HAWLEY SHAW EVILSIZER, MS, RDN, LD
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Education, Credentialing, and Licensure

Commission on Dietetic Registration Registered Dietitian (RD/RDN) – November 2003 Certificate in Adult Weight Management
Licensed Dietitian – Texas Department of Licensing and Regulation (LD) - Current

Texas State University – San Marcos
Dietetic Internship with graduate hours – completed June 2003
Didactic Requirements – completed May 2002
GPA 4.0

Texas A & M University System — Prairie View
MS - Animal Science/Reproductive Physiology - August 1999
GPA 4.0

Texas A & M University System — College Station B.Sc. in Animal Science, August 1994
Science and Industry Option
Alpha Zeta, Agricultural Honors Fraternity

Professional Experience

Let's Love Food Again, Austin, TX — **Founder and CEO, August 2018-present**
Formerly – Real Life Nutrition — **2003-2018**

Develop and execute measurable strategic health and wellness platforms for individuals, families, corporations and industries that inspire people to love food and themselves. Develop, manage and execute nutrition counseling programs, media communications, speaking engagements and health professional education and outreach through multiple platforms.

Organizational change and leadership services include but are not limited to: creating and communicating evidence-based stories to bring individuals and communities together in mutual reverence with food and it's production; providing innovative marketing strategy and planning, stakeholder strategy, digital and in-person outreach and engagement, issues management, content creation and evidence-based speaking engagements. Highly skilled at leadership development, transformational change, media relations including on-camera, strategy and content creation, strategic partnership development, channel marketing program management, food policy, research development and crisis management.

Nutrition assessment and counseling services include, but are not limited to, one-on-one counseling, group classes, seminars, and corporate wellness programming on all disease states and wellness topics such as diabetes, heart health, weight loss, pediatrics, women's health, sports nutrition, obesity prevention, healthy living, and stress reduction. Specializing in disordered eating, making up more than 75% of client/patient base.

Texas Academy of Nutrition and Dietetics — **Director of Governmental Affairs, Lobbyist, June 2024 – Current**

Lead strategy and execution of building a foundational system, committee structure and member engagement strategy for public policy. Leads Capitol outreach influencing legislators and staff regarding defined policy, participating in committee hearings, and providing supporting testimony. Monitors and provides counsel regarding policy or planning initiatives undertaken by the Texas Department of Licensing and Regulation and other relevant regulatory bodies. Tracking the flow of all legislation that is identified to have a potential impact on Texas Academy. Current legislative session priorities include introduction of Compact legislation, supporting Obesity legislation, supporting various nutrition access legislation. Serves as a representative on several coalitions for Texas Academy to support targeted policy initiatives and alliances.

Texas Beef Council, Austin, TX — **Senior Manager of Nutrition, August 2015-August 2018, Current Contractor**

Developed, implemented, managed & evaluated nutrition and health strategy for a nonprofit federal check-off program. Strategies included delivering peer-reviewed research with practical messaging through consumer nutrition promotions, health professional outreach and education, partnerships with health professionals and health organizations. High level strategy and relationship development and management utilizing quality metrics to ensure success. Created, monitored, managed and evaluated staff and 1M+ budgets to maximize efficiency and effective use of dollars

Texas State University, San Marcos — **Adjunct Faculty, 2003 - 2015**

Professed curriculum for the following courses: Nutrition Science, Nutrition and Health, Advanced Food Science, Nutrition Assessment, and Nutrition Communications and Counseling. Lectured on various nutritional topics including: pediatrics, disease states, elderly, sports nutrition, human physiology and anatomy, metabolism, world hunger, food science, and communications and counseling.

Concordia University, Austin — **Adjunct Faculty, 2003 - 2005**

Professed curriculum for the following courses: Microbiology, Zoology, Scientific Thought, and Nutrition Science. Lectured on various topics including disease transmission, food bacteriology, all major classifications of the animal kingdom, scientific methods and thought, and nutrition science. Instructed students on laboratory protocols and dissection techniques.

Texas State University, San Marcos — **Lecturer, Lab Assistant, Researcher, 2002-2003**

Lectured, developed curriculum and testing, and managed lab for Family and Consumer Science in Food Science. Lectured for professor on meat, seafood, and poultry and filled in on other subjects as necessary. Research project in child nutrition entitled 'A Comprehensive Model of Obesity in Mexican-American Children in WIC.' Develop a questionnaire and conducted interviews regarding known correlates of obesity. Data used to develop a Casual Model of Obesity for Mexican-American Children and a Cognitive Model of Obesity for Mexican-American Children.

Texas Beef Council, Austin — **International Marketing Manager, 1999-2002, Contractor 2002- 2015**

Developed and managed marketing and educational programs to multiple channels including foreign chefs, foodservice operators, and supermarket managers through promotions, advertisements, incentives, and training programs inside and outside of the United States. Increased overall state export sales and sales of particular resellers by over 200%. Developed, managed, and evaluated yearly budgets for department.

Cooperative Agriculture Research Center, Prairie View — **Graduate Assistant, 1998–1999**

Laboratory research in animal reproduction. Experienced in scientific laboratory protocols and theories. Developed and conducted progressive research in biochemical mechanisms regulating implantation. Lectured to graduate students on various topics such as reproduction, animal pathology, and beef cattle science.

Other Experience

Compaq Computer Corporation, Houston, TX — Marketing Coordinator–Education Solutions, 1997-1998 Campus Reseller Sales and Marketing

Franklin Templeton, St. Petersburg, FL — Fund Information Representative, 1995-97
Shareholder and Broker Sales
Department ACE Trainer

Personal Volunteer Experience

Hill Country Bible Church	Elementary Team Lead, Large Group Storyteller
Leander Independent School District	Student reading helper, Spanish teacher
Ronald McDonald House Charities of Central TX	Bandana Ball Chair and Auction Chair
Missions Work - Women's and Children's Ministry	Eagles Nest, Guatemala, 2013 & 2014

Professional Volunteer Positions Held:

Current:

- HOD (Texas)- Academy of Nutrition and Dietetics
- Texas Public Health Coalition - Founding Member representing TAND
- Partnership for a Healthy Texas - Steering Committee

Previous:

- Gubernatorial appointment to Texas State Board of Examiners of Dietitians
- Legislative Director for Texas Academy of Nutrition and Dietetics
- South Region Director for Texas Academy of Nutrition and Dietetics
- Strategic Alliance Chair for Texas Academy of Nutrition and Dietetics
  - Pitched strategy and served as task force lead for development of position, committee and strategy
- President of Austin Dietetic Association - created a Strategic Alliance Program
- Parliamentarian of Austin Dietetic Association
- Texas Breastfeeding Coalition

Dietetic Practice Group and Member Interest Groups

Current:

- Weight Management
- Dietitians in Integrative and Functional Medicine
- Nutrition Entrepreneurs
- Cardiovascular Health and Wellbeing
- Dietitians in Business Communications
- Behavioral Health Nutrition
- Religion - Member Interest Group

Previous:

- Food and Culinary Professionals
- Women's Health
- Pediatric Nutrition
- Public Health/Community Nutrition
- School Nutrition Services
- Nutrition Educators

Media Experience

- KEYE News, Make Texas Healthy Again
- Blog content: BeefLovingTexans.com, letslovefoodagain.com
- Texas Beef Council Health Professional Quarterly Newsletter
- KBTX TV From the Ground Up: Debunking Myths About Heart Health and Beef
- Agribusiness Report Podcast
- KGNC radio news show
- Texas Farm Bureau
- Expressnews.com
- tdtnews.com
- Central Health
- msn.com
- KEYE News – regular nutrition segments from 2003-2007
- Progressivecattle.com
- Matriarc – website and app contributor
- Popsugar.com

References

1. Linda Farr, RDN, LD, FAND
   Past President, Academy of Nutrition and Dietetics, 2020-2021
   210-872-8790
   lindafarr@sbcglobal.net

2. Karen Beathard, PhD, RDN, LD, FAND
   Instructional Associate Professor & Didactic Program Director Department of Nutrition
   979-220-2281
   Karen.beathard@ag.tamu.edu

3. Jennifer Matison
   Vice President, Marketing
   Texas Beef Council
   512-775-0301
   jmatison@txbeef.org