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introduction

Warmest greetings!

Thanks for your interest in learning more about my work and my ideas. I look forward to hearing from you soon.

I moved from behind-the-scenes to the international stage when I delivered my 2014 TEDx Jacksonville talk, ***Gender bound: lessons from the world between***. The event marked the launch of my public work, directed toward disrupting our current cultural paradigms about gender and sex development.

It's time for us to move beyond what we think we know about gender. That requires us to evolve our language and our perspectives as our culture begins to understand that each individual has a unique, dynamic and independently determined genderprint.

Speaking with audiences, conducting workshops, and writing and publishing are the tools I use to help accelerate the cultural evolution. You can help, too, by connecting me with your group. This press kit includes information describing talks and workshops that I've developed for a number of audiences. If you don't find what you're looking for, please contact me so we can talk about your group's needs. I'm eager to develop a presentation or workshop that meets your goals.

A handwritten signature in black ink, appearing to read 'Judi Herring', with a long, sweeping underline.

Judi Herring, MD

Press Kit

about judi



Judi Herring, MD

**Speaker
Author**

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Judi Herring is a trailblazing champion for self-determination who focuses on gender as one of the most fundamental cornerstones of identity. During her urologic surgical training, Judi spent time at Johns Hopkins Hospital helping to care for children born with intersex traits. The experience compelled her to explore gender and sex development through an unknowing lens. What she discovered has important implications for interpersonal connections both in business and personal settings.

Right out of college, Judi worked as a polymer chemist for a solid rocket motor company and saved enough to fund her first year of medical school at the University of Virginia. Her decision to join the U.S. Navy to fund the remaining three years led her to Officer Indoctrination School where she met Bert, her co-conspirator in life, love, babies and business.

about judi

A “highlights reel” featuring scenes from Judi and Bert’s unconventional journey would no doubt include these adventures:

- Co-founding Fast-5 Corporation, a non-profit, which provides no-cost access to an appetite correction method that helps thousands worldwide to achieve and maintain their ideal weight.
- Judi’s 1500-mile walking trek during which she coached GL in losing 125 pounds and transforming his mindset, so he developed and now sustains healthy lifestyle habits.
- Two- and eight-year-old kiddos crammed-in with parents in an auto-train sleeper car: “Team Herring” embarking in support of Judi’s quest to fill the huge unmet need for urologic cancer care among indigent patients in Jacksonville, Florida.
- The “pen is mightier than the scalpel” realization that culminated in full when Judi left the surgical suite and entered the social marketing arena, eventually leading to a short gig as the Chief Innovations Officer at an advertising agency.
- TEDx talks: Judi discussing our Gender Bound culture in 2014 and Bert revealing the mystery of Fast-5 in 2012.

Judi’s first book, *Genderprint: The Joy of Being Singular*, is scheduled for release in May 2015.

Her presentations are liberating. In many cases for the first time ever, audience members feel the freedom to reject the cultural dogma that forces them into one of two “ideal” categories: “true” male or “true” female.

speaking topics

gender bound: lessons from the world between

First presented at TEDxJacksonville in October 2104, Judi shares the stories of three people who live with intersex traits and the insights into gender and sex development that will transform the way audience members understand themselves and relate to others.










listening with care: the art and power of empathy

Judi developed this presentation after an inspiring series of conversations with a person who is living with intersex traits. Weaving story and science into a fascinating journey, Judi gives the audience an overview of what current research tells us about empathy and trust plus actionable steps for improving interpersonal connection in both professional and personal settings.

herding reindeer: nuance, adaptation and the workforce of the future

In human resources, the executive suite and every corner of the office, leaders confront the reality that wellbeing directly impacts the bottom-line. And individual self-determination lives at the core of wellbeing. Growing workforce diversity in the context of a rapidly accelerating pace of social evolution, means business climate change is here to stay. Using the adaptive capacity and resilience to threats demonstrated by reindeer herder societies as a model, Judi offers actionable steps for gaining the competitive advantages born out of a nuanced understanding of gender and gender stereotypes.

media mentions and audience feedback

-  **Nicky Chaleunphone** @KhamhouDet · Dec 23
Gender Bound | Judi Herring | TEDxJacksonville: bit.ly/1zvgyng via @YouTube
#Intersex #DSD
-  **Allison Holdridge** @holdridge · Oct 25
#tedxjax event was amazing! Judi's talk had jaws on the floor. Great peeps. Getting on flight home to DC.... swarmapp.com/c/2HLuFfReEIC
-  **Jean Grimsley** @grimss2 · Oct 25
Judi Herring: "We are embodied minds, not bodies that happen to have minds attached." #TedxJax
-  **Jean Grimsley** @grimss2 · Oct 25
Judi Herring--the most fundamentally revolutionary talk thus far. #TedxJax
← ↻ 4 ★ 3 ...
-  **Daniel Austin** @DNAustin · Oct 25
Our fixation on genitals is so entrenched in our cultural mindset that it serves as the primary reference point for how we relate. #TEDxJAX
← ↻ 8 ★ 3 ...
-  **Jennifer Chapman** @dabossladyblog · Oct 25
Different is compatible with emotional and psychological well-being. So huge! #Tedxjax @jcherring
-  **Metro Jacksonville** @metroj · Oct 25
Judi Herring at TEDxJacksonville talking about intersexed genders. Spellbinding. #tedxjax metrojacksonville.com/forum/index.ph...
← ↻ 3 ★ 1 ...
-  **Daniel Austin** @DNAustin · Oct 25
Our mindset about gender, our paradigm- is it as far off as thinking the earth is the center of the universe c. 16th Century? #TEDxJAX
← ↻ 4 ★ 2 ...
-  **Nancy-Laurel Pettersen** 12/28, 9:34pm
Thank you So Much for letting me know. I just watched, and it's brilliant and compelling. Your statement that there are as many genders as there are people felt deeply liberating to me in a way that I don't yet understand, but it landed in a way that makes surface understanding seem irrelevant. Maybe that's the unknowing. Thank you for i.

Judi Herring, MD

Press Kit

media mentions and audience feedback

fit Get inspiration. Get information. Get fit. ABC 7 JOURNAL

Study Finds Doctors Don't Discuss Weight Issues

By [Dr. Associated Press](#) on Friday, February 1, 2012 [Leave a Comment](#)

Gary Long, left, who is finishing his walk across America by completing the Los Angeles, CA to St. Louis, MO leg, walks with Dr. Judi Herring of Jacksonville, FL, along Route 66 in Tipton, MO (photographed in 2006). Long said he is walking across America to lose weight and bring national attention to obesity.

Overweight and obese patients might not be the only ones who don't moping on the road each time they visit the doctor's office. Research shows that many physicians don't have time to consistently discuss a patient's weight, or they avoid the subject entirely.

Three late doctors recently published a study showing that weight counseling by primary care doctors has decreased over the nation's obesity rate has grown.

Their compared patient data from the mid-1990s with data from 2007-08. Patients seen a decade later had a 40 percent better chance of receiving weight counseling. Counseling took place in 4.6 percent of visits. During the same time period, the number of overweight or obese adults jumped from 12 percent to 31 percent.

While the authors could not offer a definitive explanation for the decrease they noted factors for doctors include pressures that patients can change, time limitations during appointments and inadequate training to address the topic.

Dr. Heidi Ordog, an instructor at the University of California Irvine's School of Medicine, said today's doctors are caught here to discuss sensitive topics with patients, for it usually, demands or weight.

"Over the last couple of years we've introduced some education in what's called motivational interviewing," Ordog said. "It's a style of discussion with a patient that discusses their readiness for change. What was happening before, medicine was very paternalistic. A doctor would say, 'I've been a problem with your weight. I want you to start losing weight.' The patient would say, 'Yes, yes, yes' in the office and when they were home it wasn't realistic for those things."

One long walk

October 21, 2006

Gary Long, of St. Louis, Mo., and Judi Herring, of Jacksonville Fla., walk east on US-84 outside of Clovis on Friday morning. Long started his journey at almost 400 pounds. As of Friday, October 13, he weighed 365 pounds. CNJ photo: Andy DeLisle Interview by Andy DeLisle Editor's note: Gary Long of St. Louis, Mo., [...]

FIRST PERSON

Why I'm Walking

BY JUDI HERRING (MED '89)

On Aug. 7, 2006, I left home in Jacksonville, Fla., for a walk. By September as I write this and I haven't yet returned. My journey is not a personal quest for insight or inspiration, but a public journey intended to bring focus onto a cultural crisis from which many have chosen to look away.

The overmountain in our support car, positioned over the pavement where we're walking, reads 123 degrees. Walking mile after mile across sticky-hot asphalt, I consider that snakes and lizards stay in shade. They can't handle the heat because they can't sweat. My evaporating sweat allows me to remain cool enough to survive in the midst of this sea of fire we call the Mojave Desert because I am a human with the marvelous ability to adapt to this challenging environment. The combination of the human body and brain has allowed us to survive across the Earth's surface, in the ocean's depths and high into space. The only challenge to which the human body seems unable to successfully adapt is excess food consumption: overeating.

This mile I'm walking is one of about 2,000 I will have walked before I return home. I walk with Gary Long, who journals his walk at the Web site www.onemilejourney.com. Aware that complications of his obesity (concurrent coronary disease, congestive heart failure, diabetes and high blood pressure) were going to kill him, Gary decided to move his health or die trying. Gary left St. Louis in February 2006.

talk with them about our journey and the Flat 5 diet tool (which suggests doctors eat healthily for five hours each day and fast for the remaining 19, thus burning body fat). Many of the strongest critics are heartily convinced as they describe the struggle to combat the impulse to eat as to be demoralizing and defeating. In our casual setting, they openly share stories of the embarrassment of broken chairs and broken beds and the meticulous, time-intensive skin care required to prevent chafing.

Before this walk, I had a comfortable salary as the chief of urology at a university hospital. I studied that for my current salary, which is modest by a single elliptical digit. If this is the future opened to the graduates of U.S.'s School of Medicine, will under-grads still apply?

I hope so, because if we keep trying to attack the problem in the operating rooms and clinics with surgery and drugs instead of taking the battle for health into the trenches where fat happens, our country will continue its self-defeating spiral of over-consumption and unending complications. While doctors are busy treating the complications of obesity, more people must fight in the everyday world by educating individuals to make healthy personal choices and to most effectively eating food in response to the media blitz that celebrates the impulse to eat more. This cultural heritage sabotages the impulse control required to avoid the consumption of excess food.

Many times in my medical

Judi Herring on the road with Gary Long

CULTURE

TEDxJacksonville: Introducing the Speakers

October 18, 2014 / 2 comments [Print Article](#)

TEDxJacksonville has picked an incredible group of people to speak at the TEDxJacksonville event.

JUDI HERRING
Gender Bound

Judi Herring's journey into the complexity of gender began in the early 1990s in a Baltimore hospital room where a child waited for an answer. As a urologic surgeon-in-training, Judi would help the child conform to a cultural mandate and give the child's parents a response to the time-honored question: boy or girl? The experience illuminated a broader truth that Judi carried forward while publicly navigating a more accessible unknown pathway. Working with Bert Herring, Judi invited others to unknown healthy eating and literally conduct self study to discover new insights. Worldwide enthusiasm for challenging healthy eating dogma fueled Judi's confidence that the world is ready to explore gender in the context of unknown.

Why did you apply to give a Talk at TEDxJacksonville?

I've held tightly to an idea worth spreading for over twenty years. Perhaps more accurately, the idea has held tightly to me, but only now has time and circumstance aligned to compel me to work to spread it. TEDxJacksonville 2014's theme, Unleashing provided the perfect framework for the idea's public debut. I'm honored and delighted that the TEDxJacksonville team agreed that it's time to spread this idea.

COMMUNITIES

ALLIES: MONDO MIKE AND THE PO BOYS WITH SPICE

4 AUGUST 5 NOVEMBER 21, 2014 [WE ARE STRAIGHT ALLIES](#) [LEAVE A COMMENT](#)

Last night, [Mondo Mike and the Po Boys with Spice](#) premiered their new single, "Soul to Soul", a lush bluesy ballad in a Ray Charles style of arrangement on the Electro Lounge 87.9. If you remember, they were rockin' it out with us at our [Equality Party at One Spark](#) this past April.

They have dedicated this song to the passage of a human rights ordinance in Jacksonville as MMPS believe in everyone's inalienable right to love whomever they please. The song was inspired by the TEDx talk of Dr. Judi Herring on gender diversity and complexity.

media mentions and audience feedback

HOME

Two Jacksonville doctors create new weight loss plan

It's simple: You eat what you want for five hours, fast for 19.

By **Mary Maraghy** Sat, Dec 19, 2009 @ 1:00 am



MARY MARAGHY/Staff
Doug Coleman of Riverside (front) has adopted the Fast-5 lifestyle created by Bert and Judi Herring.

HEALTH AND FITNESS

- **SHAPE UP:** Follow Jacksonville-area residents as they blog about their year getting fit
- **HEALTH CARING:** Check out reporter Jeremy Cox's health caring blog for more about improving your health
- Get the latest health coverage

Doug Coleman of Riverside is losing weight by eating for 5 hours straight per day.

Before you go thinking he's pigging out at will, let's be clear: he's eating only during that 5-hour window, and it's not like he's stuffing himself every second during that time.

Coleman said he's shed 35 unwanted pounds using a weight-loss plan he heard about while attending a dinner party in St. Augustine.

Under the plan, he eats whatever he wants, but only during five consecutive hours per day. He chooses his own 5-hour window, and he can move the window around if he wants. Outside the 5-hour window, he drinks non-caloric beverages like tea, diet soda or water.

"It just made such perfect sense to me. This has been like magic to me," said Coleman, a retiree. "It lets your body shed excess weight, a pound a week, until your body find its own healthy weight. ... I feel so much happier with the weight off. It's the way I live now. I don't think much about it anymore."

It's called the Fast-5 Lifestyle, created by physicians Judi and Bert Herring of the Southside, who are hoping their plan can reduce the nation's obesity epidemic.

"We're a couple of non-conformist physicians who left mainstream medicine," Judi Herring said during an interview at Coleman's house.

Both Harrings served in the military. She was a urologic cancer surgeon and he a cancer

background facts

- 1 in 2000 children is born with a physical manifestation of intersex. It occurs more commonly than cystic fibrosis.
- In a study published in the New England Journal of Medicine in 2004, authors reported on findings that led them to conclude, “sex determination should be based on a thorough diagnostic evaluation, that only life-saving genital surgeries be performed, and that genital plastic surgeries be deferred until the individual can participate in medical decision making.”

Reference: Reiner, W. G. and J. P. Gearhart (2004). “Discordant sexual identity in some genetic males with cloacal exstrophy assigned to female sex at birth.” New England Journal of Medicine 350(4): 333-41.

- A 2013 article in the Journal of Pediatric Urology, authors Milton Diamond and Jameson Garland present evidence supporting their assertion that “a moratorium on early surgical intervention is imperative for children with differences in sex development, and that the best ethical and scientific consideration require that gender surgery should be delayed until the child can consent.” (article text is available at <http://hawaii.edu/PCSS/biblio/articles/2010to2014/2013-evidence.html>)

Reference: Diamond M, Garland J. Evidence regarding cosmetic and medically unnecessary surgery on infants. J Pediatr Urol 2013; 10:2-6

- A 2014 response to criticism of the 2013 call for a moratorium on early surgical intervention on children with DSD, Diamond and Garland stated, that early infant surgery is “far too often defended on the grounds of ‘social emergency’ and ‘social visibility.’” (article text is available at <http://www.hawaii.edu/PCSS/biblio/articles/2010to2014/2014-response.html>)

Reference: Response to ‘Re. Evidence regarding cosmetic and medically unnecessary surgery on infants’. Garland J, Diamond M. J Pediatr Urol. 2014 Oct;10(5):977-8. doi: 10.1016/j.jpuro.2014.06.020. Epub 2014 Jul 26.

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