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EXPERT ALERTS

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MEDIA JOBS

- Tech Business Reporter – Boston Business Journal (MA)
- Senior-Level Blogger – Los Angeles Times (CA)
- Sports Copy Editor – The Grand Forks Herald (ND)

OTHER NEWS & RESOURCES

- Colgate University Gets an A+ With ProfNet
- Writers: Are You Prepared for the 'App Economy'?
- Media 411: Women in Media

EXPERT ALERTS:

Washington Navy Yard Shooting and Psychological Profiling Dr. Richard A. Chaifetz CEO, Neuropsychologist ComPsych "Sadly, tragedies such as the Washington Navy Yard mass shooting are often predictable and even preventable. There are a number of warning signs that individuals such as

Aaron Alexis

often present, leading up to an act of violence. If neighbors, coworkers, relatives and acquaintances can learn to spot these warning signs and act upon them, we can disrupt and intervene before the tragedy happens." Dr. Chaifetz is founder and CEO of ComPsych Corporation, the largest provider of employee assistance programs, covering 55 million individuals from more than 20,000 organizations. The company responds to thousands of workplace crisis situations per month, rendering psychological first aid to employees affected by workplace robberies or violence, natural disasters or death of a coworker. Twitter:

<http://twitter.com/ComPsych>

Media Contact:

Jennifer Hudson

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National Childhood Obesity Awareness Month Dr. Dyan Hes Medical Director Gramercy Pediatrics "September is National Childhood Obesity Awareness Month, and it's more important now than ever to raise awareness of this growing problem, especially now that most children are back in school. Although we are making strides to combat childhood obesity, there is still a lot more that needs to be done. One-third of all children are overweight or obese, according to the CDC, and new research shows that obese children have a four-times greater risk of having

high blood pressure when they reach adulthood, compared kids who are not overweight. These kids also have double the risk of high blood pressure or hypertension later in life. Childhood obesity brings with it a slew of other health conditions, including diabetes, heart disease and asthma." Dr. Hes is the medical director of Gramercy Pediatrics in

New York City

and sits on the board of the American Board of Obesity Medicine. She earned her medical degree at the American Program of the Sackler School of Medicine at the University of Tel Aviv

and completed her residency in Social Pediatrics at New York's

Albert Einstein School

of Medicine, Montefiore Medical Center. She currently serves as clinical assistant professor of pediatrics at the

Weill Medical College of Cornell University

. Prior to founding Gramercy Pediatrics, Dr. Hes maintained a large primary care practice for 10 years within Park Slope Pediatrics in

Brooklyn

. In addition, she developed and continues to serve as director of the Pediatric Weight Management Program at New York Methodist Hospital. In conjunction with the Park Slope YMCA, Dr. Hes created the Be Fit program for overweight children, which has served as a successful model of collaboration between hospitals and community centers. An active advocate for pediatric and adolescent nutrition and weight management, Dr. Hes was honored by Brooklyn Borough President

Marty Markowitz

for her efforts to combat obesity among

Brooklyn

youth. In 2006, she served as an expert witness at the NYC

Department of Health Hearing to

Ban Trans Fat

in Restaurant Food. Currently, Dr. Hes serves on a panel of national experts of the Obesity Society to develop a certification exam in obesity medicine. She was named one of New York's

Top Doctors of 2011, 2012, and 2013 by Castle and Connolly. Website: [http://](http://www.gramercypediatrics.com)

www.gramercypediatrics.com

Media Contact:

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Empty Nest: What's Next for Parents
Natalie Caine, M.A. Empty Nest Support Services
"With children off to college, parents wonder: What's next for me? How do I find the parts of me that had to go dormant? Whether kids stay home for college or leave the nest, a parent's role has to shift. You have to begin that major transition of letting go, building an adult relationship with your

children, and finding what is of value for you now that you have more free time."Caine is a parent who created Empty Nest Support Services, leaving her career as a speech therapist in order to help parents across the country through this major life transition. She has been featured in top media, including Time, Huffington Post, Wall Street Journal, New York Times

and more. She is based in

Los Angeles

.Expert Contact:

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Entertaining Tips for the HolidaysJennifer Sbranti Founder & Editor in Chief Hostess with the Mostess" In today's busy, fast-paced world, it can be hard to find the time to sit down and figure out how to make special occasions extra meaningful, or even to just slow down for a minute and celebrate and enjoy daily life, which is so important. I believe that a little creativity can turn any day into a special occasion -- and anyone into the 'Hostess with the Mostess'!" Sbranti is available to discuss entertaining tips and recipes for Halloween, Thanksgiving, winter holidays, New Year's Eve

and

Valentine's Day

. She is the co-founder and editor-in-chief of Hostess with the Mostess (HWTM), a hip and modern party planning resource. HWTM.com brings creative entertaining ideas to light through an inspirational "how-to" website and popular daily blog. Having hosted countless celebrations herself, ranging from special occasion showers and everyday get-togethers to large events, Sbranti now shares her contemporary style and no-fuss approach to entertaining with others. Her ideas have been featured in media outlets such as Life&Style, Pregnancy and Extra! TV, and she is a featured contributor for several well-respected online communities, including iVillage.com and Parents.com. Her expertise focuses on how to make celebratory occasions meaningful and sentimental for your family and guests, with a touch of whimsy. She is also a spokesperson for Nectresse Natural No Calorie Sweetener. Media Contact:

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BMI Testing in SchoolsJennifer Lombardi, MFTExecutive DirectorSummit Eating Disorders & Outreach Program in Sacramento, CA

"The topic of BMI (body mass index) testing in schools is getting a lot of attention and has some parents and student up in arms. Schools are measuring students at an annual weigh-in and sending reports home (which have been coined "fat letters") telling parents whether their child's BMI is healthy or dangerous, with the goal of reducing childhood obesity. However, a

[study](#)

completed in

California

schools shows that parental notification about BMI did not reduce obesity. This type of testing can send the wrong message to children and can even trigger the onset of eating disorders and school bullying. In addition, many experts also agree that BMI testing is *not* is an accurate measure of obesity in the first place."Media contact:

Liz Conant

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Gay, Lesbian, Bisexual, Transgender Scholarship Campaigns J Thomas Forbes Executive Director/CEO

In

diana University

Alumni Association"Even in a world where our Supreme Court offers a 'new perspective, new insight' on questions of sexual and gender differences, some students still are estranged from their families due to their sexual orientation or gender identity – students who would be forced to drop out of school without help. Here lies the importance of university and alumni groups that can assist students who have lost their parents' financial support due to their sexual or gender identity. Such assistance will help provide opportunities that might otherwise be out of reach."Forbes is available to comment on the launch of the IU Gay, Lesbian, Bisexual, Transgender Alumni Association (GLBTAA) scholarship campaign devoted to assisting GLBT students and promoting leadership on GLBT matters. He leads one of the nation's largest alumni networks, with more than 580,000 graduates worldwide. The IUAA is an organization that brings IU alumni, students, and friends together to serve one another and IU. He is a board member of the Council of Alumni Association Executives, an organization of global thought leaders in alumni relations of the largest and most complex higher education alumni organizations. Prior to his IU appointment, Forbes served as the director of state government relations for Cummins Inc. and as a principal private sector staff member of the US-Brazil CEO Forum, an entity chartered by these two nations to foster stronger trade, economic opportunity, and commercial ties. His present focus is on reengineering the IU Alumni Association to strengthen the IU's legacy of alumni engagement and support, as IU enters its third century.Website:

<http://iufoundation.iu.edu/newsroom/archive/2013/glbt-campaign.html>

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Strengthening Your Immunity During Back-to-School TimeDr. Sheeba BenPediatricianRiverside Pediatric Group in

N

ew Jersey

"Not many parents realize that 70 percent of your immune system is in your digestive tract, so a healthy and balanced digestive system plays a vital role in strengthening your overall health and well-being, especially during back-to-school time."Dr. Ben has a special interest in caring for

children with asthma and allergies and believes that communication is key in providing good patient care, especially to ensure proper follow up and compliance with treatment. She works with patients to help prep them for back to school, and can provide insight about what she prescribes to parents during this busy time to help keep their kids healthy. Media Contact: Kat Smolarek,

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September is Menopause Awareness Month
Deb Horn Fitness Trainer "As a woman's body changes at the onset of menopause, so should her fitness routine." Horn has designed an eight-week program, which includes routines that address the specific needs of perimenopausal and menopausal women, including the loss of bone density, decrease in muscle, shifts in weight distribution and the impact that sleeplessness caused by hot flashes can bring about. Media Contact: Kat Smolarek,

ksmolarek@thethomascollective.com

New York Marathon Training Tips (November)
Denise Margulies Running Coach "Being strong and physically fit feels great, but there's a lot more to health than how you look. You can look amazing on the outside and have a tight core, but if your stomach isn't healthy it will lead to health problems." Margulies is a certified personal trainer and running coach with over 20 years of experience. She not only helps her clients train for races, from 5Ks to marathons, she competes in marathons and triathlons herself. She can provide expertise on training your body from the inside out. Media Contact: Kat Smolarek,

ksmolarek@thethomascollective.com

Health Expenditures on Pace to Bankrupt Boomers and Country
Anthony Cirillo, FACHE President Fast Forward Consulting According to the Journal Health Affairs, health spending over the 2012-22 period is projected to grow at an average annual rate of 5.8 percent. By 2022, health spending financed by federal, state, and local governments is projected to account for 49 percent of national health spending and to reach a total of \$2.4 trillion

. Expenditures will consume nearly 20 percent of GDP by 2022. Expenditures on nursing care facilities and continuing care retirement communities are expected to increase by nearly 70 percent in the next nine years. Home health is expected to outpace other categories, with 7.5 percent average annual growth between 2015 and 2018 and 8 percent average annual growth anticipated for 2018-2022. "Obviously the growth in expenditures is good from a business standpoint," says Cirillo. "But the onslaught of new residents/patients will certainly cause of shortage of healthcare workers and the burnout of the existing workforce and that will lead to bad experiences and poorer outcomes. The healthcare industry needs to think about how they are going to attract people to want to go into healthcare. Conversely, we have a population that has become so dependent on the medical establishment that they have abdicated

self-responsibility. Unless we start to curb some of these expenditures, healthcare is not only going to bankrupt the country, but people too. Because at the end of the day there is still no real mechanism to pay for long-term care and Medicaid will certainly go bust if it remains the sole safety net."Cirillo, a healthcare and aging expert, is the author of "Who Moved My Dentures?" which debunks myths about aging and long-term care. As president of Fast Forward Consulting, he consults with physician practices, hospitals and long-term care facilities. He is active in boomer and senior issues and serves as the assisted living guide for

[About.com](#)

. He has a master's from Wharton

in organizational dynamics. In addition to numerous radio and TV appearances, he has been cited in the Wall Street Journal, USA

Today, U.S. News and World Report, CBS Interactive, Business Journal publications, Charlotte Observer, Philadelphia Inquirer, San Diego Union Tribune, Cleveland Plain Dealer, Information Week and more.Expert Contact:

cirillo@4wardfast.com

Trending Topics in ParentingLeana GreeneCEO/Founder/Mommy of 3Kids in the House "The effect celebrities and media have in the lives of children is profound. In the current age, many young girls look up to the likes of Disney stars, singers and actresses in an idealized "role model" fashion, with intent to walk, talk, dress and act similarly to those they idolize. The question is: How do we allow our children the freedom to embrace and enjoy the media and entertainment, yet curb the over-sexualized behavior that is easily the end result?"Greene, an expert in parenting issues, is available to discuss current parenting topics that are arising with the influence of media on children. She is the founder of Kids in the House, the ultimate parenting resource website that provides parents and caregivers quick and easy information for raising children today with one- to two-minute videos that educate, inspire and entertain. The site contains more than 8,000 videos from over 450 leading experts in parenting, including: physicians, psychologists, researchers, educators and best-selling authors, as well as leaders of national organizations. Parents have the opportunity to hear different perspectives and get solutions for parenting challenges that range from pregnancy through getting into college. The site also features parents who have dealt with particular issues and can share their hard-earned wisdom. It aims to be the most comprehensive resource for parenting advice, one that respects the fact that there is no one-size-fits-all solution.Websites:

<http://www.kidsinthehouse.com>

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MEDIA JOBS:

Following are links to job listings for staff and freelance writers, editors and producers. You can view these and more job listings on our Job Board: <http://bit.ly/pncjobboard>

See more listings [here](#) .

OTHER NEWS & RESOURCES:

Following are links to other news and resources we think you might find useful. If you have an item you think other reporters would be interested in and would like us to include in a future alert, please drop us a line at profnetalerts@prnewswire.com

- COLGATE UNIVERSITY GETS AN A+ WITH PROFNET. Congratulations to ProfNet member Matt Hames, manager of media communications at [Colgate University](#) , who was featured in Times Square as part of our Facebook promotion. Want to see your face in Times Square? Here's how:

<http://bit.ly/13BpZ3w>

- WRITERS: ARE YOU PREPARED FOR THE 'APP ECONOMY'? With all the new cellphone activity by users, marketers need new ways of reaching them, which means they need freelancers that "get it." Here are some things to keep in mind so you can adapt: <http://bit.ly/1eEnAtv>

- MEDIA 411: WOMEN IN MEDIA. Today many women are in positions of power at well-known and respected media outlets. Here are some great female journalists who are shaping both the industry and future of journalism, widening the doors for other women so they, too, have the opportunity to one day make a difference: <http://bit.ly/19LynOH>

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