

**Dietitians in
Business and
Communications**



a dietetic practice group of the
Academy of Nutrition
and Dietetics

DIETITIANS IN BUSINESS & COMMUNICATIONS

BUSINESS INSIGHTS

FALL 2016



Becoming
Business Savvy

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BECOMING BUSINESS SAVVY



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ABOUT US

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MESSAGE FROM THE CHAIR

By: Terri Raymond, MA, RDN, CD, FAND

Welcome to fall and the Holiday Season! It is a rich and rewarding time of year. DBC members attending FNCE® were rewarded with an incredible meeting! DBC's Power Hour, following the opening session, was the perfect blend of networking and celebration. Seeing old friends and making new connections is always a highpoint for DBC members.

Energetic and inspiring would describe our two speakers, Pat Katepoo and Jean Caton, MS, MBA, RDN as they presented DBC's Spotlight session: *Take Charge of Your Career - Earn Greater Income with Higher Impact*. The program was loaded with specifics on how to earn more money and create personal success.

In addition, DBC's Executive Committee met during FNCE® to review and assess progress on the strategic plan. To date, the Executive Committee is doing an excellent job and meeting the goals and objectives for education, communication and networking. The Executive Committee also participated in the DPG Member Showcase. It was an opportunity for interested Academy Members and students to learn about our dynamic group and what we offer. We were in high demand and signed up several new members!

FNCE® is a great time to learn and network. It provides the opportunity to be a proud member of a unique group of passionate leaders and innovators in business, communication and industry. As thought leaders and decision makers we understand the need for

change and lifelong learning. To support that learning, this issue of DBC Business Insights is dedicated to Becoming Business Savvy:

Savvy – shrewdness and practical knowledge, especially in politics or business

Following are a few mental habits that support being business savvy:

- Have a positive mindset – probably the single most important habit and essential to maintaining focus and creating success
- Listen more, talk less – learn rather than drown out the opportunity
- Maintain objectivity – everyone is biased, nonetheless, strive to view things as a neutral third party
- Pay attention to what is going on around you – perception is a synonym for savvy
- Do not dwell on mistakes – learn from them and move forward with a positive mindset
- Know when to take a break – everyone experiences burnout and exhaustion at times. Rest, relax and return with 100% commitment and energy

Enjoy this issue and the opportunity to learn and grow. Enjoy this season and the rich rewards of giving!

*Take Care,
Terri*



About Terri:

Terri has worked in dietetics and business for more than 30 years. Currently she owns and operates a consulting business, employing more than 30 registered dietitians, serving healthcare and business clients in the Pacific Northwest. Previously she worked in contract food service as President for a regional corporation of 750 employees with clients in five western states. Terri has been active in DBC for more than ten years. She has served on the DBC Executive Board for several years and served as the Academy Foundation's 2014-15 Chair.

LETTER FROM THE EDITOR

By: Sarah Hendren, RDN, LDN, CD

For those of you who attended FNCE® and experienced the wonderful city of Boston, I hope you left energized and inspired! Our DBC Spotlight session featuring Jean Caton, MS, MBA, RDN and Pat Katepoo taught everyone strategies to ask for a raise, and the DBC Power Hour social was a fantastic opportunity to network, build new relationships, and reunite with old friends!

In this issue, we highlight strategies to remain business savvy in an ever-evolving work environment. Savviness comes in all shapes and sizes, from tech savvy to politically savvy and everything in between. We will touch on strategies to improve your visibility in the office and get noticed, what you should know about the new overtime rules, how to be an effective remote employee, and the importance of insurance. I hope this issue serves as a resourceful tool. Enjoy!

Sarah



About Sarah:

Sarah Hendren RDN, LDN, CD is the Nutrition & Quality Assurance Manager for Culver's, a quick-service restaurant franchise. Sarah is responsible for Culver's nutrition strategy and provides brand direction as part of Culver's Menu Strategy Team. She works closely with quality assurance, marketing, public relations, and legal, providing thought leadership and regulatory counsel. Connect with Sarah at SarahHendren@culvers.com

HIGHLIGHTS: DBC AT FNCE® 2016

Executive Committee Meeting

We had a wonderful Executive Committee meeting where we brainstormed opportunities for future sponsorship and new member engagement. Linda Roberts was introduced as DBC's Policy and Advocacy Leader (PAL) and will be leading our practice group in future policy initiatives.

business and communications. Please congratulate Missy and Becki on a job well done! We are fortunate to have two influential and energetic dietitians as members of our Executive Committee.

'Power Hour' Networking Event

The networking event was a success, and the food and conversation was excellent! We had 119 registered for the event and we raised \$510 for the Foundation!

FNCE® 2016

Food & Nutrition Conference & Expo

Boston Convention and Exhibition Center | Boston, MA | October 15-18

Member Showcase

Thank you to everyone who stopped by to chat or sign-up to be a member! Our booth was filled during the member showcase and it was wonderful to continue networking with our diverse DBC members.



DBC Circle Award

Congratulations to our 2016 DBC Circle Award Winners, **MISSY NELSON, RDN** and **BECKI HOLMES, MS, RDN**! The **DBC CIRCLE AWARD** recognizes DBC members who have demonstrated leadership and service, and have worked toward the promotion of food and nutrition professionals involved in



POWER HOUR



POWER HOUR



POWER HOUR



POWER HOUR



POWER HOUR



DBC MEMBERS SHOWCASE



POWER HOUR



EC MEETING



GALA

STAND OUT FROM THE CROWD: HOW TO INCREASE YOUR VISIBILITY IN THE WORKPLACE

By: Allison Stock, RD
Team Lead, Nutrition Resource Center at Gordon Food Service

You've met the deadlines, always show up on time, and your manager sings your praises during evaluations. So why are you skipped over every year when promotion time rolls around?

Whether it's more recognition or a promotion you've been eyeing, what can you do to stand out from the crowd? Below are four tips for increasing your visibility at work and ensuring your manager takes notice.

ASK

One proven strategy for getting more attention is by asking for more responsibility. Most managers would never complain about having too much time in their day, so hearing that you are willing to take on a project that normally eats up their precious time will make a lasting impression. Remember, if you're only doing the duties listed in your job description, you're basically just ensuring a regular paycheck and nothing more.

EXPLORE

Challenge yourself by joining a project or task force with other cross-functional teams in your organization. A few years ago, I enrolled in a leadership program my employer offers, which gave me exposure to areas of our business I never understood before. This experience pushed me outside of my comfort zone, and gave me more confidence to speak up around directors and senior leaders because I understood the organization better. Eventually this led to opportunities to lead strategic projects on my team. When you speak up, you get noticed.

FOLLOW-UP

With the busy schedules most of us keep, it's easy to forget details. One way you can stand out from the crowd in this respect is to provide follow-up on projects. Take time to prepare before meetings



so you can feel confident reporting the progress of a project during the meeting. Be proactive and think about potential solutions to hurdles along the way so your manager can see you are a forward thinker (and a keeper).

SELF-PROMOTE

Lastly, don't forget to self-promote. We live in a busy world, and it's possible your manager is not always aware of all the great things you have accomplished. If self-promotion makes you uncomfortable, check out this [article](#) about self-promoting successfully, while being modest and genuine at the same time.

SUMMARY

Remember the 4 steps to becoming more visible in the workplace: Ask, Explore, Follow-Up and Self-Promote. Try one of these steps in the next week and see how others respond. It might take time, but the effort you put forward will eventually get you the recognition you deserve. If not, you might want to look for a new employer. Now get out there and be seen!

REFERENCES:

<http://greatonthejob.com/2012/03/stand-out-seven-ways-to-increase-your-visibility-at-work/>
https://www.mindtools.com/pages/article/newCDV_67.htm
<http://www.lifehack.org/articles/work/steps-stand-out-from-the-crowd-your-workplace-2.html>



About Allison:

Allison Stock, RD is the Team Lead of the Nutrition Resource Center at Gordon Food Service where she provides nutrition and food safety expertise to many customers including restaurants, schools, hospitals and senior living communities. She is also responsible for creating training and marketing materials for Gordon Food Service's menu software program, Cycle Menu Management. An active member of her local dietetic association, Dietitians of West Michigan, she also serves on the board as the Publications Chair. Connect with Allison at allison.stock@gfs.com.

RAISE YOUR HAND IF YOU LIKE BAD “HOLD” MUSIC

By: Amy Roberts
Founder of Healthy Bytes

It's safe to assume not many of us, as RDNs, enjoy calling insurance carriers on behalf of our clients and patients, waiting and waiting some more while listening to smooth elevator music...

And while on hold, you may be wondering how to get the information you need from the agent on the other end of the line. *What is the code for telehealth again? Can I request this be billed by secondary versus primary insurance?*

Which is why it's time to get business savvy when it comes to insurance.

If you're starting up a private practice, or if you write about insurance and the healthcare landscape, don't let the big “I” word intimidate you.

As an owner of a nutrition reimbursement company, the one question I hear most often from RDNs is: [“Should I accept insurance?”](#)

YES!

I admit that I am biased, but there are several reasons why business-savvy RDNs accept insurance.

BENEFITS FOR DIETITIANS

As of 2015, nutritional counseling is an essential benefit in 26 states and widely-covered even in states that don't have it as an essential [benefit](#). The new emphasis on preventive services makes it possible to get reimbursed for weight management, disordered eating, and many other areas that were hard to get paid for in the past. The areas that were traditionally covered, such as diabetes and kidney disease, have also seen improvements. With many plans, patients are now eligible for nutritional counseling visits that are fully-covered.

Once you're contracted with insurance companies, your door will be open to clients who may not have been able to see you otherwise. I've seen RDNs grow from needing day jobs to being able to sustain full-time private practices. Being a provider at a variety of insurance companies increases the number of patients you can see. Here is a step-by-step guide to accepting insurance:



About Amy:

Dr. Amy Roberts, PhD, is the founder of Healthy Bytes, a nutrition counseling reimbursement company. Healthy Bytes has reimagined nutrition counseling reimbursement for dietitians. The full-service Healthy Bytes platform handles the hassles of insurance, from contracting to eligibility checks to claims, so you can focus on what really matters. Find out how they can help you start or grow your practice at www.healthybytes.co.

1. SET UP YOUR BUSINESS

- Pick a type for your business: Sole-proprietorship? LLC? I suggest contacting an attorney to learn the best structure for you. [LegalZoom](#) is a good starting place.
- Get an EIN, liability insurance, and a license (if your state requires it)
- You'll also need a National Provider Identifier (NPI) to hit the ground running

2. GET CREDENTIALLED WITH CARRIERS

- Create a list of insurance companies you want to work with. This [state-by-state guide](#) to insurance allows you to learn which companies are the big players in your state
- Complete the CAQH, in which you authorize specific health plans to access your information for credentialing
- Contact each insurance company on your list and speak with a credentialing representative to get the process underway

3. GET CONTRACTED WITH CARRIERS

- Complete nutrition contracting paperwork that is required by your target insurance companies
- Wait. Wait. Wait. It can take as long as 180 days for the insurance companies to process your paperwork

4. START BILLING

- Once you get your first contract, you can start seeing patients from that plan!
- Stay current on navigating the complex world of billing and insurance via two Academy of Nutrition and Dietetics resources, the monthly [MNT Provider Newsletter](#) and the [RDNs Complete Guide to Credentialing and Billing](#).

You made it! As time passes, you'll get savvy with those calls to insurance carriers. Or consider outsourcing to a reimbursement company to manage steps 1-4 above for you. Unless you like hold music, that is!

STRATEGIES FOR THRIVING IN A REMOTE WORK-STYLE

By: Sarah Hendren, RDN, LDN, CD
Nutrition & Quality Assurance Manager

Increasing use of technology in the workplace widens opportunities for a remote work-style. Working from home is a distinct opportunity and requires a unique skill-set than working in a traditional office. As a remote employee, below are my top strategies to successfully navigate a remote work style.

ESTABLISH ROOTS

Without a doubt, working from home is challenging. Accept this and take the time to strengthen relationships and roots within your organization. Strong roots will help you feel connected to the organization and enjoy your work, perform at your best, and contribute to business priorities. Use these roots to grow and flourish within your role.

ESTABLISH A ROUTINE

Just like when you worked at the office, routine is an integral part of your new lifestyle. Workout, shower, eat a healthy breakfast, get dressed, and get to work. If you normally work from 8am-5pm, continue this routine. Remember to take breaks: take lunch, go for a 10-minute walk, or invest in a fitness tracker to motivate you to be active. Consistency is key, and it will help your colleagues know when they can reach you, and when you can reach them.

HAVE A DEDICATED WORK SPACE TO REDUCE BARRIERS

Carve out a dedicated workspace to separate work-life from home-life. Invest in a desk, chair, printer, etc. and make an effort to keep a clean workspace. A messy environment can make for a messy mind.

It's okay to move around the house or head to a coffee shop, but be mindful of your surroundings. Taking conference calls at a coffee shop is distracting to you and your colleagues, no matter how sound-proof your phone is. If you crave interaction with other people, companies like [We Work](#), [Office Nomads](#), [General Assembly](#) and [Work Bar](#) offer communal work spaces that foster a remote work-style. Libraries are also a great option.

STAY CONNECTED & ENGAGED

The luxury of bumping into that hard-to-get-ahold-of coworker is a thing of the past. Take time to call your coworkers to discuss daily tasks and chat about their life outside work, just like you would do in the office. It may seem trivial, but the extra effort strengthens relationships and adds value to the team. Not only will this help stave feelings of isolation, but it helps you stay engaged and reminds everyone in the organization you're still working side-by-side with them.

OVER COMMUNICATE

The core of a remote work style is reliant upon being an effective communicator. Check-in with your boss on a routine basis and communicate with colleagues on a project status. Before you head out on vacation or a short appointment, send a quick note to colleagues that you will be out of the office. Use away messages to reinforce lines of communication. This way they won't be wondering why you haven't called or emailed them back.

Video, chat messaging or screen sharing tools are great modes of communication to foster collaboration. [Join Me](#), Google Video, Google Chat, [appear.in](#), Webex or [Uber Conference](#) are offer free communication platforms if you do not have a budget for more expensive tools.

LIMIT DISTRACTIONS

It's tempting to have the television turned on or scroll through social media while on a conference call...no one can see you, right? Limit distractions and stay focused on completing your work. You may miss an important update if you are distracted.

DELIVER AND TAKE PRIDE IN YOUR WORK

Be visible by delivering quality results, meeting deadlines, and going the extra-mile. By doing this, you will continue to be seen as an effective member of the organization. Be proud of your work and your ability to adapt to a remote work-style. The more connected you are to business results and the success of the organization, the less "remote" your will feel.



About Sarah:

Sarah Hendren RDN, LDN, CD is the Nutrition & Quality Assurance Manager for Culver's, a quick-service restaurant franchise. Sarah is responsible for Culver's nutrition strategy and provides brand direction as part of Culver's Menu Strategy Team. She works closely with quality assurance, marketing, public relations, and legal, providing thought leadership and regulatory counsel. Connect with Sarah at SarahHendren@culvers.com

NEW WAGE RULE COULD PUT MORE MONEY IN YOUR POCKET

By: Linda Roberts, MS, RDN, LDN
Owner of Linda Roberts & Associates

Are you eligible for a pay raise? White-collar workers making below \$47,476 annually may be eligible for a pay raise on December 1, 2016. The [United States Department of Labor](#), through executive order, has released a final rule under the Fair Labor Standards Act, which will automatically extend pay protection to qualified salaried workers.

The intent of this [rule](#) is to protect the low salaried white-collar worker. For example, the Food & Nutrition Manager working in a small nursing home in the Midwest earning \$44,000 per year. His/her responsibilities, similar to a restaurant manager, are administrative in nature – hiring, training, ordering, budgeting, etc. Kitchen staff has become increasingly difficult to find. Less minimum wage workers are seeking employment, and of those seeking employment, many are not passing the background check. The manager's schedule has gone from 45 hours a week to 75+ hours per week covering the staffing shortfall. His/her realized hourly pay is now less than half the staff. He/she loves working with the elderly and is optimistic staffing will improve.

The new rule will offer pay protection options for this manager making less than \$47,476. The employer will make the final decision on which option works best for the employee and the business.

Below is the list of pay protection options:

1. The employee will be paid time-and-a-half for hours worked over 40 hours per week
2. The employee receives a pay raise to \$47,476 therefore becoming exempt from the new rules
3. The employee will be required to work only 40 hours per week
4. Some combination of the above

Pay protections have been in place since 1940, but increases have been sporadic with the last increase being set at \$23,660 in 2004. The new rules require an increase every three years with a cap at \$134,004/year. The pay protection cap may seem high, but the current increase between 2004 and 2016 was \$23,816, or a little over 100% in 12 years. If this rate of increase continues, it may only take until 2028 to reach the current cap.

So if you are an executive, administrator, or professional working more than 40 hours per week and making less than \$47,476, go talk with your boss and see if you're eligible for a raise.

MORE RESOURCES:

[Economy Policy Institute](#) – What You Need to Know About the New Overtime Pay Law

[Department of Labor](#) – Overtime Rules



About Linda:

Linda Roberts, MS, RDN, LDN owns Linda Roberts & Associates (LRA), a food and nutrition consulting firm respecting elder choice since 1996. LRA provides geriatric, renal, food safety, menu, and compliance consulting services to health care communities in IL, IN, MO, and WI. Linda is an author and nationally recognized speaker on current issues in health care communities. Connect with Linda at www.RDoffice.net, @RDoffice, or lroberts@rdoffice.net.

STUDENT CORNER:

LEVERAGE YOUR INTERNSHIP TO POSITION YOURSELF FOR SUCCESS

By: Reilly Brown
Student Member Chair



As emerging nutrition professionals,

we must continuously sell and market ourselves to future employers as business men and women. School curriculum is often solely focused on applying evidence-based science, whereas skills needed to succeed in the business environment are sometimes neglected.

When I began working as the nutrition intern at Taco Bell Corp., it became clear to me that a different knowledge base and business skill-set is learned outside the classroom. This was my first experience in a large corporate setting and I quickly

discovered how much I did not know about business. In the beginning, it was extremely overwhelming, but I made it a goal to learn as much about other parts of the corporation as possible. I was introduced to student-interns in different departments throughout Taco Bell (finance, marketing, quality assurance, operations, food safety, human resources, etc.). We could all help each other, so I set up intern networking lunches over the summer. If I wanted to learn more about marketing, maybe they would be interested in nutrition? And they were! Our intern group was able to meet multiple times over the summer, which not only allowed us to learn about diverse parts of the business, but we also made new connections and friends. It was eye opening

to me how each department had a different role in the company and how many factors are considered when developing or trying to sell a menu item.

This new knowledge has increased the quality of my work and provided me with invaluable knowledge to use in my future career as a registered dietitian. No matter where you are working (hospital, eating disorder clinic, sports nutrition) challenge yourself to learn about a new area of your business. This will make you a well-rounded nutrition professional and increase other's knowledge in leading a healthy lifestyle.



About Reilly:

Reilly is a graduate student at San Diego State University where she is completing a dual master's in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor's degree in Human Biology and Nutrition Science. In conjunction with furthering her education to become a RDN, she is currently working as a nutrition intern at the Taco Bell Corporation.

COMMITTEE FEATURES ENGAGE YOUR PEERS!

By: Sonja Stetzler, MA, RDN, CPC
Education Chair

When I first started my business

many years ago, I was told I needed an elevator speech – a short 30-second spiel that told people who I was and what I did. I worked hard on crafting my pitch, and an opportunity came for me to practice when I unexpectedly ran into a colleague I had not seen in a while when I happened to be catching up with grocery shopping on a weekend.

“Good to see you, Sonja!” my friend exclaimed. “What have you been up to?”

This is my opportunity, I thought to myself, and I launched into my elevator speech.

After about 8 seconds, I could see my friend’s eyes glaze over, but I continued until I made it through the 30 seconds of my spiel. After which my friend hastily excused herself and dashed for the laundry detergent aisle.

I bombed! What went wrong with my elevator speech?

If you haven’t read Sam Horn’s book, “Got Your Attention? How to Create Intrigue and Connect with Anyone”, it’s a must read. As a result, I’ve learned to craft an “intriguing interaction”, and I’ve had much more success at networking events and business meetings.

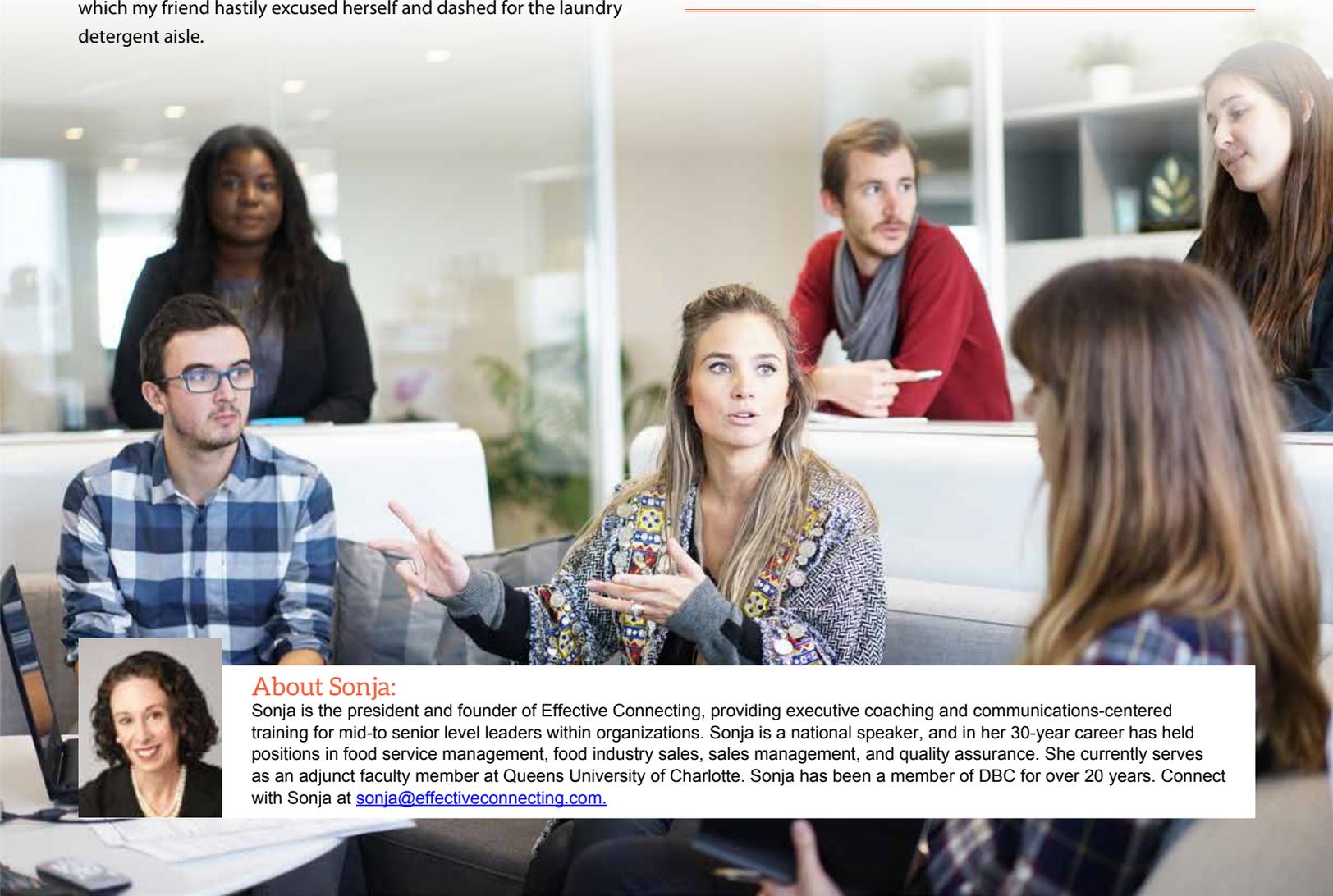
This is one example of the books we have chosen as part of our new CPEU offering this year - the DBC Book Club – in efforts to help you become more Business Savvy. Our next book club event will be January 18, 2017. We will be discussing **“TED Talks: The Official TED Guide to Public Speaking” by Chris Anderson, the Head of TED.**

We also have our quarterly webinar coming up on **November 16th: “Starting/Fine-Tuning a Business – Your Roadmap to Success.”** Be on the look-out for the registration email. We’d love to see you there!



About Sonja:

Sonja is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to senior level leaders within organizations. Sonja is a national speaker, and in her 30-year career has held positions in food service management, food industry sales, sales management, and quality assurance. She currently serves as an adjunct faculty member at Queens University of Charlotte. Sonja has been a member of DBC for over 20 years. Connect with Sonja at sonja@effectiveconnecting.com.



PLANNING FOR NEXT FNCE®: STAKEHOLDER ENGAGEMENT STRATEGY

By: Missy Nelson, RDN
Marketing & Communications Chair
@RDMissy

FNCE® has left me feeling invigorated, motivated, overwhelmed and in awe at all of the amazing professionals in our field. The days were filled with educational sessions and a full stomach from the plethora of snacks in the expo hall, while the evenings were spent networking at receptions, happy hours and dinners. But, did I really make the most of FNCE® or network with the right people, considering over 10,000 attend this annual event? Engaging with people that can positively influence or advise your area of work or employer is key to establishing an effective stakeholder engagement strategy. And here's how to ensure you do so successfully the next time you're at FNCE® or any event.

DEVELOP OF STRATEGY: what are your objectives and motivation for engagement?

IDENTIFY STAKEHOLDERS: set the criteria for identifying stakeholders and determine the appropriate method for engagement such as a single meeting, open forum, phone call, or panel.

PREPARE FOR THE ENGAGEMENT: design the meeting with intent. Good meetings don't just happen. They are planned.

Define short- and long-term goals and set tactics and rules for engagement. Outline biographies of the stakeholders and talking points for the conversation.

ENGAGE STAKEHOLDERS: conduct the engagement and follow the talking points, but adjust the conversation to the individual or group depending on area of interest or specialty.

ESTABLISH ACTION PLANS: use the stakeholder feedback to improve your business strategy and operations, build trust with them and identify opportunities for future engagements. Write thank you notes and include any follows up from the discussion.

Stakeholders may not drive a project, but can be extremely useful advocates, sponsors and agents of change. Good stakeholder management can actively support progress and improve the quality of the results you intend to deliver, regardless of your field of work.

Stay connected with us on [Facebook](#), [Twitter](#), [LinkedIn](#), member-driven list-serv [EML](#), and subscribe to our monthly and quarterly online newsletters through [DBC Online](#).



DBC MEMBER-HOSTED TWITTER CHATS

Meets the **third Thursday of the month at 5pmPT/8pmET**
Join us in robust conversations around key topics of interest in the field of business and communications. Interesting in hosting a Twitter Chat?
[Contact us!](#)



About Missy:

Missy leads nutrition strategy and is part of the Food Innovation Team at Taco Bell Corporation. She is responsible for regulatory and scientific affairs, and nutrition communications and marketing, working closely with executive, legal, brand marketing, and public relations teams on internal and external outreach. Prior to joining Taco Bell, she taught women and children essential culinary nutrition skills, and published a cookbook called WIC Tested, Dietitian Approved for the WIC Program.

VISUALLY DREAM FOR THE FUTURE

HOUSE OF DELEGATES REPORT

By: **Mary Lee Chin, MS, RD**
House of Delegate Chair

During FNCE[®], the House of Delegates were trained on Appreciative Inquiry (AI), a method of engaging in positive dialogue and emphasis on the “best practices” approach for organizations to develop and change. The second day, HOD applied AI to the topic of wellness and

prevention. Delegates will convene sessions Spring 2017 with constituents to brainstorm and explore innovative opportunity areas for wellness and prevention. For more information, see the 2016 Meeting notes at: <http://www.eatrightpro.org/resources/leadership/house-of-delegates/about-hod-meetings>



About Mary Lee:

Mary Lee Chin MS, RD, provides health communications and media training, and food and nutrition consulting. She specializes in some of the most contentious food topics, including genetically modified foods, alternative sweeteners and environmental and sustainability issues, translating peer-reviewed research into realistic and practical recommendations. You may reach her at maryleechinrd@gmail.com

MAXIMIZE YOUR MEMBER BENEFITS

By: **Elaine Farley-Zoucha, RD, LMNT**
Membership Chair

Thank you to all the members that stopped by the DPG Showcase at FNCE[®]! It was a pleasure meeting everyone and I would like to extend a big welcome to our new members that joined during FNCE[®]! DPG memberships bring value to our profession and allow us to network within our specialty areas. Who doesn't need business and communications skills, right?

If you're like me, you may be underutilizing many of the benefits of being involved with the various DPG's. I know our time is limited and we are all juggling multiple responsibilities. I encourage you to visit <http://www.dbconline.org/> and become familiar with the many opportunities through DBC to enhance your business savvy skills. Check out some of the more recent benefits: [TED Talks](#), Twitter Chats, and the new [Book Club](#). Being able to network effectively is an important business skill; hone your skills by reading “Got Your Attention? How to Create Intrigue and Connect with Anyone,” by Sam

Horn from the October Book Club list. A definite on my reading list this winter!

As a new DBC member, don't forget you have access to all the [archived newsletters](#) and webinars. Check out some of my favorite archived [webinars](#):

- *Building a Strategic Business Plan* (April 2015)
- *Engagement, The New Way to Market!* (May, 2014)
- *Managing Social Media to Build Your Brand and Following* (September, 2014)

The website has all archived [recordings](#) and handouts. Be sure to visit the [website](#) frequently to see our upcoming Regional Networking Events and our revamped Mentor Program that will be launched in early 2017. If you have any questions on membership benefits or want to get involved with DBC, please reach out to the membership committee at DBC.DPG.membership@gmail.com.



About Elaine:

Elaine is the owner and President of EZ Nutrition Consulting, PC & Associates, specializing in Food Service Systems, Geriatric Care, and Quality Management for long term care facilities. As a national speaker on nutrition and culture change in long term care, she inspires her audience to lead and empower their staff to enhance the dining experience for the clients they serve.

A NEW STRATEGY FOR SPONSORSHIP!

By: Jennifer Seyler, MS, RD, CPT
Sponsorship Chair

Sponsorship plays an important role to our DPG, helping contribute to education opportunities, networking events and more. Based on the new Academy sponsorship guidelines, we are taking this opportunity to restructure our efforts and use these guidelines to our advantage. Given this, the DBC Sponsorship Team is very excited for the next few years.

If interested in exploring these new grounds with the Sponsorship Team, please feel free reach out to Jennifer Seyler at jseylernutrition@hotmail.com.



About Jennifer:

Jennifer Seyler has nearly 15 years' experience within the nutrition/fitness marketing and communications space. She has provided US and global counsel to 40+ brands, including Abbott Nutrition, Mars brands, Gatorade, and Clorox brands. Jennifer currently serves as the immediate past president for the Illinois AND, and as a Board of Director member for the Chicago Food and Nutrition Network. She lives in Elmhurst with her husband and two children.

MY FIRST FNCE®

By: Reilly Brown
Student Member Chair

I had the wonderful opportunity to attend my first FNCE®, and it was an unbelievable experience! The conference flew by and every day was amazing. The last night, I attended the Academy Foundation Gala. Here I was honored to be part of a student table made up of remarkable students and dietetic interns. All of the students had varying interests in the field of dietetics, but we all had one thing in common: to become powerful and successful nutrition professionals. This enabled me to share our DBC story and demonstrate the value

of business and communication skills. No matter what area of nutrition a person wishes to specialize in, there will always be a need for business and communication skills! This is just another reason students should be more involved in DBC.

We are currently working on connecting our new student members with mentors to help develop their career as well as get more students involved from a social perspective. We are working hard to have a more prominent student presence in DBC and excited to make a difference. If you are interested in getting more involved in DBC's



Student Committee, please contact Reilly at reillybrown19@gmail.com.



About Reilly:

Reilly is a graduate student at San Diego State University where she is completing a dual master's in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor's degree in Human Biology and Nutrition Science. In conjunction with furthering her education to become a RDN, she is currently working as a nutrition intern at the Taco Bell Corporation.

2016-2017 DBC EXECUTIVE COMMITTEE

FIND MORE INFORMATION ABOUT OUR TEAM ON THE LEADERSHIP PAGE OF THE DBC WEBSITE



WHAT WAS YOUR FAVORITE FNCE EXPERIENCE?



*CHAIR

Terri Raymond MA, RDN, CD, FAND
tjraymond@aol.com

My favorite part of FNCE is always an appreciation and respect for the energy of thousands of food and nutrition professionals, sharing, caring, teaching and learning, coming together to ensure a boundless and diverse future for all.



*PAST CHAIR

Ilene Smith, MS, RD
ilenesmithrd@gmail.com

I love going to FNCE because, even as an introvert that generally feels uncomfortable at parties, I love going from event to event to see old friends and meet new people. FNCE is all about networking for me!



*SECRETARY

Jenny Karl, MS, RD
jennykarlrd@gmail.com

My favorite FNCE experience was reconnecting with old friends in sessions and on the exhibit hall floor. It's amazing how many people you run into and how quickly you catch up as if no time has passed.



*NOMINATING COMMITTEE

Theresa Hedrick, MS, RD, LD (Chair Elect)
theresa.hedrick@gmail.com

The best part of FNCE is seeing old friends and colleagues. My favorite moment was when I was walking down the street in Boston and heard someone shout my name. It turned out to be someone I used to work with, and we caught up on each other's lives as we shared a cab. Two days later, I met someone who was looking for a dietitian with a specific skill set to work on a project. The friend that I had just run into was a great fit for it, and I was able to connect the two.



*CHAIR ELECT

Becki Holmes, MS, RDN
becki.holmes@gmail.com

After having attended more than half a dozen FNCEs, the one event that always stands out to me time and time again is the DBC networking event. As a fresh graduate working in regulatory compliance, I registered to attend the DBC networking event hoping to find a community of dietitians with unique career experiences and leadership acumen. I knew DBC was the right group when I found myself surrounded by Fortune 500 companies, public relations firms, ingredient suppliers, and executive leadership. DBC continues to be my resource for professional networking at FNCE, and every year I meet more inspiring connections.



*TREASURER

Jackie Schulz, MS, RD, CSP, LDN
jackieY310@yahoo.com

My favorite experience at FNCE this year was seeing so many former colleagues and friends who attended. Having been an RDN for over 18 years now, it was so fulfilling to be able to reconnect with so many people. I am thrilled to know that they are all having great success in their careers, and serving as great examples and ambassadors for our profession.



*DELEGATE

Mary Lee Chin, MS, RD
maryleechinrd@gmail.com

My favorite experience hands down every year is connecting with RDN friends from across the country, from all stages of my professional life--from college to internship days to colleagues, clients, Academy leadership organizations. We may have met and worked based on professional activities, but now we are personal friends based on shared experiences and great memories.

* = VOTING MEMBER



*NOMINATING COMMITTEE

Carol Berg Sloan, RDN, FAND (Chair)
cbsrd@verizon.net

The exhibition! It is like a homecoming seeing all my fellow DBC members and more while working in the California Walnut Booth. I also very much enjoyed trying new products such as nut butters, whole grain blends and yogurts.



*NOMINATING COMMITTEE

Lara Felton, MBA, RDN
lfreetrd@gmail.com

My favorite FNCE experience was getting to participate in the Best in Show Expo with Food & Nutrition Magazine and a group of RD bloggers. It was fun to tour the expo floor before it opened, try new products that are just launching in the market, and get to meet the RDs behind the blogs I follow online but have never had the opportunity to connect with in-person.



MEMBERSHIP CHAIR

Elaine Farley-Zoucha, RD, LMNT
ezoucha@eznutritionconsulting.com

My favorite FNCE experience was networking with colleagues and meeting DBC members at the DPG showcase.



EDUCATION TEAM CHAIR

Sonja Stetzler, MA, RDN, CPC
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MARKETING & COMMUNICATIONS CHAIR

Missy Nelson, RD
missy.nelson@yum.com

Nothing beats meeting with people face to face. The energy, comradery, and passion ignited during our executive strategic planning meeting is what fuels us for the remainder of the year; and that is so powerful. This is the vitality we need leading us into our 100 year anniversary.



SPONSORSHIP CHAIR

Jennifer Seyler, MS, RD, CPT
jseylenutrition@hotmail.com

It is awesome to get in a room filled with passionate individuals that want to move our profession forward.



NEWSLETTER EDITOR

Sarah Hendren RDN, LDN, CD
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In addition to catching up with old friends and colleagues, my favorite FNCE experience was listening to Barbara Corcoran from Shark Tank speak at the opening session! She is such a rock star and hearing her story about overcoming hurdles to her success and how she built her team was extremely inspiring!



SOCIAL MEDIA & NEWSLETTER CO-CHAIR

Nicole Arcilla, MS, RD
anarcilla25@gmail.com

This was my first FNCE, and it was an amazing experience! The best part was getting to meet my fellow DBC EC members in person. It's been great working with them virtually, but finally meeting them and learning so much more about their work and future endeavors was absolutely thrilling. Our team is testimony to all the wonderful things dietitians can do for this world and it makes me proud to be part of this profession.

* = VOTING MEMBER



STUDENT MEMBER CHAIR

Reilly Brown
reillybrown19@gmail.com

My favorite FNCE experience was attending Academy Foundation Gala. I was honored to be a part of a student table and it was wonderful to connect with students and dietetic interns with varying interests, listening to their stories and reasons for entering the field of nutrition.



ACADEMY DPG RELATIONS MANAGER:

Susan DuPraw, MPH, RD
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DBC OFFICE:



Barb Pyper, MS, RD, SNS, FCSI, FAND &
Jan Oliver, RD
dbc@quidnunc.net / @DBCDPG



SOCIAL MEDIA & NETWORKING CHAIR

Tyler Rolling, MS, RD
tyler.e.rolling@gmail.com

I loved being able to network and connect with like-minded professionals. There was a great sense of comradery among DBC members and it was very motivating.

Dietitians in Business and Communications

a dietetic practice group of the
Academy of Nutrition
and Dietetics



HAPPY HOLIDAYS FROM OUR TEAM TO YOURS!



Thank you for catching up with Business Insights. We hope you will check out our next issue, coming this February.

NEWSLETTER
DESIGNED BY:

