

*Dr. Joanne Kong*

**SAMPLE PRESENTATIONS**

***FOOD FOR THOUGHT: HOW A GREENER DIET CAN TRANSFORM  
YOU AND THE PLANET***

This presentation addresses the critical impacts that animal agriculture and meat consumption have upon the environment, our relationships to other living beings, and our health. Our perceptions in regards to animals and diet, shaped by factors such as habit, culture, and social conditioning, have distanced us from the unnecessary suffering of billions of animals killed every year for food. Going greener with your diet is an opportunity to become more consciously aware of our choices and connections to the world around us, and rekindle the center of kindness and compassion that resides within each and every one of us.

***IF YOU'VE EVER LOVED AN ANIMAL, GO VEGAN***

This illuminating presentation examines the ethical issues surrounding meat consumption. Dietary choices are shaped by complex influences ranging from social, economic, and cultural factors to personal beliefs and habits. While vegetarians and vegans make their food choices for diverse reasons, this talk will center upon ethical motivations, among them the unnecessary suffering and violence endured yearly by billions of farmed animals killed for food, the inconsistency with which we view and treat different animals, and how eating meat distances and disconnects us from the innate compassion we have for animals. The presentation can be followed by open discussion, with the goal of fostering greater awareness of the connections between our food choices and ethical values. The name of this talk is also the title of Dr. Kong's *new book*, which is available at all her presentations.

***WHAT IS VEGANISM ABOUT?***

This presentation-discussion covers a broad range of the most common questions, concerns (and even arguments!) related to plant-based eating, including health and nutrition, philosophical, ethical, social and cultural considerations, the environmental impacts of animal agriculture, and advocating for animals. You will have the opportunity to learn about how adopting veganism could be one of the most powerful decisions you ever make in your life.

***Joanne Kong's BIO on next page***

## **BIOGRAPHY**

Dr. Joanne Kong has been praised throughout the country as one of the most compelling advocates for plant-based nutrition today, centered ethically in raising awareness that greater compassion for animals and our planet is vitally necessary for transformative growth and positive world change. Motivated to become vegetarian over 30 years ago upon learning of the atrocities of factory farming, her lectures promoting veganism have been described as “artfully crafted,” “a positive message about the way our daily choices can make the world a better place for others and for ourselves,” “making a difference and encouraging positive change to happen,” and “enlightening and provocative.” Some of Joanne’s presentations this year and next include appearances at the University of Washington, Rollins College, the Chrysalis Institute, Richmond Vegetarian Festival, Vegetarian Society of Richmond, the Waring School, New York University, Columbia University, Virginia Commonwealth University, VegFest Colorado, Ohio State University, Brigham Young University, Green Festival Expos in Washington, D. C. and Los Angeles, National Animal Rights Day in Washington, D. C., Milwaukee Veg Expo, Tufts University, MIT, and Yale University. A speaker with the Humane Party, her highly-praised TED talk on veganism is included in *Unbound Project*, “a multimedia and book project that celebrates the inspiring women who have been at the forefront of animal advocacy around the globe,” and she was interviewed on the radio program *Vegan Nation* for Earth Day 2017. In addition to her animal and environmental advocacy work, she is a critically-acclaimed and award-winning classical pianist, and empowers individuals from all walks of life through her lectures and workshops on performance anxiety. She is a professor at the University of Richmond where she received the 2017 Sustainability Leadership Award, and her new book is titled *If You’ve Ever Loved an Animal, Go Vegan*. In early 2018 she will travel throughout India on an extensive speaking tour to promote the benefits of veganism.

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## **ENDORSEMENTS**

"It was an honor to hear your lecture."

*Ann Swissdorf, Board of Directors, VegFest Colorado and Founder,  
Animal Action Network (CO)*

"Joanne's social justice case for vegan/vegetarianism, catalyzes the listener on a deep reflection of how their lifestyle choices effect the environment, animals, and human health. This humble, compassionate, and dynamic case for vegetarianism reminds us all of the choices we make as consumers in the ever-diversifying food market."

*Cristina Adelia Meehan, National Institutes of Health Clinical Research Trainee,  
Peace Corps Public Health Volunteer, Guatemala, September 2016*

"Dr. Joanne Kong's presentation on 'Food for Thought: How a Greener Diet can transform you and the planet' was inspirational to our group of students, faculty and staff. Yes, much of the presentation opened our eyes to WHY we should make that change. I appreciate Dr. Kong's determination to present this to campuses she visits."

*Ann M. Francis, Coordinator, Rollins College Environmental Studies Sustainability  
Program*

“Your presentation has been on my mind (and in my heart) throughout much of the day. I was so impressed by it. You are making a difference and encouraging a positive change to happen. You WILL be making a huge difference in people’s lives and for the animals.”

*LaNell Gardner, Vegetarian Society of Richmond*

“Our individual dietary choices do not affect us alone. Dr. Kong's interesting presentation shows how society's appetite for meat, dairy, and other animal based products has created unexpected and adverse long ranged consequences. She presents "the elephant in the room" facts that not only are billions of animals cruelly suffering, but also the production and consumption of animal products adversely impacts the environment, the economy, and human health. Yet, at the end of Dr. Kong's well-reasoned presentation, we left knowing we can make a dent in each of these problems by making simple, but impactful personal daily culinary decisions.”

*Michael and Carolyn Thurber*

“Joanne Kong’s presentation on veganism is artfully crafted. Her well-researched information is not judgmental. After viewing it, I believe one will be more thoughtful about food choices, and that one will consider the impact of their choices on personal and environmental health.”

*Ruth Shapiro, Master of Science, Physical Therapy*

"Dr. Kong takes on a controversial subject with kindness. The choices we make about food can profoundly affect animals, the environment, and our health. Dr. Kong gently but clearly walks the audience through the consequences of our diets. She presents a positive message about the way our daily choices can make the world a better place for others and for ourselves."

*Trey Sutton, Assistant Professor of Management, Robins School of Business,  
University of Richmond*

“While I have flirted with vegetarianism for quite some time, Dr. Kong's presentation helped solidify my drive to be more intentional about consuming a plant-based diet. The justifications for this shift are endless, and Dr. Kong certainly makes them personal, compelling, and empowering.”

*Courtney Banker, Rollins College Environmental Studies Major, President of EcoRollins*

“Your talk is really terrific. You put together so many convincing arguments and reasons for going vegan. I think anyone would be inspired to at least cut back their meat consumption since doing so has such clear benefits for the environment, for health, and for other living creatures. The videos you chose of the animals have a strong emotional impact.”

*Kathleen Forgac*

"Dr. Kong's presentation is inspiring. Her compassion and commitment to making a difference really comes across."

*Lois Angeletti, President, Vegetarian Society of Richmond*

“I wanted to write to tell you how much I enjoyed your presentation on veganism. It was clear you are very knowledgeable on the topic—your presentation was truly flawless.”

*Dr. Mary Finley-Brook*

“Thank you for all you do as a sustainability champion at the University of Richmond.”  
*Rob Andrejewski, Director, Office for Sustainability, University of Richmond*

“You are a treasure and a great representative of the vegan message.”  
*Kris Giovanini, Founder, VegansEatWhat.com*

“A very concise yet powerful appeal to plant-based eating.”  
*Devin Rasmussen, President, Brigham Young University Vegetarian and Vegan Club*

“You're a terrific speaker. Thanks for everything you do to spread the good plant-based word!”  
*Kimberly Spiegel, Senior Outreach Coordinator, International Grassroots Campaigns, People for the Ethical Treatment of Animals (PETA)*

“Thank you so much for your heart-felt presentation. . . . The presentation was powerful.”  
*Lauren Miori, student, University of Washington*

“. . . your speech was riveting!!”  
*Nancy Poznak, coordinator, 2017 National Animal Rights Day, Lincoln Memorial, Washington, D. C.*

**TED talk**      <https://www.youtube.com/watch?v=eZWzNfOpbCQ>

“Dr. Kong gave a fantastically polished and well-done TED talk. Her speaking quality was fantastic, and she does a compelling job at absorbing the audience in the story of her presentation.”  
*Alexandre Zajic, University of Richmond Speech Center*

“What a great speech. I'm in tears, especially at the 8:00 mark where she finally delves in the slaughtering of animals but does it with so much compassion. What a great person she is. Just no words right now. Very emotional.”  
*Dee Sclafani*

“ I heard your speech last night and it was an absolutely awesome speech!”  
*Annabelle Pham, University of Richmond student*

“It was a true pleasure working with you, and I really enjoyed your presentation – it was indeed eye-opening, inspiring, and well-presented. We were fortunate to have you with us.”  
*David Painter, Organizer, TEDx University of Richmond*

“It was very clear, concise, and powerful.”

*Christopher Patterson, DVM*

“This is a powerful and moving message delivered with clarity and passion.”

*Dale Dean*

“You are amazing! That is a wonderful and compassionate talk from you.”

*Christina Southwick*

“This is a superb talk that is well worth the few minutes it will take you to watch it. It is fact based while also being deeply thoughtful and compassionate.”

*Robin Starr, Chief Executive Officer, Richmond SPCA*

“Thanks for enforcing my own belief in the power of a plant-based diet. Your concise message included everything a person would want or need to know in order to comprehend WHY plant-based eating is SO RIGHT for our health, planet sustainability, and for embracing a compassionate life. I plan to share this with others who are vegan, contemplating this type of change and/or those who often ask me how I reached my own decision to change the way I eat and live. Powerful message, indeed!!!!”

*Karyn Kuhn*

***PUBLICITY PHOTOS***

Photo credit: Eric Dobbs

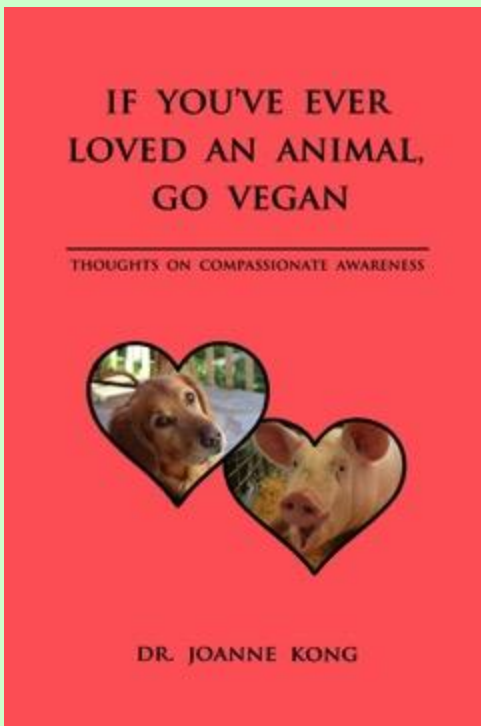
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*TEDx Talk, 2016*



**VegFest COLORADO** Health and Environmental Fair!  
**July 23 & 24, 2016**  
 Jefferson County Fairgrounds

Nick Cooney	Debbie Davore	J.L. Fields	Andrew Freeman, MD
Dr. Michael Gregor	Dustin Harder	Dr. Joanne Kong	Laurie Marbas, MD, MBA
Hillary Rettig	Alan Roettinger	Larry Weiss	Kelley Williamson

Lectures, Cooking Demos, Exhibits, Food Samples, Kids Activities and more!  
 Free Parking

Learn more at [VegFestColorado.org](http://VegFestColorado.org)

**Top Rated VegFest!**  
 One Great Place to Celebrate Vegetarian



*VegFest Colorado*





# MILWAUKEE VEG EXPO

A CELEBRATION OF VEGAN CULTURE

**May 6, 2017**  
**11:30 - 5:30**  
**Hart Park**  
**Wauwatosa**

**FREE FILM SCREENING AT 5:30**



**SPEAKERS:**

- 12:00 - Marla Rose, an award-nominated journalist, columnist and author as well as the co-founder of Chicago VeganMedia
- 1:00 - Dr. Joanne Kong, Plant-based nutrition advocate
- 2:00 - Derek Walters, "Esther the Wonder Pig" animal advocate
- 3:30 - Patricia Randolph, Wildlife advocate
- 4:30 - LeoLin Bowen, Food and Nutrition Specialist for The Humane Society of the United States.



Marla Rose | Dr. Joanne Kong | Derek Walters | Patricia Randolph | LeoLin Bowen

**Food! Fun! Exhibitors! Speakers!**

**FREE PARKING / ADMISSION**



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*People's Climate March 2017  
 in Washington, D. C.*



*With Dr. Michael Greger*