Everywhere I turn communications experts are touting the importance of storytelling. And it’s understandable why. In today’s world of information overload, it’s hard to cut through the clutter and have your nutrition messages be remembered. Storytelling is entertaining, memorable and relatable, making it one of the most effective ways to communicate with coworkers and share nutrition information with the public.

DBC is taking numerous efforts to educate our members about the art of storytelling via our education events and this newsletter issue. Tom Barritt, Partner/Managing Director Communications Training Network for Ketchum, is an expert in the art of storytelling and provides his expertise in the article below, “The Art of Effective Storytelling.” He will also be leading the media training session workshop, “How to Communicate Food and Nutrition via Story Telling,” at our inaugural DBC Communications Camp next March in Napa Valley, Calif.

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This issue also includes articles about “How to Tell Your Story Without Saying a Word” and “Communicating Food Trends Through Storytelling,” as well as technology recommendations that aid us in storytelling efforts.

And while we are planning future events on storytelling, we have already broached the topic in our October 22nd Business Essentials webinar – Thinking Strategically, From Task Manager to Visionary. During the webinar, Alison Borrmeyer, MS, RD, Vice President & Nutrition Media Strategist for Ketchum, shared her insights about the importance of storytelling in the overall context of dietitians’ business strategy. The webinar is available for viewing on the member side of the DBC website.

I also want to share a couple of observations about storytelling that I have picked up along the way. What I learned from a former employer, Stew Leonard, Jr. of the Stew Leonard’s chain of grocery and wine stores, and one of the best storytellers I have ever met, is the importance of sharing personal experiences to connect with an audience.

On a recent New York City Trend Trek, hosted by Frito-Lay, I also learned to pay attention to all of the trends going on around us, both food and non-food related, as we should be incorporating these trends into the nutrition stories we tell. Consumers love trends. When nutrition storytelling is communicated within the context of larger trends, it brings the message home for consumers.
What makes a story so memorable? I’m sure we can all remember many bedtime, camping, or heart-to-heart stories that our parents or grandparents told us as children, some of which will stick with us for a lifetime. As dietitians, we must figure out what it is that makes a story so compelling, captivating and memorable so we can use these elements to communicate our nutrition messages to our clients and consumers.

There are many ways one can tell a story, but when I think specifically of traditional visual storytelling, the first thing that comes to mind is looking at the comic section of the Saturday newspaper. No words, just pictures – and the rest is left to your imagination. Now, fast forward into today’s tech-savvy world that we live in, and we essentially have endless options of digital, interactive, social media platforms that allow us to share our story with the world. In this issue, we asked the experts to share their point of view on social media and storytelling, and we touch on how DBC is exposing its members to these latest trends during the inaugural Communications Camp in March. I hope you enjoy this issue and learn about ways you can improve your digital communications skills to share your story!

Best,
Elisabeth D’Alto, RD, LDN
DBC Newsletter Editor
elisabeth@gmail.com

Tech Bytes Corner

Prezi is a media platform that seamlessly helps presentations come to life through storytelling. Make your presentation zoom! Prezi is a cloud-based presentation software that opens up a new world between whiteboards and slides. The zoomable canvas makes it fun to explore ideas and the connections between them. The result is a visually captivating presentation that leads your audience down a path of discovery. You can create new “Prezi’s” or “Prezify” a PowerPoint presentation you may already have created by simply uploading it to the site. Basic registration is free or you can choose a paid membership for more member benefits. Check out www.prezi.com for more details.

On the Go with NutriGuides Mobile App

The Evidence Analysis Library is excited to announce NutriGuides Mobile App for use on smart phones, iPads and internet mobile devices. Users can access over 300 nutrition recommendations at their fingertips and find topics such as Diabetes, Heart Failure, Nutrition Counseling and Critical Illness in seconds. For only $1.99, users receive convenient, easy to use nutrition practice guidelines.

Now Available in the iTunes App Store!
The National Storytelling Network defines storytelling as “the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener’s imagination.” The art of storytelling has become so important in today’s businesses that universities are offering courses and even certificates on the topic. As dietitians, our communication can come to life with stories including descriptive, beautiful images, personal vignettes and video montages of our point of view if we use the right technology and right strategy.

Educating and inspiring our target audience with this technique can improve outcomes and increase business. I had the pleasure of interviewing Tom Barritt, Partner/Managing Director of Communications Training Network for Ketchum, a public relations company. Tom is an expert in the art of storytelling. In addition to regularly training senior executives, Tom is also a media trainer for the celebrity chefs and staff of the Food Network kitchens. Tom goes beyond traditional media training to teach story telling. His background and tips will help guide you to turn your nutrition point of view into a compelling actionable story.

SQ: What is the goal of using storytelling to communicate?

TB: We relate to stories far better than messages or campaigns. Don’t pepper me with facts. Tell me a story! Stories put important information into a real-life context, and make information easier to apply in our own daily choices.

SQ: How does one communicate a nutrition message through storytelling?

TB: Think about traditional stories you grew up with as you start to craft a nutrition story. There is a hero or protagonist. There’s a conflict, or problem that needs to be solved. And, there’s a clear resolution that gives closure to the story and makes the journey worthwhile. It may seem odd at first to set up a food product or ingredient as the “hero” of a story, but it makes sense. Isn’t good health a journey and isn’t nutrition all about the positive benefits you’ll gain from a food product or ingredient? Applying storytelling to nutrition will often mean a shift from data to more emotional topics like health, satisfaction and well-being.

SQ: Can storytelling be done using all types of all media?

TB: Absolutely. Consumers have come to expect a more personal and compelling story in all forms of media. Blogs and social media originally emerged as a much more personal approach to storytelling than traditional media. We’ve seen print and TV follow suit, and apply powerful storytelling elements and personal anecdotes as well.

SQ: Are there topics to avoid when dietitians use this method?

TB: There are all kinds of stories from feel good stories to cautionary tales, so it’s really an open opportunity for dietitians. The key is to take factual information, and put it into the context of a story, so an individual wants to listen, and sees ways to apply that information in his or her own life.

SQ: How do you know when your story connects with your audience?

TB: The best stories are shared and passed along. Success is telling a compelling story that is shared, and causes people to act. That’s when you know that you’ve connected.

Tom Barritt shares tips for using storytelling techniques to communicate a message about local food which was first published in the Ketchum Global Food and Nutrition Blog, @ppetite.

1. Size Doesn’t Matter – Whether it’s a backyard garden, a local farm, or a large regional operation, food is grown by people who do this work for a reason. It’s their chosen profession, and they’re probably passionate about what they do. Move beyond labels of “big,” “small” and “local” to focus on the individual people who make up your operation. Like any good writer, probe for the “why?” Why do your people do what they do? What motivates them? This is the story local farmers tell so well.
The Art of Effective Storytelling

Continued from page 3

2. Celebrate Your Heroes - Who is the protagonist in your story? Who are the “doers?” Read great stories about local farms and study the characters that make up the story. Heck, go back and read Johnny Appleseed again. There is often a strong personal- ity at the center of a compelling food story with deep personal conviction who had a great idea or overcame a significant challenge. Who are the people in your operation who have those heroic qualities, and how can you highlight their work?

3. Drop the Jargon and Have a Conversation - One of the best things that advocates of the local food movement have done is to talk to people face-to-face at farmers markets and in the fields. By comparison, larger operations tend to default to jargon or buzz words that are devoid of emotion. Food is perhaps one of the most passionate and evocative topics in any culture. Redline the buzzwords and let the personal passion of “the doers” – your true believers and storytellers – drive the conversation.

4. Broaden the Spotlight - The food product is important but, food by itself is just organic matter. Stories are about people and communities, and in the end, the food is just a prop in the bigger storyline. Take a step back and observe the bigger story. What elements of the farm to table process would surprise or intrigue a consumer, and ultimately increase their enjoyment of the product? What might seem commonplace to you may be a revelation to your audience.

5. Understand the Audience – Most consumers are less interested in the politics of food, and more interested in whether the food is tasty, nutritious and safe to feed the family. Consumers are seeking trust in an increasingly impersonal world. Several generations ago, we trusted the milk man to deliver the milk we needed to our doorstep. That desire to trust the people who feed our families has not changed. By highlighting the human element in your food story, you can go a long way towards building those bonds of trust.

You can dive deeper into the art of storytelling and have a hands on experience when Tom leads a seminar titled, How to Communicate Food & Nutrition via Storytelling at the DBC Communications Camp in March in Napa, Calif. For more information on how to register, see page 7.

Stephanie is the current Treasurer and Kids Eat Right Crew team member for DBC. She is the global dietitian for Burger King Worldwide where she provides strategic direction, regulation guidance, and nutrition expertise. Stephanie is currently working on her doctorate in nutrition in Miami, Florida. Contact Stephanie at squirantes@whopper.com or @stephanieRD.

DBC’s Business Essentials Webinar Series Kicks Off with Pinterest

By: Sherée Thaxton Vodicka, MA, RD, LDN

Janet Helm, MS, RD, kicked-off DBC’s Business Essentials Webinar Series September 24th with The Power of Pinterest for RDs: How to Curate Your Food and Nutrition Story. More than 100 members joined Janet for this look at Pinterest as a way to catapult your career with greater visibility and relevancy. The series continued on October 22nd at 4 PM EST with Thinking Strategically - From Task Manager to Visionary. Two seasoned strategists, Jim Schwartz, MBA, Director of Strategic Market-

ing for Johnson Controls Inc., and Alison Borgemyer, MS, RD, Vice President & Nutrition Media Strategist at Ketchum presented this engaging session.

Whether you’re a dietitian with your own practice or working in a business or healthcare environment, thinking strategically is critical to success. Developing, implementing and communicating a strategy are key to ensuring you or your organization gets where you need to go. You can find the recorded webinar here at http://www.dbconline.org/members/content/education-recordings. This is a free benefit for DBC members. The remainder of the series will focus on essential skills for any RD with an interest in advancing her or his career in business and communications. Future topics include finance, negotiation skills, quality assurance, marketing and ethics. Visit us online to find out more and to register.
Now, more than ever, dietitians have to be visual presenters. You know it’s your job to be on top of the latest food and nutrition news and you know how to make those bite-sized nutrition messages for audiences of all kinds but are you enticing them? Never has the cliché, a picture says a thousand words, been any truer. Each image you choose to share on your websites, blogs, or even Twitter, helps potential clients to form opinions of who you are and if your message is worth their time. In this article, we are going to review some cutting-edge, digital, visual media platforms that will help you to tell your story without saying a word.

**Pinterest**

Create a background story of your brand. Pinterest is the ultimate visual platform where collected images, or pins, are organized into categories you create. It’s also a great place to collect inspiring images or infographics (just make sure you check the copyright, ask permission, and attribute the photo). Take a look at some of the pinboards of your favorite brands and companies. For example, Chobani and Cabot work hard to let users get to know their brand. From photos of cows and their farms (Cabot) to recipes with bananas, a common yogurt-topping (Chobani), the companies give consumers a lot more than photos of branded products and tell their story about how to use them.

**Instagram**

(Download in the App store for both iPhone and Android) - Use this picture-sharing platform to show what life is like through dietitians’ eyes. Send snapshots of what you ordered for dinner, the finished product of a healthy recipe you created, or some sneaky false health advertising you saw in the store. But not so fast! When using Instagram think about the framing and focus. Because you can only photograph in a square, you need to know what the final photo will look like after cropping. Take the extra minute to adjust the brightness and white balance on your phone camera and then pick the best filter for your shot.

**Healthy Aperture**

www.healthyaperture.com - Inspire clients with this gallery of high quality food photography, where every recipe is healthy. The website was established by dietitians Janet Helm and Regan Miller Jones. Aspire to magazine quality photos. As you shoot, think about the same principles as Instagram. Dark backgrounds and shadows will convey a different feeling than light and bright. Consider how you will garnish your plate and the linens or paper you will use within the layout. If you’re not a great photographer (yet), browse the recipes available for syndication on Healthy Aperture.

**Twitter and Facebook**

facebook.com - Both platforms are supported by the images you create for your profile. Your color choices and graphics should be cohesive with your existing brand while maintaining high graphic quality. The easiest thing you can do is to make sure you have uploaded the recommended size and format.

**You Tube**

www.youtube.com - Want to be on film? Video yourself! You Tube is the place to post your news appearances and create videos of your own. Be sure to film in a well-lit area. Remember to have a conversation with your audience: skip the cue cards. Keep your video under three minutes and have visuals to emphasize your key points.

Your avatar is essentially a digital, graphic representation of you in the online world. Be recognizable, show your face and smile! Avoid busy textile prints and backgrounds. If you don’t know what photo to use, consider asking your friends and family which photo best represents you. The ultimate test is whether someone you know from the “online” world can recognize you in person.

Without saying a word, you are the selling point. How you appear digitally and in person is your “living brochure.” Your presence is a reflection of your gifts, dreams, worries, energy, confidence, motivations, moods, and level of happiness. Reflect on the following questions to help create your “living brochure”:

- If you knew you could not fail, what would you want most to accomplish personally and professionally?
- What motivates you?
- What business opportunities you currently are not taking advantage of?
- What is consuming your energy and time that you want to eliminate?
- What is your life-long dream? How close are you to achieving it?

Your Call to Action: Choose one digital visual media platform at a time and master it. Ask for help. Spend some time writing about your best possible self and how you imagine yourself in the future when everything is going as well as it possibly can. You get what you expect. So, expect a future full of beautiful client connections, and time and energy for the people who matter the most to you - your family and friends.


Chere Bork, MS RD LN, is the NE Specialty Chair, Certified Law of Attraction Facilitator, Certified Executive Wellcoach®, cookbook author, and professional National Speaker Association speaker. Chere can be reached at website, www.chererbork.com. Carlene Helble Thomas, RD, is the media and PR chair of the Virginia Dietetic Association, an Assistant Editor for Healthy Aperture and a nutrition consultant for higher education facilities. Carlene can be reached at www.carlenethomas.com.
Communicating Food Trends through Storytelling

By: Allison Knott, MS, RD

If you think fashion is the only trending topic, think again. Food trends are essential to the American culture as well and who better to translate those trends than dietitians? As the nutrition experts, dietitians have a responsibility to stay up-to-date on the latest nutrition research as well as know the current food trends affecting consumers on a daily basis.

Trends shape the food environment and can greatly impact how a consumer makes decisions in regards to nutrition and diet. By telling the nutrition story using the latest trends, dietitians can develop a message that is not only relatable, but also memorable. Knowing where to look to stay on top of the latest food trends doesn’t have to be a challenge. Use these simple tips to ensure you are always up-to-date on the latest trends.

Be Present

Food and nutrition conferences, expos, and culinary events are often the best places for trend spotting. This is where leaders from the field of food and nutrition come together to share the latest developments, innovations, and tricks of the trade. Just a walk around the expo floor at the Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo, for example, will open your eyes to some of latest trends hitting the market. If you’re unable to attend a conference or culinary event, network with colleagues who were in attendance. Fellow dietitians are some of your best resources for staying in touch with the latest trends. You can also read reviews of the event, blogs, or news stories to stay in touch with the up and coming trends without being present to see them first hand.

Look Around

Often, food trends are right before your eyes, but they may not be apparent unless you’re actively looking for them. Pay attention to your environment – that trendy café down the street, the cover of magazines in the grocery store lines, or events in your community. Spotting food trends in your daily environment will also help you understand the context of how the trends are being presented. Does the café you pass every day specialize in comfort foods? Do the magazines in the checkout lines often feature comfort food favorites? Use this trend and develop a healthier twist on popular comfort foods. Post photos of the finished foods on Pinterest and link to the recipe. Take the initiative to use trends as a way to tell a nutrition story.

Stay Social

Social media provides a perfect opportunity for spotting food trends. Perusing Twitter, Facebook, and Instagram can open your eyes to the trending topics making it easier for you to both start a conversation with consumers as well as develop your nutrition message catered to the food trend. You can also use social media as a component to nutrition storytelling by pushing nutrition messages out via blogs, infographics, tweets, or links to the latest nutrition news pertinent to your consumer audience.

Yearly Publications

Each year, groups like the National Restaurant Association (NRA) and the Institute of Food Technology, publish a food trend report. These reports provide a wealth of information by framing the food trend in the context of how it will appear to the consumer. For example, this year the NRA cited “locally-grown produce” as a food trend. Using this idea to communicate a nutrition message can paint a picture for the consumer by opening up doors to discuss nutrients in food and how they are affected by time of harvest to consumption. This trend provides an opportunity for dietitians to partner with farmers markets, restaurants serving local food, or farmers themselves to tell the nutrition story. Using Pinterest or Instagram to highlight local foods in your area, farmers, or restaurants using local ingredients provides a powerful visual for consumers.

The nutrition field is constantly changing and dietitians are responsible for staying informed on the latest research. Communicating nutrition messages in an accurate, but also compelling way is imperative to reaching the consumer population and engaging individuals in the conversation. Dietitians can create messages that are memorable, impactful, and effective using food trends as a basis for framing nutrition messages.

Allison is a Boston-based registered dietitian and nutrition communications specialist. She is a blogger for Boston Magazine Hub Health and shares her nutrition advice on her own blog, Choices.Habits.Lifestyle. Allison can be reached at allisonknott@gmail.com.
Pinterest
One Slice of the Social Media Trifecta
By: Elisabeth D’Alto, RD, LDN/@DaltoNutrition

Pinterest is the latest and greatest breakout social media platform to hit the Internet in 2012. It’s a virtual bulletin board and visual search engine that has proven to be interactive and engaging for all types of social media users from teens and grown-ups to stay at home moms and industry professionals like chefs, dietitians, and bloggers. Pinterest has about 21 million users and the number continues to grow as you read this article. As consumers, we have shown that we trust peer reviews of products and brands over company biased commercials and ad campaigns regardless of the medium. Pinterest allows users to share their own stories, interests, and passions digitally. With each and every board, you are not only able to tell your own story but you are also able to share it with other pinners, who can then add their own twist to the story too.

Not surprisingly, one of the fastest growing and most popular categories on Pinterest is the Food & Drink category. Pinterest users can share their favorite products, recipes, ingredients, and more to all of their followers, and as a result, tell a story about their likes, dislikes, and their personal and professional views on the latest trends and topics in our industry. I was able to interview Janet Helm, MS, RD, social media guru and co-founder of Healthy Aperture, a unique food photo gallery showing what’s healthy to eat on the web. After participating in the DBC Pinterest webinar in September, I was able to ask Janet a few more questions on how to effectively communicate a visual nutrition message through Pinterest.

When I asked Janet why she believes Pinterest has been so successful, specifically in the food and drink industry, she responded by saying that Pinterest played seamlessly into the trend of image-based social media networks. “Pinterest has become an especially popular venue for collecting and sharing recipes, and it makes sense because we eat with our eyes. If we’re drawn to an image, we’re more likely to click on it to learn more,” says Janet Helm, MS, RD. In order to effectively use Pinterest, you must first have a strategy in place to help determine what your purpose is and guide you from there. Janet suggests browsing boards created by other dietitians and your favorite bloggers before creating your own board. She said to take a look at what media, such as Relish, Food & Nutrition Magazine, Saveur, and Cooking Light (some of Janet’s favorites) are pinning along with brands and non-profits. Reflect on your passions to create board that focus around your lifestyle. Do not limit yourself to just food and nutrition: choosing a lifestyle approach will allow you to stay current with the latest and greatest technology available to us. Janet suggests that since Pinterest is a major driver of traffic to blogs and websites, you can link your social media outlets together. If you currently have either a blog or website, she believes Pinterest will be worth your time. Janet says Pinterest should be part of your syndication strategy – pushing your content out to make you more discoverable.

Elisabeth owns D’Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting company where she focuses on long term care consulting, speaking, and writing. She recently began working with Genesis Healthcare as a long-term care clinical dietitian. Elisabeth resides in Forest Hill, Maryland.

HOD Report:
Fall HOD Meeting Dialogue Session: Visioning Report
By: Mary Lee Chin, MS, RD

The Academy’s House of Delegates (HOD) Visioning Report consists of nine recommendations for the future education and credentialing for individuals in our professions. The discussions on these recommendations were intense during the HOD’s fall session. A three-page Fact Sheet is highly recommended reading for all Academy members. Go to http://www.eatright.org/Members/content.aspx?id=6442471140. Sign in and access Fact Sheet: Council of Future Practice Visioning Report: Moving Forward-A Vision for the Continuum of Dietetics Education, Credentialing and Practice under Outcomes of Fall 2012 HOD Meeting. The full 42-page report is available on the same page under Pre-Meeting Activities. Comments may be directed to maryleechinrd@gmail.com
This month’s theme highlights *The Power of Visual Storytelling*, and what better way to learn these skills than by attending the inaugural DBC Communications Camp in Napa Valley on March 8-9, 2013! At this event, you will learn the latest skills, trends and cutting-edge communications needed to take your career to the next level.

The Communications Camp kicks off with an optional media training session on Friday, March 8th at 8 am. Food Network kitchens media training expert Tom Barritt will engage attendees in *How to Communicate Food & Nutrition via Storytelling*. One reason for the success of the Food Network is that Tom goes beyond traditional media training to teach storytelling, and in this session, attendees will learn how to turn a nutrition message into a compelling story customized to their needs. They will begin to learn how to tell that story in all of their professional interactions, whether it be on camera or on a phone interview, in a cooking demonstrations or a meeting with a client prospect. A group messaging session will provide participants with the opportunity to discuss nutrition stories and explore characteristics that differentiate how they can tell and own their story. Skills learned will be put to the test in on-camera role play situations, which will serve as both a team-building exercise and a way to test-run their story.

**DBC Communications Camp**

**Registration Fee:**

- **$149.00** (DBC members)
- **$189.00** (Non-members)

Add the optional Friday training:

- **$61.00** (DBC members)
- **$91.00** (Non-members)

Add the optional dinner at the Culinary Institute of America at Greystone (Friday evening):

- **$125.00**

**Additional Communications Camp events include:**

- *Mastering Your Communication for Business Success*
- RDs in PR Panel
- Powerful Presentations: *Create, Convey, and Connect for Impact*
- The Secrets of Popularity: *A Web Writing Makeover*
- *Dietitians in the Digital Age*
- Making Communication Concise, Clear and Compelling
- Working with Business Communications- *A Roadmap for Success*

For additional information on the Communications Camp, please contact Erin DeSimone, DBC Communications Camp Chair at edesimone@foodminds.com.

For more information and to register today visit [https://www.cvent.com/events/dbc-communications-camp/registration-9f794e0850c54956bc7e-13bc0c4e3060.aspx](https://www.cvent.com/events/dbc-communications-camp/registration-9f794e0850c54956bc7e-13bc0c4e3060.aspx)
DBC Networking Events at FNCE
DBC recently fielded a survey on the mentoring program to get member feedback on the program. Thank you to everyone who participated and shared their thoughts. While 75 percent of those who have participated in DBC’s mentor program were satisfied or very satisfied, the majority of respondents had not yet accessed the program. We’d love your help in spreading the word – so please let your students, interns and colleagues know about this great member benefit!

The top two most valuable program resources cited by respondents were career guidance (networking, help with resumes and skill-building), and the opportunity to hear career stories from members to get a sense of their career path and opportunities that may exist in business and communications.

Many great suggestions for program enhancements were offered, including more sharing of success stories, highlighting mentor benefits for more seasoned professionals (since mentoring is often viewed as something only for those newer in their careers), and offering opportunities to connect with mentors locally. We look forward to implementing many of these suggestions this year.

**How to Participate**

It’s easy to obtain a mentor! Simply visit the mentoring page of the DBC website to find mentor RDs with experience in the area(s) you’d like to pursue and send him/her an email to start the conversation. We have mentors specializing in a wide variety of fields including sales, private practice, business development, public relations, writing, communications and public relations – you’re sure to find someone that’s a great fit! Many of you have asked what to expect from a mentor relationship – it’s really up to each mentor/mentee pair. Mentor relationships take all forms – some of them remain primarily email exchanges, some evolve into regular phone meetings, and some have the opportunity to meet face to face, sometimes all of the above! It can be as casual or as formal of a relationship as you’d like based upon your interests and needs.

We are always looking for mentors as well – if you’d like to help the next generation of RDs interested in business and communications, please consider serving as a DBC mentor by signing up via the mentoring page. As part of the DBC website upgrade, we’ll also be updating the mentoring program database to provide more information about each of the mentors so watch for enhancements coming soon.

If you have participated in the mentoring program, we would love to hear from you! Please send an email to Andrea Carrothers, Mentoring Chair, at andrea.carrothers@porternovelli.com with thoughts on your experience or any questions you may have about the program.
DBC Movers and Shakers

**Jennifer Seyler, MS, RD, LD, CPT-NASM** is the Nutrition Communications Director for Current Lifestyle Marketing. She continues to demonstrate leadership in the nutrition arena with two recently published peer-reviewed articles focusing on the importance of protein (SCAN's PULSE Summer 2012, Vol. 31, No. 3 and AgroFOOD industry hi-tech – May/June 2012 – vol 23 n 3). Jennifer has spent the last several years leading the Chicago Food and Nutrition Network (CFNN) re-branding team to this successful 2012 launch. Jennifer can be reached via www.jenniferseylernutrition.com.

**Jackie Newgent, RD, CDN** is pleased to announce the release of her third cookbook, *1,000 Low-Calorie Recipes* (Wiley, October 2012). Keeping with her “real foods” philosophy, every recipe clocks in at less than 500 calories, but most are no more than 300 calories per serving. Complete nutrition information is provided for every recipe. Jackie offers culinary advice, healthy weight strategies, and recipe makeover tips, too. Follow Jackie on her blog at jackienewgent.com/recipe-blog/, @jackienewgent, or email her at jnewgent@gmail.com.

**Maree Ferguson, RD, MBA, PhD** launched a new website at the International Congress of Dietetics this past September in Sydney, Australia. Dietitian Connection, the Essential Link for Nutrition Leaders, is a one-stop shop for busy nutrition professionals for evidence based nutrition information, handy resources, exciting job opportunities, upcoming events and more. Maree can be reached at maree@dietitianconnection.com, @DNconnection, or www.dietitianconnection.com.

**Annette Maggi, MS, RD, LD, FADA** with Annette Maggi & Associates, Inc. is a member of the Executive Committee of the newly formed Retail Dietitians Business Alliance (RDBA), whose mission is to build and strengthen business skills for dietitians working in the retail industry. Maggi has a leadership role in the organization, focused on education, member relations, and sponsor engagement. Annette can be reached at annette.maggi@yahoo.com.

**Melissa Herrmann Dierks, RD, LDN, CDE** owner of the Huntersville, NC based Eat Smart Nutrition Co., has partnered with *Supermarket Savvy* to create and launch the Healthy Kitchen Check-Up Kit. This turnkey business kit was designed to provide dietitians with the tools needed to provide Healthy Kitchen Check Up’s to increase revenue or as a way to start a consulting business. The kit provides effective marketing strategies, a step-by-step guide, and copy-ready handouts. Visit www.supermarketsavvy.com or contact Melissa at herrmann_melissa@hotmail.com.

**Beth Winthrop MS, RD, CNSC** was promoted to National Wellness Director for Sodexo’s campus services after a long career as CNM and internship director for Sodexo healthcare. Beth’s goal is to help college students establish lifelong healthy habits. Beth coordinates the campus dietitians’ network, and works with students, parents, health services, and managers to meet special nutritional needs. Beth enjoys menu and recipe development at Sodexo’s test kitchen. Beth is also a new DBC Regional Networking Coordinator for Connecticut and Rhode Island. Contact Beth at beth.winthrop@sodexo.com.

**Kitty Broihier, MS, RD, LD** was recently named to the Scientific Advisory Panel (SAP) for *Guiding Stars*, the first nutrition rating system developed for use in supermarkets. As a member of the Guiding Stars SAP, she will be helping review the science behind the system as well as blogging for consumers and presenting information about the program to professional audiences. Kit is also pleased to announce the publishing of her fourth cookbook, *Everyday Gluten-Free Slow Cooking* (Sterling, 2012), co-authored with Kim Mayone. Kit can be reached at nutricomminc@mac.com.

**Valerie Houghton, RD, LD**, an experienced dietitian with a penchant for living overseas, is a couple of months into her fourth international job. Houghton’s work overseas began in 2003 with a move to London, England, as a Director of Patient Services, then she moved to Abu Dhabi where she helped establish a nutrition therapy practice for a pediatric clinic. Then she moved to Baku, Azerbaijan, where she convinced the local health clinic to hire her as the outpatient dietitian. Presently, Houghton works with a company that provides software technologies used in foodservice and clinical operations in hospitals in the Middle East. Valerie can be reached at valerieonperdido@yahoo.com.

**Melissa Joy Dobbins, MS, RD, CDE** is thrilled to announce her new blog that promotes dietitians and her new nutrition communications business Sound Bites, Inc. where she promotes “sound science, smart nutrition and good food.” In her new blog “Lights, Camera, Nutrition!” Melissa enjoys interviewing dietitians about all types of nutrition communications from writing to speaking to media. Her goal is to share best practices and insider tips to help dietitians build their communications skills. Check out Melissa’s blog at www.SoundBitesRD.com/blog or contact her on Twitter @MelissaJoyRD or email her at melissa@melissajoyrd.com.

**Jacqueline B. Marcus, MS, RD, LD, CNS, FADA**, *TheFitFoodPro*, announces the publication of *Culinary Nutrition: The Science and Practice of Healthy Cooking* (Elsevier, 2014). This seminal text explores the connections among food science, nutrition and the culinary arts as well as consumer choices for diet, health and enjoyment and much more. Jacqueline can be reached at fitfoodpro@aol.com.

**Kathleen Zelman, MPH, RD, LD**, the Director of Nutrition at WebMD, was invited to share the stage with First Lady Michelle Obama at the February 2012 town hall meeting earlier this year in Homestead, Fla., commemorating the second anniversary of “Let’s Move.” Kathleen served as the nutrition expert answering questions from the audience about diet, nutrition and feeding healthy kids. Kathleen can be reached at KZelman@webmd.net.
Sonja Stetzler is the founder and owner of Effective Connecting. Sonja is also a coach who enables her clients to make a shift in thinking and speaking, helping them to create a story that sends their message. Although her master's degree is in Organizational Communications Sonja is a registered dietitian who enjoyed vast experience and success through a variety of leadership roles in food service including: food service manager, area manager, sales manager, and quality assurance leader. I enjoyed a few minutes with Sonja during FNCE, felt her energy and delight in her work both as an RD and Communications Expert.

In what ways did your experience in food service prepare and support your move into communications?

Leadership is all about communication. I learned very early in my career that how you communicate with your staff determines if you achieve your department goals – or not. I experienced working with managers who excelled with their communication skills, and some who were not as skilled. It made a tremendous impact on me because it allowed me to observe the effectiveness of their efforts. One of the roles I enjoyed most as a food service manager was providing training and development opportunities for my staff. One of the first in-services I created for my department was on the topic of “personal hygiene.” It can be a sensitive topic, and I knew I had to be creative in how I broached the subject. I borrowed several new uniforms from a uniform outlet that happened to be located a couple of blocks from the hospital where I worked. I then recruited several “informal leaders” from my department to be my models. We created our first Food Service Department Fashion Show, where I discussed not only the importance of proper personal hygiene, but the department’s personal hygiene policies within a food safety context, as my food service “models” walked down our runway wearing the brand new uniforms. The messages stuck because they were delivered in a way that was memorable.

In what ways do the two areas continue to intersect?

One cannot be an effective leader without effective communication skills. And it’s not only what you say, but also what you don’t say that counts. There was once a CEO who delivered an inspiring keynote to his organization in the midst of a challenging time within the organization. The CEO claimed to be open and responsive to his employees. Yet, at the end of his presentation, when he asked his employees for questions, he crossed his arms. No one asked questions, and the mood of his audience seemed to dampen. Why? The CEO’s body language of crossed arms projected that he did not want to answer any questions, and he brought down the vibrant mood of his audience he worked so hard to build up through his speech.

Our theme for the newsletter is storytelling. In the field of communication you speak, coach, teach and write. How do you use storytelling techniques in your work?

One of my first experiences with the power of stories occurred when I started teaching college undergraduates. After about 10 minutes of lecturing, the students would drift, and it bothered me that I could not hold their attention. One day, I inadvertently told a personal story that was related to the topic of my lecture. I was amazed that I regained their attention! I tried it again – 10 minutes of lecture, then a story. It worked again! I knew I was on to something. Stories enable us to connect with our audiences. Oftentimes, we are analytical and fact-oriented in our presentations. We do need to be analytical as it fuels our credibility, and we need to balance that with story-telling to be effective with our messages. Story telling connects us emotionally with our audiences.

What are some ways we can include storytelling in our work?

We can and should incorporate stories throughout our work. Stories are a powerful way to convey an organization’s values and culture. As leaders, our primary responsibility is to develop relationships with those we manage and support. We bond with others through the stories we share. Stories help build relationships inside our organizations and with our clients. I coach my clients to use stories in their presentations. Additionally, I discourage the use of text in slide presentations. Instead, I work with my clients to use images that align with their story, because research has shown that retention of information increases dramatically when an image accompanies an oral presentation.

How has your DBC membership supported your professional growth and development?

I have made many friends through my years of membership in DBC, and these relationships are a significant part of my network. I can’t stress enough the importance of having a strong and reliable network no matter what stage your career may be in.
Networking is the “cultivation of mutually beneficial, give-and-take, win-win relationships.” North Carolina members of DBC and NE met for lunch on Saturday, October 20 for a mini-networking gathering to build relationships with RDs with similar interests across the state. Sonja Stetzler facilitated an interactive meeting where members had the opportunity to share what they had to offer and in turn, ask for what they needed to grow and expand their businesses and areas of work. In addition to earning one hour of CEU credit, members saw value in not only starting relationships but, building on them. To build a thriving network, follow up is key! Be sure to regularly stay in touch with new contacts that you make at networking events.

Highlight: Networking Event in North Carolina

Networking events are for any RDs in your region. All RDs are welcome to attend regardless of DBC membership status. Feel free to invite all RDs in your area, especially ones you already know or those you may want to network with for job opportunities, mentoring relationships, and more.

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Post Script: Do not miss an opportunity to read Sonja’s recent article “What’s On Your Plate? – Effectively Communicating the NNM Message” in the Winter 2012 issue of Dimensions earlier this year. This is a great example of “visual storytelling.” Sonja’s advice makes it possible to see and taste the plate and there are no pictures! Sonja will also be presenting at the DBC Communications Camp next March.

Check out the DBC website to find out about exciting networking events in your area!

Here are a few of the many benefits in attending networking events with DBC:
- Network with other dietitians in your area
- Great opportunity to market yourself among your peers
- Share your best practices
- Learn from successful business dietitians
- Opportunity to talk face to face

Where can we go to learn more about you?
Visit my website at www.effective-connecting.com, connect with me on social media, contact me to speak on “Communicating with Impact” at your state dietetic meeting, and sign up for my newsletter where I share how to be a more effective communicator.

2012-2013 Regional Networking Coordinators

**Boston Area**
Peggy O’Shea, MBA, RD, LDN
@pkochenbach
Oshea_peggy@yahoo.com

**Arizona**
Katie McWhirter, MS, RD
Katiemcwhirter@yahoo.com

**Washington D.C. Area**
Lisa Katic, RD
Ikatic@kconsultingonline.com

**New Jersey/Pennsylvania**
Sharon Sachenski, MA, RD
@SSsachenski
ssachenski@vitalityinc.com

**Chicago Area**
Torey Jones, MS, RD, LDN
@ToreyRD
toreyRD@gmail.com

**Minneapolis Area**
Alicia Baird, RD, LD
bairdba@comcast.net

**Dallas Area**
Tiffany R. Wenzel, RD, LD
trwenzel@pacbell.net

**Florida**
Maria Caranfa, RD, LD
MariaCaranfa@Outback.com

**Washington State**
Hope Hale, MS, RD, CD
hshalerd@aol.com

**North Carolina (2)**
Shereevodicka@gmail.com
Sonja Stetzler, MA, RD
sonja@effectiveconnecting.com

**Connecticut, Rhode Island & part of Massachusetts**
Beth Winthrop, MS, RD
Beth.winthrop@sodexo.com

**AVAILABLE RNC POSITIONS:**
Maryland, Denver, New York, Houston, and San Francisco
“We need more smiley faces,” chanted the third graders from a local elementary school, as they eagerly waited for the next chef creation from Sysco Corporation’s first SHAPE Kids Healthy Recipe Contest. “Can anyone think of a creative name for this recipe?” asks Senior Director of Product Marketing Tammy McElroy, as she helped expedite the passing of plates for each child to sample and judge. Recipe names seemed to bounce off the wall, despite each child’s attempt to contain their excitement over this “not-your-everyday” extracurricular activity.

More than 40 children of Sysco associates, ages 6 through 12, volunteered to participate in the judging of the six semifinalist recipes submitted by Sysco teams all over the country. Teams were comprised of culinary chefs, business review specialists, registered dietitians, and more, as each of their backgrounds contributed to the goal of creating kid-approved recipes packed with nutritious, delicious ingredients.

“It was difficult to narrow down all the recipes we received. Over 500 recipes were submitted,” said Valerie Hoover, Nutrition Specialist. Recipe guidelines proved challenging for most, as they were required to adhere to the nutritional criteria outlined by the National Restaurant Association’s Kids Live Well program. Chef Neil Doherty, Senior Director of Culinary Development at Sysco Corporate added, “It was a daunting task, but we managed to choose 6 semifinalist recipes to proceed to the next stage in the contest. I look forward to seeing the creative recipes and plate presentations come to life on the day of the contest, and the looks on each child’s face as they try a bite!”

Karen Horsley, Senior Director of Healthcare and Nutrition Services, solicited the help of a team of six dietitians to verify the nutritional compliance of each recipe and categorize each by meal type. “You could tell that each team went above and beyond with their recipe submissions. The enthusiasm was evident in their attention to detail.” With all the news surrounding kids’ health and school lunch programs, discussions abound the corporation’s conference rooms as to how Sysco would play a role in these positive campaigns. “We needed to be proactive in establishing a platform for helping customers meet the growing demand for nutritious and “good-for-you” foods and recipes to incorporate into their menu offerings,” advised Tammy.

“It seemed like a great opportunity to take a stand in the industry and promote kids’ health through a brand in need of some revitalizing. Our goal was to have SHAPE [Sysco Healthy and Positive Eating] re-launch with healthy kids’ menus as its first initiative,” explained Pebble Anderson, Manager of Brand Development. So, in conjunction with Sysco’s annual health fair, the SHAPE team decided to host the first annual Kids Healthy Recipe Contest, and the turnout was beyond belief. “We wanted the whole event to be a learning experience for the kids, so we engaged them in interactive games and handed out MyPlate Tips to both the kids and their parents. Our hope is that the communication will be sparked between kids and their families to start eating healthier and requesting the same from the restaurants they patronize,” says Lauryn Langhorne, Healthcare Specialist.

The event certainly proved that healthy eating can be fun and tasty at the same time. Combating the obesity crisis by reaching out to kids in their formative years is bound to have a lasting impression. “If we teach children healthy habits and how to make healthy choices, and also equip their favorite restaurants with the tools and resources to serve them accordingly, we are on the right track,” Valerie said.
There is great news for Campbell Soup Company’s world headquarters and plant site communities. In February 2011 Campbell launched its Campbell Healthy Communities program with an announcement of a $10 million investment over ten years to reduce childhood obesity and hunger. Campbell Healthy Communities is the signature community program within Campbell’s Corporate Social Responsibility, “Nourishing Our Neighbor’s” platform. Honoring Campbell’s long standing commitment to the communities where we live and work, one of the CSR 2020 destination goals is to measurably improve the health and wellness of young people in our hometown communities by reducing childhood obesity and hunger.

The program’s initial focus is Camden, New Jersey, Campbell’s World Headquarters, the poorest city in the country and among the most dangerous cities in the country. According to the US Census figures, “In 2010, over a third of all residents, nearly half of families with children (under 18), and nearly 60 percent of single-female-led families with children in Camden were living in poverty.” A city of approximately 77,000 residents, there is one full service grocery store on the outskirts of town and more than 160 corner stores/bodegas. The childhood obesity rate exceeds 40% compared to a national average of 30% and almost one third of our residents are children.

Campbell believes a healthy community has access to fresh and healthy foods, clean water, safe places to play and walk, parks accessible to all community members, quality education, and infrastructure that supports the well being of its citizens. As a leading food company we will leverage our people resources, internal expertise, financial resources, and product donation to create value in the regions where we operate. Our goal is to create healthier communities that will reflect lower childhood obesity rates and greater food security.

The four strategic pillars of the program are Food Access, Physical Activity/Access, Nutrition Education and Community Engagement. We work with a diverse portfolio of sites: public, charter and parochial schools, and a community based organization. Our programs at these sites include physical activity via the C.A.T.C.H. program; series of six week cooking courses with Cooking Matters®; creating, planting and harvesting school gardens with the Camden City Garden Club, healthy snack demonstrations and nutrition education curriculum provided by the Food Trust; and prenatal nutrition education with the Camden Coalition of Health Care Providers. We also provide community wide investments with mobile produce markets and the development of the Healthy Corner Store Initiative: improving access to fresh fruits, vegetables and healthy products, including Campbell’s, in our corner stores and bodegas.

Focusing on childhood obesity and hunger differentiates Campbell; as does the program infrastructure and implementation. Unlike traditional corporate philanthropy that disperses funds to grantees for charitable purposes, we created a framework and process around a “collective impact” model. The goal of the organizations funded by Campbell is the Campbell goal: the reduction of childhood obesity and hunger and all “investees” work collectively against two or more of the Campbell strategies to accomplish our ten year outcome. We operate with a common logic model, or road map, a common set of metrics, regular communications, activities that are mutually reinforced by all investees, and are facilitated by a “backbone” organization. As we progress into year two of our Healthy Communities program we will take successful program elements to other Campbell communities where we operate, expanding our CSR commitment and creating a companywide platform for employee engagement.

By Kim F. Fortunato, Director, Campbell Healthy Communities
2012 - 2013 DBC Executive Committee

*Sponsorship Team Chair*
Lisa Poggas, MS, RD
lisapoggas@centura.org

Marketing & Communications Team Members:
- Emily Anschlowar, MS, RD
  eanschlowar@piratebrands.com
  @peacemealsRD

Newsletter Editor
Elisabeth D’Alto, RD
elisabethrd@gmail.com
@DaltoNutrition

Social Media
Karen Payne, MS, RD
karenpayne26@yahoo.com
@KPayneMSRD

Nominating Team Member:
Becki Holmes, RD, CD
becki.holmes@gmail.com
@bholmes17

Membership Team Members:
- Terri Raymond, MA, RD, CD
tjraymond@aol.com
- Sylvia Melendez-Klinger, MS, RD, LDN
  Sylvia@hispanicfoodcommunications.com /@Sklingerrd
  Andrea Carrothers, MS, RD
  agcarrothers@gmail.com
  @acarrothersRD

Mentoring
- Rayona Baker, RD, LD
  rayona.baker@gfs.com
- Jenna Tallaksen, RD
  Tallaksen.j@gmail.com
- Roseann Hoeve, MBA, RD, LD
  rlhoeve@yahoo.com

*Sponsor Team Members:*
Lisa Poggas, MS, RD
lisapoggas@centura.org

Stephanie Quirantes, MS, RD
squirantes@whopper.com
@StephanieRD

*Education Team Members:*
Pamela Wu
wu_pam@yahoo.com

Karen Payne, MS, RD
karenpayne26@yahoo.com
@KPayneMSRD

Allison Parker
apakerrd@gmail.com
@RunEatandTweet

Claire O’Conner
oriveredge@aol.com

Katy Ranen
katy.ranen@whitewave.com

Kati Mora
kati@aroundtheplate.org
@KatiMoraRD

Elana Natker
elana@enlightennutrition.com
@elanaRD

Vanessa Stasio
vstasio@gmail.com
@vassastasio

*Special Projects Chair*
Kate Byers, MS, RD
kategbyers@gmail.com
@katebyersrd

*FNCE Planning Team*
Deborah Bowen, MS, RD
Deborah.bowen@usfood.com

*DBC Communications Camp Chair*
Erin DeSimone, MS, RD
edesimore@emdnutrition.com

*Academy DPG Relations Manager:*
Susan DuPraw, MPH, RD
sdupraw@eatright.org

*DBC Office:*
Barb Pyper, MS, RD & Mary Pyper
dbc@quidnunc.net / @DBCDPG
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