

Ruth Lahmayer Chipps, MS, RDN

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- Nationally recognized registered dietitian nutritionist
- Media personality/SAG actor/wellness expert
- Instructor of healthy cooking classes & sustainability
- Nutrition, food, health, and fitness writer
- Sustainability and healthy living expert



This poised and energetic former model is originally from rural Western Wisconsin, where she established roots in healthy living and organic gardening. She received her BS degree from San Diego State University and earned a Master's degree from Georgia State University in Nutrition Education with emphasis in Exercise Science. A member of the Screen Actors Guild, Ruth has appeared on national commercials, presented dynamic keynote speeches, and produced/hosted a weekly healthy eating/cuisine segment for ABC & CBS-TV which aired for over 15 years. Currently, she serves as President of New Media Icons— a nutrition and health communications firm, located minutes from Rochester, Minnesota and [Mayo Clinic](#).

Throughout her career, Ruth has provided outpatient nutrition counseling for clinic patients, specializing in weight management and healthy eating, developed cooking classes, and branded weight management programs for medical clinics, healthcare systems, fitness facilities and wellness centers. She also developed and marketed a nationally-recognized hospital-based healthy eating program that fostered partnerships with community restaurants, grocery stores, vending companies, school systems and universities.

While directing the nutrition services and presenting cooking classes for a chain of wellness centers in Atlanta, Ruth was a frequent guest on CNN and received Georgia's "Recognized Dietitian of the Year" award. As a certified fitness expert she has lead many group fitness programs and produced numerous exercise videos.

Her specialty is in public relations and nutrition in the media. As a former national spokesperson for the [Academy of Nutrition & Dietetics](#) (AND), Ruth made over 150 national media appearances while located in Atlanta, including CNN, NBC's "The Health Show," TNN's cooking programs and was quoted in such national publications as the New York Times, USA Today, Glamour, Health Magazine and many others. Currently she serves as a resource spokesperson for the ADA and is member of the [Minnesota Dietetic Association](#). As a writer, her nutrition articles have appeared in Seventeen, IDEA Today, Shape Magazine, Today's Dietitian and more.

Ruth was selected from a field of over 250 candidates to appear as lead talent in a national television commercial for Post Fruit and Fibre cereal. As a SAG actor, she also played the same real-life role (nutritionist) in a series of commercials for Centrum Vitamins, which aired for almost three years in the U.S. and internationally. Ruth has provided nutrition communications, live cooking demonstrations and national media tours for companies such as Northland Cranberries, and Kraft Foods. She frequently travels to major media markets for appearances on programs such as the New York Today Show on NBC and KCBS in Los Angeles. Other national tours have included new product launches for Kellogg's, Orville Redenbacher's Popcorn, Plumrose Lean Ham, and many others.

As President of Lahmayer & Associates, now re-branded as New Media Icons, Ruth assists public relations and advertising firms with niche services designed to educate the consumer and promote brand loyalty. Her team of media-savvy business dietitians, chefs and public relations consultants are experts in bridging the fields of nutrition and health to the consumer. In addition to her work as a clinical nutritionist and wellness provider for healthcare organizations, she directs media and communications initiatives for a non-profit healthy living coalition(www.JacksonInAction.org).

In her spare time, Ruth enjoys creative cooking, hiking, skiing and volunteering for clean environment initiatives. She lives with her husband in Minnesota's scenic bluff country—with easy access to her media work in Minneapolis, Chicago, New York and Los Angeles. More at www.NewMediaIcons.com

