

# Joseph S Leonard

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## Career Interests

Science communication. Public Health/Nutrition/Preventive Medicine/Agriculture/Food Science.

## Education

### **University of Wisconsin-Madison, May 2004**

Master of Science in Public Health, Population Health Sciences Program. Emphasis in Epidemiology.

### **Iowa State University, August 1998**

Master of Science in Journalism, Greenlee School of Journalism and Communication. Emphasis in Science Communication. Graduate minor in Zoology.

### **University of Akron**

May 1992, Bachelor of Science in Biology. May 1990, Bachelor of Arts in Psychology.

## Professional Experience

### **Manager/Owner**

#### **CJ Scientific Communication. May 2005 to Present.**

Freelance (PT) health and scientific writing and editing for multiple clients.

### **Manager of Outcomes Research and Scientific Communication**

#### **Standard Process Inc. November 2000 to April 2009.**

Managing research and communication on public health, nutrition, and supplements for healthcare professionals. Senior editor of the Whole Food Nutrition Journal. Clinical research design and analysis.

### **Technical Writer and Editor**

#### **Abbott Laboratories. November 1998 to November 2000.**

Writing and editing technical manuals and documents on computer software and pharmaceutical products.

### **Technical Writer and Editor**

#### **Iowa Energy Center. April 1997 to November 1998.**

Ghost writing and editing of a series of books on alternative energy technologies in Iowa.

### **Staff Writer/Science Writer and Editor**

#### **Iowa State Daily Newspaper. August 1995 to September 1998.**

Basic reporting, editing and layout. Science writing.

### **Teaching Assistant**

#### **Greenlee School of Journalism and Communication, Iowa State. January 1998 to May 1998.**

Teaching beginning reporting and writing to sophomore-level journalism students.

### **Web Page Designer and Naturalist**

#### **Greenlee School of Journalism and Communication, Iowa State. June 1996 to December 1997.**

HTML programming, copywriting, editing, photography on Iowa wildlife and conservation for ESCAN Web Page project at ISU. Resident naturalist.

### **Teaching Assistant**

#### **Department of Zoology and Genetics, Iowa State. August 1992 to December 1997.**

Taught general biology, embryology, and physiology. Led science writing workshops.

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## Projects and Publications

### Retrospective Cohort Study

Powell, JP and JS Leonard. **A nutritional program improved lipid profiles and weight in 28 chiropractic patients: A retrospective case series.** *Journal of Chiropractic Medicine* (2008) 7, 94-100.

### HOPE Database

Principle Investigator. Collecting and analyzing de-identified data on the clinical use and effectiveness of Standard Process Inc. nutritional supplements by healthcare practitioners. HIPAA trained. Jan 2006 to Sept 2008.

### Standard Process Corporate Wellness Program Study

Principle Investigator. Collecting and analyzing risk factor and health claims data on the effectiveness and ROI of the Standard Process Corporate Wellness Program for improving employee health and reducing healthcare costs. IRB approved March 2005 (WIRB, Olympia, WA). March 2005 to January 2009.

### Whole Food Nutrition Journal

Editor-in-Chief. Publication on intra- and extramural research on the role of whole foods, supplements, and diet in public health. Quarterly; March 2001 to March 2003.

### Book: Clinical Purification: A Complete Treatment and Reference Manual (Hardcover)

Clinical research and ghost writing of all nutrition chapters for Dr. Gina L. Nick.

### Thesis

“Testing a situational theory of communication effects in the context of real-world environmental decision-making.” ISU, 1998

### Iowa's Fish

24-page booklet for the Iowa Association of Naturalists. 1998.

### ESCAN (The Environment: Science, Communication, Activities and News)

Web Page. <http://www.public.iastate.edu/~jlmc/escan/ESCANHome.html>. 1996. (currently offline)

## Computer Experience

Macintosh and PC platforms. MS-Office, Adobe Framemaker, Photoshop, Illustrator, Pagemaker, and Logic 8 (music production). HTML programming and web page design. Digital music hardware.

## Volunteering, Honors, and Hobbies

- Whitewater Citizen Advisory Committees: Park, Recreation, and Forestry Board (May 2005 to September 2006) and Plan Architectural Review Board (May 2005 to May 2006).
- Member of the American Medical Writers Association (AMWA).
- Gamma Sigma Delta, The Honor Society of Agriculture. Lifetime membership. Awarded April 15, 1998.
- Experience in multiple writing genres: Science and technical, news reporting, creative non-fiction, fiction and essay.
- Experienced musician, playing upright and electric basses: jazz, rock, folk. Live music promotion.
- Naturalist. Nature photography and writing.
- Bicycling.
- Volunteer "Ed-zoo-cator." Akron Zoological Park, Akron, Ohio. 1991-1992.

References available upon request.