — Activity for Weight Loss-Myth or Fact?  
Stacie Sauber BS, CPT—Purely For Fitness Owner
- 2:30–3:30 pm — Obesity Surgical Treatments  
Diane Cline, RD, CDE, CWOMC
- 3:30–3:45 pm — Break
- 3:45–4:45 pm — Psychological Assessment and Treatment for Surgical Candidates  
Ginny Ives, LPC, RD, CDE
- 4:45–5:00 pm — Closing Remarks

### Sunday, September 12

- 8:30–8:45 am — Opening Remarks
- 8:45–9:45 am — Coaching Behavior Change in Obesity  
Diane Cline, RD, CDE, CWOMC
- 9:45–10:45 am — Appealing to all the Senses with NLP  
Robert "Pete" Cline, Master NLP Practitioner, CWOMC
- 10:45–11:00 am — Break
- 11:00–12:00 pm — Using Coaching and NLP Techniques in Every Day Practice with Great Results!  
Robert E. "Pete" Cline, NLP Master, CWOMC
- 12:00–1:00 pm — Lunch on Own
- 1:00–2:00 pm — Exercise Assessment and Treatment for Surgical Candidates  
Kathleen Stiever, MS—Exercise Physiology
- 2:00–3:00 pm — Medical Nutrition Therapy Assessment and Treatment for Surgical Candidates  
Diane Cline RD, CDE, CWOMC
- 3:00–3:15 pm — Break
- 3:15–4:15 pm — A Team Approach to Weight and Obesity Management that Works!  
Diane Cline, RD, CDE, CWOMC
- 4:15–4:30 pm — Closing Remarks, Evaluations