

# Kristi Marsh



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# Meet Kristi Marsh

Author. Speaker. Advocate. Survivor.  
Founder of Choosewiser.com.

Diagnosed with aggressive breast cancer at age thirty-six and with three young children at home, Kristi started on a quest to create a healthier home and body. Now a proponent for women's health, Kristi's passion is to share her knowledge and journey with others.

***"So many people are reluctant to make changes in their lives because they think it's going to be expensive or time consuming. But making little changes over time in the products we smother on our skin, foods we devour, and surroundings in which we immerse ourselves, doesn't have to be difficult. It actually can be fun."***

Kristi founded an organization dedicated to educating women about the interaction between environmental toxins and their health, and empower and encourage them to become savvy, aware consumers.

Along the way, she transformed from online educator to inspirational, passionate, moving speaker. Kristi's efforts have been recognized and celebrated by :



- *Toastmasters International Magazine*, May 2012
- Clean Water Action's 2011 John O'Connor Award
- *Prevention Magazine's* Picture of Health, 2010
- *Healthy Living Magazine's* Champion of Health, 2010 Awards
- Greenschool's 2009 Outstanding Leadership Awards

Her dynamic speaking style earned her 2<sup>nd</sup> place in Toastmasters 2011 International Speech Contest in Massachusetts.

# And Then Came the Book...

Her first book, *Little Changes*, is a succulent swirling lollipop of lessons about the products we smother on our skin, foods we devour, and surroundings in which we immerse ourselves. A gut-wrenching roller coaster of emotions, her adventure involves a Western Grebe, farm stand spinach, a meaty love story, a rock in Wyoming, and some pioneers—which eventually captured national attention.

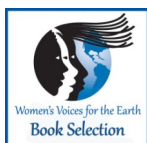
With a cup of humor, a smidgeon of sarcasm, and a wallop of mainstream motherhood, *Little Changes* enlightens readers about the simmering, swelling, epic transformation of our generation; becoming self-advocates for their own environmental health.



***Between February and October 2012, Little Changes sold more than 1,500 books world wide. Little Changes is available in paperback, eBook, audio, and in volume discounts for events.***

## **Little Changes was selected as:**

- Campaign For Safe Cosmetics Summer Book club read 2012
- Women's Voices for the Earth Book Pick 2012





# On The Rise



## Home Eco-Momics 101

This one-of-a-kind "choice makeover" retreat, inspired by *Little Changes*, is the perfect introductory experience for curious women looking to understand how our choices about what we purchase, eat, use, and surround ourselves with, can influence our beautiful bodies, our health, and that of our families.

Join us to become a savvy consumer, learn how to find better-for-you products affordably, and purge your home of products that have health risks.

While you gather how-to's in our educational workshops, let us spoil you with exquisite food and the luxuries of the historic MIT Endicott House at this girls' weekend!



**Be Awakened. Be Inspired. Be Pampered. Begin Your Journey.**

Mingle and learn from a list of health rockstars (and real-life characters from *Little Changes*) including Kristi Marsh, of ChooseWiser.com and author of:

*Little Changes: Tales of a Reluctant Home-EcoMomics Pioneer*



For full workshop schedule and list of speakers visit [www.choosewiser.com](http://www.choosewiser.com)

### The Full Fairytale Package

All weekend workshops and events from 9:00 am registration on Saturday to 1:30 pm goodbyes on Sunday. \*

Chief designed meals on Saturday and Sunday. All food is local or organic based on seasonability of items.

Tour of Historical Endicott House.

Denim and Diamond Cocktail Reception alongside some of the guest speakers.

Saturday night accommodation at the MIT Endicott House.

Gift bag of goodies valued at over \$200.

\$425.00

plus applicable state & local tax

### The Mini Package

Saturday workshops and events from 9:00 am registration to 10:00 pm. \*

Chief designed meals on Saturday. All food is local or organic based on seasonability of items.

Tour of Historical Endicott House.

Denim and Diamond Cocktail Reception alongside some of the guest speakers.

\$350.00

plus applicable state & local tax

Traveling to attend? Friday night accommodations are available for \$140.00.

For Reservations or Gift Certificates call: 617.253.3211

- For more information on your stay, visit [www.mitendicotthouse.org](http://www.mitendicotthouse.org)
- To learn more about the speakers and workshops, visit [www.choosewiser.com](http://www.choosewiser.com)

The Festival of (Giving) Trees presents...

## Kristi Marsh

Thursday, Nov 29 12-2pm

**LaSalle Reception Center**  
Tuscan Room  
444 Main Street  
Southbridge, MA

[www.choosewiser.com](http://www.choosewiser.com)

\$25 includes luncheon AND free admission to the Festival of (Giving) Trees

For tickets contact Janet Garon [jgaron98@aol.com](mailto:jgaron98@aol.com) 774-230-7382

There will be a book signing following the event

Nov 29-Dec 2 | Don't miss the 15th Annual Festival of (Giving) Trees

Proceeds benefit: Massachusetts Breast Cancer Coalition, Silent Spring Institute, and the Cancer Center at Harrington Hospital. For more information on the Festival of (Giving) Trees, please contact Janet Garon at [jgaron98@aol.com](mailto:jgaron98@aol.com). You may also visit the website at [www.sparklingtrees.com](http://www.sparklingtrees.com) for additional information and a complete schedule of events.

LaSalle Reception Center  
444 Main Street  
Southbridge, MA



Proceeds will benefit the Massachusetts Breast Cancer Coalition

Founded in 1991, the MBCC believes that PREVENTION is the cure. MBCC advocates for increased resources to investigate environmental links to breast cancer as a result of carcinogens found in our air, water, soil, food, homes, cleaning supplies, and personal care products. [www.mbcc.org](http://www.mbcc.org)



### Financial Contributors

Platinum Plus (\$250+): Evolution Sports Performance

Platinum (\$150+): Douglas King Builders  
Marathon Sports Physical Therapy

Gold (\$100-149): Target, Kathleen Genova

### Door Prizes

Lia Sophia Jewelry (Ursula Ferraro)

\$50 Gift Card to Tiffany (Tam Fox)

Be Green Bath & Body Product Basket (Karen Roche)

Free Organic Lawn Fertilizer Application (Simply Safer Lawn Care)

Arbonne Product Gift Basket (Jen Hohl)

Pediatric Dental Hygiene Gift Basket (Children's Dental Health Ctr)

Free Green Home Interior Design Consult (Margie McNally)

Premier Jewelry Designs (Lisa Morris)

A copy of *Little Changes* (Kristi Marsh)

### Special Thanks to....

Katie Churchill, Amy Morrison & Kerri Mullen (organizers), Kristi Marsh (keynote), Ellen Barlow (introduction), Dawn Williams & Mette Ravn (massages), Kathleen Genova (music), Margie McNally (bags), Churchill Linens (linens), Truccis and Next Step Living (donated reusable bags), and all of the hard-working volunteers who made every detail in this event possible!



A Night to Celebrate Women & Health

September 28, 2012 - 7:00 p.m.  
Knights of Columbus Hall - Easton, MA

## Kristi Marsh, CC: MAKING HEALTHY CHOICES

How little things can make a big difference.

By Julie Bawden-Davis

**I**n 2006, when a biopsy confirmed that Kristi Marsh suffered from aggressive breast cancer, doctors gave the 36-year-old mother of three her treatment options. While Marsh immediately researched her alternatives, ultimately it was her inner wisdom that led her to make the best possible decision.

**"I found my voice and was inspired to encourage women to be their own environmental health self-advocates."**

"For five days I sat on the phone talking to everyone I could about whether to have a lumpectomy or mastectomy," says Marsh, a member of the Tri-County Talkers Toastmasters in North Easton, Massachusetts. Finally, exhausted from the research and confused because everyone gave her a different answer, she lay down on her bedroom floor and closed her eyes.

"I finally realized that despite the huge medical community and all of the information on the Internet, the answer had to come from me," says Marsh, who has no family history of breast cancer. "I had to access the quiet place inside and listen, because that would be the best answer."

12 WHERE LEADERS ARE MADE

In those quiet moments, Marsh chose a mastectomy, and the decision ultimately saved her life. During the surgery, doctors found and removed another tumor that was flattened against her rib cage. It was Marsh's newfound ability to acknowledge her inner voice that led her to not only survive the cancer, but to thrive and discover her calling.

### Sharing Better Choices

For two years she struggled with cancer, enduring eight surgeries and rounds of chemotherapy. Fighting this battle while being the best mother possible to her three young children, Marsh examined the health effects of everyday personal care, non-organic foods and household items such as mosquito repellent. The more she dug, the more she believed that some of the choices she made for herself and her family were potentially toxic. As a result, she searched for healthier options and became eager to share her findings with others.

One day Marsh was watching her son's karate lesson, and as she sat, she sketched out her thoughts on how to make the subject of toxins humorous

and not gloomy. A friend leaned over, she recalls, "and asked if I wanted to be a motivational speaker one day. I laughed and thought — oh, no!"

"But, by the following October, I joined Toastmasters. After a couple of months as a member, I started moving through the *Competent Communication* manual and my life was electrified."

Once she became a Toastmaster, she started sharing her story with club members and church groups, found her audience growing as she spread her engaging talks. So then she has established the oration and website Choose Wiser now speaks across the United States about her experience with cancer and the connection between environmental toxins and health. Her book *Changes: Tales of a Reluctant Eco-Mom's Pioneer*, into an own story with simple yet small changes that can affect a healthier lifestyle.

"I did not venture out to 'name' environmental causes my cancer, but word on a full, loving Marsh says, "As individuals have significant exposure by simply in our products and when we can."

**Sending a Positive Message**  
Another aspect she struggled with initially was how to get the word out

Photo by Valerie Larson

## NORTH EASTON, MASSACHUSETTS, USA



From right to left: Kristi Marsh, her husband, Ted, and the couple's three children: Kyle, age 11, Kaytee, 9, and Tanner, 14.

resonated, Marsh, CC, who lives in the Boston area, has spoken at a variety of venues, and in 2010, a *Picture of Health* finalist. In October 2011 the U.S. environmental organization Clean Water Action presented her with the John O'Connor Grassroots Leadership Award.

Marsh entered her first Toastmasters speech contest in the spring of 2011 — and took second place at the district level. She also is scheduled to speak at District 31's Spring Conference this month.

Marsh credits Toastmasters with helping her reach her goals.

"Through Toastmasters, I found my voice and was inspired to encourage women to be their own environmental health self-advocates," she says. "When I started on this voyage, I was concerned about the fact that I wasn't an environmental scientist, and I wondered how anyone would listen to me without those credentials. I learned that in my own right, I'm an expert in my own right, and that I can share the work of scientists with the average person."

in a positive way without inspiring gloom or guilt. "I realized that the topic of environmental health can be overwhelming," she says. "I didn't want to overwhelm already stressed-out moms, so I decided to make the changes," she says.

Fellow club member Jason Gold dislikes activist messages, but he finds Marsh's approach refreshing. "Kristi's message and mission are inspiring, and while it's personal for her, she isn't an extremist or alarmist," he says. "She's very down-to-earth about percent every time she speaks."

Stacy Malkan is co-founder of the Campaign for Safe Cosmetics and has worked with Marsh on safe-cosmetics campaigns. "Kristi has a compelling story and tells it in a way that is inviting, intriguing and humorous," says Malkan, author of the award-winning book *Not Just a Pretty Face: The Ugly Side of the Beauty Industry*.

"It's a story everybody needs to hear about adversity transformed into inspiring life purpose. I think so many transitions and Kristi is easy to relate to for that reason."

One important lesson that Marsh shares with audiences is the importance of being your own medical advocate. "I went into this journey answers were much more black and white than they actually are," she says. "Coming out the other side, I'm deeply grateful and thankful to the humans and there's so much more important to be open-minded and to look at all your options."

It was looking at options like a new and rewarding path. "I joined anything in me worth sharing during a do-over part of my life," she says. "Thanks to Toastmasters, I'm now connected to my life's mission."

For more information about Choose Wiser, visit [choosewiser.com](http://choosewiser.com).

Julie Bawden-Davis is a freelance writer based in Southern California and a longtime contributor to the *Toastmaster*. You can reach her at [Julie@JulieBawden-Davis.com](mailto:Julie@JulieBawden-Davis.com).

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**I FEEL HEALTHIEST WHEN...**  
I combine exercise, nature, and exploration, like hiking in a state park. That's just pure joy for me.

**"I teach others to be cleaner and greener"**  
Kristi Marsh, 39, North Easton, MA

When she first found a lump in her right breast while taking a shower, Kristi Marsh's entire life changed. A whirlwind of appointments and health decisions ensued, leading to a diagnosis of stage 3 breast cancer, followed by a mastectomy and rounds of chemo, Herceptin, and radiation. Married with three children ages 7 and younger, the then-35-year-old Marsh refused to let cancer get in the way of her life — she started with her daughter after chemo and camped by the ocean with her family during recovery. Grateful for all the support she received, she wanted to give something back to her community and organized a fund-raising dinner with friends that raised \$40,000 in the name of the Dana-Farber Cancer Institute.

Marsh says cancer taught her two things. The first: to step outside her usual comfort zones. "In Hollywood's version of cancer, they don't really show that your eyebrows and eyelashes disappear too — and you still have to grocery shop," Marsh says. "That's real life. The kids still need you."

The second lesson continues to transform not only her life but also those of others in her community. While undergoing treatment, Marsh was amazed by her body's ability to heal. "I realized that our bodies try so hard to survive and overcome, but we often compromise that with unhealthy choices that increase our exposure to pesticides, hormones, antibiotics, and pollutants." She researched nontoxic products and supported agriculture. "I've totally transformed how I feed my family and how my kids view food," she says. "Now it's not just something that arrives from the store in a can or box but a learning experience."

Friends and neighbors became curious about her clean-living efforts, so Marsh started an educational organization called Choose Wiser. Through intimate workshops, she shares her tips with local groups. "I feel like there was a gap between all the information that's out there and what busy moms are supposed to do about it," she says. "I hope to educate people about what fits best into their lives so they can make healthy changes."

**Every Day I...**

- Take a pause, carve out 10 to 15 minutes in the afternoon to step outside and relax. This helps me stay centered.
- Laugh with or hug my family.
- Exercise my body with some physical activity, whether it's yoga, Pilates, or power walking outside.

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# Press and Web Presence



## One Year Growth

### Be Choosy Newsletter Subscription

<b>October 2011</b>	770 Subscribers
<b>October 2012</b>	1403 Subscribers

### Choose Wiser Facebook

<b>October 2011</b>	324
<b>October 2012</b>	1330

**And on You Tube? 7400 views!**

- First Featured Rockstar in the Campaign for Safe Cosmetics Recognizing Rockstars Launch
- Vitamin Retailer Magazine, October 2012, Interview
- Flour Sack Mama Blog, September 2012, Book Review
- **Toastmaster International Magazine, two page feature article May, 2012**
- Yahoo Women Who Shine Nomination
- About.com Natural Beauty by Tricia Chaves: Ways to Detox Your Beauty Routine
- Edible South Shore Magazine Book Review
- Smart Health Radio Interview with Dr. Glenn, Los Angeles CA
- **Rene Syler Good Enough Mothers Life Lessons Interview**
- Seventh Generation mention on 7Gen Blog

# Recent Events

## 2013

**April 12th -13th** Home EcoMomics 101 Weekend Retreat

**March 7th** Natural Products Expo West: Marketing to Moms, Anaheim, CA.

**February 4th** Mansfield Mothers Club: "Deliciously Green and Clean" Event, Mansfield, MA

**January 17th** South Shore Locavore's Speaker Series: "Organic with a Budget Friendly Attitude," Kingston, MA

## 2012

### November

- Festival of (Giving) Trees: Annual Luncheon Keynote, Southbridge, MA
- Natural Resources Trust Annual Meeting: Tribute to Silent Spring Keynote, Easton, MA
- Brigham and Women's Faulkner Hospital: Author Meet & Greet Boston, MA

### October

- Boston University Medical Center Toastmasters: SPEAK Movie Premiere Panel Member, Boston, MA
- Suffolk University: Guest Lecture Communication and Journalism Students, Boston, MA

### September

- Celebration of Women & Health: Keynote, Easton, MA

### July

- Campaign for Safe Cosmetics: Book Club Webinar with Stacy Malkan
- Friends of Hanson Library: "Goin' Organic with a Budget Friendly Attitude," Hanson, MA

### June

- Massachusetts Breast Cancer Coalition's Against the Tide: Meet and Greet, Hopkinton, MA
- National Active and Retired Federal Employees: Monthly Luncheon Keynote, Halifax, MA

### May

- Collaborative on Health and Environment-Alaska: Monthly Teleconference Guest
- Franklin Newcomers Club: Event Keynote, Franklin, MA
- Westwinds Bookshop: Meet and Greet, Duxbury Library, Duxbury, MA
- Toastmasters District 31 Spring Conference: Workshop Presenter, Dedham, MA

### April

- Purdue North Central Woman's Association Annual Spring Luncheon: Keynote, Westville, IN

### February

- Bridgewater State University Library, "Going Organic with a Budget Friendly Attitude," Bridgewater, MA
- Easton Ames Free Library Event: Author Meet & Greet, Easton, MA

## 2010

- Happiness is a Habit Retreat: Guest Speaker, w/ Pam Young & Marla Cilley aka "Fly Lady," Dallas, TX

# Presentation Topics

Kristi brings enthusiasm and humor to a simmering, swelling topic—environmental health—for conferences, luncheons, annual events, or anywhere women gather to be inspired and celebrate. All presentations are customized to the particular event, nature of audience and time available. Presentations available can be tailored for:

- **Keynote**
- **Conferences**
- **Annual Luncheons**
- **Business Networking Breakfasts**
- **Hayrides (It has been done!)**
- **Meet and Greet Author Events**
- **Women's Organizations and Moms Club Special Events**

## 2013 Focus Platforms

### **Cla-Clunk: Your Life Purpose Awaits**

There is nothing like an endearing real-life story to move your audience and create your most memorable event ever. Weaving inspiration with the concept of embracing our own beautiful bodies, this presentation will energize and enlighten your audience.

Avoiding science jargon and instead focusing on practical can-do principles, Kristi's contagious, enthusiastic style leads audiences through an emotional and invigorating journey.

By the end, your guests will be ready to embrace, rally, and rededicate to your organization's event theme, focusing on the health of our own beautiful bodies.

**Potentials:** Kick-off Keynote, focused guest speaker. Women's leadership or health conferences. Can be used for breast cancer awareness, celebration of women, fund-raising, self-created journey inspiration.





# Presentation Topics Cont'd

## Romancing the Everyday-Me's

They are curious. They are coming. They *want* to do the right thing. The Everyday-Me's.

They could be your biggest market, yet, they are incredibly cautious and will turn on you in a heartbeat. How should you approach this market? How can you gain their trust and build a long-lasting relationship?

We know choosing wiser can make impact our health and our family's health and yet most of mainstream America remains unwilling to change their shopping habits. In this presentation, I demystify the eco-movement, shift it from doom-and-gloom messages, and educate you about how to reach and empower the Everyday-Me's—**busy working women and stay-at-home mothers**. In this presentation, I'll explain:



- How to grow your chapters, business, support for your green efforts...
- *Why* Everyday-Me's choose to live in the comfort of status-quo, fearing that joining the eco-movement will be difficult, time consuming, guilt-inducing, and expensive.
- The social and emotional ties that prevent them from becoming your clients right now.
- Simple mistakes that will either turn them off from your brand permanently, or become your best friend for life.

**Potentials:** Conference workshops, organizations with national chapters, green teams, sustainable committees, green focused organizations and non-profits.

## One Book: One Community

A One Book: One Community format is a fresh event idea that bring communities together with a common event - whether you are a town, hospital, non profit organization, there will be plenty of discussion. Unique and fresh, this is a month-long *Little Changes* book club culminating with an **"Evening with the Author."**

Launch and promote over a six-week period, celebrating the end with a one-hour event—either an in-person author signing, or webinar interview.



- Add raffles throughout month for better-for you products and celebrating local resources.
- Add trivia throughout month. Post one 'little change' a week. Share your organization's green accomplishments.

**Potentials:** Launch and promote during March/April for Earth Day, June/July for a summer bookclub, or in October for Breast Cancer Awareness month, holding event in early November.

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# Presentations Cont'd



## Deliciously Green and Clean

This was my most requested Choose Wiser workshop of 2012. Not because we like to *clean*, but because we like to *play*. In this presentation, I mix-and-make cleaning products cooking show style. Or, audience members make and take samples home!

Today, women use a vast number of chemical-based cleaners and other household products to keep their homes clean and fresh. Unfortunately, many of the chemicals in these products are harmful to our bodies. With some easy modifications, we can reduce our family's daily exposure to these harmful ingredients, create a healthier home, AND focus on saving money.

- Engage the audience with my story...and why we want to Choose Wiser.
- Identify starting point ingredients to replace in your home.
- Discuss "alternative" cleaning products vs. DIY products.
- Lead with interactive cooking show style demonstration.

The changes recommended in this workshop will save money and help protect family member's health. 45-minute presentation with cooking show style demonstration, followed by author signing.

**Potential:** Moms Club, Women of Today, Women Networking Celebrations. Community Health Event. Conference break out workshop.

## Budget Friendly and Goin' Organic?

When it comes to topics, food is always a favorite. The question is, is it possible to eat genuine, organic foods on a budget? And why should we or shouldn't we examine this option? In this dynamic workshop, we'll discuss these topics:

- Can choosing organic foods influence your health?
- If you have to make a choice, where should you start
- Discuss definitions of terms like *organic*, *local*, *sustainable*, and *natural*.
- Why the acronym GMO is more important this year than any other.
- Farm fresh fruits and veggies: eat locally and seasonally or organic?
- How to choose happy meat, healthy eggs, and hormone free milk.
- How to find options when eating out.



High energy, information packed followed by author signing.

**Potential:** Community and Library Celebrations, Conference break outs, Women's organization for a memorable night out.

# Kind Words....

*"I've read other books on environmental toxins and the poisons that we (willingly or unknowingly) accumulate in our bodies every day. But Kristi made it matter. The combination of her personal health struggle and quest to learn "why?", humor, and plain un-sciency descriptions of techie concepts like hormone-disruptors combine to make "Choosing Wiser" seem not only worthwhile, but actually doable. Even by regular, non-hippie, non-wealthy, non-research-lab-owning ordinary people like me."* ~ **Chandra Rambo, Everyday-Me**

*"Anyone who is thinking about breast cancer prevention as well as "the cure" this month needs to know Kristi Marsh. Kristi and I met by coincidence last spring and there's something about her that's magic. Where I'm a radical at times, she's a diplomat..gently reaching out to people to help them learn about choices. The combination seems to work and I remember meeting her the first time in person and wanting to burst into tears at her courageous approach to life and beating cancer while maintaining her family and sanity. Please look her up and read her book trailer...it's about making small changes to live a healthier life after a life changing experience. And if you believe in angels...believe in Kristi Marsh."*

~ **Audra Conklin, Modern Mermaids**

*"Eleanor Roosevelt said, 'Many people walk in and out of your life but only true friends will leave footprints on your heart.' I feel you have truly left a footprint in the Purdue North Central Women's Association."* ~ **Laura Odom, President Purdue North Central Women's Association, Annual Spring Luncheon**

*"I was at your talk at the Spring Conference. I love what your doing and the way you're making the speaking and writing work. I hope one day I can make a similar leap!"*

~ **Stuart Pink, Toastmasters International World Champion 3rd Place, 2012**

*"Kristi, You are Amazing! Thank you for making the world a healthier place and for helping to give the beauty industry a makeover!"* ~**Stacy Malkan, author of, Not just a Pretty Face, The Ugly Side of the Beauty Industry, and founder of the Campaign for Safe Cosmetics.**

*"Kristi's presentation reminded me to Stop. Think and Listen."* ~**Pauline Alighieri, Executive Director, Mel's Foundation, at a presentation at the South Shore Women's Business Network.**

*"Ms. Marsh is that rare presenter who is able to deliver serious information with panache and energy. She is articulate, funny, touching, and down-to-earth – a combination that ensures her audience is fully engaged in all that she has to say. Her enthusiasm for her subject is contagious and lends itself to vigorous feedback and audience participation. The Ames Free Library hosted approximately 200 adult events in the last calendar year. The events contributed to the library's winning of a finalist position in the competitive Best Small Library in America 2011 award. I would personally place Kristi Marsh in the top 15 presenters for a year that witnessed a highly noteworthy set of speakers."* ~ **Uma Hiremath, Ph.D.Assistant Director Ames Free Library**



Connect



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