

**Dietitians in
Business and
Communications**



a dietetic practice group of the
Academy of Nutrition
and Dietetics

DIETITIANS IN BUSINESS & COMMUNICATIONS

BUSINESS INSIGHTS

FALL 2018



Company's Growth

GLOBAL BUSINESS REVIEW

BECOMING AN INFLUENCER

	2013	2014	2015	2016	% Change
Smartphones	108,428	114,283	107,012	108,257	-11%
Other Electronics	28,918	31,008			11%

BUSINESS INSIGHTS

FALL 2018

Dietitians in Business and Communications, a dietetic practice group of the Academy of Nutrition and Dietetics

BECOMING AN INFLUENCER



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ABOUT US

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Nicole Arcilla & Allison Stock

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MESSAGE FROM THE CHAIR

By: Missy Schaaphok, RDN

Two words I use to describe how I'm able to effectively influence are patience and persistence; better yet, I'm patiently persistent. There are many personality tests to determine what behavioral styles you embody. Recently, I took the [DiSC assessment](#), specifying I'm a high C (conscientious and analytical) and high D (dominance and risk taker), meaning I influence with data, and with a combination of patience and assertiveness. Most of the initiatives I've worked on take years to complete, so being patiently persistent is important. If that term is not trademarked yet, I'm going to!

To influence with meaning, it's critical to first have a solid business case. Identify the key stakeholders who can help you bring your initiative to fruition. Bring them along and fine tune the story, gather input and build know-how to strengthen the case. In business, there are many competing priorities, so while what you directly work on may seem like the most important thing, it may not be for others. It's also important to involve the right people during this process. This part takes time because you may need to influence a certain individual more than once for a period of time to finesse the business case and determine the appropriate timing for

approaching leadership. Along the way, build internal and external ambassadors that will help champion your work because you can't do it alone.

Not all initiatives will succeed, but if you never try you'll never know. This is how you break status quo! [Becki](#), our past chair, was the cornerstone for pushing boundaries and getting us out of our comfort zone to set DBC up for success this year. Now, following her lead we are continuing down uncharted territory and I couldn't be more pumped to do it with our strong and fierce [Executive Team](#)! I'm so proud of them as they continue to surprise and delight with professional maturity and intelligence. We have [so many things](#) in store for you – Webinars, Virtual Meet-ups, Regional Networking events, etc.! And, our marketing team couldn't be more on point with the content design and launching our [Instagram](#) account! We are here to serve you, so please don't hesitate to let us know what else we could be doing. Enjoy the holidays and we'll be seeing you soon!

Missy Schaaphok, RDN



About Missy:

Missy is the head global dietitian for Taco Bell Corp. spearheading the strategic efforts for nutrition and sustainability. Within this role, she is responsible for sensible menu development, regulatory compliance, stakeholder engagement, animal welfare, and sustainable sourcing. She works closely with executive, legal, brand marketing, and public relations teams to communicate Taco Bell's commitment to quality and affordable food experiences. 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. Most recently, she premiered on the podcasts My Food Job Rocks and The Produce Moms on How to Make Low Key Healthy Fast Food.

LETTER FROM THE EDITOR

By: Nicole Arcilla, MS, RDN, LDN

Welcome to another issue of the DBC Business Insights Newsletter! In our newest issue, we have made some changes to ensure each reader is given new tools to make them successful professionals. To start, we've added a new "How-To Series. Here you'll find an article that will be covering a variety of topics with quick tips and guidance for your next project. To get you ready for the upcoming New Year, our Chair-Elect, Deanne Brandstetter, discusses how to create a strategic plan. Next, make sure to read through our "Essential Tools" – these are both online and offline products reviewed by myself and Associate Newsletter

Editor, Allison Stock, that can help make your workdays easier. Finally, join us in celebrating the accomplishments of current DBC members in our new "Members on the Move" section. We've created this space just for our members to share their recent wins and successes. We hope you enjoy your new and improved DBC Business Insights Newsletter!

*All the best,
Nicole Arcilla, MS, RDN, LDN*



About Nicole:

Nicole Arcilla is back with DBC as the Newsletter Editor 2018-2019, her second year in the position. She currently works for Chartwells Higher Education as the campus dietitian for University of Maryland Baltimore County, providing support to their dining services, counseling students, and acting as a wellness consultant across the university's departments. When she's not keeping busy, Nicole loves exploring restaurants in the D.C. and Maryland area and taking far too many food pictures. Stay in touch with her via Instagram/Twitter [@WhyNotEatRDN](#), or [LinkedIn](#).

INVOLVE STAKEHOLDERS TO MAXIMIZE IMPACT

By: Barbara J. Mayfield, MS, RDN

As a communicator, you understand the foundational principle of audience-focused communication. When you solicit the input of your audience in designing and delivering communication this collaboration leads to improved outcomes. An "audience" for any type of communication project includes a variety of stakeholders, including audience members, other professionals, community members, related organizations, and a variety of other groups. Each stakeholder provides valuable input to enhance your effectiveness and achieve your desired goals.

Serving as Editor-in-Chief for the Academy of Nutrition and Dietetics upcoming *Guide to Nutrition Communication* has demonstrated to me the importance of stakeholder involvement at every step. Prior to selecting specific content for the book



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About Barbara:

Barbara J. Mayfield, MS, RDN, is a nutrition communicator with extensive experience in academia, community programs, business, and professional writing and speaking. She is founder and president of Nutrition Communicator, LLC. Barb taught in Purdue University's Department of Nutrition Science for 16 years, inspiring future nutrition professionals to be effective communicators. She has written books and created curriculum for all ages and audience types. She is currently serving as Editor-in-Chief for the Academy of Nutrition and Dietetics *Guide to Nutrition Communication*, with an expected publication date of late 2019. Stay connected with Barbara via her [website](#), [Facebook](#), [Twitter](#), or [LinkedIn](#).



HOW TO WIN AT NEGOTIATING

By Elana Natker, MS, RD

Does the thought of asking for a raise make you nauseous? Do you find yourself agreeing to a consulting fee when a company gives you their price for doing business with them, even though you feel it should be more?

Dietitian salaries are notoriously low given the education and training needed to become a credentialed nutrition expert, and partially because we do a poor job advocating for ourselves. But guess what – there’s no need to settle! With a few tips, you can be a negotiating pro. (And don’t worry – even the best negotiators go into meetings with hands shaking and a flip-flopping stomach!)

1. Do your homework. Find out as much as you can about what the “going rate” is for someone with your experience, level of profession, and your influence. Don’t rely too heavily on salary surveys as they can have wide ranges and be flawed. If you’re in a corporate setting, investigate (tactfully) what your peers make, or maybe another corporate dietitian at another company. Knowing what individuals make at levels immediately below and above you can also be helpful. If you’re a consultant, find out what other people with the same education and experience as you charge as their hourly rate.

2. Pull out the calculator. It’s really hard to argue with facts and figures, so get yours organized and down on paper. If you’re bidding on a project, know how many hours it should take you to complete the project, accounting for unforeseen circumstances (they always happen!) such as extra rounds of edits or re-writes, and multiply that by your hourly rate. If you’re negotiating a salary increase, see if it sounds better to ask for a percent increase vs. a specific dollar amount.

3. Make the first move. This is called anchoring the negotiation. You should always try to anchor the negotiation

so any dollar figures discussed are used from the anchor point as a reference. Let’s say you did all your research and went into a job interview expecting to receive a starting salary of \$75,000, only to hear at the end of the interview that the company is offering you \$45,000. Had you anchored the negotiation with your desired salary, you’d be in a better position to negotiate closer to your price point, vs. seeing if they would increase theirs.

4. Consider intangible benefits. If the company is unwilling to meet you at your desired compensation level, what intangibles can you negotiate? Maybe you’d be willing to take a lower pay if you could work from home a day or two per week or have some extra vacation days. Or, maybe the employer would be willing to pay your higher asking rate if you offered to cover your own expenses vs. having them be reimbursed by the company (just keep careful records of any business expenses, since many can often be written off at the end of the tax year if you’re self-employed).

5. Be prepared and practice! Before any negotiation, have all of your data, talking points and backup materials at your fingertips. Practice the conversation in front of a mirror or with a trusted friend or spouse, and account for all possible responses by the person you’ll be negotiating with. When the negotiations do occur, try to stand as much as possible – even if the negotiations will be occurring via phone call. Standing projects authority, and it will come through in your voice.

At the end of a negotiation, all sides should come away feeling like they’ve gotten something out of it, even if they have to concede a bit to get there. With a little practice, you may just surprise yourself with what you can get. Remember: you won’t get anything at all unless you ask first!



About Elana:

Elana Natker, MS, RD, is a nutrition communications consultant and a second-career dietitian. She started her professional career in the business world, working for public relations agencies and servicing clients in the food, restaurant and wellness arenas. That segued into a role where she consults with food companies and organizations on their health professional education and outreach. She is currently living in Muscat, Oman, and successfully negotiated continuing her nutrition communications consulting work while living abroad. Follow her on [Twitter](#) or [Instagram](#).

HARNESSING THE POWER OF **HUMOR** TO **CAPTIVATE** AN AUDIENCE

By: Lisa Jones, MA, RDN, LDN, FAND

People love to laugh. Victor Borge once said, “The closest distance between two people is a good laugh.” I think that’s true on many levels. Multiple studies have documented the immediate physical effect laughter has on the body. This includes the ability to lower blood pressure, release endorphins, decrease pain, improve memory and many others. Humor has also been shown to have a psychological and social impact, such as strengthening relationships and improving attitudes. Simply put, we all need laughter, and the more we have, the better we feel. Can you recall a time where you laughed and felt bad...at the same time? You probably can’t.

Do you want your audiences to be captivated by your presentation? Are you contemplating whether or not you are funny? Thinking about how you can incorporate humor skills into your toolbox? Try some of the following to create a **LAUGH**:

Leverage conflict.

Identify the problem your audience is facing and leverage it to determine a solution. In this way, you can incorporate a topic about which everyone is concerned while solving a problem.

Attitude.

Stay positive and keep it personal. Start by being honest and authentic. Do not shy away from laughing at yourself. This lets the audience know that everything is okay.

Utilize stories.

Start with a story and sprinkle in some humor. Write down some personal anecdotes that are relatable to your specific audience. Review the story and look for areas where you can add humor by incorporating more detail and description.



Get emotional.

Delivery is important, and authentic emotions will only make your topic more relatable and compelling.

Have fun!

Laughter is contagious, and when the audience sees you having fun, they will want to join in.

Lacking a “funny” bone or nervous about public speaking? Try incorporating the following tips to punch up any presentation and **LOL**.

Look for a Toastmasters club near you to join. The club will provide a safe and fun learning environment for you to practice public speaking, and to work on reducing any anxiety or nervousness you may have while speaking.

Options. Prepare several options for each speech under the

following categories: opening, body, and conclusion. Build in a story within each category to engage the audience. This will allow you to have several speeches that can be customized for any audience.

Learn some improvisation skills. It will help you to get out of your head and be in the moment. It can also help conquer fears and improve communication skills. Ultimately, the goal of improvisation is to teach you how to effectively handle surprises.

So, the next time you want to ensure that your audience is attentive and engaged, try utilizing **LAUGH** and **LOL**. You don't need to be “ha-ha” funny. Instead, you might just find you are “aha” funny. Regardless of what kind of funny you turn out to be, the audience will appreciate and enjoy the benefits of the laughter you create.

I will end with a favorite quote from Charlie Chaplin, “A day without laughter is a day wasted.” My recommendation to you is, don't waste a day! _____



About Lisa:

Lisa Jones, MA, RDN, LDN, FAND, is a talented speaker and former stand-up comedienne. She is not just mildly amusing - she is really funny. Lisa was bitten by the comedy bug at a young age, entertaining her family at the dinner table with knock-knock jokes. Soon, she discovered SNL and would memorize bits and make her siblings perform them. Today, you can find Lisa entertaining corporate audiences and performing improvisational, sketch and stand-up comedy when she isn't busy taking care of her six-month-old daughter. Reach out to her via email mobiledietitian@aol.com

HOW-TO SERIES: STRATEGIC PLANNING

By: Deanne Brandstetter, MBA, RD, FAND

“People in any organization are always attached to the obsolete - the things that should have worked but did not, the things that once were productive and no longer are.”

- Peter Drucker

Strategic planning is critical to the success of any organization, large or small. Can you think of a company that has completely reinvented itself to stay relevant and successful? Most likely they had an effective strategic planning process.

There are many management philosophies about how to conduct good strategic planning, but there are a few key elements that you should always include.

1. Define the time frame. Long term strategic planning (5+ years) is used to explore how megatrends, shifting demographics, technological advances and changing business environments might impact the company, and how its vision, mission and direction might need to change. Medium term strategic plans (3-5 years) are focused on creating actionable multi-year plans to achieve the vision, while short term planning (1-3 years) targets execution, resource allocation and meeting financial and budgetary targets.

2. Identify and involve the right stakeholders in the process. Aim to include representatives of all key functional areas and a diverse mix of those most

knowledgeable and influential. Don't forget to include those who will be held accountable for execution.

3. Understand that the process will take dedicated time. The key word here is “process” and good strategic planning cannot be done in one day. Some effective tactics might be asking each of the stakeholder participants to do an internal SWOT analysis (strengths, weaknesses, opportunities and threats) with their functional team ahead of time as well as socializing a set of targeted questions prior to a live planning session.

4. Facilitate open and free discussion; stimulate and challenge participant thinking. You might consider hiring an outside facilitator to lead live sessions so you don't unintentionally lead participants in your preferred direction.

5. Ensure the resulting plan is actionable. Your resulting plan should clearly lay out goals, action steps, responsibilities, accountability and deadlines. Progress should be reviewed at least quarterly and performance management systems should be linked back to the strategic plan.

Essential TOOLS



Golden Coil – Sometimes a generic planner isn't enough – you need one customized to your organization style and specific to your work. Golden Coil's planners allow you to customize your own planner to the tiniest of details. Select a monthly, weekly, or daily layout that works for you, include space just for brainstorming or goals to set - you can even select a preset of holidays to include through your planner, including food holidays! The planner includes other add-on features such as extra pages for reflection, budgeting, and even social media planning.



The Best Self Co. Self Journal – The Best Self Co. Self Journal is a planner and journal all in one. This unique planner/journal shows us that sometimes to be effective at organizing and planning, you need to hone your skills in goal setting as well as track it. This planner/journal guides you throughout the year by showing how to set goals and how to accomplish them one day at a time.



The Life-Changing Magic of Tidying Up by Marie Kondo – Marie Kondo's most popular book isn't just about being “neat and tidy” – it's about understanding what it is that “sparks joy” in your

life and why. Though the book was geared towards organizing and tidying your home, the principles can be easily applied in your workspace and your work life – giving you a clear mind, helping you be more decisive, and giving clarity to how you envision your future.



About Deanne:

Deanne Brandstetter, MBA, RD has over thirty years of experience in the food and nutrition business. Deanne also holds a New York State license as a Certified Dietitian-Nutritionist. As Vice President of Nutrition & Wellness for Compass Group, North America, she leads a team that coordinates wellness programs for foodservice clients and develops innovative & award winning cross sector nutrition & wellness initiatives. She also directed the nutrition program for the 2002 Winter Olympic Games in Salt Lake City, Utah as part of the Compass Olympics Lead Management Team.

Google Drive - If you are a Google suite user, then it's likely Google Drive is already your best friend. What is Google Drive? A cloud storage service that lets you store and synchronize digital content across computers, laptops and mobile devices. One great feature is the ability to use Google Docs, Slides or Sheets offline - so no more anxiety over WiFi when traveling!



TheSkimm - If you get nervous anytime someone says "did you catch the news last night?" enter theSkimm. By subscribing, you will receive an email in your inbox every morning, condensing the latest news into smaller, easy to read articles with links for more information. You can also download theSkimm app (for a fee) for a more robust set of tools from theSkimm.



Wunderlist - Who doesn't love crossing things off their to-do list? With Wunderlist, you can easily create lists to plan ahead for anything in your personal or professional life. You can set due dates, reminders and even share your lists with family, friends or colleagues. You can access Wunderlist from the web, Apple or Android devices (pc, mobile or tablet), Kindle Fire and Windows devices.



chapters, we solicited the input of educators and practitioners via several DPGs including Dietitians in Business and Communications (DBC), Nutrition Entrepreneurs (NE), and the Academy/ACEND group, Nutrition and Dietetic Educators and Preceptors (NDEP). This resulted in hundreds of educators and practitioners participating in surveys and interviews. Armed with that feedback, a detailed table of contents was created. These stakeholders were invited to volunteer as authors or reviewers. The response was overwhelming! A total of 57 contributing authors, including both educators and practitioners, were selected to collaborate on writing the 43 chapters and 8 section openers.

Authors worked together remotely, but ongoing correspondence with the group kept everyone aware of progress on the overall project. Authors gathered to meet one another in person at FNCE® 2017 and 2018. Additional RDNs in all areas of practice have served as reviewers providing valuable insights and suggested changes.

Each stakeholder contributes a unique perspective resulting in a higher quality product. Furthermore, the involvement of a wide variety of target audience members will enhance marketing of the published book as contributing stakeholders can

inform their social networks about the book and promote its value. When stakeholders take an active part in every step of communication, awareness and promotion can occur organically.

Communication is fundamentally a human activity. We may use technology to transmit a message, but senders and receivers are people. Strong connections and productive interactions between stakeholders promote effective communication. As we state in chapter 3 of the text:

"Communication is created by people, for people. When the design, delivery, and evaluation of communication are deliberately undertaken as a collaboration of all parties involved, it greatly increases the likelihood that the communication will be effectively received and result in the outcomes desired."

The book encourages you to consider all of the potential stakeholders to engage as you develop and deliver communication. Communication is not a solo activity. Creating communication should also be collaborative. Involve a "team" of stakeholders from all levels and throughout all steps to maximize your impact.

These resources are for your reference only – The Academy of Nutrition and Dietetics and Dietitians in Business and Communications does not endorse any products or services.

MEMBER SPOTLIGHT: TYLER ROLLING, MS, RD

Interview by: Nicole Arcilla, MS, RDN, LDN and Allison Stock, RDN



Tell us about yourself.

I work as a Registered Dietitian and Health Educator in the Well-being & Health Promotion Department at San Diego State University (SDSU). I moved to San Diego almost 5.5 years ago from Tallahassee, FL, where I grew up and also attended Florida State University and received my bachelor's in nutrition and dietetics. I love living out here on the west coast because there is so much to do! Especially outdoors. I love hiking and going to the beach, and I was recently reintroduced to dance classes! When I'm not working at SDSU or enjoying SD, I also perform synchronized swimming!

What drew you to joining the creative content team when you first joined DBC?

The current DBC Chair, Missy Schaaphok, was my mentor during my dietetic internship and had asked me if I wanted to help her with social media (since she was the DBC Marketing Chair at the time). Being a millennial, I was already well versed in social media, so I was happy to lend a hand! It was not until I started creating content for our social media platforms, that I realized how much I enjoyed it. I love being able to flex that creative muscle, that as dietitians, we do not always get to use.

What plans do you have for DBC as our new Marketing Chair?

My plans are to create a more "here and now" experience. By using features such as Facebook Live and Instagram Story, I hope members will feel more close to home as a DBC member – really adding more of a personal touch.

Do you feel your background in synchronized swimming and entertainment plays a part in your role as a dietitian?

Absolutely. My current job consists primarily of presentations and outreach, which is a lot like performing! It's basically you on a stage winning your audience over on the topic of nutrition. It's really a blast and I think being comfortable in front of large crowds has definitely helped me in my role as a dietitian working in a university setting.

This past year you were awarded a grant. Tell us more about this experience, who the stakeholders and other key players were in making this a successful venture. What do you feel were your key skills to be influential in this process?

It was actually my first time writing a grant! It was not nearly as intimidating as I expected, but it still took many drafts and many pairs of eyes looking it over to make sure it was ready to submit. The key players in making it successful was the Well-being & Health Promotion Department (W&HP) director – who helped me edit the grant, along with a W&HP faculty member, who had years of experience with grant writing. The way I would describe grant writing (at least for this one in particular, the Aztecs Parents Grant), is that it's a combination of a research and persuasion paper. Therefore, the key skills include first, a drive and passion for what you're writing about and second, good writing and grammar skills to get your message across.

You mentioned your grant was also a bit of a "persuasive paper". What do you feel are key components to successfully persuade your audience through paper?

What you're really trying to do is use relevant research and reasoning to prove to stakeholders why you need the grant. It's also similar to a persuasive paper in that you are writing from a place of expertise. Readers want to know that you are trustworthy and can adequately back up what you are saying.

What advice would you give to others in standing out from the crowd?

Be your authentic self. We are really good at being able to differentiate when someone is being authentic and when they are not. I think a lot of times, people are scared to present their authentic selves out of fear of rejection, but it's actually the best way to make meaningful, lasting connections with others.

STUDENT CORNER

INFLUENCING OUTSIDE OF YOUR COMFORT ZONE

By: Alby Bounlutay, Dietetic Intern



Many RDNs and RDNs2Be experience anxiety and self-doubt which prevent us from sharing our knowledge and ideas with others. While we may feel inferior to the ideas of others, realize that no individual is an expert in all things nutrition and that all professionals and students contribute to the continued growth of the profession. From the youngest of students experiencing the challenges of the dietetic path to the most experienced of RDNs learning daily from their specialization, everyone has the potential to influence not only others, but the profession. Each one of us is unique in our own way, but together we form a network of endless knowledge, but only if we take the time to empowering ourselves to influence others. Therefore, we should come together and build those strong connections. For the most part, everyone can agree we are stronger together than individually.

To embrace this challenge, we need to get out of our comfort zone, face our insecurities, and believe we can influence those around us. Some RDNs and RDN2Be may feel like they are taking a risk by opening themselves up. These RDNs and RDN2Be should instead focus on what is being gained instead of what is being lost: the network of endless knowledge. For those that feel their knowledge is limited compared to others, remember we each have our own natural talents, unique to every one of us, which can contribute to the network of information. There's always something that can be learned from someone else.

The only way to achieve this, however, is to continue to learn through our experiences and, ultimately, share these unique learnings with our colleagues. Today it is easier than ever to connect with people and learn from others. Using social media like Facebook, Twitter, and Instagram, we can influence and empower one another. Social media is a powerful tool to see what others out there are thinking and joining the conversation. A place to take pride in the hard work we have done and to express our passion whether that's creating recipes, building relationships, or motivating others. This is the first step in becoming an influential dietitian.

The key takeaway is to understand some of the best things happen when we are uncomfortable. When we choose to step out of our comfort zone, it's often when we decide to challenge ourselves. Every time we put ourselves in uncomfortable situations, we contribute to our own self-growth and confidence. This familiarity with what we once found a discomfort will eventually become our subject matter of expertise. By sharing these experiences, we will empower others to pave their own path and to the growth of the profession. So current RDNs and RDN2Be step out of your comfort zone, use your media platform, use the network of dietitians available to you; now is the time to share, grow, and influence change as your career progresses.



About Alby:

Alby Bounlutay is from Rockford, IL. During his time of service in the army, he found out he had a passion for nutrition. When Alby's contract was up, he decided to pursue a career in dietetics at Texas Christian University. Besides being DBC student chair, Alby is also the historian for the Texas Student Dietetic Association, a TCU Dining Intern, student liaison for the Academy, and a dietetic intern at Texas Health Harris Methodist SW Hospital. Alby's hobbies include lifting weights, fashion, watching football, and hanging out with friends. Connect with Alby via email A.bounlutay@tcu.edu or follow him on Instagram [@oldfashionednutritionist](https://www.instagram.com/oldfashionednutritionist).

MEMBERS *on the Move*

Sue Mah, MHSc, RD, PHEc

This fall, Sue started a new teaching position at Ryerson University in Toronto for the M.H. Sc. nutrition graduate program. She is teaching a course on “Nutrition Communication Strategies” which encompasses the principles of plain language, cultural competency, universal instructional design, social media communications and media training.



Dustin Reed, MS, RD

Dustin recently transitioned from lead clinical dietitian to a corporate role, Customer Experience Manager, at Compass Group. This new role has helped him improve his skills in project and budget management and he is learning new skills in software development and database building.



Karina Jaime Carbajal

Karina started a new position in July as a Degreed Nutritionist for the American Red Cross WIC in San Diego. She is training and working towards being able to counsel and make a difference for women, infants, and children.



Trish Zecca, MS

In August, Trisha was named the new Chair of the Board of Directors with Produce for Better Health Foundation. Currently, Trisha leads the global nutrition for the Americas business of Campbell Soup Company and has over 20 years of experience in nutrition science, influence engagement and consumer education.



Katie Hayes, RDN

Katie recently started a new job as the Director of Nutrition Communications with the Egg Nutrition Center.



Scott Keatley, RD

Scott created and produced a food & nutrition travel program live on Amazon Prime Video. This program is available to over 25 million people around the globe. You can find Scott's captivating short on Amazon, by searching "[Deliciously Diverse: Malaysia](#)"



Christina Badaracco, MPH, RD

Christina recently completed her dietetic internship in August and passed the RD exam. She also co-wrote a book entitled “The Farm Bill: A Citizen’s Guide” and it will be published in January 2019. As a consulting project coordinator for PMK Associates, Inc she recently presented at Harvard Medical School on “Gut Health, Microbiota & Probiotics Throughout the Lifespan: Dietary Influences.” Finally, Christina was hired by the Transamerica Center for Health Studies for a third time to develop recipes and help write a [cookbook](#).



Dee Ann Harwell, RD

De Ann was recently presented with three awards: 2018 Outstanding Dietitian of the Year (Tennessee Academy of Nutrition and Dietetics), 2018 Outstanding Dietitian of the Year (Chattanooga Academy of Nutrition and Dietetics) and 2018 Commodore Award (Privateer Yacht Club, Chattanooga TN).



Kristi Coughlin, MS, RDN/LD

Kristi is excited to announce the re-launch of her online private practice. After starting her practice in 2016 as KC Nutrition LLC, she transitioned the business name to Effectual Nutrition in August 2018. Be sure to check it out @effectualnutrition on [Facebook](#) & [Instagram](#). She is looking forward to sharing her social media strategy with dietitians in 2019.

Sonja Stetzler, MA, RDN, CPC

Sonja, a trained MasterMind Facilitator, recently started the [Speaker Success MasterMind](#) for Registered Dietitians in the summer of 2018. If you are interested in joining, new groups will be forming in January 2019.



Whitney Bateson, MPH, RD

Whitney recently launched her digital marketing business for dietitians and nutrition-focused companies, which helps clients enhance their online presence with branding, website design, and marketing services tailored to our profession. Visit [whitneybateson.com](#) or follow her on Instagram [@whitneybateson](#).

Shelley Johnson, RD

Shelley recently enrolled in an online graduate degree program majoring in Global Food Law and also recently started a new position with the American Heart Association on their Heart-Check Mark program. Shelly is excited to leverage her communications background in a regulatory role at AHA.



FNCE[®] *Highlights*



Your DBC EC team gathering for FNCE[®] 2018!



DBC EC team meeting current and new members at the DPG/MIG Showcase with Toby Amidor's book signing and giveaway



DBC Networking Event with sweets, treats, fun photos and taking a moment to recognize Terri Raymond and Sarah Hendren as DBC's Founders' Award and Circle Award recipients, respectively.



More fun photos at FNCE!

2018-2019 DBC EXECUTIVE COMMITTEE

GIVE A SHOUT OUT TO ONE DIETITIAN/FOOD & NUTRITION PROFESSIONAL (OR MORE!) WHO HAS INFLUENCED AND IMPACTED YOUR CAREER!



*CHAIR

Missy Schaaphok, RDN
missy.schaaphok@yum.com

From the start of my career at Taco Bell, I've had the pleasure of having Amy Myrdal Miller as my unofficial mentor and friend. She made me realize early on that there is so much power in how we describe and talk about food and ingredients, and the impact it can make not only with customers/consumers, but internally with business professionals. She lit a Diablo fire under me and it's not going out any time soon. Thanks, Amy!



*CHAIR ELECT

Deanne Brandstetter, MBA, RD, FAND
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One of the RDN's who has most influenced my career is past Academy President, Connie Diekman. When I met Connie many years ago, she encouraged me to be more involved in the Academy by asking me to be on her Menu Labeling Task Force. She also reinforced that the Academy needed leaders with business and food/ foodservice skills and I value being able to share ideas and issues in the foodservice practice area with her.



*PAST CHAIR

Becki Holmes, MS, RDN
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My shout out goes to Katie Thomson, MS, RDN. She was part of the original hiring team responsible for my first professional opportunity in compliance. She's now rocking it as the badass founder and CEO of Square Baby Foods, and is an inspiration for the RDN community and food industry at large.



*SECRETARY

Sylvia Klinger, DBA, MS, RDN
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Mary Lee Chin - She is mighty and brave and I greatly admire her professionalism and wisdom to deal with the most controversial issues facing our profession today. I have great respect and admiration for Mary Lee.



*TREASURER

Sarah Hendren, MS, RDN, LDN, CD
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Mike Sieminski and Patti Wynkoop have been influential in my career. When I started as a summer intern at Culver's, they shared their job responsibilities at Wendy's and helped me shape what my position could look like at Culver's. Since then, they have become trustworthy peers, collaborators and friends.



*DELEGATE

Elaine Farley-Zoucha, RDN, LDN, LMNT
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Dr. Beverly Benes was instrumental in my career from the beginning. As my undergrad adviser she encouraged me as a nontraditional, second career student to never take NO for an answer. After I became a dietitian, she reached out to me and appointed me to my first position on my state affiliate board. Getting involved right out of the gate showed me the value of our membership in the Academy and that my voice counted in advocating our profession!



*NOMINATING COMMITTEE

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I would like to give my gratitude to Fred Tripp, my professor at NYU. His support as a mentor was invaluable not only as a student but also as a working professional. Thank you for all that you do Fred!

* = VOTING MEMBER



NOMINATING COMMITTEE

Jackie Schulz, MS, RD, CSP, LDN
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One food and nutrition professional who has definitely influenced my career is Lisa Sutherland, PhD. I first met Lisa Sutherland when I joined the Kellogg Company, and she worked as the VP of Nutrition. She provided me with opportunities that I often felt I wasn't ready for, but she believed in me and forced me to stretch myself into new areas. Her guidance and support has been immeasurable and I am indebted to her for a great deal of the success and learning I have had since first meeting her 8 years ago.



NOMINATING COMMITTEE

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There have been so many dietitians who have influenced my career and my life. One in particular is Kathleen Zelman, who has given me some of the best advice to help me balance my most important job (Mom!) with a career that I love: "You'll never regret the time you spend with your child; there'll always be time to make more money." Thank you for investing in me, Kathleen!



NOMINATING COMMITTEE

M. Lee Wolf-James, RDN, LD
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I have been favorably impressed with the career and professional collaboration I have had with a dietitian who just received her MBA. With that degree she became the Compliance Officer of her Long term care corporation. Even with the added responsibilities in a very unique field, she has stayed true to her RDN career and has assisted me in many dietetics volunteer opportunities. As they say, the busiest person accomplishes the most!



EDUCATION CHAIR

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I'm thankful for my work with Ashley Koff, RD, from whom I've learned how to communicate better with patients, brands and the media. In fact, you can learn from Ashley, too — just check out the resources from DBC's Virtual Meet-Up with Ashley this past August on the DBC website!



MEMBERSHIP CHAIR

Nikki Nies, MS, RD
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One of the most impactful dietitians I have been learning from and working with is Cindy Kleckner, RDN, LD, FAND. She has become a natural mentor to me and a major source of encouragement. It's been fun working with her on the local and state affiliate level, to better understand the dietetic history and hear about her journey as a culinary dietitian. Her genuine passion and care for the field is infectious and one I hope to emulate.



SPONSORSHIP CHAIR

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I would like to give a shout out to two very special dietitians who have helped me grow professionally and personally – Jodie Shield and Linda Samuels. Through their mentorship, I have been involved in many unique experiences within communications and relationship building and have learned more about who I am and how to grow my strengths.



STUDENT MEMBER CHAIR

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I would like to give a shout out to the head of the nutrition department at Texas Christian University, Dr. Anne Vanbeber. She is the person who explained to me what a dietitian is and after I decided to pursue this career path, she took me as her advisee. She is no longer my advisor, but she is still around encouraging me to go further.



MARKETING & COMMUNICATIONS CHAIR

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I have to give a big thank you to Heather Fisher, MS, RD. She was one of the first dietitians I worked with during my undergraduate studies at Florida State University and she had a huge influence on me. She was one of my biggest fans and encouraged me to go the distance in my career and supported the idea of expressing creativity.



NEWSLETTER EDITOR

Nicole Arcilla, MS, RDN, LDN
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Where to begin and how to choose?! I would like to send a big thank you to every dietitian in the DBC EC teams I have had the privilege to work with since I first joined a few years ago. Every single dietitian on these teams has been inspiring and motivating - opening me up to avenues of the dietetics profession I never knew, and never realized I would fall so much in love with.



ASSOCIATE NEWSLETTER EDITOR

Allison Stock, RDN
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I would like to recognize Nancy Geik, RD a former colleague of mine at Gordon Food Service. Nancy is such a positive and genuine person, who could take on any demanding project or initiative with ease. She always took the time to check in with me and offer words of wisdom and I will always be grateful to her for this.



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Karina Jaime Carbajal
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My shout out is for Niina Lobbestael RD, CLE. Not only is she the Service Area Manager for the American Red Cross WIC that I work for, but she is also a trained yoga instructor, pursues her passion for photography and film, and is an overall amazing human being. She cares so truly and deeply for the well-being of all her employees and participants, and she is understanding of people's circumstances. Sure, giving me a job impacted my career, but her passion and kindness have shaped my idea of what it means to be a nutrition professional.



CREATIVE CONTENT CHAIR

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My shout out goes to Sarah Hendren, who I met when I first joined the DBC Executive Committee. Her enthusiasm and passion for nutrition is contagious! Thank you, Sarah, for always being such a great friend and mentor!



MEMBERSHIP TEAM

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I would like to recognize Courtney Spurlock, RD and Corporate Director of Nutrition and Wellness with TouchPoint. Courtney is a strong advocate for RDN's within our company and is always providing us with opportunities for growth. Thank you Courtney!



MEMBERSHIP TEAM

Rachel Huber
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The influence that Ruth Ann Carpenter, MS, RD – dear friend, colleague, and founder of FeastofHumanity.com – has had on my career has been immeasurable. As my first boss and mentor out of grad school (many years ago) through today, she has modeled and inspired a life led by passion, perseverance and prioritizing meaningful relationships. Thank you Ruth Ann!

Dietitians in Business and Communications

a dietetic practice group of the
 Academy of Nutrition and Dietetics

NEWSLETTER
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