EFFECTIVE CONNECTING IN A DIGITAL WORLD
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MESSAGE FROM THE CHAIR

By: Deanne Brandstetter, MBA, RD

I was not raised a digital native. It is sometimes mind-blowing to look back and realize that not so long ago I had to phone my friends from a landline, send handwritten notes and cards to keep up with family living in different cities, and hold thousands of live meetings with colleagues, clients and business associates. I can also remember being so excited about my first desktop computer and the clunky SPSS® statistical software program (on a floppy disc) I used for a graduate research project in addition to completing a literature review by paging through journals in the library.

Things have changed so dramatically and the rate of digital advancement is accelerating exponentially. As soon as I learn to use a new digital tool, another better and faster one comes along. The most profound impact on me has been the ability to stay better connected with those people who are most important to me - family, friends, colleagues, associates and clients. Digital advancement has also given me the ability to work remotely when my partner was transferred to another city, and to tap into professional colleagues’ expertise on a regular basis. I really love the ability to manage my calendar digitally and can’t imagine ever going back to a paper “day at a glance” book with all of the cross offs and white outs.

As great as new and evolving digital tools are, there are still a few things I prefer to do the traditional way. I’d rather take meeting notes by hand as I somehow can organize my thoughts better by sketching through them on paper. And most importantly, I’ll walk around the corner or down the hall in my office to speak with someone face to face rather than sending an email. Technology is not a good replacement for human interaction in my book.

Whether you are a digital native or had to adapt and adopt new technology, there are valuable tools and tricks in this issue of Business Insights. Choose what works for you!

Deanne Brandstetter

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.
Hello DBC members and welcome to our first issue of the DBC Business Insights Newsletter for our 2019-2020 membership year! I am so excited to serve you as the Newsletter Editor, alongside Alexis Ray, the Associate Newsletter Editor. In this edition, we are tackling a topic that many of us find both beneficial and challenging in our daily lives – connecting with others using digital communication methods, both in the workplace with leaders or direct reports, clients, or even our friends and families. It’s easy to get caught up in the efficiencies that digital communication tools can bring to our lives, but we also need to understand when it is important to use face-to-face communication and time spent unplugged. You will hear from authors on both sides of the discussion in this edition.

Also in this edition, there are highlights from FNCE® 2019 in Philadelphia, PA where we had the pleasure of meeting many of you in person and talking about the great things that DBC has to offer. In addition to our feature articles, be sure to check out our How To Series, Essential Tools, Member Spotlight and Student Corner. We hope you enjoy the newsletter and have a blessed holiday season.

Allison Stock

Allison Stock, RDN is the DBC Business Insights Newsletter Editor. She currently serves as the Team Lead for the Nutrition Resource Center at Gordon Food Service, a broadline foodservice distributor in North America. Allison is responsible for providing nutrition and food safety tools and solutions to customers including restaurants, schools, hospitals and senior living communities. In addition, she leads the development of recipe and menu solutions in Cycle Menu Management, the proprietary menu software program for Gordon Food Service. Connect with Allison at allison.stock@gfs.com.
As Business Moves Digital, Communication is Critical

By Maureen Leugers, MBA, RD

The fourth industrial revolution, cyber-physical systems, is emerging, and its impact on how we conduct business is staggering. While the pace of this revolution can be overwhelming, the real question is, “How do we capitalize on all that technology offers without losing sight of the most fundamental aspect of business: people buying from other people, and the main driver of employee retention: a good working relationship with my boss?”

The answer is simple: communication. When and how to communicate will be the game-changer for success.

Let’s start with communicating remotely. About 5 million people work remotely, but 43% of workers spend at least one day per week working outside of the office. If you lead a team, how can you stay connected and build a strong working relationship when either they or you are remote?

There are many ideas out there. Here are my favorite communication tips:

**Focus on goal vs task completion.** Establish the goal, completion date, timeline, and frequency of engagement and then, let them go. If you are a micromanager, remote employees are not for you.

**“See” them.** To establish strong communication, find time for in-person meetings, team building activities, or meet them where they are. For virtual encounters, use technology. Talk via Skype, FaceTime, or Google Hangouts. Seeing facial expressions decreases miscommunication and enhances engagement. If you are a remote leader, find time to be in the office. Go to their workspace, and engage with your team on how they are doing, not just what they are doing.

**Treat remote like office.** Office-based employees can “pop in” or walk to a co-worker’s space for help. When a remote member texts or chats, it is their way of “popping in.” Respond as quickly as you would if you were in the office.

What about customer engagement?

While many angles exist in discussing customer engagement in a digital-first world, let’s focus on engagement between an individual “seller” to a “buyer.”
Here are a few approaches:

**Establish and keep a personal connection:**
While algorithms exist to narrow down what customers may want, the best way to find out is to listen, either directly or indirectly. Once you understand their needs, provide specific insights and information to support them via email or posts. Be consultative and use a conversational style versus an aggressive, one-size fits all transactional approach. Also, ask them questions. This shows respect for their expertise, and establishes an ongoing dialogue with them.

**Respect their time and personality:**
Think of this in two ways. First, when a client reaches out to you, acknowledge them, even if you need time to gather information. A twenty-four hour response time is acceptable. Secondly, communicate in their “style.” If you don’t know the client, start an email or a phone conversation with a quick “How are you?” This will satisfy the social ones but not alienate the type A’s. However, once you understand their style, be sure to communicate to it. Type A’s want you to get to the point, so, no niceties are necessary!

**Go the extra mile:**
Get offline. Send hand-written thank you notes or birthday wishes. If possible, meet them in person; at their office, a conference, or host an event near them. If this is not possible, consider a way to meet them via technology, such as Skype, Google Hangouts, FaceTime, or host an online chat or focus group. Get them engaged in your business.

For business, digital-first has arrived for both customer and employee engagement. Being successful will depend on your ability to reach out and “touch” them remotely. Effective communication is a great way to do so.

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**Maureen Leugers, MBA, RD,** recently retired as the Director of Non-Commercial Customer Marketing for Gordon Food Service, and is in the process of starting her own consulting business. She received her MBA from Saint Francis College and her B.S. in Dietetics from the College of Mount Saint Joseph. She is a former instructor in the Business Department at the University of Saint Francis. Maureen is the author of the college level textbook, Controlling Costs in Foodservice. She has held leadership positions on various industry boards, including DBC Chair, and has been honored for her contributions to the industry by DBC, DHCC, IAND, ASHFSA, and AHF.
Productivity Tips for a Remote Workstyle

By Dustin Reed, MS, RD

During March of 2016, I made the change from a hospital-based Lead Dietitian role, to a training and development position within Compass Group. Compass Group North America is based in Charlotte, North Carolina. Many positions, such as mine, are remote as we travel frequently. Discovering the position was mostly by chance. In December of 2015, I was asked to support a new hospital opening in Chicago. During the opening, I worked closely with one of the training managers, who let me know there was an opening on their team (all of this to say don’t be afraid to try new things!).

The opportunity to work remotely has been a blessing. I value my independence and commuting to a position with set hours was not something I enjoyed. That said, working remotely is not for everyone. Throughout my travels, when people ask about my job and I tell them I work from home, I often hear “I wouldn’t be able to focus” or “I would procrastinate too much.” There also seems to be a perception that when you work remotely, you don’t work as many hours or as hard. In fact, I work more hours than I ever did in a hospital, especially when I travel.
Working remotely requires organization and discipline, but it doesn’t have to be hard. These are general guidelines that have made me successful in my role:

1. **Wake up at the same time every day and early.**
   You will likely have conference calls to keep you on schedule anyway, but a consistent sleep schedule will prevent procrastination and encourage focus.

2. **Have an office and keep your house in order.**
   You must have an office; this is not negotiable. Whether it is an actual room or the corner of a room you need your own space. I also have a rule that no toys (from my three-year-old), clutter, mail, junk, or otherwise distracting things are allowed in my office. Keep your house maintained throughout the week after hours so there are no distractions.

3. **Exercise.**
   Unless you are traveling, working remotely can be sedentary. Since I started working remotely, I walk five miles daily and lift weights. We all know the benefits of exercise, but changing your environment helps you destress and focus.

4. **Leave the house!**
   I think everyone has guilt when they first start working away from an office setting. The feeling that you must be sitting in front of your computer or phone constantly. This simply isn’t true! You are likely in this role because you are respected and trusted. Leaving the house is important for social interaction and your sanity.

5. **Keep a calendar for every task.**
   When you work remotely, I highly recommend you make a routine. Utilize Outlook or other digital calendars (do not use a paper calendar as it cannot remind you!) for your tasks so that you can set reminders. This also helps you track your productivity throughout the weeks (if you need to monitor such a thing).

6. **Don’t forget to turn off.**
   When you work remotely, it is easy to blur the lines between work and home. You likely have a role where people from all over the country can contact you at any time and it is easy to check your phone in the evening when you see a mail icon. Your office is in your home as well, making it more difficult to set boundaries, but you must set these. Setting boundaries between your work and your home life is important for your continued success.

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**Dustin Reed, MS, RD** is a Registered Dietitian with Compass Group. He completed his Bachelor’s, Internship, and Master’s at the University of Kentucky. He has been a dietitian for 8 years and has experience working as a Clinical Nutrition Manager, Project Manager, and more recently in a corporate setting as a Customer Experience Manager. One of his favorite experiences was as an intern for Yum! Brands in Louisville Kentucky. He was involved with opening the first Taco Bell in South Korea. He currently sits on the Executive Committee for two DPG’s within the Academy and on the board for his local Academy organization.
We live in an exciting time! Everything we want to know about absolutely anything is at our fingertips. Connectivity can be helpful, educational, entertaining, even lifesaving, but could also lead to endless divided attention. Balancing the benefits of technology with the noise-free down-time we need to recharge can be a challenge.

Helping clients carve out time to incorporate more mindfulness into their lives is a priority in my practice. The benefits of approaching this with focus and intention are powerful. We begin with what I call a “schedule scan”, which is a detailed account of how they spend their time over one week. Even for those who say they’re “too busy” to work-in time for self-care and being more present, we always find it. It’s often time spent checking email, responding to texts and scrolling social media. The obsession is real and we need to take some time away from our devices. Simply decluttering your list of daily activities can lead to a mindset that enables clarity, focus and intention.
My top 5 suggestions for cultivating more mindfulness include:

- **Plating your food.** Take time to explore the colors, textures, aromas and flavors. Look at the food as if you’ve never seen it before. How would you describe it to someone? Eat with your non-dominant hand to keep yourself engaged.

- **Staying connected** is an essential component in most people’s lives. I recommend scheduling social media time to once per day for a limited amount of time, perhaps one hour. Check and respond to email and texts once or twice per day at regular times. Consider a screen-free day once per week.

- **Taking a walk** outside on your lunch hour or after work. Make a point of noticing something new.

- **Practicing tactical breathing** once a day: inhale through your nose for a count of four, hold it for a count of four, and exhale through your mouth for a count of four. Repeat four times. Create awareness of any physical sensations. Notice areas of tension and breathe into them.

- **Leaving your phone behind.** The next time you’re in a social situation or see something beautiful, leave your phone in your pocket and capture the moment like your grandparents did – stored as a grateful memory.

While it’s easy to become overwhelmed by the siren song of the digital world, technology can actually be a friend on your mindfulness journey. My favorite apps at the moment include Calm, Headspace and Oak. Each appeals to different sensibilities and offers short guided meditations that can easily fit into any schedule.

*Make time for mindfulness. It’s so worth it!*

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**Barbie Boules, RDN, CHWC** is a registered dietitian and certified health coach and founder of Barbie Boules Longevity Nutrition. She works with men and women to create optimal wellness through a genuine understanding of what meets their specific needs. Barbie’s approach is evidence based and holistic, emphasizing nourishing foods, quality sleep, daily movement, managing stress and prioritizing self-care. Her philosophy is a unique blend of advocating anti-inflammatory and pro-gut health foods with a healthy dose of “food that feeds the soul”. She is passionate about the intuitive & mindful approaches to eating and executes a deep knowledge of the psychology and neuroscience behind our behavior surrounding food.
Tell us about yourself.

I received my Bachelor’s in Nutrition from Montclair State University in Montclair, New Jersey and completed my combined Master’s and dietetic internship from Benedictine University in Lisle, Illinois in 2014. Since then, I’ve worked in a variety of settings in the Dallas-Fort Worth area for the past four years—long term care, retail, restaurant nutrition and providing nutrition education to those with intellectual disabilities.

I’m in my second year as the DBC Membership Chair, and it’s been great to be a part of a cohesive, collaborative Executive Committee. As we strive to meet our individual committee and Chair goals, my team continues to find innovative ways to showcase the many benefits of the DBC membership and be a vital part of the Executive Committee. In my spare time, I love hiking, experimenting with new recipes in the kitchen, biking and exploring new corners of the earth.

In 2012, you co-founded We Dish Nutrition, can you tell us more about how you got involved in that and any advice you have for those interested in content creation?
My work with We Dish Nutrition “just happened.” My classmate, Dana Baardsen approached me and other classmates to create a platform where we could share sound nutrition advice while learning the ins and outs of SEO analysis and how to increase viewer reach. I had no idea at the beginning of We Dish Nutrition how revolutionary it would be to my digital presence, writing skills and grow my confidence.

My advice to others is to just start. I wasn’t familiar with how to use the website platform, Wordpress, before creating We Dish Nutrition but I jumped in feet first, learned the ropes as I went, asked tons of questions and researched along the way. Don’t be afraid to reach out to other RDs and brands you admire, ask yourself “what you like about it” and how to showcase your brand. I saw our blog evolve as I did!

It can be a challenge to stay abreast of regulations that impact the food industry, such as menu labeling laws and food safety laws. How do you ensure you are “in the know” with regulations?

Attending webinars, conferences, connecting with colleagues within the industry and through involvement in various dietetic practice groups (DPGs) has helped me to stay abreast of all the regulations. Additionally, seeing the value in asking thoughtful questions has helped. My inquisitive nature and desire to know the processes behind current methods has been invaluable.

You have a robust set of skills, including nutrient analysis, food safety, content creation and retail dietetics. What drives you to continue learning and gaining new skills?

I use the analogy of building a rolodex of skills. Each experience stretches me and helps to showcase how the Registered Dietitian Nutritionist can and should be an active contributor to the company and dietetic profession. As we continue to highlight our added value to companies, staying relevant among other health professionals is imperative and we need to keep our skills sharpened.

It looks like you just moved into your current position recently. What excites you most about your new position at Food Consulting Company?

I’m excited to continue to learn and grow with the company, to learn from other seasoned professionals and better understand and contribute to the regulatory space. I just got back from the conference entitled the Entrepreneur Experience with Amy Porterfield feeling inspired and as she says “…I am a big deal” and I’m ready to be part of the team that takes the company to new heights.

Our newsletter theme is “Effective Connecting in a Digital World” so can you tell us how you stay connected with other nutrition professionals in our digital world?

I strive to intentionally connect with all those I meet and stay in touch. In particular, I enjoy introducing colleagues to one another and can easily do that in our digital world.

Building off the volunteer relationships (e.g. DBC Executive Committee) also makes it less overwhelming to stay connected. Facebook groups have made the world a little smaller and easier to stay in touch with others too.

Can you please tell us about any techniques that you use to mitigate stress and stay mindful?

Staying active is imperative—whether it’s a walk after dinner, kayaking or rock climbing. Prioritizing that type of fun helps mitigate stress. Scheduling fun—yes, I have to schedule it—and protecting it helps me stay mindful of my work life balance. Meal prepping on the
Thirty years ago our primary way to connect with colleagues was through face-to-face meetings or telephone. CPEUs were obtained via seminars and conferences and many materials arrived by mail. Now we live in a virtual world, working with folks around the globe without ever leaving our office. Rather than telephone, we connect with colleagues by email, text, social media or video conference. CPEUs and information retrieval is accessed through webinars, podcasts, e-journals, blogs, phone apps and social media.

If we can practice virtually, why not become a preceptor to a dietetic intern virtually? In the 16 years that I have served as a preceptor to 115 interns for a one-week nutrition communications rotation in Dallas, two University of Connecticut interns worked with me virtually as well as a local intern who was allergic to dogs (I have two!). Even my in-person interns work remotely two of the five days because their work with me is primarily done on the computer: writing articles and blogs, creating videos, doing research and posting to social media. It gives them a taste of what it’s like to work in a virtual environment like I do. Of course, they can always connect with me for questions by phone, text or email.
I am sure there are DBC members who cannot host an intern in his/her office or are located in an area without dietetic internship programs that could offer a virtual rotation. Interns don’t typically have business and communication experiences which are valuable for obtaining competencies they need for practice. Here is how I organize my virtual experience:

- Send a schedule of activities and assignments in advance.
- Start the first day with a video call (Skype or FaceTime) to “meet” and review expectations.
- Have check-ins during the day via email, text or phone to gauge progress.
- If applicable, have them join in on your conference calls, podcasts or webinars.
- Conduct 2 mock television interviews on a video call.
- Consider a video call for the final evaluation.

In summary, consider the possibility of how you can offer an experience in business and communication for dietetic interns virtually, to help introduce them to this amazing area of practice and to develop skills they might not otherwise receive during their training.

**Neva Cochran, MS, RDN, LD, FAND** is a nutrition communications consultant in Dallas, Texas, serving as an advisor or consultant for food, nutrition and agriculture organizations. She is passionate about promoting fact-based food and nutrition information to help people eat beyond the headlines and enjoy a variety of nutrient-rich foods.
In this day and age, technology and digital skills have become an essential part of our toolbox. Many companies are adapting and have digitized the way they operate, and due to this adaptation with technology, a new set of skills are required to really distinguish yourself from the rest of the crowd. Some of these skills include the ability to use social media to reach the masses, as well as nutrition communication to simplify nutrition in a way that the majority of individuals will understand; however, how do we develop these skills as a student or professional and how do we learn to integrate them with our nutrition expertise?

Social media has blown up over the last few years and it will continue to grow. There are over 2 billion active social media users and that makes it a prime tool for businesses to reach consumers. Social media is the modern way to develop rapport with future clients and market your skills and services, and it is because of this understanding how to leverage social media has become an important skill to develop.

Developing the skills to utilize social media as a tool for digital marketing can be difficult, but luckily there are numerous ways to develop these skills! One of the easiest ways is to simply become more involved in your state or district affiliate, Dietetic Practice Group (DPG), or even your school’s Dietetic Association social media team. This will provide you with the team and experience needed to learn how to tailor social media to different populations, groups, and consumers. Contact your local organization and see how you can volunteer your time to help out, most would be happy to assist and guide you. Another great way to develop these skills is with the Mentorship Program offered by the Dietitians in Business & Communications DPG. Did you know that hundreds of professionals and entrepreneurs who use social media as their main form of marketing are part of this DPG?

Every one of our mentors are willing to take you under their wing and assist you in your journey to develop your social media skills, distinguish yourself for your employer, and much more!
Another important skill in this growing field is nutrition communications. For example, PR firms often hire RDNs to simplify nutrition communication with the public via news, social media, blogs, etc. This means it is important to develop the skills necessary to relay information via podcasts, YouTube, blogs, and more and how to reach consumers through these outlets. Due to the vast outlets, having experience in numerous aspects of nutrition communications would be optimal for development of these skills. This could include working with a PR firm as an intern or even working with an RDN in the nutrition communications sector as an intern or job shadow. Even our own DBC Secretary, Neva Cochran (also featured in the “How To Series” of this newsletter) has virtually precepted dietetic interns striving to learn more about nutrition communications. Other ways to develop your skills include writing articles for different DPG blogs, newsletters, school newsletters, etc. This is a great way to develop the skills to write for numerous populations and to portray your passion for different topics.

Overall, adaptation to the new digital times is essential to differentiate yourself to future employers. The great news is you have many tools at your disposal by being part of such a great DPG! If you have not already done so, I recommend reaching out to a few mentors that have experience with the skills you want to develop or the field you want to work in. Any one of them would be more than happy to assist you in your journey! Feel free to click here to begin your mentorship search.

Omar Guerrero, MS, RD, LDN, CSCS is a Corporate Wellness Registered Dietitian for Select Medical where he provides nutrition seminars, nutrition counseling, and assists with wellness programs for a variety of populations. He recently obtained his RD and completed his Master of Science in Exercise Physiology in 2019 from Florida State University.
DBC’s Executive Committee held a meeting before the FNCE® Opening Session.

Marketing Chair Nicole Arcilla, MS, RDN, LDN, is DBC’s 2019 Circle Award recipient. The Circle Award is given to an individual who has made a multi-faceted difference to DBC, truly providing an all-around service to the organization.
On April 6th, 2020 we invite you to join Dietitians in Business and Communications’ Virtual Workshop where you will learn how to take your career to the next level. This virtual workshop will be led by industry-leading dietitians teaching you how to create an impactful resume that will land you an interview, revamp your social media presence to enhance rather than hinder your career advancement, and negotiate salary and benefits. Early registrants will have an exclusive opportunity to have a private session with our dietitian expert prior to the workshop, to get critical feedback on your resume and other career advancement questions. Details and registration information to come!

“Taking Your Career to the Next Level”
- April 6, 2020 -
How has digital communication shaped the way you work?
WebEx integrated with Microsoft Outlook calendar has enabled my team to be so much more productive. We can easily identify meeting times that work for everyone, set up WebEx meetings that automatically invite and track acceptances for all participants and allow us to share screens if needed.

Digital communication has provided an immediate, non-invasive vehicle for timely correspondence, but can also lead to miscommunication. With that said, digital communication has changed the way I work as email, online forms and mobile correspondence are used every day for day-to-day needs (transactional), while the phone and/or in-person meetings (or video conference), is used for longer discussion based conversations to decrease potential miscommunications and the resulting negative consequences.

The digital world we live in is equally overwhelming as it is incredibly convenient and accessible. I love being able to do everything from my phone – take amazing photos, check email, edit documents and presentations all while listening to music. And, similar to relationships, because let’s be honest, we are very attached to our phones, I’ve had to set boundaries – whether it’s not answering emails after certain hours or not being available all the time. And, I’m 100% okay with that.

Digital communication has: (1) Changed the way I communicate with others from email vs. phone calls to video and audio conference calls vs in-person meetings. (2) Changed the scope of my work from writing for magazines and doing TV, newspaper and magazine interviews to doing more blogging, social media, videos and webinars. (3) Changed the way I receive information: more electronic newsletters, podcasts, webinars, articles vs. lectures at meetings and hard copy newsletters, reports and books.
TREASURER
Sarah Hendren, MS, RDN, LDN, CD
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As a remote employee and volunteer working with team spread out over the country, communicating through digital mediums is the core of my work. I make an effort to stay abreast of new platforms and programs to streamline collaboration, teamwork, and effective and efficient communication, including ways to incorporate face-to-face video collaboration. Zoom, Microsoft Teams, Dropbox and Slack are a few of my favorites.

DELEGATE
Elaine Farley-Zoucha, RDN, LDN, LMNT
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Although, I prefer to communicate in person, it just isn’t an option on a daily basis. With my business, I have employees in 2 different states spanning 1600 miles, so having regular face-to-face meetings isn’t feasible for us. We have found that Google Meet has been a great way to have that personal contact with our staff and it is extremely cost effective.

NOMINATING COMMITTEE
Jackie Schulz, MS, RD, CSP, LDN
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Working in the food industry, we increasingly reach out to consumers via multiple digital platforms to share information about our products. This has only increased the volume of content that needs to be reviewed and managed, as oftentimes nutrition information is shared or implied. My priority is to ensure we share factual and credible information and, while it is a great medium to use for this, it requires us to be faster and more creative as we tailor our messages to fit the platform and audience.

NOMINATING COMMITTEE
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Digital communication has shaped the way I work by helping me think three-dimensionally about ideas and concepts. I think about communicating the words, but also about creating an image or picture to illustrate it or a video to demonstrate it. I think digital communication has really helped me think more practically about creating easy to understand resources like recipes, pictures, and quick videos that clearly and quickly communicate (sometimes complex) concepts.
Digital communication allows me to be more efficient and integrate unique information and expertise into my teaching. Additionally, it allows me to seamlessly stay connected to provide a broader, more diverse quality education to my dietetic interns as they travel all throughout the state during their 7 months of rotations.

Digital communication has helped increase organization and productivity for myself and improve efficiencies among teams. Additionally, social platforms have paved a new way to facilitate nutrition education and conversation among consumers.

Digital communication allows me to work with international businesses on nutrition communications projects like blogs and videos. This completed content then touches audiences from around the world.

Digital communication has eliminated geographic boundaries, allowing a broader, greater reach to consumers and continued connection with colleagues. With so many different platforms, it has increased my efficiency and ability to stay up to date on latest trends.
BUSINESS DEVELOPMENT CHAIR
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The digital trend has provided a plethora of information to the consumer both fact-based and non-fact based. For me, this digital expansion further underscores the importance of being proactive with providing solid fact-based nutritional information.

MARKETING & COMMUNICATIONS CHAIR
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Digital communication has added a whole new depth to the dietetics profession, challenging us to hone how we convey our messages effectively. In my career so far it has also provided a creative outlet to find different ways in making meaningful connections with different targeted audiences.

NEWSLETTER EDITOR
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I rely on digital communication every day to connect with others. Without digital communication, I wouldn’t have the flexibility to work from home when needed or travel less often either. This has become much more important to me now as a parent of a young child.

ASSOCIATE NEWSLETTER EDITOR
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Digital communication allows me to connect with colleagues in different states or those who work at a different time. It has also given me the flexibility to still stay connected even if I need to work at home from time to time.
TAKE 5 NEWSLETTER EDITOR & CREATIVE CONTENT CO-CHAIR
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As a millennial, I can’t imagine a world without digital communication. Emailing, sharing calendars, and even co-writing on the same document on a web-based program have all been an integral part of my working life. I am thankful to have a means of communication that is easy, efficient, and effective.

CREATIVE CONTENT CO-CHAIR
Amanda Izquierdo, MPH, RD, LDN

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While some people may say that “The Digital Age” means we are always expected to be connected, it’s actually made me a better communicator. Because my inbox is often full of emails, I’ve learned how to be effective and efficient in my communications. And I love that social media has allowed me to create relationships digitally with people that are hundreds of miles away!

STUDENT MEMBER CHAIR
Omar Guerrero, CSCS, CPT

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Digital communication was the key factor that allowed me to have such success and opportunities in the dietetics field. I used LinkedIn extensively during undergrad and graduate school to network and communicate with numerous dietetic professionals in the nation to learn about the vast opportunities in the dietetics field. Without digital communication I would have never learned about the communications and corporate wellness field in such detail and would have not had the job offers I was lucky to receive.

VIRTUAL CONFERENCE CHAIR
Dustin Reed, MS, RD

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I work from home, so the majority of the communication I receive is digital. I hear from people all over the country. Often times they are looking for answers that are time-sensitive or will go to senior-leadership. This requires a high-level of detail, clarity, and organization. These are skills that you develop over time.
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