

## Copy

Client: Branding & Branding

Re: Marketing –Kelly’s Choice –**Website Refresh**

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### Scope of Work

Branding & Branding has contracted with Galvin and Associates to provide copy for a website promoting Kelly’s Choice nutritional counseling services. WORD COUNT: 3700

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COPY

### HOME

#### HEADLINE - 1

**Real People + Real Food = Lifelong Health**

#### HEADLINE - 2

**We are dietitians, nutritionists and educators on a mission: To dramatically improve our communities by transforming diets.**

#### INTRO

People who consume nutritious foods perform better, handle stress better and live a healthier and longer life. And real food tastes great!

Kelly’s Choice has customized coaching programs for schools, workplaces, athletes and anyone who wants better health, performance and happiness.

View information on our site then contact us today for details.

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#### PANELS

### Individual Coaching

We create a Nutritional Health Plan customized to your needs, including weight gain, chronic disorders and athletic performance.

[REQUEST A CONSULTATION >](#)

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### Workplace Wellness

It’s a simple fact: Healthy employees are more productive. We give presentations on-site at your workplace.

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### Sports Nutrition

Want to perform at your best? A healthy intake of the right foods will fuel your energy and improve your performance.

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## School Programs

Learning good nutrition is education for a lifetime. We work with schools to design and implement an effective nutrition education program.

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### SERVICES

#### HEADLINE

## A Nutritional Health Plan customized to your needs.

#### INTRO

Kelly's Choice counselors are trained not only in the science of nutrition, but also in assessing the best nutrition plan to meet your goals and lifestyle. Whether you are an athlete competing for a title or an individual with a chronic condition like diabetes, a Kelly's Choice nutritionist can put you on the road to better health and performance.

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### Individual Coaching

Kelly's Choice Nutritional Health Plans help you handle everyday stress, weight gain and chronic disorders and put you on the road to a happier and healthier life. Since each of us has different issues in our lives, our professional nutrition coaches create a program uniquely suited to your schedule and lifestyle.

While everyone can benefit from better nutrition, we are trained to provide counseling for specific conditions, including:

- Pregnancy, Fertility and Polycystic Ovary Syndrome (PCOS)
- Diabetes (Type 1, Type 2, and Gestational)
- Food allergies and celiac/gluten intolerance
- Weight loss or gain
- Disordered Eating (Anorexia Nervosa, Bulimia, and Morbid Obesity)
- Hypertension
- Hyperlipidemia
- Acid Reflux and soft diets
- Crohn's Disease, Irritable Bowel Syndrome and Ulcerative Colitis
- Menopause
- Cancer

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## Workplace Wellness

Maybe you supply coffee, tea and bagels on Friday for your employees. But we have a better way: provide them with nutritional counseling. It will improve their productivity and will likely reduce your healthcare costs.

Kelly's Choice professional nutrition coaches present topics in a group setting or as one-on-one counseling at your workplace. Popular topics include:

- Smart Shopping – Understanding Food Labels
- Choose This Not That
- Debunking Fad Diets & Myths
- Surviving Special Occasions
- Weight Loss, Meal Planning and Goal Setting
- Understanding Gluten, Organic and GMO Foods
- Sports Nutrition

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## Sports Nutrition

Want to perform at your best? Kelly's Choice nutritionists will develop a plan with the right mix of foods for your chosen field of endeavor. With the right foods, you can see an improvement in energy, strength and endurance.

Each nutrition plan is customized to your body and your sport. Do like the pros do: eat better to perform better. Contact your Kelly's Choice counselor today.

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## School Programs

The nutritional needs of growing kids are different from adults. Kelly's Choice professional nutrition coaches work with the school community to develop plans that provide the nutrients essential to healthy development.

We are also advocates and facilitators of nutrition education. We work with you to design and implement a nutrition education program that focuses on food choices, nutrition-related behaviors and the process of dietary change. We have a range of field-tested programs for your review: contact a Kelly's Choice counselor today.

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## Physicians & Healthcare

Kelly's Choice provides practical and real-world solutions to motivate your patients to adopt healthy lifestyle habits. Our Registered Dietitians, many of whom have worked in clinical settings, provide evidence-based nutrition education and patient-centered care.

[DOWNLOAD MEDICAL REFERRAL FORM >](#)

To Fax a Nutrition Consultation form and the patient's lab work and other documentation:  
**(315) 685-2150**

### Physicians' Offices

Kelly's Choice provides medical nutrition therapy for a variety of disease states, counseling patients of all ages. Our dietitians work with the referring physician and office staff to improve coordination of care and outcomes. The referring physician will receive initial assessment and follow-up documentation to file in the patient's medical chart.

We also provide group classes on diabetes, cardiovascular disease, and weight management, which can be held at the physician's office or ours.

CONTACT US FOR MORE INFORMATION >

### Healthcare Facilities

Kelly's Choice dietitians provide nutrition assessments, screenings and counseling for outpatient clinics, home health agencies and hospitals. Our staff, many of whom have worked in hospitals and clinical settings, are trained to provide nutrition therapy for a variety of disease states, including diabetes and other chronic conditions.

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### Bariatric Programs

Kelly's Choice dietitians and nutritionists are ideally suited to assist patients after weight-loss surgery. Our team provides your patients with the counseling and support they need to ensure long-term success.

The Kelly's Choice Bariatric Nutrition Health Plan includes:

- Preoperative nutrition assessments and counseling to meet pre-op diet program requirements as stipulated by insurance
- Post-op nutritional counseling and "Back on Track" programs
- Bariatric cooking demos and grocery tours
- Speaking at bariatric seminars
- Support group facilitation

CONTACT US FOR MORE INFORMATION >

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## ABOUT

### HEADLINE

**Kelly's vision:  
Real People + Real Food = Lifelong Health**

### INTRO

Kelly's Choice is a collective of registered dietitians, nutritionists and educators who are dedicated to improving our communities by transforming diets. We offer customized nutrition coaching programs for schools, workplaces, medical facilities, athletes and anyone who wants better health, performance and happiness.

We strongly believe that a person who adjusts their diet to 'real' food will live a healthier life – and we have the research to back up that belief. Kelly's Choice nutrition plans make ample use of real, unprocessed foods and seek to supply vitamins and nutrients from the foods we eat.

Our approach to nutrition goes beyond simply formulating menus. We know that to be successful, each individual must embrace the benefits of a nutritious diet. Our nutrition coaches educate:

- How our recommended diet adjustments are unique to his/her physical condition
- What are reasonable expectations from a change in diet
- Lifestyle changes that can accelerate – or slow – the benefits of a better diet
- How to incorporate better nutrition into one's lifestyle and make better food choices in the future

Our holistic approach is the key element of our successful track record in nutrition coaching.

Kelly's Choice, LLC, is the brainchild of Kelly Springer, who created the company in 2012 as a way to bring her knowledge of nutrition and health to a wider audience. She found a great need in the market and her innovative programs have been featured in TV, radio and magazine articles as well as online forums.

Kelly has assembled a group of like-minded, highly professional nutrition experts to join her team and make Kelly's Choice available to an ever-widening audience of individuals, companies, schools and medical centers.

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## MEDIA

### HEADLINE

## **Kelly's Choice is in the News.**

### INTRO

Kelly's Choice founder Kelly Springer is an active advocate of good nutrition through healthy eating and is frequently featured in the media.

Learn more about nutrition and Kelly's Choice unique nutrition programs in these articles, posts, magazines and television appearances.



## OUR TEAM

### HEADLINE

## **Kelly's team: Real people advocating for real health.**

### INTRO

Kelly's Choice nutrition counselors are registered dietician nutritionists and nutrition educators who have worked with individuals, schools and businesses to develop effective nutrition plans.

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**Kelly Springer**, MS, RD, CDN  
Skaneateles, NY

Kelly Springer is a Registered Dietitian Nutritionist and proud mother of two crazy little girls. She has been in the nutrition field for more than twelve years, working with both adults and children. Her nutrition specialty is weight loss.

Kelly started Kelly's Choice, LLC, in 2012 and expanded it to include additional dietitians and nutritionists in 2013.

Prior to Kelly's Choice, Kelly had a private practice affiliated with a physician's group. She had gone solo after years working at Hillside Children's Center in Auburn, NY, where she developed guidelines to promote health and good nutrition; at Auburn Memorial Hospital's Bariatric Center; and as a bariatric dietitian with Fingerlakes Bariatric Center.

Kelly is a graduate of West Virginia University with a BS degree in Nutrition, and earned her masters in health education from SUNY Cortland.

**Stacy McClintic**, MA, RDN, CDN  
Auburn, NY

Stacy McClintic is a Registered Dietitian Nutritionist for Kelly's Choice. She provides individual nutrition counseling and coaching, group nutrition presentations for community organizations, and consultation services to restaurants, adding healthy items to their menus. Stacy currently gives group nutrition education presentations for CNY Medical Weight Loss in Auburn, NY.

Stacy has been a Registered Dietitian Nutritionist for 25 years and has worked in a variety of practice settings. At Glens Falls Hospital in Glens Falls NY, her primary roles were as an outpatient dietitian, providing medical nutrition therapy for physician-referred outpatients, and as a diabetes educator for the hospital's Diabetes Self Management Education Program. Other work experiences have included nutrition consultation services for an OB/GYN practice and a primary care facility. Stacy was an adjunct faculty member at McHenry County College in McHenry, IL teaching Nutrition for Wellness.



Stacy is a graduate of the University of Vermont with a BS degree in human nutrition and foods, and earned a master's degree in community psychology, with a concentration in counseling, from the Sage Graduate School in Albany, NY. Stacy completed a certificate of training in adult weight management from the Academy of Nutrition and Dietetics, and was an honor's graduate of the Henry Ford Hospital Dietetic Internship Program in Detroit, MI.

**Natalie A. Holak, RD, CDN**  
Auburn, NY

Natalie Holak is a Registered Dietitian with Kelly's Choice. She has developed a clear philosophy of nutrition: plants and their nutrients in unprocessed foods are nature's medicine, and healthy eating plays an important part in optimal health. Since she knows well the difficulties involved in putting a healthy diet into practice, her focus is on simplicity and real food.

Natalie's professional experience includes working as a bariatric dietitian at Fingerlakes Bariatrics and as a clinical dietitian at The Commons on St. Anthony in Auburn, NY.

Natalie is a graduate of Russell Sage College in Troy, NY with a BS degree in Nutrition Science and a minor in psychology. She attended Syracuse University's dietetic program to become a Registered Dietitian and then a Certified Dietitian/Nutritionist. Natalie is a member of the Academy of Nutrition and Dietetics, Elsevier's Health Science Periodicals, the Union of Concerned Scientists, the Light Party, and the YMCA.

**Beth Seeley, Nutritionist**  
Syracuse, NY

Beth Seeley is a Nutritionist with Kelly's Choice. Beth is a career fitness expert with IDEA (International Dance and Exercise Association) and has conducted classes in Japan, Italy, and in multiple locations in the U.S. She currently is a certified fitness expert affiliated with Cazenovia College in Central New York State.

Beth's field experience in nutrition includes dietetics program planning for the MSC Wellness Center, nutrition educator for Children's Center preschool and the Food Bank of Central New York, and student dietetic technician for Upstate Community General Hospital.

Beth has a BA degree from UCLA and an Associate's degree as dietetic technician – food service administration from Morrisville State College. She actively promotes healthy bodies for kids in PTAs, by planting edible gardens and by encouraging creative activities on and off the playground.



**Amy Merwarth, RD, CDN**

Syracuse, NY

Amy Merwarth is a Registered Dietitian with Kelly's Choice. Amy has more than 10 years of professional experience, and currently holds the position of outpatient dietitian at Upstate Medical University. Amy works in pediatric gastroenterology where she takes care of patients with gastrointestinal and nutrition conditions such as Inflammatory Bowel Disease, Crohn's and ulcerative colitis, celiac disease, FTT/poor weight gain, obesity and liver disease.

Prior to her outpatient work, Amy worked as a Clinical Dietitian at Upstate Medical University, first in surgery, oncology and bone marrow transplant areas before moving to inpatient medical services in pediatrics.

Amy is a graduate of Marywood University and SUNY Oneonta with a BS degree in dietetics and a minor in health and wellness.

**Mary Lou Plante, MS, RD, CDN**

Syracuse, NY

Mary Lou Plante is a Registered Dietitian with Kelly's Choice. Mary Lou has been a Registered Dietitian for ten years and has worked in dietetics for over twenty-five years.

Mary Lou spent six years as Nutrition Resource Manager at the Food Bank of Central New York, ensuring that food pantries and soup kitchens provided meals that met New York State nutrition standards. Prior to the Food Bank, she worked for 13 years at Upstate University Hospital as a Certified Dietitian Nutritionist covering the Physical Medicine and Rehabilitation, Orthopedic, Cardiology, Neurology and General Medicine units. She has worked at University Dialysis Center, Birchwood Health Care Center, and Syracuse University.

Mary Lou is a graduate of Syracuse University where she earned her master's degree in Nutrition Science. She has her ServSafe certificate and is an instructor and proctor for the ServSafe curriculum. She has held positions on the board of directors of the Central New York Dietetic Association. She is a member of New York State Dietetic Association and the Academy of Nutrition and Dietetics. When not working, Mary Lou enjoys keeping fit and training for her next triathlon.

**Holly Adams, MA, RD, CDN**

Syracuse, NY

Holly Adams is a Registered Dietitian with Kelly's Choice. Holly's professional experience includes both community and clinical settings, including community education, hospital, nursing home, and adult day care settings, where she provides providing nutrition counseling to homebound patients. Holly provided nutrition education and taught healthy meal preparation on a budget for the





community program Model Moms, a spirited group of low-income women. She was Volunteer of the Month in September 2014 and is a member of the Academy of Nutrition and Dietetics.

Prior to becoming a Registered Dietitian, Holly worked at Elmcrest Children's Center. This experience, along with her personal challenges as a teen mother, solidified her belief that every child should have access to proper nutrition, good parenting, guidance, and love. Holly uses her knowledge and experience to educate her clients and empower them to lead healthy lifestyles.

Holly She is a graduate of LeMoyne College with a BA degree in Psychology and earned a master's in Nutrition Science from Syracuse University. She is a member of the Academy of Nutrition and Dietetics. She and her loving husband enjoy spending time with their four children, eight grandchildren, and Stella, her Brittany spaniel.

**Robin Neal**, RDN, CDN  
Syracuse, NY

Robin Neal is a Registered and Certified Dietitian Nutritionist with Kelly's Choice. Robin has eight years of professional experience in providing clinical nutrition assessments, nutritional counseling, and nutritional advice and cooking demonstrations to families. She is passionate about employing family-centered nutritional counseling for fertility problems, pregnancy, gestational diabetes, antepartum and postpartum conditions, and children.

Robin is also a certified birth coach/doula through DONA International, and works with Doulas of CNY. Robin's personal and professional experiences inspire her to support to women through doula and nutritional counseling.

Robin is a graduate of Cornell University with a BS degree and her registered dietitian credential through an internship at Syracuse University, with a focus on clinical and pediatric nutrition. Robin is a mom, a traveler, a foodie, and loves to kickbox. Robin taught kickboxing for ten years before becoming a mom, and she keeps exercise a priority in her life.

**Katie Gleason**, MS, RD, CDN  
Rochester, NY

Katie Gleason is a Registered Dietitian with Kelly's Choice. Katie is also a certified fitness instructor and certified personal trainer. Her focus is creating fitness plans that enhance athletic performance and manage weight. Katie provides nutrition consultations and exercise protocols to both casual exercisers and competitive athletes.

Always looking to share her passion for food and fitness, Katie teaches



Consumer Nutrition at Monroe Community College and gives presentations throughout the community.

Katie is a graduate of Radford University with a BS degree in Sports Medicine from Radford University and earned a Master of Science degree in Dietetics from Eastern Michigan University. She is a member of the Academy of Nutrition and Dietetics and the American College of Sports Medicine. She lives in Fairport NY with her husband and four children.

**Suellen Pineda, RDN, CDN**

Rochester, NY

Suellen Pineda is a Registered Dietitian Nutritionist with Kelly's Choice. Suellen currently works in an outpatient Cardiac Rehabilitation program. She provides one-on-one nutritional counseling to individuals to improve overall health and help people who are adjusting to lifestyle modifications, including eating behaviors and readiness to change.

Suellen is passionate about healthy cooking, which she believes is a key tool in teaching people to experience the taste of real food and learn healthier eating habits. Her cooking lessons range from specific therapeutic diets to healthy fare for families to enjoy.

Suellen is a graduate of New York University with a BS degree in Nutrition, Food Studies and Public Health and completed her Dietetic Internship through Syracuse University.

**Karen Moberly, RD, CDN**

Rochester, NY

Karen Moberly is a Registered Dietitian for Kelly's Choice. Karen works as a counselor consultant for residential facilities and businesses.

Karen worked with the Hillside Family of Agencies Children's Residential Treatment Facilities in Rochester. Prior to that, she was at Penn State Milton S. Hershey Medical Center where she worked on pediatrics, feeding disorders, and metabolic disorders.

Karen is a graduate of Messiah College with a BS degree in Nutrition and Dietetics. She completed her Dietetic Internship and did graduate work through Penn State University. She obtained her certificate in Childhood and Adolescent Weight Management through the Academy of Nutrition and Dietetics.

**Kyla Burst, RDN**

Rochester, NY

Kyla Burst is a Registered Dietitian Nutritionist with Kelly's Choice. Kyla consults



with Pittsford Central School Districts, promoting food allergy awareness and healthy menu planning. She emphasizes practical application of nutritional interventions to encourage healthy eating practices in everyday lives.

Kyla's worked as a Diet Clerk at Bassett Hospital in Cooperstown, NY and as a Diet Tech for Strong Memorial Hospital in Rochester, NY.

Kyla is a graduate of Rochester Institute of Technology with a BS degree in Nutrition Management. She completed her Dietetic Internship at the Sage Graduate Schools. She also completed an internship in food service management through the National Association of College & University Food Services at the University of Connecticut.

**Molly Anderson, RDN**

Rochester, NY

Molly Anderson is a Registered Dietitian at Kelly's Choice. Molly has worked in a variety of settings and with various populations promoting health and nutrition. She has expertise and experience in sports nutrition at both the collegiate and professional levels.

Molly has found a true passion in working with mothers and their children. Her interest developed while working as a research dietitian investigating the effects of various diets on gestational diabetes, where she has co-authored several publications.

Molly is a graduate of Virginia Tech University with a BS degree in Human Nutrition, Food and Exercise and earned a master's degree in Nutrition and Exercise Science from Colorado State University. She completed her Dietetic Internship at SUNY Buffalo and received her Registered Dietitian license in 2006.

Molly and her family lived eight years in Colorado before relocating to her hometown in Upstate New York to be closer to family. She loves getting outside with her husband, two kids and dogs to stay active and healthy.

**Alexandra Barbieri, Nutritionist**

Albany, NY

Alexandra Barbieri is a Nutritionist with Kelly's Choice. Alexandra finds educating people on nutrition to be a rewarding experience and focuses on helping individuals and groups to create and maintain a healthy way of life.

Alexandra worked as a Diet Technician for St Peters Hospital in Albany, teaming with Registered Dietitians to provide patients with dietary education and instruction. Her commitment to Community Nutrition led her to volunteer with Women, Infants, and Children (WIC) Nutritionists in Schenectady, NY where she



helped educate and counsel clients.

Alexandra is a graduate of SUNY Cortland with a BS degree in Health Science, with a concentration in Community Health and earned a master's degree in Applied Nutrition from Sage Graduate School. She completed her Dietetic Internship through Syracuse University.

**Amanda Charbonneau, Nutritionist**

Bristol, RI

Amanda Charbonneau is a Nutritionist with Kelly's Choice. Her background is food: she grew up in Rehoboth, Maine, working with her father in food service. She has a deep knowledge of food ingredients and proper preparation and currently works at a restaurant in Bristol.

Amada's professional experience includes work at a number of hotels and spas including the Mirabeau Inn & Spa in Skaneateles, NY, the White Barn Inn in Kennebunkport, ME, and the Vanderbilt Grace Hotel in Newport, RI.

Amanda is a graduate of Johnson & Wales University with a BS degree in Culinary Nutrition. She completed her dietetic internship at Syracuse University.

**Natalie Christensen, RD**

Pocatello, ID

Natalie Christensen is a Registered Dietitian with Kelly's Choice. Natalie's specialty is sports medicine.

Natalie currently holds the position of Sports Dietitian for Idaho State University. As a former athlete and graduate of ISU, she has been able to reach out to athletes, trainers, coaches, and administrators to educate them to the impact of nutrition on competitive performance. She provides nutrition education in a variety of settings: team talks, cooking classes, grocery store tours and one-on-one counseling. Natalie loves guiding athletes through such challenges as diet restrictions, IBS, fatigue, chronic injuries, weight gain, weight loss, body image concerns, and lack of time, money, or cooking skills.

Natalie's original work as a dietitian was in specialized long-term care settings, where she learned the importance of nutrition counseling, diabetes education, specialized menu planning and food systems management.

Natalie is a graduate of Idaho State University with a BS degree. She and her husband are happy parents of five children who all enjoy sports, hiking, camping, and travelling.