

# LAURA DION-JONES / RESUME

## Currently

Laura is a Pro-health activist, TV & Radio Talk Show Host, Certified Corporate Wellness Coach (CCWC), Certified Wellness Coach (CWC), Motivational and Lifestyle writer, speaker and author of: *Commit To Get Fit: Find the Secret to Your Own True and Everlasting Weight Loss*. In addition, she is also highly regarded as a motivational and weight loss coach, a Baby Boomer Lifestyle Advice Expert, Special Sizes model, fashion designer/consultant, and make over maven.

Laura brings her extensive expertise, street-smart sensibility, and vast experience in fitness, fashion, and beauty to her coaching career. This background has helped her become one of the country's top experts and motivational coaches in the fields of weight loss, fitness walking, developing discipline, maximizing human potential, overcoming adversity, improving personal appearance and increasing self-esteem.

Laura says: "Fashion, beauty, fitness, health and wellness all figure prominently into a person's lifestyle mix."

Through Laura's Commit To Get Fit/Elgin's Biggest Loser programs and motivational weight loss classes, Laura helped motivate hundreds of Elgin and Fox Valley area residents to lose hundreds and hundreds of pounds and regain their health and vitality.

Spring into Summer of 2013, Laura hosted a weekly Chicago Public Access cable TV show and an accompanying BlogTalk Radio Show – "Commit To Get Fit With Laura Dion-Jones." Both shows are now on hiatus so Laura can concentrate on promoting weight loss, health and wellness through her new book and marketing her Commit To Get Fit motivation, weight loss programs and support seminars on a national basis.

The Laura Dion-Jones Commit To Get Fit Foundation is a 501(c) (3) NFP tax exempt private foundation that helps further Laura's mission to combat our country's escalating obesity epidemic.

Laura's mission, talks and speeches, her book and passion are to help put an end to our country's obesity epidemic by changing the way people think about health and fitness, and redefining healthy eating by showing them they have choices, alternatives they might have never thought of before and by building healthier communities through improving the health and fitness of individuals, thereby improving their lives. ([www.lauradionjones.com](http://www.lauradionjones.com) or [www.commit-fit.com](http://www.commit-fit.com))

Commit To Get Fit provides accountability-based fitness programs and motivational seminars with a variety of approaches tailored to the needs of individuals, corporations and organizations for healthy weight loss and improved personal performance.

During her time spent working in Elgin, Laura was also an adult mentor for eight at risk youth from Elgin's Youth Leadership Academy at Elgin Community College. Her group's service learning project was Nutrition and their mission was to redefine healthy eating by educating people about healthier diet options. The four diet options include: the Low-Carbohydrate diet, the Low Fat diet, the Mediterranean diet, and calorie counting.

Laura's YLA group's documentary project, "Dear Mrs. Obama: To end our country's obesity epidemic, please redefine healthy eating" ([www.dearmrsobama.com](http://www.dearmrsobama.com)), is a short film Laura made with her students' help to create awareness to combat our country's escalating obesity epidemic by building healthier communities through improving the healthy eating and fitness of individuals.

Laura is also a proud graduate and alumni of the prestigious Elgin Leadership Academy.

Laura's radio show, "The Laura Dion-Jones Show: Lose Weight Fast, Get Rich Quick and Look Young Forever," aired live for 2 ½ years on WRMN 1410 AM ([www.WRMN1410.com](http://www.WRMN1410.com)), every Wednesday from 3-4 PM, CST.

Laura's show is currently on hiatus so she can concentrate on public speaking to help end our country's obesity epidemic through her C2GF Foundation's Motivational Weight Loss – Individual and Corporate Wellness programs.

Go to [www.commit-fit.com](http://www.commit-fit.com) for more information and also to purchase the new, more comprehensive book, Commit To Get Fit: Find The Secret to Your Own True and Everlasting Weight Loss.

Also visit Laura's blog through her website to read some of her motivational articles, or go to her Chicago Tribune Chicago Now blog, link listed above.

Laura was a weekly columnist for Boca Jump Elgin, a weekly online news publication for 2 ½ years during her time working on her radio show and motivational weight loss seminars in Elgin.

### **SOME OF LAURA'S RECENT AWARDS AND ACCOLADES**

The Canyon Ranch – Health Magazine's 2015 Inspiration Award winner.

Several terrific book reviews and honorable mentions on Laura's and other literary websites.

2010 Volunteer of the Year awardee for the Prairie Valley – Taylor YMCA

Elgin Image Award nominee 2010 and 2011

2011 and 2012 YWCA Leader Luncheon Nominee for the Marguerite Henry Award for Communications/Technology demonstrating qualities and leadership dedicated to excellence.

Laura was honored as one of People Magazine and Dove's "World's Most Beautiful" issue, Dove Pro-Age's "50 Most Beautiful Women Over 50."

### **DESIGN BACKGROUND SUMMARY**

Proven Large-Size Fashion Designer, expert, and authority in the Plus-Size and Missy fashion industries with extensive experience in all other aspects of the Fashion Industry including manufacturing, sales and marketing.

Known for soft, easy, related-separate dressing that is sophisticated, highly styled, of excellent quality and great fit with color combinations, fabrications and silhouettes that are unique and truly flattering to the Full-Figured Woman.

An avid and successful self-promoter who has garnered on-going national publicity as well as local trade and consumer coverage in all areas of advertising media, including television, video, radio, newspaper, consumer magazines, trade magazines and related publications.

Administration and production experience encompassing original design concepts, collection planning and execution, cost analysis, budgeting, sales and fabric projections and forecasts.

Was also responsible for all staffing and training of all design personnel and a member of the International Fashion Group from 1990 to 2000.

## **DESIGNER QUOTES**

"I have the unique ability to manage conflicting priorities."

"You can't look like a Movie Star for \$19.95."

"If Liz Taylor wouldn't wear it, why would you?"

## **CAREER ACCOMPLISHMENTS**

12/1985-1/1998

Founded DION-JONES, LTD.

Sole owner and principal designer, producing better designer apparel, specializing in sophisticated career and dressy apparel, specifically, but not related to Women's Plus-Sizes.

Dion-Jones, Ltd. specialized in soft dressing, related separates, day into evening, sportswear, outerwear, accessories, etc.

Laura also designed and produced moderately priced lines as well as private label collections for private, chain and department stores and catalogue houses.

- One of the first companies in the U. S. to introduce better designer collections in Large-Sizes (1985), produced under the label "DION-JONES, LTD." ([www.dionjonesltd.com](http://www.dionjonesltd.com))
- One of the country's first, top Plus-Size models from 1980-1988.
- Awarded "Special Sizes Designer of the Year" Award 1995 – The Chicago Apparel Industry Board, Inc. Nominated by Mrs. Bettiann Gardner (SoftSheen Hair Care & Beauty Products Founder). Award presented in June 1995.
- Extensive experience in all phases of manufacturing and production domestically as well as in the Orient.
- "Tommy" Award – November 1995 - "Special Creativity" runner up, International Printed Fabrics Council.
- Featured on "The Oprah Winfrey Show," November 1996. (Video clips available on Laura's website, [www.com-mit-fit.com](http://www.com-mit-fit.com), under "MEDIA" tab.)
- Featured Guest Designer for 1996 – The Chicago Apparel Industry Board, Inc.
- Designs featured on "The Bold and Beautiful" TV Soap Opera and many other national TV shows.
- Featured on "The Jenny Jones Show," March 1995
- Featured Guest Designer on "The Greater Woman" TV show and video shopping catalog, November 1996. In addition, one of the featured designers invited to showcase their line in an on-going basis in this venue.
- "DION-JONES, LTD." Logo shirt featured on the April 1995 cover of "Big, Beautiful Woman" magazine – a fashion magazine specifically geared toward Full-Figured Women. Designs also featured in an on-going basis.

- Custom designer for the late, but great, Cathy Osterman, Director of Special Events for the City of Chicago; Sis Daley, the late mother of former Chicago Mayor Richard J. Daley, Maggie Daley – the late wife of former Chicago Mayor Richard J. Daley, Pat Daley Martino, former Chicago Mayor Richard J. Daley’s sister; the late Ardis Kranik, General Manager of The Lyric Opera of Chicago; Della Reese (Touched by an Angel); Cissy Houston (Whitney Houston’s Mother); in addition to countless Female Corporate and Business Leaders through out the U.S., Canada and Europe, as well as Entertainers, Doctors, Attorney’s, Educators and Full-Figured Women of a certain taste in sophisticated, modern, timeless dressing.

- Appeared on “Home Shopping Network” in three very successful national campaigns selling DION-JONES, LTD. Designs and acting as the co-hostess and spokesperson in August 1993.

- Currently, a highly sought-after Plus-Size spokesperson by TV, Corporate and Consumer groups. Specializing in motivating the Full-Figured Women to greater self-esteem through better dressing, grooming, improved personal appearance, increased self-esteem, and attitude no matter what the scale says.

Available for speaking engagements on motivation, motivational weight loss in conjunction with her newest how-to book and support programs, Commit To Get Fit: Find The Secret To Your Own True and Everlasting Weight Loss.

If Laura can’t get `em motivated, no one can.

Laura is also an expert speaker on developing discipline, overcoming adversity, improving personal appearance and increasing self-esteem and offers several seminars to support these issues.

- Laura is available for private motivational weight loss consultations and coaching.

- A widely published free-lance writer specializing in motivational weight loss, lifestyle advice and related women’s and men’s issues .

The owner, originator and principal writer of [www.originalcosmogirl.com](http://www.originalcosmogirl.com), a site and blog to be dedicated to Baby Boomer lifestyle issues such as dating this time around , relationship, romance and sex tips and advice specifically, but not strictly geared toward the Baby Boomer generation because we’re all really Original Cosmo Girls and Guys at heart.

- Laura has also authored a 365-day Commit To Get Fit Health and Wellness Fitness Journal, companion workbook and has a screenplay and two creative non-fiction novels in development.

She writes articles on lifestyle advice, motivation, increasing self-esteem, and improving personal appearance, as well as short stories.

Additionally, Laura writes for canine magazines, specifically, but not limited to Italian Greyhounds.

- Founder, designer and co-owner of SNOB HOUNDS, a successful, upscale canine clothing and accessory line – [www.snobhounds.com](http://www.snobhounds.com). (Founded in 2002) “Think Nike meets Donna Karan but for canines – with a Chanel twist.” Snob Hounds is true environmental protection wear to keep your pooch warm, dry, cool, and comfy no matter what the weather.

A short video and press kit available upon request filled with numerous articles both to the trade and the consumer, detailing DION-JONES, LTD.’s on-going popularity with Women of Size.