

Life Style

POST/REPORT



David Olsen buys lots of fruits and vegetables as part of his diet in the produce department at the Sendik's Fine Foods he designed in Franklin.

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Post/Report

Turn *changes* into habit

Area man applies engineering background to invent new diet

By Kurt Killberg
STAFF WRITER

A Hales Corners man has come up with a new diet in a book entitled "You Forever Slim: Lose Weight and Keep it Off," at a time when many people are thinking about losing weight.

David Olsen, a civil engineer, does subdivisions, redevelopment and grading. In business for about 30 years, his company works all over southeastern Wisconsin.

In 2008 when business for Olsen's company slowed due to the recession, he took up a passion of his — writing — and enrolled in a creative writing class at Waukesha County Technical College.

His professor encouraged the class to write about what they have

a passion for, and for Olsen that was his diet.

Olsen invented the diet outlined in the book 10 years ago. He said he had a yo-yo dieting problem, which caused him to gain weight back that he had lost.

Using his engineering expertise to perform an analysis of the problem — that being why he'd lose weight and not keep it off — he decided the changes were too rapid and the brain can't adjust. He said most diets have you lose weight in a hurry and that 90-95 percent of dieters gain it back in a year or two.

Olsen decided a "systematic approach" from his engineering background would be better. So instead of the rapid change that typical dieting brings, he decided to instead make small, simple changes in how he ate and thought and then

put into practice those changes over a period of time until they became habit.

He discovered in his research that if you make small, easy changes like sitting to eat and practice them over the period of a month, they become part of your lifestyle.

Olsen said the brain has a "homeostat" that keeps weight at a certain level and that you have to make small, incremental changes to adjust the homeostat.

Following that strategy, Olsen has been at a lower weight for over 10 years.

When he finished a draft of the book last summer, he thought he should have a professional look at it. Olsen contacted four registered dietitians, who critiqued the draft.

He ended up asking registered dietitian Kelly Strigenz to co-author

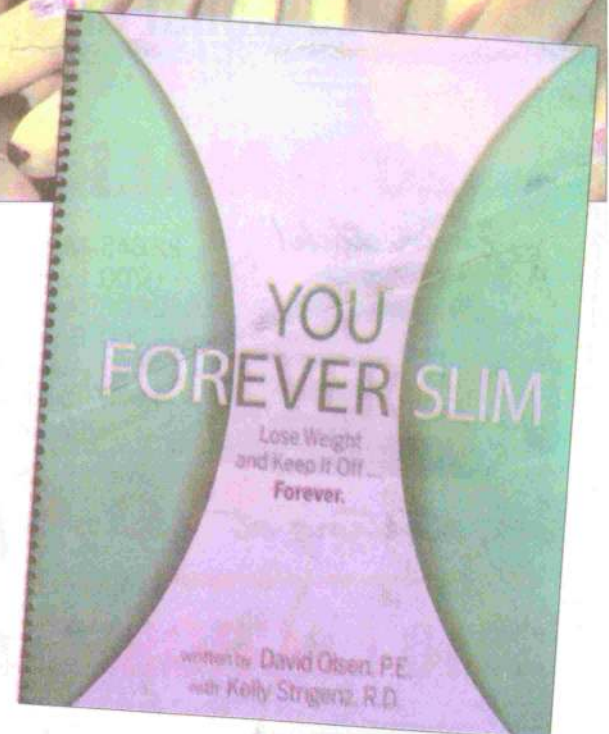
the book, as she came up with recipes and recommendations.

He said the book developed into a step-by-step dieting workbook to be used daily for a year.

For example, the book has readers weigh in, document their weight, then put the scale away for four weeks. It also suggests rewarding yourself \$1 for each week of not weighing yourself.

Suggestions in the book include eating slowly to "savor the flavor," keeping food put away and out of sight and sitting down while you eat. Each week is a chapter, and has new things for readers to try.

He also asks readers not to read ahead and focus instead on each week's instructions.



The book was published by Manchester Hill Publishing and printed by Network Printing in West Allis. Olsen said he was "lucky," since Network is in the Milwaukee area and specializes in printing books.

Olsen said he'd like to write "You Forever Healthy" at some point, and expand on "You Forever Slim" incorporating weight loss, exercise and stress management.

The book can be purchased at www.youforeverslim.com.