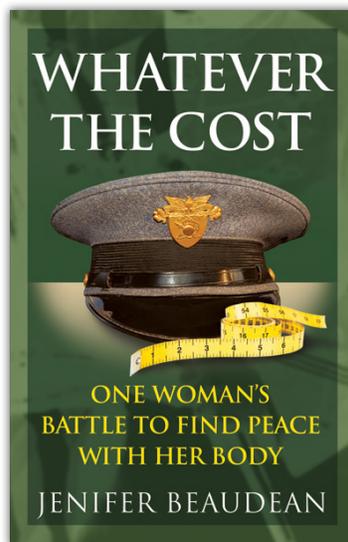


JENIFER BEAUDEAN 

PRESS KIT

WHATEVER THE COST:
*One Woman's Battle to Find
Peace with Her Body*



www.jeniferbeaudean.com



JENIFER BEAUDEAN



The author today...



*...and as a cadet at
West Point in 1991*

About the Author and Speaker

Born in Ottawa in 1969, Jenifer Beaudean grew up in northern New Jersey as the daughter of a Lutheran minister and his wife. In 1987 she joined the 11th class to admit women at the United States Military Academy at West Point. While at West Point, she rappelled down cliffs, jumped from an airplane, carried an M-16 rifle and, after graduation, led a platoon in the Army Corps of Engineers.

In 1994 she left the Army with an honorable discharge and began her career in business — her focus primarily in marketing. Subsequently her clients included the five divisions of General Motors, Volkswagen of America, EDS, John Deere and Pfizer.

In 2002 Jenifer completed an MBA in Marketing and Corporate Strategy at University of Michigan Business School. After eight successful years in pharmaceutical marketing, she is now Associate Director of Internal and Executive Communications for a mid-sized pharmaceutical company headquartered in the Northeast.

Jenifer regards her biggest success as overcoming bulimia after a 13-year struggle. Upon completing treatment and maintaining her health for eight years, Beaudean decided to share the story of that struggle beginning with her time at West Point where this deadly eating disorder first took hold. Her first book, *Whatever the Cost: One Woman's Battle to Find Peace with Her Body*, published by Quiet Waters Publications in March of 2011, is now available at bookstores and online. Jenifer's experience spans the contrasts of life at the Military Academy, success in business and the spiral into addiction that nearly took her life — and, finally, her hard-won health and wellness achieved through treatment. Jenifer is an experienced marketer and gifted speaker and uses both skills to share publicly about her bulimia to provide a message of hope for those who suffer, for their families and for the many American women who fight the daily battle to live a healthy life in both body and mind.

WHATEVER THE COST: ONE WOMAN'S BATTLE TO FIND PEACE WITH HER BODY

By Jenifer Beaudean

www.jeniferbeaudean.com

JENIFER BEAUDEAN



The Importance of Active Dialogue about Eating Disorders and Body Image

(Summary of Jenifer Beaudean's Talking Points)

Perhaps nowhere else in the world do women put more excessive, daily and unnecessary pressure on themselves to attain the “perfect” body than in the United States.

It's an epidemic.

- 42% of 1st to 3rd grade girls want to be thinner.
- 81% of 10 year olds are afraid of being fat.
- 80% of American women are dissatisfied with their appearance.

While the average American woman is 5'4" and weighs 140 pounds, the average American fashion model is 5'11" and weighs 117 pounds.*

The American media celebrates those who are thin and disdains those who are not.

Dieting is a multi-billion dollar industry. And when a size-obsessed culture assaults young women on all fronts it isn't surprising that four out of ten Americans have either suffered from or have known someone who has suffered from an eating disorder. In fact, the incidence of bulimia in 10-39 year olds tripled between 1988 and 1993. An article written in 1992 for the American Journal of Psychology estimated that 5.1% of female college students in America are bulimic. Which means...if there are roughly 7 million female college students in America, then there are roughly 357,000 female college students in America who are bulimic.**

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JENIFER BEAUDEAN

The Importance of Active Dialogue about Eating Disorders and Body Image

Summary of
Jenifer Beaudean's
Talking Points

(CONTINUED)

And it isn't just bulimia.

It is the obsession. The number on the scale every morning. The “skinny jeans” that sit in the closet waiting for the day when a woman is thin enough to pull them back out. It's the conversation between girlfriends — “Does this skirt make me look fat?”

Jenifer Beaudean wrote *Whatever the Cost: One Woman's Battle to Find Peace with Her Body* because this obsession nearly took her life. Her thirteen year battle with bulimia began while she was a cadet at West Point and became so serious that her family was forced to intervene in 2002. She began treatment at the Renfrew Center in Wilton, Connecticut and worked for eight long months to regain her sobriety. What makes her story captivating is that the image of the West Point cadet is hallowed and glorified. But bulimia is at West Point just as it exists on every college campus across the nation.

In an effort to bring a message of hope to all women, Beaudean speaks to three primary audiences:

- Women who suffer from an eating disorder in some form (anorexia, bulimia, binge eating disorder or some combination thereof);
- Families and friends who struggle with how to help the woman they love who suffers from an eating disorder;
- Women who do not have an eating disorder and yet struggle daily with the battle to find balance between finding a healthy weight versus obsession; and who often struggle with body image and self acceptance.

Beaudean's book, *Whatever the Cost*, is the story of a young woman who experiences a very unique education and experience in the U.S. Army. But the central theme of laboring to come to peace with our

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JENIFER BEAUDEAN

The Importance of Active Dialogue about Eating Disorders and Body Image

Summary of
Jenifer Beaudean's
Talking Points

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human physicality is a theme that will resonate with college students, professional women, homemakers and families universally. Beaudean encourages women to find a healthy state for their body and a healthy frame of mind.

Her message?

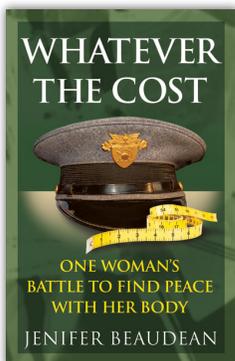
We can build a magnificent life for ourselves, free from addiction and the battle for physical perfection.

Truly a message of hope for all women.

* *The statistics in this section are taken from the website of the National Eating Disorders Association (NEDA) www.nationaleatingdisorders.org.*

** *Calculations performed with US Census data from 2008 available at <http://www.census.gov/population/www/socdemo/school/cps2008.html>, and reference the 2008 total of 7,145,000 female college students. The figure includes women at 2 and 4-year colleges as well as those in graduate school. 91% of the 7.1 M female students are between the ages of 15 and 35. The figure does not include part-time students.*

Jenifer Beaudean
JENIFER BEAUDEAN



WHATEVER THE COST: One Woman's Battle to Find Peace with Her Body

Author's Synopsis

“Cadet Beaudean, I think you’d do better on the fitness test if you took a few pounds off,” suggests my squad leader at West Point.

“How is it going with your weight?” asks my father over the phone.

Every moment of my West Point experience and my life is grounded in the understanding that if only I were thinner, all would be well.

Whatever the Cost begins with “R Day,” or Report Day, for the West Point class of 1991. The first day is like stepping off the tip of the diving board into ice water. Perhaps even a step into hell. But for me the day’s stress, with its head-reeling immersion into military life, is overshadowed instead by the terror that I won’t satisfy the Academy’s weight requirement.

Through my first two years at West Point, I struggle to adjust to military life, with one funny and tragic mishap following another — Private Benjamin style. And the men in my life play a pivotal role. I worship my father and my squad leader, the latter a military “natural” with whom I fall madly in love. But with each man and each relationship my weight is the topic that is front and center.

I weigh 140 pounds and am a healthy young woman.

But in American culture, one can never be thin enough.

Whatever the Cost weaves two stories together – the difficulty of cadet life and my personal battle with my weight and self image. Through my four years at West Point there are moments and debacles that are meaningful, tragic and sometimes humorous. But the most important moment of my day, every day, is the moment I step on the scale.

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JENIFER BEAUDEAN

**WHATEVER THE
COST: One Woman's
Battle To Find Peace
With Her Body**
Author's Synopsis
(CONTINUED)

In my third year at the Academy I make the decision to place my health second to my size. Weary of the constant scrutiny of others and in a fit of desperation, I put my finger down my throat and begin the cycle of self-induced vomiting that typifies bulimia. As my final year at West Point begins, I am addicted, bingeing and purging every day. Bulimia is no longer a choice.

I successfully graduate from West Point in June of 1991 with no one aware of my secret. I become a lieutenant in the Army Corps of Engineers and marry a West Point classmate. Over the next seven years, my bulimia takes on a personality. Sometimes it rages, my head in the toilet several times a day. Other times it is quiet and I wonder where my friend has gone. But in 2000, with my unresolved grief over the death of my father and my impending divorce, the bulimia takes over and I begin purging up to five times per day.

This is where bulimia is witnessed in all its ugliness — at my darkest hour, throwing up by the side of a highway with the traffic speeding by.

Purging in a service station restroom with urine splattering my pants.

Binging on a dozen Dunkin' Doughnuts only to turn around and throw it back up.

My life has become unrecognizable.

In 2002, my mother and sister intervene. As I begin treatment at the Renfrew Center in Wilton, Connecticut, *Whatever the Cost* explores the grueling process and hard work required to get well.

My therapist heads my treatment team.

"I want to get well, but I don't want to be fat. I'll die first," I tell her.

"If you don't get well, you may get your wish," she replies quietly.

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JENIFER BEAUDEAN

WHATEVER THE COST: One Woman's Battle To Find Peace With Her Body

Author's Synopsis

(CONTINUED)

Along with my therapist is the psychiatrist who treats my depression and a dietician at Renfrew who helps me learn how to eat again. Over the course of eight months, I slowly rebuild my life.

Whatever the Cost is a unique story because West Point is an extraordinary and singular experience – and perhaps more so for women who make up only 15% of the Corps. Who would think that in the midst of rigorous athletics, combat training and tough academics, female cadets at the world's most prestigious military academy are sticking a finger down their throat or restricting food? The message is clear — if bulimia can happen to a cadet at West Point, it can happen to any woman, anywhere. And it is everywhere.

Bulimia runs rampant across not only college campuses, but also across the lives of professional women and housewives, all determined to achieve the physical “perfection” venerated in fashion magazines and among Hollywood movie stars. That perfection sends hundreds of thousands of women to their bathroom scale each morning in the pursuit of a physicality that, in American culture, equals success.

We can never be thin enough.

But at what cost?

The ultimate message of *Whatever the Cost* is one of hope — We don't have to live like this! We have a right to a healthy life in the body we were given. Women who suffer from the debilitating addiction of an eating disorder can get well and live healthy lives. ■

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