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Press release that was customized and pitched to numerous tech-related websites and trade outlets targeted at human resource professionals. Resulted in coverage in nine media outlets, including Tech.co and Tech Republic.

Telania, LLC Releases Third Version of *eLeaP*, the Premier Learning Management System

Louisville, Ky.**--**Telania, LLC has released the newest version of its premier eLeaP Learning Management System, featuring better reporting, a more modernized design and simpler interface, improved interactive support and time-saving functions for administrators.

eLeaP allows companies to easily develop and implement flexible and customized online training courses on virtually any topic. It provides an easy-to-use platform to transform existing company files into interactive e-learning courses.

E-learning has become a primary way for companies and nonprofits to conveniently and effectively train employees while lowering training costs.

"Since launching the first version about a decade ago, eLeaP has proven to offer organizations a way to more effectively train employees at a lower cost," Telania President and founder Don Weobong said.

The newest version reduces course development time even more and improves ease of use, ensuring a higher rate of course completion.

Some of the innovations featured in the new eLeaP LMS include:

- More modern design for easy access.
- Simple and uncluttered user interface.
- Mobile-device compatibility.
- "Help" tool function for on-the-fly interactive support.
- Intuitive course progress menus designed to increase training completion rates.
- Time-saving enhanced administrator/instructor workspace area.
- Improved testing and interactive features.
- Enhanced reporting capabilities.

For currents users of eLeaP, all functions and data entered from existing versions will seamlessly and automatically update and transfer to the new version. All course content will also fully integrate.

eLeaP is currently being used by more than 450 companies internationally, with 150,000 course lessons created to date through the eLeaP software platform, Weobong said.

The *American Society for Training and Development 2013 State of the Industry Report* indicates that the percentage of training using traditional classroom instruction has been steadily decreasing since 2009. Classroom instruction decreased 6 percent from 2010 through 2012. During the same time period, e-learning training increased from 8 percent in 2010 to 10 percent in 2012.

For more information, visit www.eleapsoftware.com.

About Telania, LLC
Based in Louisville, Ky., Telania, LLC was founded by Ghana native Don Weobong, who created the company's premier product eLeaP as a graduate student working on his thesis. Telania, LLC is a software solutions provider offering organizations tools to improve efficiency and productivity. Other products include Azimio Billing Systems, CaptureLeave Leave Management & Vacation Tracking and PRM Deals. For more information, visit www.telania.com.

Handled all PR for CrowdMed, including writing media kit and pitching story of its launch to major tech outlets resulting in dozens of articles, including the one by TechCrunch below.

With $1.1 Million in Funding, YC-Backed CrowdMed Launches to Crowdsource Medical Diagnoses

RYAN LAWLER, TECHCRUNCH

Y Combinator-backed startup CrowdMed hopes to use the wisdom of the crowds to speed up and lower the cost of diagnosing rare medical conditions. By crowdsourcing medical data and applying some patented predictive technology, the company believes it can help users identify illnesses that had otherwise baffled medical professionals.

CrowdMed is designed to help users who have been unable to get help within the current health system. Because doctors can't always track the thousands of rare diseases that are out there, patients may find themselves going to dozens of physicians and specialists and still not know what is wrong with them. Rather than continue to spend thousands or tens of thousands of dollars on tests and hospital visits, CrowdMed provides an alternative path to uncovering rare illnesses.

Users anonymously submit information about undiagnosed conditions on CrowdMed, providing details such as their symptoms, health history, family background and any tests they've already taken. The platform then allows a team of "medical detectives" to collaborate on the case, using their own personal history and knowledge, as well as online research to diagnose the illness. By aggregating their answers and using a patented, prediction technology, CrowdMed provides its own suggestions. In its private beta phase, 20 difficult real-life cases were solved using the platform, with some of those patients having already spent hundreds of thousands of dollars to no avail.

While the platform isn't designed to serve as a replacement for highly trained medical professionals, CrowdMed is there to provide help in the case of rare illnesses that are easily missed or to provide a "second opinion" for patients who aren't sure of a doctor's diagnosis. Mostly it's there to help narrow down the realm of possibilities and provide suggestions for their physicians to consider.

The company was founded by Jared Heyman, who had previously built the Internet survey company Infosurv. After his sister spent three years with a rare, undiagnosed illness, he realized that the same kind of predictive survey technology could be used to help those who are sick figure out what they are suffering from. Heyman was joined by lead developer Axel Setyanto, who had previously worked at Loku, and lead designer Jessica Greenwalt, who had previously founded graphic design firm Pixelkeet.

The startup is being advised by former WebMd exec Clare Martorana, who had been general manager at the company.

CrowdMed was one of the 46 companies to participate in the Y Combinator Winter 2013 class, and is announcing its public beta launch at TEDMED 2013 in Washington, D.C., today. The company has raised $1.1 million in seed funding from investors that include NEA, Andreessen Horowitz, Greylock Partners, Y Combinator, and SV Angel.

Secured this guest post in Huffington Post and co-wrote it with client.

Why Calorie Counting Fails and How to Burn Fat Without It
By Jonathan Bailor

In part one of this article we covered why the traditional calorie counting approach to weight loss fails for more than 95 percent of us. Now let's cover the simple scientific alternative: Enabling our body to automatically balance calories for us around a slimmer set-point.

Too Good To Be True?
To get started, it sounds like I'm saying that our body can keep us slimmer much like it currently keeps us heavier, and that sounds too good to be true, right? Maybe not. We all know people who eat a lot and exercise a little and stay slim. They're called naturally thin people, and they prove that the human body is capable of keeping us slim as reliably as it keeps us heavy. So the question is *not*: "Can the body to burn fat automatically?" The question *is*: "How do we get our body to burn fat automatically like a naturally thin person?" Science shows us that the answer is surprisingly simple.

How Burning Fat Is Like Running Fast
Before we did into the specifics of getting our body to work more like a naturally thin person's body, let's quickly set expectations by comparing our ability to burn fat with our ability to run fast. Everyone can run faster if they put a little effort in, but only a few of us will achieve world-class results no matter how much effort we put in. Why? Our genetics play a big role in how fast we are. Back to burning fat. Everyone can be slimmer if they put a little effort in, but only a few of us will achieve world-class results no matter how much effort we put in. Why? Our genetics play a big role in how slim we are.

The Good and Bad News of Burning Body Fat
So there's good news and bad news. Let's start with the bad news. For all intents and purposes we're as likely to look like a fitness magazine cover model as we are to get on the cover of Sports Illustrated. On to the good news. I used the term "a little effort" earlier on purpose. Once we have access to simple and proven science instead of complex and profit-driven myths, getting and staying as slim as our genetics allow is much easier than we've been lead to believe.

For example, here's are five simple steps to enable your body to work more like the body of a naturally thin person:

Step 1: Eat More—But Smarter
Enjoy so many **non-starchy vegetables** (vegetables you can eat raw and generally find in salads such as spinach, romaine lettuce, kale, any green leafy vegetable,

broccoli, mushrooms, peppers, onions, zucchini, cauliflower, carrots, asparagus, etc.), **nutrient dense proteins** (any seafood, organ meats/sweet breads, grass fed beef, free range poultry, eggs, lean conventional beef, lean conventional poultry, plain Greek yogurt, cottage cheese, etc.), and **whole food natural fats** (almonds, flax, chia, coconut, macadamias, cocoa, cashews, pecans, walnuts, etc.) that you are too full for starches and sweets. To do this at the grocery store, simply avoid the middle isles and only buy things that need to be refrigerated or frozen and contain 3 or less ingredients. To do this eating out, tell your server "Hold the starch, double the veggies." To do this at home, enjoy a double serving of a protein-based main dish and a triple serving of a non-starchy vegetable side.

Step 2: Exercise Less—But Smarter
Instead of spending hours exercising more, spend minutes exercising with more resistance. Try high-intensity interval training on low-impact "cardio" machines like stationary bikes. Do heavy resistance training with your largest muscle groups (legs, back, and chest). Do not worry about building bulky muscles. You are more likely to accidentally burn too much fat than you are to accidentally build too much muscle. Unless you naturally have bulky muscles, you won't get bulky without steroids. I promise.

Step 3: More Water, Less Everything Else
If you are not drinking at least 128oz. of water or unsweetened tea (ideally green or white), you are not burning as much fat or feeling as good as you could be. Also, the easiest way to sabotage your health and fitness efforts is to drink calories. Steer clear of any and all beverages that contain calories. This includes not just soda, but also juice, energy drinks, "fancy" coffee, flavored milk, etc. If you want to keep things simple and stay slim, say no to liquid calories.

Step 4: Sleep More
If you are not getting at least seven hours of uninterrupted sleep per night, your fat loss effort and overall health will suffer. I'm not an expert in improving sleep quality, but there are all sources of free resources on the web.

Step 5: Stress Less
Stress is toxic. The more of it in your life the sicker and heavier you will be. Again, I'm not a stress relief expert, but free internet resources abound.

Slim is Simple
That's it. It's not complex. It can't be. About 90 percent of us avoided obesity and more than 99 percent of us avoided diabetes before we knew what a calorie was let alone counted them. And keeping the common sense rolling, besides rapidly rising obesity and diabetes rates, what are other common trends we've seen over the past 40 years:

1. More starches and sweets, less non-starchy vegetables, nutrient dense proteins, and whole food natural fats.
2. More aerobics, less intense physical activity.
3. More liquid calories, less water.
4. Less sleep.
5. More stress.

Compare our five steps to these five trends. If we simply do what we did before we became sick and heavy we will be slim and healthy without thinking about calories ever again.

About the author

Jonathan Bailor is the author of The Smarter Science of Slim which simplifies the analysis of over 1,100 scientific studies to provide a proven lifestyle for lasting wellness by focusing on the quality of food and exercise and then eating more and exercising less – but smarter. The Smarter Science of Slim is endorsed by the world-wide scientific community including top doctors at the Harvard Medical School, Johns Hopkins, and UCLA, and approved as curriculum for registered dieticians (RDs) by the Academy of Nutrition and Dietetics (formerly The American Dietetic Association).

Composed this guest post on behalf of author, which was published by Forbes.

The Ageless Psychology: Motivate Yourself to Live Beyond 150

By Alex Zhavoronkov, Ph.D., author of *The Ageless Generation: How Advances in Biomedicine Will Transform the Global Economy*.

In the near future, advances in biomedical technology will enable citizens of developed countries to live dramatically longer lives. The revolution in information technology has irreversibly changed our lives over the past two decades. However, advances in biomedicine stand poised to eclipse the social and economic effects of IT in the near future.

Right now, it's hard to believe that radical advances in life extension are possible, especially after many failed promises in the past. But it is the first time in human history where it is possible to speculate, with some degree of certainty, that this dream could be achieved within our lifetimes. I outlined some of these trends in my recent book and in the essay "15 reasons why we will live longer than our grandparents."

Of course there is disbelief and skepticism. Some of the world's top experts on aging do not consider this a possibility due to the narrow focus of their research.

Biomedical innovations typically reach the mass market in a much slower fashion than those from information technology. They follow a paradigm where neither demand by consumers nor can supply by innovators significantly accelerate the process. Nevertheless, many of the advances made over the past three decades are already propagating into mainstream clinical practice and converging with other technologies to extend our life spans.

Consider these seven facts:

1. More than a trillion dollars has been spent on biomedical research over the past 20 years. These investments should start yielding longevity dividends soon.
2. The number of scientists worldwide has increased exponentially as computer and communications technologies entered the mainstream and China and India joined the race.
3. Lifespans of some laboratory animals have already been extended more than tenfold.
4. The innovations have already started: vital organs have grown from the patient's own cells and several stem cell therapies are being proven.
5. Cancer survival rates have increased steadily over the past few years and it is no longer a certain death sentence.
6. Advances in laboratory diagnostics and biometrics are already providing valuable insight into disease prevention.

7. Fast food outlets have started offering healthier foods and displaying caloric content. Smoking rates in developed countries have declined.

Most people will not see these seven facts as one single trend leading to dramatic increases in life expectancy because the effects are so unpredictable and long term. But just two decades ago, nobody could imagine the possibility of technology we use daily now. In the sixties and seventies nobody thought that Japan, with streets full of people wearing facemasks and respirators to avoid pollution, would have one of the longest life expectancies in the world.

Most areas of technology and biotechnology are experiencing exponential growth. The possibility of the radical life extension is very real.

Surprisingly, most people perceive it as a bad thing and do not want to have their lifespans extended. According to a recent survey by the Pew Research Center, 56 percent of the adult respondents in the U.S. do not want to undergo medical treatments to slow the aging process and live to 120 or more. Eighty-one percent said that they are satisfied with their current lives and 57 percent said that they do not worry "too much" about outliving their resources in retirement.

In my opinion, these pessimistic views are the result of five major factors:

1. The lack of strong trustworthy visionaries able to piece together the major trends in biomedicine
2. The lack of historic evidence
3. The evolutionary psychology of aging
4. Religious teachings and beliefs
5. False perceptions of the implications of increased longevity

When forming a conscious and subconscious opinion about their own life expectancy, most people use their parents and grandparents and the averages for their country as benchmarks. The line of thought is usually: "I am 40, my grandmother lived to 92, my dad is 70 and I heard that the average is about 78, so I should live to somewhere between 80 and 95. But I am not sure if I want to live that long, because my grandmother was very frail in her later years."

These pessimistic views are fostered by the many demographers, many of whom like to be called experts in aging research, who look at historic trends and either project marginal increases or even decreases in life expectancy going forward.

These same demographers that like to use the words "immortality" in the titles of their books and papers predict that the recent behavioral changes like high-calorie diets, sedentary lifestyles, pollution and environmental changes will outweigh advances in biomedical sciences. Demographers do not contribute significantly to extending

longevity, but they do cater to the pension funds and governments that want assurances that they will remain solvent in the long term.

But the past twenty years demonstrated that people making predictions in science and technology using historical trends are often wrong.

Evolution promotes adaptation and survival of the species, but it is very cruel to individuals who are intended to develop, compete, breed, take care of their young and gracefully decline and die. Our psychology evolved to accommodate each of these phases and changes with age.

In early childhood we tend to stick close to our parents; after puberty we take risks, rebel and try to get out of the family to find a mate; and after childbirth we become more risk averse and find purpose in caring for the young. Over thousands of generations people were consciously faced with the prospect of age-related frailty, diseases and death and evolved to be content with it.

As paradoxical as it may sound, evolution likely favored the emergence of religion. To help us consciously cope with the prospect of inevitable death and suppress our survival instinct, most civilizations developed religions that provide much needed hope.

Finally, people may be against radical life extension because when thinking about extended lifespans because they imagine extending the period of frailty and boredom in old age. Biomedical advances are not all the same. The current paradigm in biomedical research, clinical regulation and healthcare has created a spur of costly procedures that provide marginal increases late in life. The vast percentage of lifetime healthcare costs are spent in the last few years of patient's life, increasing the burden on the economy and society and further contributing to the negative image of life extension.

What does it mean to be ageless?

In the near future the focus of biomedicine will shift to extending the healthy productive lifespans and keeping people young and occupied for as long as possible. In fact, it is probably one of the very few altruistic strategies for avoiding the possible global economic collapse triggered by the unbearable costs of supporting the retired population. When faced with a continuous decline in birth rates and increase in the number of retirees, governments of the developed countries will realize that developing regenerative medicine and encouraging life-long learning and career planning strategies is better than implementing massive austerity measures and boosting immigration.

The preventative strategies available today (e.g. diet, exercise, early advanced diagnostics, metabolic modulators, etc.) may have the potential to add ten to twenty

years to lifespan. But the future ageless generations will likely rely on biomedical interventions to prevent the loss of functionality with age and maintain or even improve their performance on all levels. The lowest-hanging fruit is regenerative medicine, which will likely allow most of the organs in the body to be replaced or rejuvenated.

Eventually new strategies (e.g. Strategies for Engineered Negligible Senescence) designed to repair the age-related damage may become available further increasing the healthy productive lifespans.

The benefits of feeling ageless

There is a big difference between thinking: "I am 50, but I feel like 30, but I expect to live to 80" and "I am 50, but I expect to be healthy until 150."

A brilliant Stanford psychologist named Laura Carstensen was one of the first to propose and develop a lifespan theory of motivation called the Socioemotional Selectivity Theory. According to this theory, our lifespan time horizons affect our motivation, behavior, risk taking and cognitive processing. Individuals with shorter time horizons (i.e. shorter perceived life expectancies) will be diverting resources from the investment for the future to pursue short-term goals and pleasures.

There are clear benefits of proactively stretching one's life horizon to a number that is much greater than your current imagination, while still comprehensible and believable. It will probably make you feel younger and induce the behavioral patterns of a younger person. I cannot cite any studies here, but from personal experience, all of my colleagues with significantly longer time horizons look younger, interact with younger and older people without barriers and are more productive than their peers.

Another benefit of setting the bar above 150 is minimizing financial risk. This will most certainly postpone retirement and set the direction for continuous improvement, lifelong learning and career planning.

Finally, there is definitely no harm in stretching your "ageometer" dial to 150. The worst that can happen is you will die earlier feeling much younger. But most likely technology will catch up and exceed your expectations.