



COLLEGE LIFESTYLES
Nutrition, Lifestyle, and Etiquette for Savvy Co-Eds

College Lifestyles

Nutrition, Lifestyle, and Etiquette for Savvy Co-Eds and Sorority Ladies



What is College Lifestyles?

College Lifestyles (TM) is a nutrition, lifestyle, fashion, career, and etiquette firm devoted to savvy co-eds and sorority ladies! College Lifestyles delivers its relevant message through its website, social media means, and through speaking programs. It is redefining the 21st century co-ed and sorority lady - focusing on savviness, sophistication, intelligence, and as always, class!

What is the focus of College Lifestyles?

- *Nutrition*. Living and eating well!
- *Lifestyle*. Green living, entertainment topics, dating, DIY, and dorm and apartment décor!
- *Fashion*. Dressing to shine on a co-ed budget!
- *Etiquette*. Living and acting classy!
- *Careers*. Being the best you as a freshman maneuvering the career fair, to your first internship, and yes, first job!
- *Sorority Life*. Living as a 21st century classy sorority lady!

When was College Lifestyles founded?

Shelly Marie Redmond, MS, RD, LDN is the founder and CEO/Executive Director of College Lifestyles. In 2008, Shelly started a very simple blog, College Lifestyles, to give tips/advise to students. College Lifestyles has evolved not only as the source for co-eds and sorority ladies looking for fun and exciting ways to incorporate nutrition, fashion, lifestyle, and etiquette into their everyday lives; but also as a speaking tour traveling from coast to coast.

Under Shelly's direction, College Lifestyles was named to the **2010 eCollegeFinder Freshman Advisor Award**, as well as in 2009 #4 in the **Online College 100 inspirational twitter feeds** for college students.

Who is Shelly Marie Redmond?

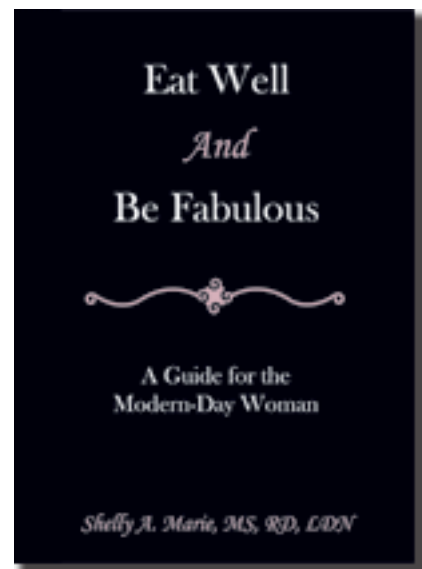
Shelly Marie Redmond, MS, RD, LDN is the founder and CEO/Executive Director of College Lifestyles.

She is the *savvy 'big-sis'* for all college students and sorority ladies - offering her classy and sassy tips and suggestions on nutrition, health, etiquette, and sorority life.

In 2003, Shelly passed her CDR test to become a registered dietitian, and in 2004 started working with interns from Louisiana Tech University. Having a passion for health, etiquette, and lifestyle promotion; Shelly developed College Lifestyles and in 2008 and began working with interns virtually. As of date, Shelly has worked with over 60 interns in the nutrition, PR, social media and writing fields.

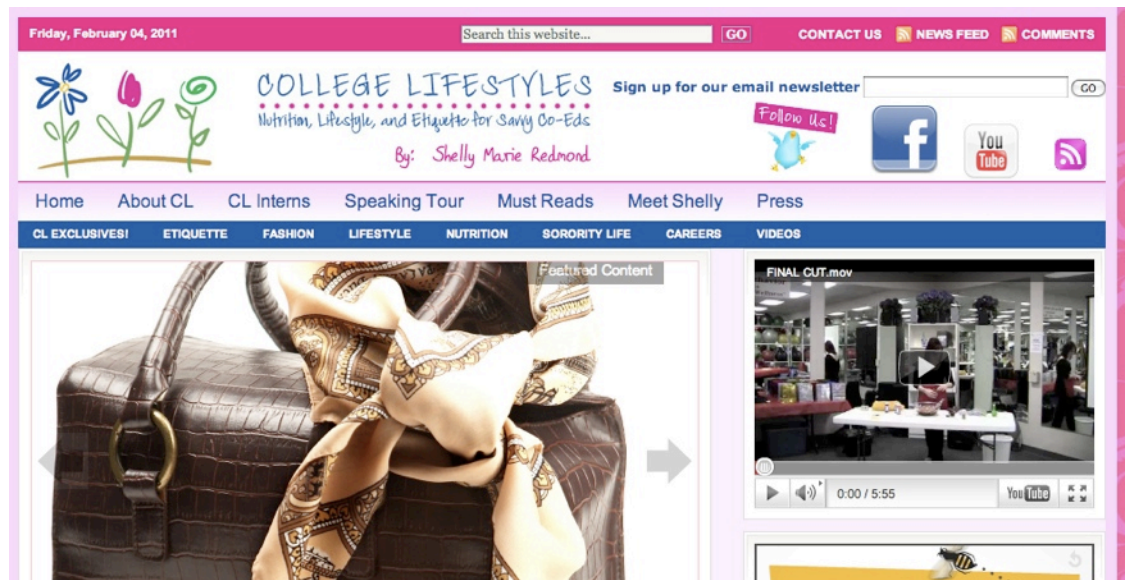
Shelly is a highly sought after nutrition and lifestyle consultant and spokesperson. She has been interviewed by *CBS, ABC, and NBC* affiliate stations on various nutrition and lifestyle topics. In addition to television interviews, Shelly has been seen in print, including *Cosmopolitan Magazine, Today's Diet* and *Nutrition Magazine, The Forum News, and City Lights Magazine*.

She is a highly sought after speaker by combining the worlds of etiquette, lifestyle, and nutrition by teaching all to *'Eat Well and Be Fabulous'* not only in her book and practice, but through her presentations to colleges, universities, and professionals!



Outreach

We reach college co-eds and sorority ladies through various means including our website, Facebook, Twitter, e-newsletter, and speaking engagements.



Website

<http://collegelifestyles.org>
30,000+ page views monthly



Facebook
College Lifestyles
1700 + followers



Outreach

We reach college co-eds and sorority ladies through various means including our website, Facebook, Twitter, e-newsletter, and speaking engagements.

Twitter

collegelifestyl
3400+followers



Weekly E-Newsletter

College Lifestyles
390 + followers

inow, snow, snow!

lopefully, you are reading this while under a nice warm blanket with a cup of warm coffee or tea in our hands!

he College Lifestyles team has been generating some **'good'** heat in the blizzard like conditions hitting most of the country. We are happy to announce our first annual **'Classy Co-Ed Blogger Contest!'** We know many of you have fantastic blogs, and we want to show them off to our readers.

In addition to our fabulous contest, we encourage all to participate in the **Valentine's Day Challenge!** This is a fun way to show love to not only a significant other, but also to our friends, family, and even

Speaking Tour



Louisiana Tech University



Louisiana Tech University



Centenary College



University of FL



Clarion University of PA



NSULA



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Interviews and/or Featured In



HUFFPOST
COLLEGE



ABC



NATIONAL
RITUAL
CELEBRATION WEEK
2011

AΣT
ALPHA SIGMA TAU

CBS



COSMOPOLITAN



Partial Client List

Centenary College of Louisiana
Northwestern State University of LA
University of Pittsburgh
University of Florida
Clarion University of PA
Louisiana Tech University
Louisiana State University - Shreveport
Armstrong Atlantic University
Alpha Sigma Tau Sorority National Convention
Marquette University
SEPC
NGLA
AFLV - Central and West
American Heart Association
School Nutrition Association of Louisiana
HealthWays
Doerle Food Service
CONCO Foods
YMCA
Lafayette Dietetic Association
Mississippi Dietetic Association
Bellaire Fitness Center
LAHPERD
Shreveport-Bossier Breast Cancer Survivor Luncheon
SCIPORT
Eldorado Casino and Resort
Shreveport Dental Hygienist Association



Testimonials

Shelly Marie was amazing! She held the audience's attention from women age 18 to 90 years old. She made the presentation engaging by having an interactive portion on stage with convention attendees. And best of all was all the tips we learned about making the right food choices and proper table etiquette. Thank you.

-Sailynn Doyle, National Vice President, Alpha Sigma Tau National Sorority

As a mentor, preceptor, and teacher for Dietetic Interns at Louisiana Tech University, Shelly Marie is an exemplary role model in professionalism, entrepreneurship and creativity. Whatever Shelly is involved in you know it will be of superior quality, well researched and entertaining!

-Dawn Erickson, Dietetic Internship Director, Louisiana Tech University

Shelly is a dynamic and direct speaker who provided our group with nutritional facts, knowledge, and advice. She used her own story as well as comparison charts of various foods to engage both our students and faculty/staff. Everyone who attended her 'Eat Well, Be Fabulous' session enjoyed her advice as well as being able to ask her questions.

-Wendi Stanley, Director of Recreation Sports, LSU-Shreveport

I like that you kept it fun, with the funny aspect and personal experience, it would have just been another lecture.

-Attendee - Centenary College of Louisiana

Thanks! I'm so glad you came to UF, we've been telling everyone how fabulous you are since SEPC last year!

~Kristen Postgate, Delta Zeta, University of Florida

Shelly Marie was someone whom I will never forget. Her warm and loving personality brought us at a happy and peaceful level when she came to talk with my chapter and me. Not only was she helpful during her visit, but she was quick to respond when I needed her help and advice three months later, miles and miles away.

~Kayla Norris, Alpha Sigma Tau Sorority, Armstrong Atlantic State University

I just want you to know I really enjoyed your presentation last night and I have been talking about it all day. My friends and I who went all ate continental style at lunch today

~Emily Jones, Pi Beta Phi, University of Florida



Testimonials

Thanks so much for coming to Pitt! I have already started changed eating my blueberries! Finally, something that works!

~Megan Farrell, University of Pittsburgh

Shelly Marie is a great inspiration to all girls. She is a best friend, a mentor, and a sister when you need her to be. She is someone that I can always count on whether she is 5 minutes away or 500 miles away. Shelly is an amazing woman. She has a sparkle in her eye and she has a warm, inviting personality that let's you know you can always trust her. She's my hero!

~Emily Rice, Alpha Sigma Tau Sorority, Armstrong Atlantic State University

Thank you for coming to speak to us the other night, I really enjoyed it!

~Kristina Whisenant, Pi Beta Phi, University of Florida

Thanks for your energy and motivation! It was a great presentation!

~Christine Black, University of Pittsburgh

Keynote Programs

NUTRITION and WELLNESS

Eat Well and Be Fabulous: A Guide to Preventing the Freshman 15.

Not your traditional, bland nutrition talk, this is a trend-setting guide for all college students who want to feel and look sensational. Snubbing the ‘**Fun-Vacuums**,’ dreadful rules of counting calories, avoiding foods, weighing weekly, and scare tactics, Eat Well and Be Fabulous divulges the simple, savvy fashion of eating for zest. Learn to ‘**shine from the inside out!**’

Campus Cafe: A College Students Guide to Energy!

Dragging to class? Discussion will revolve around the foods for **brain power, energy, and mood**. Learn the top 10 foods to always have in your residence hall room or apartment that will give you the energy to live college to its fullest!

SORORITY LIFE

Where Have All the Ladies Gone? How to Be a Classy Sorority Lady!

With our ‘**Grab-and-go**’ meals and ‘**Life by our Blackberry**,’ we sometimes lose track of proper etiquette. The added responsibility as a student to attend campus networking events, alumnae celebrations, and conferences; we may panic on which fork to use and a proper thank you letter. This is not your ‘moms’ etiquette class of placing a napkin on our laps! Discover 21st century ‘Modern-Day’ etiquette covering the essentials of **networking, conversational, technology, and virtual etiquette**.

Where Has All the Sisterhood Gone?

Business meetings, mandatory events, and ‘diva-like behavior.’ Missing something? How about sisterhood. With ‘**new member and chapter member drop-outs**’ and ‘**chapter slumps**’ more and more prevalent; chapters tend to create boring mandatory events in lieu of values-based sisterhood events. Share laughter and tears (bring Kleenex!) as we learn how to retain our sisters by creating an engaged chapter with a focus on a **sisterhood, values based practices**.

CAREER/PROFESSIONALISM

Internships: Landing an Effective Internship to Build your Career Success.

As the Executive Director/CEO of College Lifestyles, Shelly has worked with over 60 interns. From before day 1 on the internship to graduation; Shelly works day in and day out driving interns on the path to reach their career goals. Please note, this is **NOT** a boring ‘**dream it and believe it**,’ or ‘**success in the real world**’ presentation. This is a presentation focused on exactly what to do in an internship to leave a lasting positive legacy of **high work ethic** and **professionalism** with the organization, as well as how use your internship to **build your specific career path**.

Keynote Programs

JOURNALISM/PUBLIC RELATIONS

Putting your Blog and Twitter to Work for Maximum Exposure.

This **intermediate** course will discuss leveraging each social medium (blogs, vlogs, Facebook, Twitter, YouTube, Tumblr, and Linked-In) to increase **business growth and visibility**. Build your **readership, followers, and fan base** by discovering the exact techniques on **writing blog post, producing great Vlogs, and getting 'RTd.'** **Applications, widgets, SEO, and analytics** will be discussed to improve your **ROI** in the least amount of time. Leave with an **exact blueprint** for maximizing your **social media toolkit** for business success.

Maximizing the ROI of your Social Media Efforts for Business Profit

This **advanced** course will cover how to receive the most **ROI** (return on investment) in the **least amount of time**. Discussion will revolve around expanding your **market reach and visibility** through the use of **SEO, analytics, automatic posting, guest posting, and interviewing**. Discover how to **engage** your **friends, fan base, and followers** as well as how to **gain sponsors** and **earn revenue** from your social media platform! Leave with an exact blueprint for maximizing your social media platform to **engage your fan base, gain sponsorship, and earn revenue**.



Contact Information

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