Dear DBC Members:
As my term as your Chair winds down, I'd like to use my last letter recapping some of our group's many highlights this past year, while also previewing some exciting efforts we're planning for next...

Communications Camp. Our second-ever Communications Camp did not disappoint, and delivered up-to-date information and dynamic speakers to almost 100 people in attendance. These Camps are an excellent opportunity to network with other DBC members and learn the latest trends and information related to communications and business led by experts in our field.

Business Essentials Webinar Series. One of DBC's best member services are these timely and relevant webinars which allow members to earn free CPEU credits and gain insights from industry leaders on how to gain more responsibility, visibility, and pay in their professions.

Mentor Me with DBC. An excellent resource for members to link with veteran DBC experts to seek career advice, open a business, write a book or change careers.

FNCE Networking Event. Looking forward to Nashville, DBC is stepping our signature member networking event up a notch and partnering with the Nutrition Entrepreneurs DPG for a great evening you won't want to miss!

DBC FNCE Spotlight Session. Also at FNCE this year, you won't want to miss DBC's educational session, Always Be Selling: How to Develop Sales Skills at Every Level of Practice, featuring speakers Susan Harrow and Stacey Antine, MS, RD, to guide attendees in 'the art of the sale' and teach important selling skills to enhance success in every area of practice.

I also want to thank everyone who served with me on DBC's 2014-2015 Executive Committee. Your dedication, insights and hard work not only inspired me, but helped bring immense value to our members.

I realize there are many dietetic practice group options available to Academy members, and I strongly encourage all of you to not only renew with DBC, but to also bring along a colleague. DBC has so much to offer – networking, mentoring, learning and/or improving essential communications and business skills, etc. -- and there is immense value in being a DBC member.

Thank you for the opportunity to serve you ... It truly has been my pleasure.

Warmest regards,

Erin DeSimone, MS, RD, LDN
2014-2015 DBC Chair

Erin is an Associate Partner at Food-Minds, a food and nutrition consulting company that specializes in food, beverage, nutrition, health and wellness communications. A registered dietitian by training, Erin has almost 20 years of experience in developing, implementing and managing health and nutrition-related marketing programs for health professional, thought leader and consumer audiences. Erin has been active in DBC for more than 17 years and is currently Chair of DBC. (edesimone@foodminds.com, LinkedIn).
It has truly been a wonderful experience to work as DBC’s Newsletter Editor for the past five years. As I step down from this position in June, I can’t help but recall all of the great memories and lessons learned from day one that have helped shape me into the registered dietitian I am today. I have met countless people through DBC, many dynamic, intelligent, business-savvy RDs, who I can not only call my colleagues, but also now my friends. When I started in this position in 2010, I was excited beyond belief because I was able to be connected with such a large group of RDs who I looked up to, who inspired me, and who have helped pave the path for dietitians like myself who were just starting out in business and communications positions.

There is such great value in DBC – the list could go on and on. For me, the best member benefit was the networking. At the end of the day, the dietetic practice groups that you join are only going to be as good as the time and energy you put into it. My advice to you...volunteer and become an active member in DBC. When I joined on, my primary function was to serve as the newsletter editor, however, during my 5 years in that role, I also served as a member on the Marketing & Communications team, I participated in a Mentor Me with DBC webinar, I helped mentor other students and interns, and most recently, I served as the 2015 DBC Communications Camp Chair. My point is that you have to put the energy into whatever group it is that you’re a member of. By doing so, you’ll reap far more rewards and build far more relationships than you ever could have imagined.

I will continue to be an active DBC member, however I am passing the baton onto Amari Thomsen, MS, RD, LDN, who will be your incoming DBC Newsletter Editor. She will continue to evolve the e-newsletter to meet the ever-changing needs of our members. Please feel free to reach out to her and welcome her! And be sure to read her letter on the next page.

Thank you for letting me serve you as DBC’s Newsletter Editor from 2010-2015! It’s been a pleasure meeting many of you over the years and I hope our paths continue to cross in the future. Here’s to my last issue!

Cheers,

Elisabeth D’Alto, RD, LDN
DBC Newsletter Editor

Elisabeth works as a Retail Dietitian with ShopRite in Maryland. 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 company. Elisabeth resides near Baltimore, Md. and can be reached at elisabethrd@gmail.com.
I’m not sure whether it was intentional on the Academy’s part but it struck me as a bit of serendipity that our membership renewal period occurs every spring – that time when we renew our personal lives by sowing new seeds, taking inventory and cleaning out the clutter. So what better time to take stock of our careers, reprioritize our needs and create new opportunities for ourselves?

One way to start making those career decisions is by considering what you want out of your Academy membership. Are the dietetic practice groups (DPGs) you joined last year still relevant to your career today? Is the DPG giving you the skills, education, tools and networking opportunities that will help you achieve your goals? Have you volunteered for or taken a leadership position in a DPG or written an article for its newsletter?

Of course, when asking yourself those questions, we’d like you to consider how Dietitians in Business & Communications (DBC) fits in with your career goals. With the role of dietitians changing over the nearly 100 years of the Academy’s history, business and communications skills are needed more than ever before. Whether you’re in private practice, a hospital food service manager, a communications consultant or working within the food industry, a big part of your business is, well, business. And, whether you’re in the media or not, these days we’re all citizen journalists and need to put our best communications foot forward.

In my role as DBC’s 2015-16 Chair, I plan to work with the rest of the Executive Committee to strengthen everything we already do to prepare our members for these new roles. That means enhancing and building new tools that will allow DBC members to connect with and learn from one another, better defining what DBC is and what makes it a valuable organization through which sponsors can reach members, and ensuring our educational offerings are innovative and engaging. And that’s just the start.

So as we spring ahead with our plans for the year, our top priority will be how we can help your career and the careers of all RDs blossom. It’s a great time to renew.

Ilene V. Smith, MS, RD is the 2015-16 DBC chair. She is currently the principal of I on Food, a public relations consultancy to the food industry. She is also the co-founder and co-president of Dishing with the Media, a producer of culinary media events. She blogs at www.ionfoodblog.com.

As a dietitian in nutrition communications at FleishmanHillard, a public relations agency in Chicago, IL, I work with a variety of clients and brands including Gatorade, Tropicana, Abbott Nutrition and Naked Juice focusing on health influencer marketing and strategic planning. I have been a Registered Dietitian for 4 years and have a unique background working as a retail dietitian for Whole Foods Market and establishing a nutrition blog and private practice, Eat Chic Chicago, which has allowed me to contribute my expertise in writing and recipe development to the Academy of Nutrition & Dietetics Food & Nutrition Magazine online and print publications. I was given the honor to attend the DBC Communications Camp as a speaker in 2015 and am excited to be the incoming DBC Newsletter Editor this June. In this new role, I hope to continue building relationships with dietitians of this incredible DPG and enhance the DBC Newsletter with my unique writing and editing experience.

Amari Thomsen MS, RD, LDN is the 2015-16 incoming DBC Newsletter Editor. She currently works in nutrition communications at FleishmanHillard and is also the founder of Chicago-based nutrition private practice, Eat Chic Chicago. She blogs at www.eatchicchicago.com.
Free Yourself From Digital Doom
How you can feel better and do better by letting go
By: Rebecca Scritchfield, MA, RDN, ACSM HFS @ScritchfieldRD

Forget junk mail. These days we are bombarded by digital clutter, leaving us shackled to our inboxes, scrolling through stuff we have to read, others we wish we had the time to read, and some we never signed up for. Thanks, e-mail phishing.

It’s not just our inboxes. We are slaves to all our devices – our computers, smart phones, tablets, and televisions. Many of us are still drinking the Kool-Aid believing that technology “innovation” is saving us time and improving our productivity. What’s really happening is our minds are becoming mush. We can’t focus or flow in our activities anymore. We jump chaotically from one distraction to the next. We hear “dings” and “beeps” and we jump to answer them as if every one is urgent. When we aren’t on social media, we worry about what we’re missing. We try to be everywhere and in reality, we are nowhere. We’re less creative. We’re less happy with our work. We’re more easily stressed, more likely to get overwhelmed, and more likely to make poor self care choices as a result. We do the exact things we tell everyone else to avoid. We cut back on sleep, we type on our laptops with our forks in our mouth strategically chewing around the cold metal prongs, and we are more likely to skimp on time with friends, family, or ourselves.

No matter how good you think you are, how quickly you can work, or how much you think you can adapt to today’s digital chaos, you’re wrong. The answer is not in keeping up. You will only run down. Just ask Arianna Huffington, Founder and CEO of Huffington Post who described her “wake up call” in her book Thrive. “I was lying on the floor of my home office in a pool of blood. On the way down my head hit the corner of my desk, cutting my eye and breaking my cheekbone. I had collapsed from exhaustion and lack of sleep.” If this is the direction we are going, isn’t it time to change our destination?

The answer lies in dealing with the root issues that feed these weeds we call our day-to-day technology tasks. These are my four best tips for cutting the e-clutter.

1. **Write down your “why”.** As you know, changing any habit requires motivation. Connect to why you want to get control of your e-clutter. My goal has two parts related to my life values: Be the mom my two girls deserve by being fully present when we are together. Bring my unique energy to all my work, which can only be achieved when I am calm and creative.

2. **Let It (All) Go.** Give yourself an hour a week or 15-minutes a day, whatever works for you and focus your attention on one thing: Getting control of your inbox. Unsubscribe from newsletters, change your update preferences on social media, websites for companies you like, everything. We are all suffering from e-mail overload. According to McKinsey Global Institute, we spend 13 hours a week reading, deleting, sorting and sending emails. You can unsubscribe just as quickly and never get that e-mail again. While I unsubscribed individually, you can try the app Unroll.me, which finds all your subscriptions and lets you unroll quickly and easily.

3. **Be the ruler, not the rubber band.** I’m usually a very flexible person, but I love technology rules. These help me stay boss of my gadgets.
   a. I schedule time to skim and sort my e-mail each day. I only allow for 15 minutes, reading subjects and from line to see if there are any real emergencies that will impact my work for that day.
   b. I stay logged out of e-mail when I’m working.
   c. I have all smartphone notifications turned off. I don’t allow myself to use my smartphone for e-mail unless I am traveling and I need it. Nearly 70% of all e-mails are read and answered on a smartphone. I find when I have permission to do that, I take my smart phone to the car, dinner table, and bathroom (yeah, I know) places I have no business answering e-mails anyway.
   d. I schedule 20 minutes a day to do social media engagement. I don’t allow myself to worry about things I may miss. The only exception I make is if I stumble upon something I’m very passionate about, doing the task would take less than a minute, and make me feel good that I spent the time.
   e. I schedule an hour a day, sometimes split into two 30-minute chunks of time to respond to the most urgent and important e-mails.
   f. I use Gmail labels feature to categorize e-mails that I plan to return to later. Whether personal or work related, it gets a label or it gets deleted. The e-mail will be there when I need to access it.

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g. I put all my devices away the second my girls come home. After a few minutes with them, it’s easy to just forget all that work that will be there tomorrow.

4. Take a technology detox. Hey, a cleanse we can all agree on! My husband and I will commit to taking a break from our devices, especially on weekends. We have not been able to make it a full 24 hours yet, but we’re working on it. We have noticed that we are much more engaged with the people around us when we put our technology away. We also notice how everyone else is obsessed with their devices when we aren’t tapping away on our own.

If you implement any of these tips, keep in mind one final thought. Don’t apologize for your boundaries. You have a very important goal, you are focused, and you will achieve it.

However, our society distributes “badges of honor” to those who are time-starved, stressed, and overworked as the norm. It is very challenging to go against societal expectations. When I started changes, I caught myself starting my e-mail greetings, “Sorry about the wait…” and then I realized I’m not sorry. I’m taking charge of my calendar, my time, my

Rebecca Scritchfield, MA, RD, ACSM HFS is an expert on the connection between health and happiness and believes in self-care as the foundation for a long, happy life. Based in Washington, D.C., Rebecca is founder of Capitol Nutrition Group, co-founder of Dietitians for Body Confidence and she is currently writing her first book on health and happiness. Get her free tips in your inbox twice a month and follow her on Twitter.
As busy professionals, it can often be overwhelming to manage the many aspects of our digital lives. Luckily there are tons of free websites and apps out there to make things easier for you. Here are a few of my favorites!

General Organization

Evernote (Free and Paid versions)

If your desk is cluttered with a million to-do lists, receipts and paper scraps, Evernote is about to become your new best friend. Use it to organize multiple to-do lists (personal, business, etc), clip web articles, capture notes and store images of receipts, business cards, important documents and more. You can search your images for specific words and can even send things directly from your email to a specific Evernote folder. It syncs across your phone, tablet and desktop for ease of use!

Calendar

Sunrise (Free)

Perfect for iphone users who use Google calendar on their computer and don’t like the iPhone calendar. Sunrise is compatible with Google calendar, syncs in real time, makes it easy to add events and reminders and allows you to easily view things like weather forecasts, driving directions and multiple Google calendars.

Ambiant Noise

Coffitivity (Free)

If you work from home and find music or TV too distracting, try Coffitivity. It plays ambient coffee-shop noises that mask the silence and help you be productive without distracting you. The app is available for iPhone and Android as well if you find yourself working on the go!

Email

Mailbox (Free)

Currently available for iPhone and Android and in beta testing for Mac OSX, Mailbox makes it easy to move through your inbox by making it mobile friendly and visually appealing. It also lets you send away emails that don’t need your immediate attention and set them to return later when you have more time to deal with them.

Automate Tasks

IFTTT (Free)

IFTTT (If this, then that) was developed to automate tasks that occur regularly, making your life easier. It allows you to write “recipes” for things you want to occur. For example, you could set up a recipe so that IF you publish a new blog post, THEN it automatically sends out a tweet sharing the link. Or IF you take a photo with your phone THEN it will automatically save that picture to a Dropbox folder. You can create a recipe for pretty much anything you can imagine to make your life easier!

Time Management

30/30 (Free)

This phone app helps you increase productivity by making it easier for you to focus on one task at a time. Create your task list, assign the amount of time you want to spend on each task and the app will track the time for you, reminding you when to start working and when to take a break!

Storage & Backup

Dropbox & Google drive (Free & Paid Options)

Store your files online so you can access them anywhere. Both Google Drive and Dropbox allow you to store a certain amount of data, photos, etc for free. You can then access them wherever you are- on a computer, on your phone or tablet, etc. Both also allow you to share folders, files etc with other people making it easy to collaborate with others without cluttering up your email!

Social Media

Twitter: Hootsuite (Free and Paid versions)

Easily manage your twitter account by using hootsuite to view and respond to tweets, manage multiple accounts, schedule tweets and Facebook posts in advance, create lists to make it easier to follow specific people or hashtags and more!

Pinterest: Tailwind

Tailwind ($10-$15/month)

Spend a few minutes each day using Tailwind to queue up images to be pinned to your Pinterest boards. Tailwind will help you determine optimal pinning times when you audience will be most engaged.

Lindsay Livingston is a registered dietitian and new mom from Columbus, OH. She works in nutrition communications and is the author of the healthy living blog The Lean Green Bean (www.theleangreenbean.com). She spends her free time hanging out with her 6 month old son and doing Crossfit.
The May 2nd and 3rd Spring 2015 House of Delegates (HOD) Virtual Meeting focused on the mega-issue of Sponsorship.

Initially scheduled to be deliberated for one day, both days were given over to Sponsorship issue -- driven by the recent discussion and dissent regarding the Academy's relationship with industry, which was precipitated with the Foundation's decision to put the first Kids Eat Right seal on packages of Kraft's Singles.


The seal created a public relations uproar. A “Repeal the Seal” petition gathered 12,000 signatures, 3,800 which were Academy members, less than 5% of membership. Academy membership was heard however, as emails poured into the inboxes of delegates and leadership, and the issue hotly debated on social media sites.

The Foundation moved to sever the seal program with Kraft http://bit.ly/Academypres and the House Leadership Team created a HOD discussion designed to hear and address member concerns and find solutions.

In addition the Sponsorship Advisory Task Force proposed recommendations to the Board of Directors in March 2015. It concluded that the Scientific Integrity Principles set the overall philosophy for the Academy’s relationship with private entities, and while the current corporate guidelines are sufficient, it is important to further define procedures in relation to the guidelines.

Day One’s discussions collected key points of member input related to sponsorship, and identifying positive and negative impacts with working with sponsors. Identified under main themes, delegates reported that membership felt there must be better communications and more transparency regarding important Academy decisions; concern of ethics and industry relationships; need to strengthen sponsorship guidelines, and that the seal implied endorsement. Also mentioned were several comments that some members felt intimidated from expressing support for the KER initiative and that a mechanism needs to be put in place so that all membership views can be collected. Of note, the majority of members reported that industry relationship is of value for a number of reasons including supporting work and educational initiatives, job opportunities, and support for state organization events.

Day One also featured Neva Cochran providing an overview on how decisions regarding potential sponsorships are made by the Academy and Foundations’ BOD, and positive outcomes of sponsorship, mentioning that she addressed the sponsorship issue to the HOD in Spring 1997, and the current corporate sponsorship program was initiated in 2007. Meg Bruening discussed concerns and suggestions related to sponsorship collaborations and their impact.

Day Two addressed finding solutions: How do we evolve the existing sponsorship program to further the mission, vision and goals of the Academy while safeguarding the Academy’s integrity and reputation? Close to 100 recommendations were collected, and prioritized. These ranged from assessment strategies to evaluate the positive and negative effects of sponsorship; to developing effective communication channels to and from membership; strategies to ensure ethics is a part of all decision making and in all that the Academy does; to specific details on how to accomplish these recommendations. Of interest to DBC DPG, suggested recommendations included hiring outside experts, or tapping into the expertise of Academy members who have skills in communications, consumer perception assessment and public relations.

At this point, motions are being crafted and will be posted. Review of the motions, opportunity to revise the motions and deliberation on the motions will occur. I will take in account the opinions and comments from DBC members in the pre-HOD meeting survey, as I weigh in on the motions. Voting by delegates takes place and the results will be released June 4, including the voting record of all delegates.

Access summary of the DBC survey here: Link

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: genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring 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 reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings.

HOD Update: Lessons Learned

By: Mary Lee Chin, MS, RD
Why DBC? What’s in it for you? Membership in Dietitians in Business and Communication provides learning and sharing with like-minded professionals in business and communications including networking, education, mentoring and leadership development.

Networking
Networking is our number one request. It happens at national, regional and state (FNCE) meetings. It can happen spontaneously, maybe a tweet or email from one member to others to meet for a no-host cocktail hour or dinner or perhaps pot luck in someone’s home. Whatever the occasion it will enhance your network and your work and you are sure to have a great time with like-minded professionals.

Exclusive Online Resources:

- **e-Newsletter** – A quarterly online publication, filled with business, communications and technical advice. Thinking of starting a blog? Find out how and when to blog! Want to understand the value of social media? Learn why, how, where and when to use Twitter, Facebook and LinkedIn. All newsletters are archived and it is easy to find any expertise necessary for professional success in business and communications.

- **Member Directory** – Contact with every member across the country that can help support questions, decisions, and ideas.

- **DBC eUpdates** – Monthly the eUpdates keep you current with what’s happening within DBC as well and links to all events within the Academy. And, in addition to the tip of the month, the eUpdate is there to connect you with members via social media – Facebook, Twitter and LinkedIn.

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

Education:

- **Webinars** – DBC designs webinars to meet the needs of all members. Annual surveys provide feedback to ensure members receive the knowledge and support they request. The webinars are designed with you in mind. All webinars are available for Continuing Professional Educational Credits for one year after the live webinar. The following are the webinars that were offered during the 2014-2015 year:
  
  - **May 2015** - Building Presentations That Get Funding
  - **April 2015** - Building a Successful Business Plan
  - **February 2015** - Interpreting Scientific Data
  - **November 2014** - LinkedIn
  - **September 2014** - Social Media

Mentoring

**Mentor Me with DBC** – Are you new to the profession or new to business, industry and communications? The mentoring program will provide career guidance and support, whether you are new in the profession, going to work in business and communication for the first time, and/or changing careers or starting a new business. The mentoring web site includes tips on how to get the most from mentoring and how to be a great mentor to others.

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, professional and personal growth. 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!

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Terri has worked in dietetics and business for more than 30 years. Currently she owns and operates a consulting business, employing more than 30 registered dietitians, serving healthcare and business clients in the Pacific Northwest. Previously she worked in contract food service as President for a regional corporation of 750 employees with clients in five western states. Terri has been active in DBC for more than ten years. She is currently membership chair and is also serving as the Academy Foundation’s Chair.
As I write this, the Education Committee is finalizing our fifth and final webinar of this membership year. It has been a whirlwind year to bring all these webinars to life. We hope that you found our 2014-2015 topics of “Today’s Business Essentials: Planning, Media Skills and Analysis” useful and insightful.

The webinars that made up this theme focused on using social media, especially LinkedIn, to the best advantage; carefully analyzing and communicating scientific research; the ins and out of building a successful business plan; and building a persuasive presentation.

If you missed these webinars, or are a new member of DBC, they are available on our website, www.dbconline.org, in our Member Only section.

I would like to acknowledge and thank all of our wonderful speakers this year. I’d like to recognize and thank the members of the DBC Education Committee: Diane Quagliani, MBA, RDN, LDN and Sarah Downs, MBA, RDN. Finally, join me in a big welcome for our incoming Education Chair, Kristen Lazaroff, MBA, RDN, LD!

Sarah is a registered dietitian who has worked in the area of nutrition communication for the past 14 years in both the food and publishing industries. She currently works in the Nutrition Marketing department at the Kellogg Company in Battle Creek, Michigan. As part of this role, Sarah provides nutrition insight and communications to the marketing teams. Sarah has been a member of the Dietitians in Business and Communications Dietetic Practice Group (DPG) for 3 years and is currently the Education Chair. She is a past editor of the Food and Culinary Professionals DPG’s member newsletter. Sarah Woodside, MS, RDN, is a Nutrition Marketing Business Partner at the Kellogg Company. She specializes in nutrition communication and educational resource development for health and wellness influencers.
Julie Pappas is a registered dietitian and Account Supervisor at FoodMinds, LLC, a food and nutrition consulting and a communications company that specializes in harnessing science, public affairs and communications to meet public health objectives. Julie has spent her entire career in nutrition communications and public relations while residing in Chicago.

Let’s see what a day looks like for Julie:

**How does your day begin at home?**
Alarm goes off and I immediately look at my... phone! I check my texts, emails and weather app. Then it’s a quick change, on-the-go breakfast and I’m out the door en route to work – which happens to be a 5 minute walk.

**Fill in the blank:** You would turn around and go back home if you forgot your portable mouse. FoodMinds makes it easy to work from just about anywhere, so I always keep my laptop and mouse in my bag. I cannot stand a small scroll pad on my laptop so the mouse is crucial!

**Fill in the blank:** You get to the office and the first thing you do is drink coffee. Then I power up my computer and get right to it. I’m a morning person so I am most productive in the early hours.

**What app(s) do you check constantly throughout the day?**
Life in PR/communications is busy, so there isn’t too much time throughout the day to check apps, but when I do have a second, I will check Instagram (I love keeping up with my newsfeed) and snapchat (because I enjoy a mid day laugh) My workout studio also has an app that I use to sign up for classes, so I often check the schedule to sign up for classes throughout the week.

**Everyone is squeezing the most out of each day, do you usually take lunch or is it a “working” lunch – checking personal emails, facebook, etc?**
I’ve only worked in PR/communications so I’ve grown accustom to multitasking. Lunch probably isn’t the right term for me given that I’m a big snacker. I normally time my snacks around my calls. If I have some time, I’ll eat and scroll through the sale notifications in my gmail.

**What is the most important skill to have in your current position?** It’s hard to pin point just one. Along with most RDs in PR, I had no formal training in communications and marketing/PR so entering into this world came with a great learning curve. I equate much of my success in nutrition communications and strategy to my work ethic and desire to learn. Without formal training, I had to put in extra effort to grasp pieces that may come easily to my trained colleagues. “No” is not a term I frequently use; rather it’s “okay, we will figure this out.” Being resourceful and proactive can go a long way.

The nutrition landscape is dynamic, therefore a dietitian’s role in how they serve their clients and help them navigate is always changing as well. I never get too comfortable and I certainly cannot get stuck in my own ways, because that means I’m not moving with the tides.

**How do you stay up on trends? What are some of your favorite resources?**
I subscribe to FoodNavigator, Smartbrief for Nutritionists and other news services so that I catch the latest food and nutrition trends reports.

**How much traveling do you do? I normally travel 1-2x a month.**
Are those days more or less productive and why? They are very productive! FoodMinds makes traveling easy by giving us phones and computers. When in the airport, I can easily be sending emails or dialing into conference calls. I always say that the airplane is my most productive time. I don’t like flying so working on the airplane keeps my mind off the fact that I’m in the air.

**In what ways does technology support your travel days?**
Technology is everything. I will use my hot spot or buy Boingo wireless while I’m in the air, airport or hotels. One time my wifi wasn’t working in my laptop while I was traveling and I thought the world was going to end!

**What is a “must have” item when you travel?**
Aside from my work necessities – I must have my blanket scarf because I’m always cold and socks for when I take my shoes off in security.

It is getting late and time to head home, what are you doing on that commute home?
I am fortunate that I walk to work so my quick 5 minute walk involves me calling my mother or my best friend to say hello. My best friend is a stay at home mom, so we can swap very different but equally interesting, stories about our day.

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And finally, time for you, well almost – how do you wind down in the evening?
A perfect evening after work includes: a trip to Shred415 (my favorite workout studio), cooking dinner, eating at the dinner table with my husband and then enjoying good movie on the couch (while scrolling through Instagram and my online shopping apps since I can never be doing just one thing)

What are some of your favorite stress-relief strategies?
Working out. It’s my most sane hour of the day. I love how working out completely removes all stress and worries. The only thing I’m focused on while working out is wondering how I’m going to run the next mile or complete 10 more burpees.

How has DBC helped you in your career?
DBC has introduced me to such talented, smart and like-minded people. I love attending networking events because I’m bound to meet another handful of people with really interesting jobs and interesting stories to tell.

Lastly, what advice do you have for RDN’s venturing into the world of Business and Communications?
You can do it! The hard work and extra effort in the beginning pays off in the end as it can help you create a career for yourself that includes growth and challenges in this ever-changing food environment.

Marketing & Communications Team Year in Review

By: Andrea Carrothers, MS, RD / @acarrothersRD

It seems hard to believe, but another action-packed Academy year has flown by! The marketing team focused its attention on two primary goals this year: 1) improving member communications through our monthly E-Update and quarterly DBC Dimensions newsletter and 2) enhancing integration of social media with our events and programs.

Under the leadership of Torey Armul, MS, RD, LDN, CSSD and now Claire Allen, MS (after the birth of Torey’s adorable little boy in March!), the E-Update has continued to be a key vehicle for getting the word out about DBC announcements, events and happenings. Based on popular demand, we’ve continued to include the “Quick Bites” feature to highlight a timely business article and the “Overheard on Social” feature to share a featured tweet from our @DBCDPG handle.

Our tireless DBC Dimensions editor, Liz D’Alto, RD, LDN has done a great job keeping our newsletter fresh and timely, with tips and articles to make members more business-savvy. This year’s themes have included Technology in Communications, Staying on Top of the Trends, The Art of Mentoring and Cleaning out the E-Clutter, and we’ve been so grateful to have many of our incredibly talented members contribute articles to share their knowledge and expertise with the group.

And thanks to social media chair Julie Pappas, RD we’ve continued to have a visible and vocal presence on social media, building our Twitter followers by more than 50% to 1,803 members and our Facebook followers by more than 30% to 1373. We’ve utilized social media to extend the reach of our activities and events like FNCE (selfie corner, anyone?), the DBC Business Essentials Webinar Series and DBC’s Communications Camp. #DBCCommCamp caught on like wildfire, with hundreds of tweets shared by attendees during the 2-day event in Lake Las Vegas. Although nothing replaces being there in person, it’s fantastic to be able to glean highlights and tips simply by following along on our smartphone! We hope you’ll follow us on Facebook and Twitter (@DBCDPG) and use the #DBCDPG hashtag to chime in and join the fun all year long.

Kudos to the entire marketing team 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!

Andrea is a vice president at Porter Novelli, where she provides strategic nutrition communications counsel to a wide variety of clients within the global food practice. She has more than 10 years of experience developing and leading health and nutrition marketing programs, and specializes in the translation of science into influencer and consumer outreach initiatives. She currently serves as DBC’s Marketing and Communications Chair, and is an active mentor to new dietitians seeking knowledge and experience about careers in nutrition communications. Connect with Andrea via email andrea.carrothers@porternovelli.com and on Twitter @acarrothersRD.
Kathy is responsible for healthcare and education sales planning and strategy at Campbell Soup Company’s Away From Home Division. She leads the development, planning and execution of innovative and customized business solutions to the marketplace. In addition, she manages Campbell’s marketing activities at key national healthcare and education trade shows as well as directs/monitors sales initiatives.

Kathy is a Fellow and Member of the Academy of Nutrition & Dietetics. She has held various national and state offices, including Chair of the Academy’s Nominating Committee and President of the Texas Dietetic Association. In addition, she has served on the Meals on Wheels Association’s Foundation Board of Directors. Kathy’s current role in DBC is Immediate Past-Chair.

**How does your day begin at home?**
My day begins early around 5:30 am. My routine starts with coffee and checking email to see if there are any pressing issues that require immediate attention. Next I’m headed to make sure that my 15 year old twins Michael and Megan are up and getting ready for school.

**Fill in the blank:** You would turn around and go back home if you forgot your IPhone.

**Fill in the blank:** You get to the office and the first thing you do is turn on my laptop if I haven’t done so already. Since my office is in the house, I’m there in just a few steps.

**What app(s) do you check constantly throughout the day?**
I don’t look at any app(s) constantly throughout the day. I will look at Facebook a couple times to keep up with family, friends and the weather. It keeps me up to date with birthdays, events and inclement weather. I have a really good friend who is a retired meteorologist who will post details around serious weather situations (which is always a concern in Oklahoma!).

**Everyone is squeezing the most out of each day, do you usually take lunch or is it a “working” lunch – checking personal emails, facebook, etc?**
Mine is almost always a working lunch. I’m working all three time zones so it never fails that a teleconference gets scheduled during lunch. I try to be available since I’m remote. When I do have open time, my favorite way to spend it is a quick workout and healthy lite meal.

**What is the most important skill to have in your current position?**
The ability to work well with others (ex. sales, finance, marketing, sales planning & strategy) and gain alignment on initiatives, pretty basic stuff.

**How do you stay up on trends?**
What are some of your favorite resources? I’m fortunate that my company subscribes to various services for foodservice trends and insights. We also have a group of chefs who are constantly scouring the globe for the latest culinary trends. I also subscribe to both healthcare and education news services like SNA Smartbrief, Smartbrief on Leadership and the Academy of Nutrition & Dietetics Knowledge Center.

**How much traveling do you do?**
I travel less now than I ever have in my career at Campbell. I left my account responsibility about 5 years ago and moved into Sales Planning and Strategy. I travel around 25% or less. It just depends on the month.

**Are those days more or less productive and why?**
They are almost as productive as days in the office. I travel with my laptop and IPad which allow me to keep up with email and projects and family.

**In what ways does technology support your travel days?**
I’m never out of touch really. I access in flight internet which allows hubby and kids to even text me while flying the friendly skies.

**What is a “must have” item when you travel?**
Two things actually…Laptop and work-out clothes

**It is getting late and time to head home, what are you doing on that commute home?**
Well, I don’t commute but if I did I would probably be taking care of any loose ends at work so that when I see my family I can give them my undivided attention.

**And finally, time for you, well almost – how do you wind down in the evening?**
My favorite way is to put on my pajamas, lay in bed and catch CNN.

**What are some of your favorite stress-relief strategies?**
Exercise (walking) and massages.

**How has DBC helped you in your career?**
Being a member of DBC has put me in touch with many amazing and talented RDs. I consider most of these life-long friends who are always there for me. From a business perspective, it is the networking that’s the real bonus.

**Lastly, what advice do you have for RDN’s venturing into the world of Business and Communications?**
Do it! I have never once regretted choosing a business path. Figure out what you want to do and just get aggressive and make it happen. There are plenty of people who will help you along the way. Don’t let that little voice inside your head talk you down from your dreams.
The topics of sponsorship, endorsement, and transparency have been top of mind lately for the Academy. Despite the field in which you work, a healthy balance can be achieved between maintaining our scientific independence as practitioners while also realizing our fiduciary responsibilities to maintain a healthy balance sheet for the organization. As the upcoming Sponsor Chair for 2015-2016 year, our goal is to ensure we deliver the content and services our members seek, and that transparency regarding our sponsorship values are front and center.

The words “engagement” and “trust” and “social permission” have become a new standard in business lingo over the past five years, and rightly so. In the age of digital media, everyone has a voice, and everyone wants to be heard. But, the formula for trust is complex and requires a healthy two way dialogue.

Navigating misinformation in the lay and scientific press is all consuming, but DBC can and should be the voice of reason for sound nutrition advice based on scientific evidence. As part of this duty, we should be bold about inviting companies and service providers to the table to have a conversation about our shared values, and how we can help cut through the noise. Rather than shy away from controversial topics, we are excited to help ventilate the issues and have constructive discussions directly with principal stakeholders.

If you haven’t heard the news yet, we couldn’t be more excited about hosting a joint networking event at FNCE this year with another practice group, Nutrition Entrepreneurs. In addition to being one of the most well attended networking events of the conference, it presents a fantastic opportunity for your business, large or small, to be heard and your products or services featured. Together, DBC and NE represent ~4500 dietitians in business, communications, private practice, health care, and the food and beverage industry, and we expect more than 300 influential attendees at our event in October.

We welcome and invite you to have a conversation about sponsorship opportunities, and ways in which DBC can help foster a constructive dialogue with our membership through webinars, eblasts, and attendance at our events throughout the year or other creative engagement strategies.

DBC values an open door policy, and we welcome feedback from all of our members regarding your thoughts about sponsorship. For more information about sponsorship and engagement, please connect with: Becki Holmes or the DBC Executive Office.

Becki Holmes, RD – Current Mentor Chair and Upcoming Sponsor Chair

Engagement is Next Generation Sponsorship

Becki is Director of Scientific and Regulatory Affairs at Red Bull North America. Prior to joining Red Bull, Becki led the Global Regulatory and Nutrition team at Starbucks Coffee Company. In addition to executing regulatory and scientific programs, Becki has served integral roles in the development and implementation of mandatory and voluntary policies pertaining to the food and restaurant industries including trans fat, sodium, menu labeling, and caffeine initiatives. Becki also serves on the Board of Directors for Nutritionix, a nutrition software company.
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DBC is grateful to acknowledge the support of our valued 2014-2015 sponsors

AMBASSADOR LEVEL

LEADER LEVEL

PATRON LEVEL
Setting Record Straight on Unique Plant’s Healthy Oil

By CanolaInfo

As a dietitian, you probably know canola oil is healthy and versatile, but perhaps not exactly why.

Canola oil is lauded for both what it does contain and what it doesn’t. Of all common cooking oils, it has the most plant-based omega-3 fat (11 percent) and the least saturated fat (7 percent) — half that of olive oil (15 percent). Canola oil is also free of trans fat, which the U.S. Food and Drug Administration (FDA) preliminarily ruled unsafe in 2013.

Heart-Smart Fat

“Since heart disease is the leading cause of death in the United States, it’s critical to keep intake of saturated fat to 6-10 percent of total daily calories, depending on one’s risk of heart disease, and to consume a moderate amount of healthy unsaturated fats instead,” says Dr. Suzanne Steinbaum, cardiologist and director of the women’s heart disease center at New York’s Lenox Hill Hospital. “Canola oil is simply a smart choice as an everyday cooking oil.”

In fact, the FDA authorized a qualified health claim* on canola oil’s ability to reduce the risk of heart disease when used in place of saturated fat.1 Research has shown that the oil’s high unsaturated fat content (93 percent) helps lower LDL cholesterol, thereby reducing the risk of cardiovascular disease.2 The unsaturated fats are made up of monounsaturated fat (61 percent) and polyunsaturated fats (32 percent). The latter category is comprised of alpha-linolenic acid, an omega-3 fat, and linoleic acid, an omega-6 fat.

“The types of omega-3 and omega-6 fats that are found in canola oil can be considered ‘essential’ in the diet because the body can’t make them on its own,” notes Roberta Duyff, M.S., R.D.N., author of the American Dietetic Association Complete Food and Nutrition Guide. “Canola oil is higher in the omega-3 alpha-linolenic acid than other common cooking oils so it’s an easy way to get some of this often underconsumed fat in the diet.”

A Plant All Its Own

Canola oil comes from the crushed seeds of the canola plant, which a member of the Brassica family that includes broccoli, cabbage and cauliflower. It was developed in Canada through traditional plant breeding to remove two undesirable components (erucic acid and glucosinolates) found in rapeseed. To acknowledge these differences, the new plant earned a new name, canola – a contraction of “Canadian” and “ola” meaning “oil.”

“Canola is often confused with rapeseed, but the two crops and their oils are distinctly different,” says Minnesota canola grower Rob Rynning.

Indeed, there is an internationally regulated definition of canola that differentiates it from rapeseed based upon it having less than 2 percent erucic acid and less than 30 micromoles of glucosinolates (a bitter-tasting organic compound). Oils that do not meet this standard cannot use the term “canola.”

Rapeseed, although still grown in limited quantities in North America, is now confined to production under contract for specific industrial uses, Rynning notes.

Go-to Ingredient

Moreover, chefs consider canola oil a kitchen essential, too. Its neutral flavor, light texture and high heat tolerance (smoke point of 468 °F) make it a match for almost any culinary application.

“I love cooking with canola oil because it’s incredibly versatile,” agrees Nancy Hughes, a professional recipe developer and cookbook author. “I can use it for sautéing, searing, roasting, baking, stir-frying, vinaigrettes – you name it. The fact that it’s healthy to boot makes my decision in the kitchen even easier.”

References:

CanolaInfo is the information source about canola oil for consumers, health professionals, chefs, media, educators—anyone who wants to know more about this oil.