It has been a pleasure and honor serving as the DBC Chair this past year. I have grown as a nutrition professional, met a wonderful array of dietitians along the way, and worked with an outstanding executive committee to achieve our mission: offering top-notch business and communications education and networking opportunities to our members.

The Spring issue of Dimensions is dedicated to sharing highlights from one DBC program in particular--our 1st annual DBC Communications Camp--which was a huge success according to our survey results. You’ll hear from Erin DeSimone, MS, RD, LDN, DBC’s current Communications Camp Chair and incoming Chair-Elect for 2013-14, who will break down the expertise shared in several of the Communications Camp sessions; Bonnie Taub-Dix, MA, RDN, CDN, will provide guidance on how to update your social media platforms; and other Camp attendees, will provide tips, testimonials and technology shared during the 2-day workshop.

DBC’s membership chair, Terri Raymond, MA, RDN, CD, will go beyond the Communications Camp to highlight the member benefits being offered in 2013-14, including our revamped Mentor Me program, Business Essentials Webinar Series, local and national networking opportunities, and communications and social media platforms (we learned a thing or two at the Comm Camp as well). The DBC executive committee prioritizes the benefits we offer each year based on your feedback. We do this through our annual survey to members, in which we ask you every question we can think of to understand which benefits are most important to you. Your responses are the driving force behind the creation of our annual strategic plan. We hope you responded to this year’s annual survey as well, so we can continue to meet your needs.

Thank you to each and every DBC member for allowing me the opportunity to serve you in 2012-13. It has been a wonderful ride. DBC is on a strong path, with our membership at it’s highest since 2006. I am happy to pass the torch onto Kathy Wilson-Gold, MS, RDN, LD, DBC’s incoming Chair, who has great plans to continue the momentum.

Rachel Begun, MS, RDN
DBC Chair

Rachel provides food and nutrition education, consulting and communications services to the public, health organizations and the food industry. You can connect with her on Facebook, Twitter, LinkedIn and Pinterest by going to her website at www.rachelbegun.com.
Our Spring issue is primarily focused on the highlights from our 1st Annual DBC Communications Camp - which was a huge success - as well as the benefits of your DBC Membership. We just recently sent out the online Member Survey, which we hope you participated in since your responses and feedback drive the direction of our annual strategic plan, including the direction of the newsletter.

If you weren’t able to attend the DBC Communications Camp in Napa, Calif. this year, no need to worry. Erin DeSimone, MS, RD, LDN, DBC Communications Camp Chair, summarizes the three concurrent sessions from the Camp featuring Janet Helm, MS, RDN; Anne Cain, MS, MPH, RD; and Sonja Stetzler, MS, RD. We also had the opportunity to interview co-presenters Christine Palumbo, MBA, RDN, and Melissa Joy Dobbins, MS, RDN, CDE, in our DBC Member Spotlight feature. Be sure to check out the photos on page 14 where we’ve captured memorable moments from the 2013 DBC Communications Camp.

Hope you enjoy this issue!

Best,

Elisabeth D’Alto, RD, LDN
DBC Newsletter Editor

Elisabeth recently relocated to Baltimore, Maryland where she began working with Genesis Healthcare as a long-term care clinical dietitian. She also owns D’Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting company focusing on long-term care consulting, speaking, and writing. Elisabeth can be reached at elisabethrd@gmail.com, Facebook, and Twitter @DaltoNutrition.

Contacts Journal is a powerful app that can transform your business and personal relationships by saving notes of important meetings, setting follow ups, and attaching important documents to each of your contacts. It’s particularly useful for customer relationship management for small businesses, tracking conversations with your clients, managing your sales pipeline, keeping a call log, and business networking. Contacts Journal helps you keep interactions with your friends, family, and colleagues 24/7/365. It can also be fully integrated with your iPhone and iPad Contacts. For more information, visit www.contactsjournal.com.

FNCE™ = Fun in Houston

Forbes magazine named Houston the #1 coolest city. Explore vibrant museums and galleries, sample cutting-edge menus inspired by the city’s ethnic flavors or even take in a show. Visit www.eatright.org/fnce to learn more.
DBC’s first-ever Communications Camp took place in early March and more than 100 attendees reaped the benefits of strong speakers, timely topics and invaluable networking to build and enhance both business and communications skills for success! But regardless of whether you were in attendance, there are some essential skills that all DBC members can implement. Three of the breakout sessions at the Communications Camp were jam-packed with tips and techniques that all nutrition professionals can utilize and add to their business and communications arsenal.

**Powerful Presentations: Create, Convey and Connect for Impact**

*Presented by Sonja Stetzler, MS, RD, WellNow & Stetzler Coaching & Consulting*

Sonja shared a “presentation toolbox” of tips on how to create powerful presentations that deliver for maximum impact.

**Getting Started**

Once you’ve determined your topic, think through the answer to these select questions below to fine-tune your presentation:

- What is your purpose?
- Who is your audience?
- What is your premise? (and can you say your premise in 10 words?)

**Presentation Structure: NEST for Success**

One way to arrange a presentation is to use the NEST framework:

- N = Narrative (personal story)
- E = Example (analogy, illustration, hypothetical)
- S = Statistic (factual data, numbers)
- T = Testimony (quote or credible reference)

Beginning with your overall premise for the presentation, include an introduction (which can include a quote, provocative statement, question or story) and then introduce key points with each point supported by the NEST elements.

**Dynamite Delivery**

Language and Gestures: Keep in mind that these are as important as the content

**Vocal Variety:** Mix it up through rate, pitch, volume and even silence

**Techniques:** Tell a story, share a little-known fact or interesting statistic, ask a question or cite a quotation

**Visual Aids:** Think through what kind of aids will help you achieve your purpose; ask yourself if the aid will help your audience understand or remember your message

*Continued on page 4*
The Secrets of Popularity: A Web Writing Makeover
Presented by Anne Cain, MS, MPH, RD, MyRecipes
Anne let everyone in on the secrets of web writing and shared her top five tips:

**Keep it Short**
- Use half the word count (or less!) of conventional writing

**Make it Visual**
- Use pictures – they are worth a thousand words

**Focus on SEO**
- Search engine optimization is a combination of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in search results.
- Two simple tips to improve SEO: keyword research and keyword rich headlines and copy

**Use Links**
- To provide additional information
- To offer more in-depth explanations
- To build “authority” for your pages
- To improve SEO

**Encourage Sharing**
- Collaborate and communicate with others – that’s why the web was created!

Dietitians in the Digital Age: How to Leverage Social Media to Build Your Brand, Sell Your Services
Presented by Janet Helm, MS, RD, Weber Shandwick
Janet helped revolutionize social media for nutrition professionals, and she captivated attendees through real-life examples and experience-based recommendations relevant for seasoned social media experts as well as those looking to break into the digital space.

Janet covered five key steps essential for anyone interested in ‘Upping Your Game’:

**Step 1: New Realities of the Digital Age, Era of Engagement**
Users are in charge of their own media playlist
People’s attention spans are dwindling
New era of consumer influence

Continued on page 5
Step 2: Defining Your Goals, Vision of Success
Start with the end in sight:
  What are your goals for being involved in social media?
  What are your main objectives?
  What do you want to achieve?
Write these down!

Step 3: Developing a Social Media Strategy
Become familiar with and utilize different pillars of social media to engage and drive traffic

**Blogging** can help you elevate your online presence, showcase your credentials and gain thought leadership.

A **Facebook** page can help you build a community, engage with your fans and drive visitors to your blog.

**Twitter** can be a valuable tool to connect with influencers, follow the news, increase your reach, and drive traffic.

**Videos** provide opportunity for you to visually demonstrate your expertise, increase your visibility and searchability.

**Pinterest** is the latest platform to help you raise your digital profile, promote yourself, reach new audiences.

Step 4: Maximizing Your Investment
- Increase your rank on the digital newsstand – Google is your most important reader!
- Include images as part of every blog post to draw in readers and increase shareability
- Be consistent to build traction
- Be transparent and disclose any marketing relationships; comply with Federal Trade Commission guidelines
- Be human, real and relatable
- Promote all your social media channels

Step 5: Exploring New Opportunities
Be sure to continually network and look for new ideas and resources to make your brand even stronger.
Spring Clean Your Media Closet

By: Bonnie Taub-Dix, MA, RDN, CDN

Now that spring is in the air, you may feel motivated to dust off your bicycle, shine up your rollerblades, and try on your bathing suits, and while you’re in a cleaning mood, it’s a good idea to clear up the cobwebs on some of your social media accounts.

Being a social butterfly these days is not just about filling your event calendar -- it’s about managing the conversations and connections you create right from your home, office, or phone. Whether you’re on Facebook, Twitter, Pinterest, LinkedIn, Instagram or a host of other social media platforms, your interactions could dictate the path of your business, and perhaps in some cases, your personal life.

Signing onto these accounts and then not nurturing them is like buying several houses and never furnishing them. It might be nice to know that these homes belong to you, but visiting them, and showing them to others may not be as welcoming or rewarding if they are filled with empty rooms. Just as your home says something about you and reflects your style, so do your social media sentiments; as with other important aspects of your business, your social media platforms need to be cared for using your head and your heart. Since social networking takes a tremendous amount of your time, you need to make it worth your while and be sure you’re in the right place for you.

Although it would be fun to spend the day like a hummingbird, going from Twitter to Facebook, and so on, unfortunately, most of us have other deeds that need to get done. Here are some simple tips to help manage and maintain your social media:

• **Be fresh.** When it comes to **Twitter**, less is more. Tweet about news you can use -- provide links to relevant articles, share your favorite quote, or ask a thought-provoking question. Take advantage of The Academy’s Knowledge Center updates and stay active by retweeting others. If tweeting everyday doesn’t fit into your timetable, you can schedule tweets ahead of time and stay organized through the use of networking platforms such as Hootsuite or Tweetdeck, which display tweets via a multi-column interface. Although advanced scheduling takes away some spontaneity, I find this flexibility to be particularly helpful when traveling in different time zones. Through these platforms you can also streamline tweets and follow subjects and twitter chats with the use of keywords and hashtags.

• **Mind your business.** Although you may not have time to even keep up with your personal page, you may want to create a Facebook business page from which you can send updates about your book, blogs, or website, or post links to related stories that would attract friends/followers. To save time you can crosspost from Twitter so that the message you tweeted could go directly to Facebook. Be aware that although simultaneously sending the same message to several platforms could save you time, it won’t necessarily bring you clients. You may need to use a different voice for different audiences. Moreover, the hashtags you use on Twitter may sometimes look inappropriate on Facebook. However, in a recent Wall Street Journal report in March 2013, Facebook may be looking to incorporate the hashtag into their social media platform in the near future.

• **Keep it current.** If your **Pinterest** page still highlights Christmas recipes in April, it’s time to spring into action! Start a new board when a new season unfolds and add a few relevant recipes or stories. Don’t feel like you have to spend hours testing recipes to pin them -- many sites out there have fabulous recipes accompanied by a “Pin It” button. Just hit the button, decide which of your boards you’d like it pinned to, and pin away! You might also want to add your own caption so that your voice is laced throughout your entries. Pinterest is also a perfect place for a “food-phot-o-a-holic.” (My family teases that I eat with a knife, fork, spoon and camera!) Legally, you’re better off pinning from your own cache of photos, too, so make the most of your library.

While nothing beats a face-to-face visit as a means to connect with people, the benefits of forming online friendships through social networks should not be overlooked. To help streamline your social media mayhem, you may benefit by focusing on your niche network. You don’t have to be everywhere. Whatever you do, you should find your own voice, be passionate about your messages, talk to and not at people, find/follow people who have interests similar to yours, and be available and consistent. (And don’t get caught up in the numbers -- it’s not about your audience size that counts as much as its composition.)

The bottom line is that your goal should not necessarily be to be good at social media but instead, to be good at your business through the use of social media. In the meantime, why not follow me on twitter @eatsmartbd and let’s inspire each other. #JustSaying.

Bonnie Taub-Dix is The Owner of BTD Nutrition Consultants, LLC. She is a motivational speaker and an advisor to global corporations, food companies, and media outlets devising wellness programs, creating media messages, conducting workshops, and providing interviews. Bonnie was the recipient of The Academy’s 2012 Media Excellence Award. Bonnie’s book, Read It Before You Eat It (Plume), guides consumers down the supermarket aisle. Bonnie can be reached at www.BetterThanDieting.com, @eatsmartbd, on Facebook at Bonnie Taub-Dix, and Pinterest at bonnietaubdix.
Given the responsibilities that we face on a daily basis, joining a professional association like DBC may not be our top priority. Who has the time for more meetings and activities? But wait; in this case, benefits far outweigh the investment of time and energy. In today’s world we need networking, we need ideas, we need lifelong learning and we need it continuously. Where can you go to get this support? DBC!

**Member Directory:**
Connect with every member across the country that can help support your questions, decisions, ideas and more.

**Dimensions E-Newsletter:**
A quarterly online publication, filled with business and communications topics that relate to our profession. All e-newsletters are archived and they are easy to locate on our newly updated and refreshed website.

**Monthly E-Updates:**
Monthly E-Updates keep you current with what’s happening within DBC as well and links to relevant events within the Academy.

**Networking:**
This is the number one request of our membership. There are countless meetings nationally and regionally to provide networking that support member requests. More then a dozen regional networking coordinators insure members opportunities to meet regionally as well as during national meetings like the National Restaurant Association (NRA) and Association of Healthcare Foodservice (AHF). Do not miss out on the ultimate face-to-face networking event at the Food and Nutrition Conference & Expo. This year at FNCE we will meet on Saturday evening, October 19, at Brennan’s in Houston. Don’t miss this great event!

**Mentor Me with DBC:**
Mentors provide career guidance and support to all members, whether they are new to the profession, going to work in business and communication for the first time and/or changing careers or perhaps starting a business. On the website there are tips on how to get the most from mentoring as well as how to be a great mentor to others.

**Education:**
DBC offers a series of webinars designed to meet the needs of all members. An annual survey provides necessary feedback so we can provide the knowledge and support members request. The webinars are designed to offer the cutting edge of business and communications information. Some webinar topics from this past year include Pinterest (September 2012), Think Strategically: From Task Master to Visionary (October 2012), Ensuring Business Success: Fundamentals of Financial Planning (November 2012), Assuring Quality: From Program Planning to Outcome Management (January 2013), Plan it, Market it, Sell it! Get the Business (March 2013), and Staying in Bounds: Everyday Ethical Dilemmas (June 2013).

**Discounts** on professional meetings like our DBC Communications Camp, which includes innovative information, practical applications and a special emphasis on interactive sessions

**Member Market Place:**
Buy products that support your work and/or market and sell your products and service.

**Professional Leadership:**
There are opportunities to volunteer at every level within DBC - locally, regionally, and nationally. Volunteering is a never-ending path that leads to lifelong learning, understanding, options, personal growth and development. Every opportunity to volunteer is an opportunity to grow and expand your horizons and become the best that you can be! The available resources and connections within DBC represent an outstanding return on a small investment of time and money. It will support your work, your success, and your life! Take advantage of all that DBC has to offer!
Business Essentials Webinar Update
Jump Start Your Career in Business and Communications with DBC Webinars

By: Sherée Thaxton Vodicka, MA, RD, LDN

Let’s face it. Dietitians receive very little business training. There’s simply no time in the standard undergraduate or graduate program. So, where do you go to get those valuable skills?

Sure, you can learn on the job. That is, if you can land a job in the business and industry world without experience. Or, you can take some courses at a local community college or university. Or you can learn some of the basics by registering for the DBC’s Business Essentials Webinar Series.

Over the course of the 2012-13 year, this series of seven webinars has provided DBC members the opportunity to develop or hone skills necessary to survive in the business world today: strategic thinking, financial planning, quality assurance, marketing, negotiating, and up next – ethics.

These webinars may not land you that corporate job you’ve been eyeing, but they certainly will introduce you to the basics so you know what you need to learn to jump-start your career. Then you can pursue opportunities to learn more either through volunteer activities, classes, workshops or self-study.

The next webinar, titled Staying in Bounds: Everyday Ethical Dilemmas is scheduled for June 10th. Be sure to check out the monthly e-Updates and the DBC website for registration details on future webinars.

House of Delegates Report

By: Mary Lee Chin, MS, RD

It has been a steep learning curve to understand how the Academy conducts business, and reading all the House of Delegates communications is a time commitment. Nevertheless, I am pleased to represent our membership in Academy HOD deliberations. Since so many in our DBC membership have roles and jobs that differ markedly from traditional nutrition and dietetics functions, it is critical to emphasize our unique perspective. Having a voice within the HOD is a means to identify issues important to our membership, and to participate in decision-making. In 2012-13, I was able to provide input and direction on member and professional issues - some with direct impact on our practice, and others more tangential.

A review of the weighty Scope of Practice has resulted in a free, CPEU self-study module titled “Academy Scope of Practice: A Tool for Determining Competence and Advancing Practice,”

Dialogue on Moving Forward: A Vision for the Continuum of Dietetics Education, Credentialing and Practice provides direction for preparing students in the future.

The Dietetics Career Development Guide is a blueprint for future education, professional development and practice to assist members in achieving the highest level of advance and expert practice. The DBC DPG has implemented the Guide through its use at the Communications Camp, and by Mentorship and Regional Coordinators distribution and use.

Upcoming dialogue will focus on Food Insecurity, with the goals of raising Academy members’ awareness of the prevalence and consequences of food and nutrition insecurity for the nation, demonstrating commitment and inspiring members to take action, and working to support and promote the Academy’s policy and advocacy programs that improve food and nutrition security.
Female leadership has certainly been a hot topic lately. Facebook’s Sheryl Sandberg and Yahoo’s Marissa Mayer have recently helped the role of women in the workplace rise to the forefront, with countless articles and blogs examining environmental and personal influences on women’s advancement – or lack thereof – up the career ladder. In Sandberg’s book, *Lean In: Women, Work, and the Will to Lead*, she cites the importance of having mentors and sponsors to provide guidance and accelerate career growth, acknowledging the importance of “leaning in” together to collectively raise visibility and create opportunities. Much of the subsequent chatter has focused on the need for both men and women to reframe their perceptions of leadership in order to develop, retain and leverage top talent to benefit their organizations.

You don’t have to be – or even want to be – the next Sheryl Sandberg to benefit from a mentor, though. The benefits of mentorship can be experienced by both men and women at all career levels and situations. Whether you are just starting out, exploring the possibility of changing careers or just learning more about the types of positions available and skills needed in this rapidly changing work environment, having a mentor can be a valuable sounding board and guide. DBC provides members the opportunity to have connections with mentors at their fingertips through Mentor Me with DBC, our mentoring program.

We’ve made some great enhancements to the Mentor Me with DBC program this year. Our *Mentor selection interface* got an extreme makeover. As part of the new look, you’ll find more information about DBC mentors and their career paths to help facilitate mentee-mentor connections.

**The DBC Mentor Matchup Process Explained**

We have a great roster of mentors that have offered their time and expertise, so take advantage of this great member benefit today by logging into the [website](#) and selecting Mentor Search to search for mentors in your desired areas of interest. Mentors can be contacted directly to start the initial conversation – it’s as easy as that!

Volunteering to serve as a mentor is a great way to give back to the profession as well, and often mentors say what they learn from their mentees is also invaluable. To sign up as a mentor, just log into the [website](#) and select Edit your Profile. Scroll down to the bottom of the profile page to enroll in the Mentoring program. **Please note that if you were previously signed up as a mentor, you’ll also need to update your profile in the new website.**

Please contact Mentoring Chair Andrea Carrothers at andrea.carrothers@porternovelli.com with any questions. Thanks for your continued support of Mentor Me with DBC!
Jessica Setnick, MS, RD, CEDRD
Fifteen years after earning her Master's Degree from Texas Woman's University, Jessica Setnick, MS, RD, CEDRD, was honored in April with the University's Hallmark Award for Career Achievement. The creator of Eating Disorders Boot Camp and The Eating Disorders Clinical Pocket Guide, Jessica was recognized for her work educating dietitians and other health professionals about best practices for treating individuals with eating disorders; advocacy on behalf of eating disorder patients and families who encounter roadblocks to adequate care; and The International Federation of Eating Disorder Dietitians, which she co-founded in 2012. Jessica can be reached at Jessica@understandingnutrition.com.

Katie Ferraro, MPH, RD, CDE
Katie Ferraro, MPH, RD, CDE designed and taught the Massive Open Online Course (MOOC) “Nutrition for Health Promotion and Disease Prevention” with Coursera. Billed as one of the world’s largest nutrition courses, over 60,000 students from 100+ countries participated in this six-week interactive diet and disease course. The next class will be offered in June 2013 and 14 CEUs are available for RDs/DTRs. To learn more or to register, please visit www.coursera.org/course/nutrition.

Melissa Nodvin, MS, RD
Melissa Stein Nodvin is the founder of LifeAlly, Inc. LifeAlly was created because Melissa saw a gap in the market between lifestyle improvements and rewarding positive behavior. Ms. Nodvin has taken her entrepreneurial background and put together a team of esteemed medical, business and technology professionals to develop LifeAlly. From her early start over 22 years ago as an RD, she continues her efforts in the lifestyle improvement area as a visionary leader. Melissa can be reached at Melissa@LifeAlly.com.

Jacqueline Marcus, MS, RD, LD, CNS, FADA
Jacqueline B. Marcus, is the incoming DBC Nominating Chair and President-Owner of Jacqueline B. Marcus and Associates Food and Nutrition Consulting in Highland Park, Ill. Jacqueline is an internationally recognized speaker and author. She chaired two Culinary Nutrition programs in Chicago; authored numerous articles in trade and consumer publications including Better Homes & Gardens, Food Technology and Today’s Dietitian; spoke at FNCE annual meetings, state meetings and was an invited speaker at eight international conferences on culinary arts and sciences. She was just named to the Editorial Board of the World of Food Ingredients and Innova Market Insights in the Netherlands. Jacqueline recently authored Culinary Nutrition: The Science and Practice of Healthy Cooking (Elsevier, 2014), which includes recipes that integrate nutrition, food science and the culinary arts. Jacqueline can be reached at fitfoodpro@aol.com.

Laura Chalela Hoover, MPH, RD and Kate G. Byers, MS, RD
Laura and Kate recently launched the blog Smart Eating for Kids (www.smathteatingforkids.com). The blog is designed to help families develop healthy habits by sharing delicious nutrition and family fitness ideas as well as strategies to manage everyday obstacles such as picky palates and busy schedules. Laura and Kate work with a group of expert contributors, including DBC members Adrienne Davenport, MPH, RD and Caroline Margolis, RD, who bring their personal experiences feeding their family to their blog posts. You can also find Smart Eating for Kids on Facebook, Twitter (@SmartEating4Kid) and Pinterest.
As co-presenters at the 2013 DBC Communications Camp, we are happy to present this duo as our DBC Member Spotlight, Christine Palumbo, MBA, RDN and Melissa Joy Dobbins, MS, RDN, CDE.

Christine Palumbo, MBA, RDN is the principal of Christine Palumbo Nutrition, a nutrition communications practice based in suburban Chicago. An award-winning registered dietitian nutritionist, she partners with organizations to develop and promote nutrition and active lifestyle messages. Her down-to-earth advice has been featured in hundreds of TV and radio programs, as well as magazine, newspaper and website articles. Currently, she pens the Good Sense Eating column in Chicago Parent and Brooklyn Family. Some of her current clients include Sargento and Welch’s. Christine is a 20-year adjunct faculty member of Benedictine University. A former Academy of Nutrition and Dietetics board member, she is currently Vice Chair of the Member Value Committee. You can check out Christine’s website at www.christinepalumbo.com, follow her on Twitter @PalumboRD.

Melissa Joy Dobbins, MS, RDN, CDE is the owner of Sound Bites, Inc., where she promotes “sound science, smart nutrition and good food.” In her blog Lights, Camera, Nutrition! she interviews and promotes dietitians, sharing communications tips and tricks. With an extensive background in communications, Melissa has been a spokesperson for the food, grocery, and healthcare industries, and is currently a spokesperson for the Academy of Nutrition and Dietetics. Melissa has had some of the best communications training in the business and in turn enjoys coaching dietitians to utilize their communications skills to gain more visibility, influence and success. You can check out Melissa’s blog at www.SoundBitesRD.com/blog, follow her on Twitter@MelissaJoyRD or email her directly at Melissa@SoundBitesRD.com.

1. You both lead very exciting and successful careers as registered dietitians. Tell us a little about your day-to-day, or week-to-week responsibilities.

CP: It all depends upon what’s cookin’! I may be preparing for a talk, organizing a column for Chicago Parent or writing a website post for one of my clients. Perhaps I’m getting ready for an interview. I may be preparing to teach class at Benedictine University. Or I may be performing recipe nutrient calculations for a corporate client. Most days, I take a break mid-morning for some outdoor exercise, which benefits both my physical and mental health!

Other tasks include connecting with mentees through the Academy’s eMentoring Program.

I try to tweet and otherwise keep up with social media as often as I can. Of course, there’s the omnipresent email, e-newsletters, news releases, journals and other media to keep up with.

MJD: In my nutrition communications biz Sound Bites Inc., I focus mainly on media and communications coaching for dietitians, but I also do some consulting and serve as a media spokesperson for the Academy of Nutrition and Dietetics. Over the course of one to two weeks I typically present at least one seminar/workshop, work with several dietitians in a 1:1 coaching role, attend one to two networking or leadership meetings, interview a couple of dietitians for my blog (that promotes dietitians in communications), provide strategic counsel to PR firms, write an article, counsel people with diabetes, and conduct several media interviews.

2. Your joint presentation at the inaugural DBC Communications Camp this past March, titled Becoming an Expert Communicator: Making Communications Concise, Clear and Compelling was very informative and interactive. What were the key messages you wanted the audience to not only remember but also apply in their day-to-day responsibilities as communicators?

CP: We communicate in many ways, including verbal, written and electronic forms. Within each type, our words, tone and body language affect how we are perceived.

Other tips:

- Speak from the top down. What’s your big idea? Say or write your headline first. Get people’s attention immediately.
- Remember, people are self-interested. What they actually hear and respond to is correlated to how it affects them personally.
- Create memorable, meaningful messages. Examples, analogies and stories bring your words to life. And when you make an emotional connection, people are naturally drawn in.
- There are generational differences in how we communicate. Millennials – those born in the 1980s and 90s – expect immediacy and won’t bother to listen to a telephone voice message. Those born in the 1970s and earlier may rely more on email.
What’s common to all is the benefit of face-to-face communications.

- Simplify. We are so well trained in science and we often want to communicate everything we know. Editing can be really hard for many of us, myself included. Boil down your messages to what is key.

**MJD:** Frankly, I would love to see more RDs getting into the media! And for those who aren’t necessarily interested in media, they should be utilizing those same skills to enhance their public speaking, writing and social media presence. If more dietitians “find their voice” and “use their words” then we can better promote good nutrition, our profession, and our own careers.

**CP:** Fun. Festive. Phenomenal. There was so much energy in the room you could bottle it! Participants were uniformly excited to be there and there was a “whole lotta” networking going on.

**MJD:** Educational, Inspirational and Transformational! The DBC Communications Camp provided attendees with a unique learning opportunity, inspired them to grow, and shared the expert insight to make meaningful changes in our communication skills.

**3. In your presentation, you mentioned the power of three, using trios, triplets, and trifectas to get your point across for maximum impact. If you could describe the DBC Communications Camp in three words to someone who did not attend, what would they be and why?**

**CP:** Start small. Take baby steps to obtain the skill sets you’ll need. If you want to write, then write. Get experience by penning articles for your DPG and affiliate newsletters and for blogs and websites. Ask for feedback from others willing to honestly critique your writing. If you want to learn how to conduct effective interviews, volunteer for cable TV or local stations. Do local or web-based interviews. Build from there.

**2. Observe those you admire.** As I stated in the talk, learn from others who are widely acknowledged as effective communicators, such as Bill Clinton or the late Steve Jobs. Do an Internet search for their past presentations as well as sites that identify their strengths. Also, look for role models in our own profession.

**3. Create a social media presence** so that your name pops up when members of the media search online for dietitians or nutritionists. Follow journalists on social media and develop a relationship with them by commenting on their stories and suggesting additional topics.

**4. Become memorable.** Develop a specialty or simply stand out by overall excellence.

**MJD:** Don’t wait for everything to be just right before jumping in. Say “yes” to opportunities that come your way (and create your own opportunities) to get as much practice as you can (speaking, writing, interviewing, etc.). Don’t feel like you have to “water down” your personality or image. Letting your personality/voice/brand shine through actually helps your audience connect with you. Invest in yourself and get some media training to boost your skills and confidence!

**5. How has your DBC membership supported your professional growth and development over the years?**

**CP:** DBC has served different roles during my long membership. While my children were small, it was my lifeline to all the opportunities out there. Now that my children are grown, DBC members—with their variety of experiences and employment roles—continue to educate and inspire me! Each issue of DBC Dimensions is a reading must. And our Chicago area networking gatherings are simply too much fun!

**MJD:** I’ve been a member of DBC for more than 10 years and have always appreciated the opportunity to meet and build friendships with other dietitians who work in business and communications, as well as the electronic mailing list (EML), articles and webinars that provide valuable tips and tools. The DBC Communications Camp is certainly a feather in DBC’s cap and I absolutely cannot wait until the next one in 2015!
In a world where pretty much everything revolves around building relationships; DBC understands your needs. DBC offers regional and national networking events so you can connect with other dietitians and nutrition professionals in the business and communications industry. These events can range in size from small, more intimate settings to larger group networking events.

**Sylvia’s Top 5 Reasons to Attend Regional Networking Events:**

1. Get to know nutrition professionals in your region and build your network
2. Opportunity to share and highlight your accomplishments and achievements
3. Network with registered dietitians working with top-notch companies in your area
4. Opportunities to market yourself and ask questions about business and communications opportunities in your area
5. Share your recent work and networking experiences with fellow dietitians

For learning about networking events in your area visit dbconline.org, log-in and click on the Events tab, then RNC Events or you can go to Member Benefits on the home page and then click on RNC Resources and Regional Contacts for more information.

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**2012-2013 Regional Networking Coordinators**

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<tr>
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**AVAILABLE RNC POSITIONS:**

New York, Austin, North Carolina, California, New Jersey
A dietitian’s dream, blueberries offer great taste and convenience along with disease-fighting health benefits. One cup of fresh or frozen blueberries is only 70 calories and delivers 7 grams of fiber and 24% of the daily required vitamin C. They are also a top source of disease-fighting antioxidants. Blueberries get their deep color from a kind of flavonoid called anthocyanins; anthocyanins are a potent antioxidant and have been shown to be protective against damage from oxidative stress. A recent study1 from researchers in Milan, Italy found that one 300g (2 cups raw) portion of blueberries significantly improved cell antioxidant defense against oxidative stress in male subjects. Anthocyanins have also been shown to protect against age-related memory loss. Berries, including blueberries, raspberries, blackberries and strawberries, give you the biggest antioxidant bang for your buck compared with other fruits.

In addition to the nutritional benefits, blueberries are naturally convenient. Compared with other berries, blueberries have a longer shelf life, they can last up to two weeks—sometimes longer if stored properly. Blueberries are easy to use. There’s no cutting, peeling or pitting. Just give them a quick rinse and they’re ready to eat. Parents love them because they’re an easy and appealing snack for kids. A convenient option for snacking on the go are Naturipe® Berry Quick Snacks, a 1.5 ounce serving of fresh, sweet, ready to eat berries sealed in its own sturdy container. They are also an excellent portable whole foods alternative to the 100-calorie snack pack.

The versatility of blueberries goes far beyond snacking as they can be incorporated into any meal. Blueberries can go sweet or savory. Add them to whole grain pancakes or mix them into a cup of plain yogurt with granola. Or try topping poached salmon with a blueberry basil sauce (http://www.naturipefarms.com/recipe/blueberry-basil-sauce-poached-salmon/). Blueberries are a delicious and visually appealing addition to savory dishes such as mango blueberry quinoa salad with lemon basil dressing (http://www.naturipefarms.com/recipe/mango-blueberry-quinoa-salad-lemon-basil-dressing/) or avocado pineapple blueberry salad (http://www.naturipefarms.com/recipe/naturipefarms-avocado-pineapple-blueberry-salad/).

Given the multitude of uses, it is no surprise that blueberries are making their way onto menus where the use of a fresh berry was previously uncommon. Quick-service and fast casual dining segments are showing interest in berries to add freshness, great taste and health to their menus. Fresh berries are now found as a colorful topping on top-selling entrée salads in quick-service restaurants. Blueberries are also newly available as a nutritious mix-in for on-the-go oatmeal at national quick-service and coffee chains. The latest parent-pleasing trend in fast-casual restaurants is serving a kid-sized assortment of sweet fresh berries to child guests upon seating. It keeps busy little hands occupied and is a fun and nutrient-rich alternative to the usual basket of bread. The kitchen prep time is minimal and it is a great way to win over parents who will surely return with their children.

Blueberries truly are a super fruit. They are nutritious, convenient, versatile, delicious, and appealing to all ages. Now if someone could just make all super foods taste as good as blueberries, dietitians would have it easy.

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