

Sharp Talk

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Eat Right, Feel Good, Buy New Pants

Here's the secret to feeling great and looking good this summer: eat healthier and exercise. Health staff writer **SALLY SQUIRES** and columnist **BOB LEVEY** have received a tremendous response from readers who have been following their columns on eating right and exercise, albeit with two different approaches to the battle of the bulge.

Last July, the Health Section created the Lean Plate Club, a column which provides weekly nutrition information and advice. It is also an opportunity for readers to "eat healthier, move around more, and get better, but not bigger" by sharing ideas and thoughts during weekly online chats. Squires, who has a masters degree in nutrition and has covered the topic for The Post since 1984, writes the weekly column and leads the weekly online chats on Tuesdays at 1 p.m. on *washingtonpost.com*.

"This is a classic opportunity for the newspaper to lead a public forum for something that matters a great deal to our readers. We have brought together kindred spirits who are fighting the same fight. And, since we have nothing to sell but good health, people feel that they can trust us," commented Health Editor

CRAIG STOLTZ. "Sixty percent of Americans are considered to be overweight or obese. We're lucky to have someone like Sally at The Post who has dedicated her career to covering this topic."

"It occurred to me that I was writing a lot of stories about the obesity epidemic," explained Squires. "Everyone was saying what not to eat, and what we needed was to provide people with a more positive approach to eating healthy. The first weeks of the Club were strictly nutrition related, discussing topics like the food pyramid. From the beginning, we've had a good response from the readers."

After the September 11 attacks, the Lean Plate Club shut down for a couple weeks. When the Lean Plate Club resumed in late September, Squires and readers shared information on how to deal with the stress caused by the attacks, and not react by overeating. Then Lean Plate Club readers began expressing concern about the upcoming holiday season rife with opportunities to indulge and overeat.

"Studies from the National Institutes of Health show that the heavier you are, the more weight you will put on during the holidays, and then there is more of a struggle to take it off," said Squires. "We decided that



BOB LEVEY was challenged by **SALLY SQUIRES** to try a more positive approach to his weight loss.

we would challenge readers to take a positive approach and just try to not gain weight. The idea was to forget dieting, but to hold your weight. Through the eight weeks of the Holiday Challenge we provided tips to help people get through the holidays. Then, a whole bunch of people wrote in that they actually lost weight during the challenge."

Based on the success of the Holiday Challenge, Stoltz and Squires took the opportunity to create the eight week Everyday Challenge. The idea was to avoid promoting dieting, but to help people become healthier by adding healthy habits to their routine each week. During the first week of the challenge which began on January 8, readers were pro-



SALLY SQUIRES

Post Honors Eastern 500 Club Seniors

There were very few dry eyes in the Northwest Building's ninth floor community room on May 15 when several members of the Eastern 500 Club serenaded Chairman **DON GRAHAM** with a heartfelt chorus of the song "I Believe I Can Fly" from the movie Space Jam's soundtrack. It was a special thank you to Graham for The Post's support of the Eastern 500 Club during the final luncheon of the 2001-2002 school year.

Approximately 155 Eastern 500 Club protégés, their Post mentors, parents and other guests gathered at the luncheon which honored the club's 41 graduating seniors who are heading off to college with scholarship money they earned from The Post.

"There is one purpose to the 500 Club, and that is to celebrate that you are top students and to tell you over and over again that doing the work you've done, making the grades you've made and putting the effort into scholarship...I can not tell you enough how important that is to you today, but also as you go onto college and life." said Graham during his remarks.

"To me the most successful and meaningful part of the 500



Several Eastern 500 students presented an ode of thanks to their Post mentors.

Club, year after year, is the relationships formed between The Washington Post mentors and the students." he added. "There are students in every class at Eastern who will tell you that they got something special out of a relationship with someone at The Post who may work in a field that is of interest to them, or is just someone who is a friendly, supportive person."

The Post hosts three lunches at the Northwest Building, as well as several other events throughout the school year for the Eastern 500 Club and The Post mentors.



ADRIENNE TAYLOR, Administration, with Janeashia Williams, the student she mentors.



BARRY COLEMAN, Organization Development & Training, with his protégé Paul Sockwell.



Mentor **PETER PERL**, Magazine, with his protégé, Derek Morgan, and Morgan's mother, Denise.

vided with a chart to reinforce eating five servings of fruits and vegetables a day and walking for 10 minutes each day. Squires “rewarded” readers for their efforts following the challenge by giving away Lean Plate Club potholders created by Consumer Promotions Manager **LINDA HASKINDS-WRENN**, as well as nutrition and exercise books that publishers had sent to the Health section.

“The Everyday Challenge instituted one of the U.S. Dietary guidelines each week,” said Squires. “Research shows that when people go on a diet, they’ll go off the diet. The challenge was about behavior change. Now that the eight weeks are done, we are fine tuning the challenge, discussing things like adding fish and nuts...nothing needs to be off limits.”

However, over in the Style section, Bob Levey was lamenting all the foods that he felt were off limits to him. After open-heart surgery five

years ago, Levey had lost thirty pounds. Despite daily exercise and watching what he ate, he found that he had gained back several of the pounds he lost. He went public with his diet in his column at the beginning of April, admittedly grumping a bit about what was now off limits to him, including candy, alcohol and salad dressing. At the end of the month, he had lost 14 pounds and gained about 1,500 e-mails from readers.

Squires was also hearing from Lean Plate Club members who were concerned about Levey’s less than positive approach to losing weight. On May 7, she wrote a note to him in the Health Section, challenging him to take a more positive approach and join the Lean Plate Club for one month. If he did, she would donate her old car to his favorite charity, Children’s Hospital. Levey graciously accepted her challenge and sent her information on how to make her car donation.

The message of the Lean Plate Club has also made its

way to Post employees. Squires reports that she knows of staff who have followed the challenge, one losing 10 pounds, the other seven pounds. The staff of an undisclosed section of the paper have also taken the challenge by eating healthier and walking more. Stoltz, a Lean Plate Club member, has happily had to buy new pants to accommodate his weight loss. Levey has plans to have his pants tailored for his new waist size.

To take the Lean Plate Club Everyday Challenge, look for the column in the Health Section every Tuesday. To start from week one, click on washing-tonpost.com/leanplateclub. An electronic Lean Plate Club newsletter will also soon be available through washing-tonpost.com. The Post’s Health Centers at the Northwest Building, College Park Plant

and Springfield Plant are another resource for nutrition and exercise information. The Health Centers provide brochures, body composition profiles several times a year, and calibrated scales to help monitor weight loss.

Some of the brochures available at The Post’s Health Centers.



Award Winners



PHOTO - KEVIN CLARK

CAROL PORTER-ESMAILPOUR

CAROL PORTER-ESMAILPOUR, News Art, recently received an award from her alma mater, Moore College of Art, in Philadelphia. A 1971 gradu-

ate of the school, Esmailpour was one of three graduates that was honored for their professional distinction and commitment to Moore and the arts at the alumnae reunion in February. An artist in the Newsroom since 1980, she has had several art exhibits of her watercolors throughout the metro D.C. area since 1997. Esmailpour has also remained active at Moore, serving on the board of members, as well as participating in the regional alumnae group.

On Sunday, May 19, **BRIAN NOYES**, the Magazine’s art director, and co-homeowner, Dwight

McNeill, received a first place 2002 Arlington County Preservation Design Award for residential restoration/renovation. They received the award from the county for restoring the Moore House on North



PHOTO PROVIDED BY BRIAN NOYES

Randolph Street. Noyes and McNeill bought the house in April 2001, and spent four months renovating it. According to Noyes, he purchased the house to save it from being torn down. “Too much of the historic fabric of Arlington’s Cherrydale [section] is being torn down, so I had to put my money where my mouth was,” he said. The award was presented during Arlington’s Preservation Week activities.

The restored Moore House

POST SCRIPTS

GRANTS RECEPTION AT POST

On Wednesday, May 15, more than 175 area teachers and school representatives attended a reception at The Post to honor recipients of The Washington Post's 2001-2002 Grants in Education and Grants in the Arts. Each year, the newspaper provides grants through these two programs averaging \$300-\$500



Public Relations Manager **LISA JACZKO** congratulates the teachers who received The Post's Grants in Education and Grants in the Arts at the reception on Wednesday, May 15.

to area teachers to fund programs which enrich their curricula but are not covered in their schools' budgets. Summaries of the award-winning grants can be found on washpost.com/communityrelations and then click on education.

SAY IT IN JUNE

The Classified Department has three opportunities for employees to say thanks or congrats to loved ones during June:

On Sunday, June 16, a Father's Day section will be published in Style, called, *Dad, Because of You...* \$4.84 per line, up to 40 characters per line, photo \$111.32, (no employee discount) Call Classified Advertising, x4-6200, Monday -Tuesday: 8:30a.m. - 5:45p.m., Wednesday: 8:30 a.m. - 6:45 p. m., Thursday - Friday: 8a.m. - 6:45 p.m. Deadline: Tuesday, June 11, 5 p.m.

On Wednesday, June 26, an Anniversary section will be published in Style, called, *Silver and Gold*, \$8 per line up to 40 characters per line, photo \$128, (25% employee discount) Call **GAIL BURKLEY**, Tues-

day - Friday, x4-5736, 9 a.m. - 4:30 p.m. Deadline: Wednesday, June 19, 3 p.m.

On Friday, June 28, a Graduation section will be published in Style called, *Congratulate Your Graduate*, \$4.84 per line, up to 40 characters per line, photo \$111.32, (no employee discount) Call Classified Advertising, x4-6200, Monday -Tuesday: 8:30a.m. - 5:45p.m., Wednesday: 8:30 a.m. - 6:45 p. m., Thursday - Friday: 8a.m. - 6:45 p.m., or call Gail Burkley Tuesday - Friday, x4-5736, 9 a.m. - 4:30 p.m. Deadline: Wednesday, June 26, 3 p.m.

FREE SHAKESPEARE IS BACK

Mark your calendar to attend this year's Shakespeare Free For All running May 31 through June 16 at the Carter Barron Amphitheater. This year's performance, by the Shakespeare Theatre, is *The Two Gentlemen of Verona*. The Post's Family Night is scheduled for Saturday, June 15 at 7:30 p.m. The perfor-



mances on the June 7 and 15 will be sign-interpreted and audio described. Free advance tickets for only the June 15 performance will be available to employees through the Public Relations Department beginning June 6. Up to four free tickets for all other weekday performances will be available at the Northwest building's front counter beginning at 8:30 a.m., the day of the performance only. Tickets will also be available on the day of the performance beginning at noon Tuesdays through Sundays at the Carter Barron box office or at the Shakespeare Theatre at 450 7th Street, NW. If you have any questions, contact **LISA JACZKO** at x4-7970.

MARKETPLACE

FOR SALE: 3-seat sofa. indigo blue color, 2 yrs. old, excellent condition and very comfortable! Asking \$135. Call Lynne at x4-6932 or (703)866-9098.

FOR SALE: Kolcraft Rocking Bassinet, has rockers but with the flip of a switch you can let down wheels to roll it around or use the brakes and make it stationary. It is a full size bassinet with mattress and sheet. It has a retractable hood and a skirt to coordinate with the hood cover. Underneath is a net storage area that comes off for easy washing. \$50.00 If interested contact me via phone x4- 6748 or email sandersa@washpost.com

FOR SALE: Two Metro farecards worth \$45.80 each. Asking face value of farecard. Please call Cheryl at x4-6408.

FOR SALE: Brand new/never opened Celine Dion CD for sale, \$10. CD title: Celine Dion/A New Day Has Come. Call Donna at x4-7038.

FREE FIRE WOOD: Red oak already cut in 18" logs. Stock up for next year's brutal winter! Just pick it up. I'll even help you load it! Call Julio at x6-2213 or (703) 830-6716.

GOING ON VACATION? Why spend the money for a hotel room with cramped space when I can set you up with a 1 or 2 BR apartment with luxury accommodations. Many top resort areas around the world to pick from. Just let me know where you want to go and when and we can work out the details. Call Joe at x6-1994 or (540) 659-5122.

FREE: Free coupon for state inspection available if you own a Mazda that needs VA state inspection between now and June 25, and are willing to go to Tysons Corner to have the inspection done, call Rita at x 4-6159.

FOR SALE: Two cockatiels, tamed. One is white and the other is gray. The birds come with a good size birdcage. Name your price. Contact Heba at x 4-4034 or (301) 460-9330.

IN SEARCH OF: Staff writer returning to Post from book leave is ISO of home and nanny. House to rent or buy beginning June or July, 3BR+, prefer Georgetown, Cleveland Park, Kalorama, Chevy Chase neighborhoods. Also- full-time nanny, must be legal. Call Laura Blumenfeld at (212) 316-1123 or e-mail Laurabl01@aol.com.

FOR SALE: Redskins season ticket. Section 406. Row 12. Seat 47. (12) games. (10) Regular and (2) Exhibition games. \$690. Call Nancy x4-7042 or (H) (703)548-0804.

BAKE SALE: Delicious cakes and cookies made by a mom-and-son team as part of fundraising efforts for seventh-grader's student ambassador trip to Australia in July. Chocolate chip, oatmeal raisin and peanut butter cookies: \$4/dozen; many kinds of cakes, including our semi-famous chocolate peppermint cake: \$15 and up. Available for pickup at The Post most any M/Tu/Th/F, May through June. Lots of satisfied Post customers already! Call Anne at x4-5426 or (703) 533-0420.

FREE! FREE!: Ads in marketplace are free to employees of The Washington Post. Join thousands of satisfied customers who have bought and sold through Marketplace. The deadline is Friday at noon for the next Thursday's issue of ShopTalk. Send your ad with your extension and home phone number via e-mail to ShopTalk, or fax to x4963.

MARKETPLACE DEADLINE: Noon Fridays. Please include your name, extension and home phone number. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to Shop Talk, 7th floor, or call x6803. To send ads via fax dial x4963; via e-mail send to shoptalk. Ads run two issues unless otherwise requested. One ad per employee, please.

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