It has been a pleasure serving as your DBC Chair over the past year. I’ve had the opportunity to engage with so many amazing DBC members along the way. I’m especially thankful to have worked with an amazing Executive Committee who has delivered on our promise of increasing membership value.

We started 2013-14 with the motto “fewer, bigger, better” to ensure that we provided you, our members, with relevant and timely tools, services and opportunities to network. We updated the DBC Strategic Plan and created the 2013-2014 Plan of Work. The Executive Committee scored their progress along the way and I’m pleased to report that we’ve had a very successful year.

Below I have recapped just a few of the many highlights for the year. You’ll read about all the accomplishments further in the newsletter.

- **Record high DBC Membership** – Academy members certainly recognize the value of DBC membership. We are now over 1,390 members and growing. This is the highest number of members ever!

- **DBC FNCE Activities**

  Breakfast with Hattie Hill, Chief Executive Officer of Hattie Hill Enterprises, Inc. and President and CEO of Women’s Foodservice Forum, presented as our Recognized Networking Expert - Over 120 DBC members and sponsors set their alarm to network and listen to Hattie Hill talk about building connections and taking networking to the next level.

  Networking Event at Brennan’s. Brennan’s lived up to its reputation as a culinary experience and provided just the right ambiance for power networking.

  DBC Spotlight Session - Lisa Gates, CPCC, BFA, co-founder of “She Negotiates” along with fellow member Marsha Diamond, MA, RD presented “Ask, Anchor and Close: Negotiating Your True Market Value”. This session delivered the goods!

- **Business Essentials Webinar Series** – The Education Committee hit the mark with four top-notch webinar topics ranging from engagement and ethics to marketing and leadership.

- **Social Media Kicked Up a Notch** - Social media channels were utilized more than ever to communicate announcements, member accomplishments and business and communications tips, and share information on upcoming business/networking events on a local level and national level.

Congratulations to our newly elected 2014-15 Executive Committee and best of luck to the new board starting on June 1st. I hope you will consider offering your support to this dynamic group in the form of volunteerism.
I challenge you to get involved and support all the events next year including the much anticipated DBC Communications Camp. Commit to make a difference in our practice group. Let’s continue to elevate our game!

Kathy Wilson-Gold, MS, RDN, LD
2013-2014 DBC Chair

Kathy is responsible for healthcare and education sales planning and strategy at Campbell’s North America Foodservice. She leads the segment to deliver innovative and customized healthcare business solutions. In addition, she plans and executes Campbell’s marketing activities at key national healthcare trade shows and directs/monitors healthcare and education sales initiatives in the field sales organization. Kathy is a member of the Academy of Food and Nutrition (formerly ADA) and has held various national and state offices, including Chair of the ADA Nominating Committee and President of the Texas Dietetic Association. She currently serves on the Meals on Wheels Association of America Research Foundation Board of Directors.

**Tech Bytes Corner**

**Evernote** is an easy-to-use free app that helps you remember everything across all the devices that you manage. This app helps you to stay organized, save your spur-of-the-moment ideas and improve overall productivity by being able to manage time more efficiently.  
http://evernote.com

**Tour our New Marketing Center Today!**

The Marketing Center was developed to provide free marketing resources to help promote your services to potential clients and physicians. Included are the following:

- Promotional resources including radio scripts, videos and ready-to-use presentations.
- Customizable handouts and RD/RDN flyers
- Physician marketing resources including flyers and free brochures
- Eat Right Vista Print Solutions: Save 10% on a number of pre-designed customizable promotional pieces including flyers, brochures and posters

Access the Marketing Center today at [www.eatright.org/members/marketingcenter](http://www.eatright.org/members/marketingcenter).

**Elisabeth works as an In-Store Nutritionist/Retail Dietitian with Martin’s Food Markets, owned by parent company, Ahold USA. She provides consumer education through individual consultations, group classes, and community outreach. She also owns D’Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting. Elisabeth resides just outside of Baltimore, Md. She can be reached at elisabethrd@gmail.com, on Facebook, and @DaltoNutrition.
When people ask me how I’ve accomplished so much in my career at such a young age, I first tell them to add about 10 years to how old they think I am and that will put their guess closer to my actual age (yes, I know I look young). And then I share these five lessons that I’ve learned along my professional journey, which has largely been spent providing nutrition communications counsel to food and wellness companies and commodity boards.

Build Your Community
People may call it “networking,” but I look at it through a much wider lens. Building your community is making connections without an agenda. You’re not looking for a job or exploring a potential career move. You’re surrounding yourself with people who have roles that interest you, who said something at a conference that resonated with you, whose blogs you follow or who you often retweet. They become part of your community because you are sincerely curious and want to know them. You may eventually seek their professional guidance – and they may seek yours – but for now, it’s a genuine relationship built on the foundation of intrigue and common professional interests. Before Twitter, Facebook and LinkedIn, being exposed to new professional contacts basically came down to the weekly visitors to my Careers in Nutrition class in college. Invariably, I was that girl asking a billion questions and sending follow up emails to help me understand the nutrition world. Social tools now make it easier to form and keep in touch with your community, but at the core is still the same authentic desire to make connections and learn.

Blur the Lines between Mentor and Mentee
People still mention to me that they have read the article on the DBC website that Roberta Duyff and I co-wrote over ten years ago about our experiences in the DBC mentor program. At the time, I was a few years out of my dietetic internship, getting my foot in the door, and Roberta had just published the 2nd edition of the ADA Complete Food and Nutrition Guide and was a few years away from receiving the Academy’s prestigious Medallion Award. She was my mentor and I was her mentee. But our roles have constantly shifted throughout the last decade and we continue to swap the hats that we wear. It doesn’t matter how long you’ve been an RD – everyone can make their mark and inspire others, helping them achieve their professional goals. This is a unique time in the nutrition world – and our society in general – where social media has made the youngest members of our profession the experts in how to communicate and share information online, while more seasoned members may be feeling pressure to keep up. We all have so much to teach and learn from each other and we will only be able to grow our collective social footprint by working together and blurring the lines between teacher and student.

Fake It ‘Til You Make It
An important part of being a leader is acknowledging that you may not have all of the answers, but knowing the right questions to ask. I didn’t have any public relations agency experience when I interviewed at Ketchum almost nine years ago for a Senior Account Executive position. I had worked in regulatory roles in the food industry for a few years and knew of the work that Ketchum was doing, but I didn’t have a grasp of how the agency ecosystem worked. Before my first interview, I reached out to an RD in the public relations industry to give me some background and help me piece together what I knew from my experiences so far. During the interview process, I was able to present myself as a candidate who had the nutrition expertise, strategic gut instincts and a basic understanding of the industry, and was trainable for the rest. There have been countless times throughout my time at Ketchum when I have had to stretch outside my comfort zone, but I have never been in a situation where I felt completely unprepared or out of my league. Having an awareness of what I don’t know, asking the right questions (often by tapping my own community) and gathering information allows me to venture into new areas that are important to my or my client’s success.
Learning Leadership: My Journey

By: Jaime Schwartz, MS, RD / @JaimeSchwartzRD

Continued from page 3

Own Your Expertise

I regularly find myself in client meetings that also include people from their marketing and advertising agencies. More often than not, they have no nutrition background but have more time on the agenda, bigger budgets for their assignments and seem to have more of the clients’ attention. **Does that stop me from correcting them if they say something untrue (typically referencing Dr. Oz) or voicing my opinion?** No. And do you know why? I can talk their talk, because we’re ultimately all in the communications business, but they can’t talk mine. I am the only RD in that room and I’m there because of my expertise. I am expected to have a point of view and make sure that every strategy, every tactic, every piece of content is factually accurate and regulatory compliant. Am I intimidated at times? Of course...but I get over it. Beyonce has her “Sasha Fierce” alter ego to get her through her live performances. And I have my alter ego, “The Pintsized Powerhouse,” coined by a former colleague and mentor. It reminds me why I am there and to never be afraid to share what I’m thinking. Finding your own alter ego allows you to own your expertise in any situation, whether you’re pushing back on a colleague, presenting on a panel with a controversial topic, or taking the stage in front of millions of people at a sold out concert.

Understanding Work Styles

Two aspects of my job I find most challenging include being a manager and working with people of all different professional backgrounds and preferred workplace behaviors. The single best tool I have learned to help me navigate this is having an awareness of "Social Styles." This is the name of a behavioral model that helps people better understand and work with others through an appreciation of their basic decision making and control preferences. There are four different Social Styles and while people exhibit all of them, there is one style that they find the most comfortable.

- **Drivers** speak assertively and prefer to control a situation. They are focused on big-picture results and are seen as being highly efficient.
- **Expressives** show their emotions and speak assertively. They enjoy sharing their ideas and perspectives openly with others. Others see them as creative, but at times unfocused.
- **Amiables** show their emotions openly and prefer to ask questions rather than give orders. They are focused on accuracy, and they act deliberately to achieve that end. Others may perceive them as slow-paced and detail-oriented.

You can learn more about Social Style by clicking [here](#). I have a Driver preference which tends to be less common in the public relations industry, which more often attracts Expressives and Amiables. Since completing a Social Styles assessment more than 5 years ago, I have read many management articles and resources to help me learn how to flex to different styles and provide colleagues with guidance on how I prefer to work. Making an effort to understand work style preferences is an essential component to being viewed as a leader.

Jaime Schwartz is a vice president at Ketchum Public Relations, where she oversees nutrition strategy and leads health influencer communications for food and wellness clients across North America. She was named 2009 Young Dietitian of the Year and her work has won four Silver Anvils, the "Academy Awards" of Public Relations. She spent nearly five years as DBC Mentoring Program co-chair and currently serves as Regional Networking Coordinator for the NY Metro Area. Jaime will be spending time in Ketchum’s offices in Brussels, Amsterdam and London in June as part of Ketchum’s Global Scholars program. Follow her on Twitter @JaimeSchwartzRD or contact her at jaime.schwartz@ketchum.com
By: Andrea Carrothers, MS, RD / @acarrothersRD

The marketing team focused its attention on three primary goals this year: 1) improved member communications, 2) establishing a consistent presence on social media, and 3) enhancing integration of social media with our events and programs.

Several enhancements were made to the monthly E-Update, including the addition of the “Quick Bites” feature which highlights a timely business or communications tip, and incorporation of social media content in the “Overheard on Twitter” section which showcases a “tweet of the month” from a member using #DBCDPG to share a business tip or article. The E-Update has also been reformatted to incorporate more visual images to improve readability. You can also email any Executive Committee member directly from the E-Update.

The quarterly DBC Newsletter has also been enhanced to provide more marketing-specific content, which was a request coming out of last year’s member survey. This year’s newsletters have featured articles on marketing yourself and your products in today’s new media world, leveraging visual communications vehicles like infographics, photos and Pinterest to effectively curate and share a story, and strategies and resources to stay on top of marketing and business trends. We’ve added a Tech Bytes corner featuring a relevant app, and have continued the popular Member Spotlight column to highlight the accomplishments and career path of a member in each issue.

We’ve also stepped up our efforts to “get social,” live tweeting highlights from DBC’s Business Essentials Webinar series as well as our FNCE® Spotlight Session on negotiating strategies, so that those who couldn’t attend can get a snapshot of what was covered. We also celebrated National Nutrition Month by tweeting tips related to business and communications every day in March. We are pleased to have increased our Twitter followers by more than 60% this year to 1,144 and counting, and our Facebook followers to by 20% to 974. Follow us on Facebook and Twitter (@DBCDPG) and use the #DBCDPG hashtag to chime in and join the fun.

Huge thanks to team members Elisabeth D’Alto, RD, LDN, Torey Jones Armul, MS, RD, CCSD, and Karen Payne Schwartz, MS, RDN for their dedication, creative thinking and significant contributions to promoting the great work of DBC and its members this year. Looking forward to another exciting year ahead!

By: Elisabeth D’Alto, RD, LDN

Planning for the DBC Communications Camp is underway! As the Communications Camp Chair for 2015, I am excited about finalizing the agenda and creating that will reflect cutting-edge information and interactive-sessions focusing on essential business and communications skills. The DBC Communications Camp is an excellent opportunity for a variety of nutrition professionals, including but not limited to food and nutrition consultants, foodservice executives, media spokespersons, self-employed practitioners, to learn valuable business and communications skills from the experts in our field. Be sure to mark your calendars and save the date for the DBC Communications Camp being held in Lake Las Vegas, Nevada on January 15-17, 2015. Registration will open in early July.
The members of DBC are diverse; we literally work in every spectrum of the field of Dietetics from clinicians in healthcare settings, to sales of service and/or products, professional speaking, restaurant consultants, to food service management. Why is there this diversity of membership? Check out the definition of business and communication and you might have an ah-hah! Moment.

Business – a person’s regular occupation, profession, trade, career, employment making, buying, selling or providing service

Communication - the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, written, or behavior

All of us are in business one way or another - that is, making, buying, selling or providing service and excellent communication skills ensure your greatest success. Below you will find the answers to several questions on how DBC can help add value to your membership by giving you solutions.

Where can you go for support and improve your business and communication skills?

CONTINUING EDUCATION
The DBC educational webinar series has everything to support your work throughout the year. And remember these programs are recorded and meet CDR Activity Type 175. The webinars are available for up to 1 year after the presentation date.

September 23, 2013 - Beyond The Business Card
November 18, 2013 - Project and Time Management Skills
February 3, 2014 - It’s Not the Person, It’s the Situation
May 19, 2014 - Customer Engagement - the New Marketing

Where can you find someone who can help you with a particular issue or exchange ideas, discover new opportunities, challenge your current position or help you transition into another business?

MENTOR ME WITH DBC

Whether you’re a new member seeking advice on how to get started in business or a long-time member interested in exploring new areas, mentoring is a great way to connect and learn from each other. DBC is full of amazingly talented members in a wide variety of career settings who are willing to share their knowledge and experiences. We are proud to offer Mentor Me with DBC as a resource to facilitate connections between DBC members for career enhancement in business and communications.

Where can you exchange ideas, discover new opportunities and enjoy the friendship and support of your colleagues?

NETWORKING
Regional Networking Coordinators (RNC)

DBC has developed a great network of regional contacts to bring DBC events to the local level. These volunteers coordinate regional events and serve as a resource to bring DBC to life for members around the country. Year after year our members tell us that they want more opportunities for networking and relationship building and the Regional Networking Coordinators help the Executive Committee engage with DBC members throughout the year.

Food and Nutrition Conference & Expo (FNCE®)

DBC’s Annual Networking event, Saturday Evening during FNCE® is always the best location with great food, raffle, endless conversation and a terrific opportunity to share and learn from your colleagues.

What does it take to make all of this work for you?

GREAT COMMUNICATION
DBC has many ways to keep you informed and up to date!

Dimensions E-Newsletter – Quarterly with different business and communication themes
E-Update – Monthly updates of activities within DBC and the Academy
E-blasts – Special news and announcements
Social Media – Follow DBC on Twitter @DBCDDPG, Facebook and LinkedIn

Dietitians in Business and Communication members are professionals that reach out to support one another. You, as a member, help to educate, mentor and network with your fellow members. Your membership in DBC is a valuable part of your success in your profession and your future. And together, as members, you prove, once again, “that the whole is greater than the sum of its parts”, Aristotle.
Are you a Mentor?

Mentoring in its simplest definition means helping others learn something new. For some of us, the desire to become a mentor comes naturally while it may take others longer to discover the satisfaction in helping others succeed.

As professionals, we have trained, practiced, learned the ropes and taken a few hard falls in our career paths. Help share this knowledge with others that will continue our profession in Dietetics.

No matter why you choose to mentor, you will find the benefits outweigh the challenges and concerns of being a mentor. Helping others develop their professional skills will help improve the quality of Registered Dietitians in our communities for the future.

M—Meaningful Relationships
E—Encourage others to Succeed
N—Next Generation our future Professionals
T—Teaching others leads to Satisfaction
O—Opportunity to Evaluate Yourself
R—Returning the favor to your Successor

Sharing your knowledge with others leads to personal satisfaction. Give something back and become a DBC mentoring partner today! Mentoring relationships provide mutual benefits to both members.

Visit Dietitian in Business and Communications DPG website to the member benefits tab to view an overview of our Mentoring program, to sign up as a mentor, search for a mentor, read success stories and find additional resources. You can also connect with us on Facebook and Twitter at @DBCDPG.

Resource Reference: lifescript healthy living for women 7 Reasons To Be A Mentor by Stephanie Tallman Smith.

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DBC Webinar Series: A Big Hit With Members

By: Maureen Leugers, MBA, RD, CD

The 2013-14 Webinars, Hone Your Business Skills was highly successful. The four-part series centered on topics found in a typical MBA curriculum. Members were able to gain valuable business acumen without the fee or the homework!

The September webinar, The Art Of Networking, presented by Barbara Kane had 51 participants. This webinar was a great preparation for members getting ready to attend FNCE.

In November, Scott Eblin, a nationally recognized executive coach and speaker discussed what busy professionals often overlook, the need to let go of the technical tasks as they pick up more strategic work. His webinar, Overworked and Overwhelmed: The Mindful Leadership Solution, was attended by 49 members.

The DBC February webinar touched on the need to approach each person and each situation differently. It’s Not The Person, It’s the Situation, presented by Kevin Jurek, reminded the listeners with different skills and different needs. Each one should be assessed, and the right degree of leadership should be applied for the optimum results. Fifty-six members engaged during this webinar.

DBC closed out this webinar series with Engagement, The New Way To Market, which was held on May 19th. Hans Hegge, CEO of Text Ripple covered how marketing has evolved in the past 20 years at light speed. With the availability of marketing mediums increasing, how can DBC members keep up? What should we focus on? How do we engage with each client or customer “their way”?

If you missed one of these webinars or would like a refresher, the recorded version is available on the DBC Website. Please take advantage of this valuable member benefit!
Jenna Cope, RD began her career in Dietetics with Gerber Products Company (Nestlé Infant Nutrition) in 2011 and her growth and achievement is well documented. She began in Regulatory Affairs, then on to Public Policy Analyst; and now Nutrition, Health and Wellness Champion! Below Jenna tells us a little about her current position at Nestle Nutrition:

**What do you enjoy about your job?**

I enjoy working at Nestle because the company highly values science and nutrition as is evidenced by the fact that I work with about 200 fellow Registered Dietitians in North America. Nestle Nutrition’s focus on providing the right nutrition beginning with the first 1,000 days of life is in line with my interest in childhood nutrition.

Recently I have begun learning more about product development. I work with a multi-disciplinary team that includes members from Regulatory, Marketing, Research & Development and Corporate Affairs ensuring that products meet nutrition criteria, giving young children the healthiest options possible.

I have also had the opportunity to work in community nutrition education for communities with a high risk of childhood obesity for 0-3 year olds. I’ve been honored to be a part of this grassroots effort that activated members of the community through a formal advisory board. The feedback from program participants opened my eyes to the need for programs such as these that empower caretakers to make small changes toward healthier lifestyles.

Worksite wellness is another aspect of my job that I enjoy. Engaging employees can be a challenge since there are many other competing priorities. However infusing wellness into the culture through a variety of offerings can be effective. Some activities have included cooking demos, setting up a 10-minute break room with exercise equipment, and implementing weekly fruit deliveries for employees.

**What are some challenges that you face?**

I’ve learned to face challenges head-on, finding the most strategic and efficient ways to complete projects in a fast-paced environment. I’ve been forced to think smarter and faster using critical thinking through connecting different concepts and ideas to solve a problem.

**Where do you see yourself in another three years?**

Three years from now I expect to have completed my Masters in Public Health. I plan to utilize the degree by incorporating it with my experiences in business and meeting the nutrition needs of community through communication and programming.

**Why did you decide to choose a career in business and communications?**

After interning with Nestlé and completing a concentration in business during my dietetic internship, I realized that I enjoyed a fast-paced and dynamic work environment. I wanted to find a way to help people and at the same time find a unique way to utilize my nutrition knowledge.

I realized that there are a wide variety of significant opportunities for RDs working in a nutrition business. They can play a role from product development insight to providing strong nutrition messaging to the consumer. Dietetics in business provides a unique mix of utilizing nutrition-related skills and knowledge in a business environment.

**What does lead by example mean to you? In what ways do you lead by example in your current position?**

Leading by example means that someone is willing to forge new paths and take a leap of faith. It means that someone is willing to test the norm or create something new while setting an example by the way you act.

In my current role, I’ve learned to look for ways to improve current practices with suggestions that are more efficient – thinking creatively and outside the box. In an effort to try to lead by example, I try to collaborate, maintain honesty and integrity, and gain compromise within a team setting.

**How does your membership in DBC support your work?**

The networking events at FNCE are a great way to meet fellow nutrition professionals. The volunteer positions within DBC are also a way for members can get involved. My involvement with the Mentoring Committee right after graduating my dietetic internship was instrumental in linking me to the practice group and to other more experienced professionals.

You are enjoying great success in your current position, what tips would you like to share with other nutritional professionals seeking a career in business and communications?

I’m sure many dietitians have heard this before but networking is a crucial! The nutrition world is extremely small but is rapidly expanding into other areas past clinical. You never know what you can learn or where one conversation will lead you.

Finding a mentor is key to learning through another’s experiences, especially if you are a new professional or switching careers. It is invaluable to have someone take you under their wing, share their experiences with you and coach you along the way. This will launch you in your career!
DBC members set our own record for responses to HOD Spring 2014 mega-issue survey responses. Thank you to the 108 DBC members who provided valuable information, thoughts and comments for the mega-issue on Engaging Members in Research. (Previous high responses to mega-issues surveys = N7). Will be taking your results and comments to the Spring HOD 2014 virtual meeting, May 5-6, 2014. Future surveys will be structured to maximize responses, and most importantly, make the information pertinent to DBC members.

Results:

Q1 On a scale of 1-5 (5 being very important), how important is research as a part of professional job/practice? 78.5% ranked research as very important or important.

Q2 Do you conduct research as a part of your professional job/practice? Only 22.2% conduct research.

Q3 What type of research do you conduct?

   Scientific/peer reviewed  69.6%
   Market research  30.4%
   Applied research  52.2%
   Other (please specify)

In the Dietitians in Business and Communications Strategic Plan 2013 – 2018, Goal 2 was identified as DBC improves the health of Americans by helping members obtain and maintain business skills that improve their value to business, communications, marketing and industry.

Led by Tami Cline from the Food and Culinary Professionals DPG, and with the considerable support and experience from Barb Pyper, the DPG delegates from Dietitians in Business and Communications, School Nutrition Services, Management in Food and Nutrition Systems, Clinical Nutrition Management, Nutrition Educators of Health Professionals, and Dietetic Technicians in Practice collaborated on the submission of a new mega-issue related to business and management. It has been accepted as the topic for discussion at the Fall 2014 HOD meeting.

The mega-issue question is: Recognizing current and emerging professional opportunities in dietetics, how do we prepare members to commit their time, talent and resources to enhance their food, nutrition and culinary knowledge to include business and management skills?

Among the dialogue objectives are:

- Develop a plan to equip all Academy members to use, participate in and/or use business and management skills to benefit the profession and the public;
- Develop and expand resources to develop business and management skills; and Identify strategies to create a professional culture that encourages and embraces business and management skills.

What does this mean to DBC members? Based on results of the Fall HOD discussions, it potentially provides an opportunity to establish DBC as the lead organization within the Academy to advance and advocate business, marketing, and communications initiatives/issues through DBC seminars, webinars, activities, networking and programming.

Mary Lee Chin specializes in significant food issues and nutrition trends, working with commodity food groups and food industry on nutrition education initiatives. She speaks on some of the most provocative food topics of today, including genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring the science while respecting individual philosophies. Aware that many divisive and emotional food issues ignite a firestorm of debate, she advocates moving from polarizing rhetoric to open and professional dialogue. Mary Lee nationally reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings. She formerly held a six-year term as one of the original national spokespersons for the 70,000 member Academy of Nutrition and Dietetics.
Christine M. Palumbo, MBA, RD, FAND

Christine M. Palumbo, MBA, RD, FAND, was honored with the Bronze Award for two of her Good Sense Eating columns by the Parenting Media Association. Good Sense Eating runs in Chicago Parent, Brooklyn Family, Bronx Family, Queens Family, Long Island Family and Staten Island Family magazines. The judges wrote, “This column is written in such a way that it easily incorporates ‘real people’ into topics that might otherwise be addressed by experts alone.” Also, she was appointed Chair of the Member Value Committee of the Academy of Nutrition and Dietetics. Christine has also been Vice Chair of the Member Value Committee for the Academy between June 1, 2013 – May 31, 2014 and will become Chair beginning June 1, 2014 – May 31, 2015. For more information, visit Christine’s website at www.ChristinePalumbo.com.

Ilene V. Smith, MS, RD

Ilene V. Smith, MS, RD, has established I ON FOOD, Inc., a strategic communications consulting firm servicing the food industry. For the past 15 years, Ilene has combined her expertise, knowledge and skills in food, nutrition and public relations to create game-changing communications strategies for leading companies and organizations in the food industry. Among the companies Ilene has counseled are McDonald’s, Frito-Lay, Tropicana, Quaker, Kellogg, Wendy’s, the Almond Board of California, the California Strawberry Commission, Silk soy products, Pfizer Consumer Healthcare and ConAgra. I ON FOOD works with companies to shift corporate reputation, build brand stories, deliver influencer support and endorsement and drive business results. Ilene also works with clients to conduct major media events, scientific symposia, brand and product launches, and ongoing news bureaus. Ilene holds a masters degree in Nutrition and Applied Physiology from Columbia University and a bachelor of arts degree in Journalism and Mass Communications from New York University. For more information, visit Ilene’s website at www.i-on-food.com.

Jacqueline B. Marcus, MS, RDN, LD, CNS, FADA, FAND

Jacqueline B. Marcus, MS, RDN, LD, CNS, FADA, FAND, has a new book out called, “Culinary Nutrition: The Science and Practice of Healthy Cooking” (Elsevier, 2014). It’s on the shortlist in the Professional category of the Gourmand World Cookbook Awards. Culinary Nutrition: The Science and Practice of Healthy Cooking is the first textbook specifically written to connect food science, nutrition and culinology. The book uses real-life applications, recipes and color photographs of finished dishes to emphasize the necessity of sustainably deliverable, health-beneficial and taste-desirable products. With pedagogical elements to enhance and reinforce learning opportunities, this book explores the basics of proteins, carbohydrates, and lipids, issues of diet and disease, including weight management, and food production and preparation topics. The Best in the World will be announced May 20-21, 2014 in Beijing at the Daxing Theatre. There will be a cookbook exhibition, foreign rights trade center for publishers and authors, conferences, tastings, a show kitchen, book presentations and much more. Jacqueline has also just been appointed by Elise Smith and Sonja L. Connor, MS, RDN, LD, President-elect of the Academy of Nutrition & Dietetics to serve a 3-year term on the Academy Committee on Professional Development. For more information, visit Jacqueline’s website at www.thefitfoodpro.com.

Deralee Scanlon, RD

Deralee Scanlon, an award-winning dietitian, published author, media spokesperson with more than 1,100 appearances in the media as a nutrition authority, and recipient of “Brain Food Wizard” title, has written her latest book: “Boosting Brain Function and Memory Through Nutrition.” This book provides plenty of answers to questions for millions of people who suffer from mental decline and brain degeneration. She discusses brain foods containing essential nutrients needed daily, brain-protective antioxidants, brain-friendly micro-nutrients, probiotics role in gut/brain health, and water’s function in cell communications. My final word: Use It, Feed It or Lose It! For more information about Deralee, visit www.beverlyglennutrition.com.
Robyn Flipse, MS, MA, RDN
Robyn Flipse, MS, MA, RDN of Nutrition Communication Services, in Bradley Beach, NJ will be a panelist for the topic of **Taste Great or Less Filling: The Great Sweetener Debate** along with Michael Jacobson, Executive Director, Center for Science in the Public Interest (CSPI) and Paul Rozin, Professor of Psychology, University of Pennsylvania at the Healthy Beverage Expo in Long Beach, CA on May 29, 2014. For more information, visit Robyn’s website at [www.RobynFlipse.com](http://www.RobynFlipse.com).

Amy Hathaway, RD, CWPC
Amy Hathaway, RD, CWPC, of [www.ChoicerSize.com](http://www.ChoicerSize.com), has recently launched a patent pending, remarkably innovative product into the health education market. The product is called The Charles Challenge, a 30-minute board game that teaches players how their food and exercise choices impact the top three biometric risks. The game is unparalleled in its method of bringing gamification into medical center patient education classes, elementary school classrooms and worksite wellness programs. The game is unprecedented in that it provides players with separate scores for weight, cholesterol and blood pressure in a single round of a 2, 3 or 4 player game.

Livia Ly
Livia Ly is a master's student and dietetic intern at the University of Illinois at Chicago. In March 2014, Livia received the Frederick Green Memorial Internship, an award in nutrition communications granted by the Academy of Nutrition and Dietetics Foundation. This award will allow Livia to move one step closer to her business and entrepreneurship goals, and enable her to continue her aspirations of working with communications. Livia is also a dietitian trained in Brazil; born and raised in São Paulo but, currently lives in Chicago. Livia believes that her background and nutrition degree from Brazil gives her a unique perspective that allows her to bring diversity and fresh ideas into our industry. For more information about Livia, you can visit her website at [http://livia.ly/](http://livia.ly/).

Networking Events
This year, look out for events happening at your local state meetings, conferences and/or informal gatherings. Below is a list of the scheduled events:

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<thead>
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<th>Event Name</th>
<th>Website</th>
<th>Dates</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association for Healthcare Foodservice (AHF)</td>
<td><a href="http://www.healthcarefoodservice.org">www.healthcarefoodservice.org</a></td>
<td>June 3-6, 2014</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Institute of Food Technologists (IFT)</td>
<td><a href="http://www.ift.org">www.ift.org</a></td>
<td>June 21-24, 2014</td>
<td>New Orleans, LA</td>
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<tr>
<td>National Association of College and University Food Services (NACUFS)</td>
<td><a href="http://www.nacufs.org">www.nacufs.org</a></td>
<td>July 8-12, 2014</td>
<td>Baltimore, MD</td>
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<tr>
<td>School Nutrition Association (SNA)</td>
<td><a href="http://www.schoolnutrition.org">www.schoolnutrition.org</a></td>
<td>July 13-16, 2014</td>
<td>Boston, MA</td>
</tr>
</tbody>
</table>
As we end another successful year with DBC, I will like to applaud our amazing regional coordinators who have kept their regions active with events in their respective areas:

A big thank you to Torey Jones Armul, MS, RD, LDN for organizing the most fun and well attended DBC Chicago events, Jenna Allen, MS, RD and Constance Roark, MBA, MS, RDN for starting an amazing DBC group in Denver, Adrienne Hatch, MS, RD, LDN for putting Florida on the map again for DBC with a fantastic event in Tampa, Hope Hale, MS, RD, CD for bringing a wonderful group together in Washington State, Jaime Schwartz, MS, RD for reviving New York with a great DBC event, Katie McWhirter, MS, RD for taking advantage of your regional convention in Arizona to share DBC with Arizona members, Alicia Baird, RD, LD for always keeping our Minneapolis members active with your DBC gatherings, Tiffany Wenzel, RD, LD for keeping Texas members active, Peggy O’Shea, MBA, RD, LDN for organizing a great event in the Boston area and Lisa Katic, RD in the DC area. We truly appreciate your efforts and support for DBC.

On another note, I like to share a few tips that may help your visibility in your area. Every day I get asked about how to become more visible among the local media so I take this opportunity to share a few media skills to help you develop media savvy skills you can start practicing in your very own regions. Below are the first steps for getting people’s attention so you get asked to deliver up to date nutrition news.

• Develop a list of media contacts in your area.
• Monitor your local media contacts – know what stories they are covering and what they will like to cover next
• Read and know how to convert complicated nutrition news into practical tips for consumers
• Develop a pitch letter – make sure it includes the who, what, when, where, why and how of your story
• Make certain everything you convey is accurate, true and above all science based
• Keep in touch with your local media – pitch them with relevant, timely, educational and most interesting nutrition news
• If you hear something in the media and you have an opinion – contact your local media ASAP
• Take any opportunity you have to offer your services to your local media contacts
• Keep record of all your interviews so you can share them with the media, potential employers or your social media networks

A special thank you to all of our 2013-14 RNCs!

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