Message from the Chair

By: Ilene Smith, MS, RD

Sadly, this will be my last note as chair of Dietitians in Business and Communications. Writing this for this particular issue does give me a chance to reflect on some of the spring cleaning I did a year ago when I took on the role as chair. I’m very proud of what we’ve accomplished in the last year but I’m also proud that I ignored one of the basic tenets of spring cleaning: don’t add anything new unless you’re willing to give up something that’s been sitting around awhile. After all, if it still fits and you enjoy the way it looks and feels, why get rid of it. There’s always a way to squeeze in something new.

Indeed, when I looked in the proverbial closet of what DBC represented one year ago, my predecessor Erin DeSimone, had left behind some things that suited me—and all of DBC—well: an excellent leadership team, a successful FNCE® networking event, a building education curriculum and rich educational content including the amazing Communications Camp. And that’s just to name a few. There were, however, lots of new things on my wish list. Even though I couldn’t have them all, here’s what I’m especially proud of:

• Our increased social media presence, led by Marketing & Communications Chair Missy Nelson. In addition to building our following, stepping up our content, Missy and her team were recently recognized by the House of Delegates for the innovative tools they implemented to enhance their work. They also added a monthly Twitter chat that gave us an opportunity to engage with our members throughout the year.

• The addition of a TED Talks Club to our education curriculum. Under the leadership of Education Chair Kristen Stoehr, we had the opportunity to review talks relevant to our roles as dietitians and as business people and communicators and to discuss their implications.

• We also committed to adding a student member to our Executive Committee, a yearlong process coordinated by Chair-Elect Terri Raymond. We hope to have the first student join our Executive Committee for the 2016-2017 term.

In the meantime, we continued to look at ways to continue refining our curriculum, step up our sponsorship, enhance membership and membership value and so much more. Thanks to the entire executive committee for all the great work they’ve accomplished over the past year. I’m excited to see what spring cleaning Terri has in store.

Warmest regards,
Ilene Smith, MS, RD
2015-2016 DBC Chair

Ilene is the principal of I ON FOOD Inc., a communications consulting firm servicing the food industry. For 15-plus years, Ilene has created communications strategies for leading food organizations. I ON FOOD’s specialties include corporate reputation, brand building, influencer support and media relations. Ilene holds a Master’s degree in nutrition from Columbia University and a Bachelor’s degree in journalism from New York University.
To my dear DBC Newsletter readers,

It has been a pleasure and a joy to work as the DBC’s Newsletter Editor for the past year and I cannot thank you enough for your contributions, positive feedback and continued readership.

As I forward this role on to a new editor in June, I can’t help but reflect on all of the lessons learned, memories created, and relationships built that have helped shape me into the dietitian I am today. I have had the opportunity to meet countless business-savvy, smart and energetic peers through DBC who I not only call colleagues, but who I now also consider close friends. The end of my role as newsletter editor is bittersweet as I will miss developing content for this fantastic publication every quarter, but I am excited about the new adventures that my future with the DBC will bring.

I am proud to pass the baton on to our new editor, Sarah Hendren, who will continue to evolve the e-newsletter to meet the ever-changing needs of our members - you are all in good hands! Please feel free to reach out to her and welcome her!

Thank you for the opportunity to serve as your DBC’s Newsletter Editor for the past year and I hope our paths cross again in the near future. Don’t be a stranger and please reach out to keep in touch.

Cheers,
Amari Thomsen, MS, RD, LDN
2015-2016 DBC Newsletter Editor

Amari Thomsen, MS, RD, LDN is the 2015-16 DBC Newsletter Editor. She currently works in nutrition communications at FoodMinds and is also the founder of Chicago-based nutrition private practice, Eat Chic Chicago. She blogs at Eat Chic Chicago. Amari resides in Chicago, IL and can be reached at athomsen@foodminds.com, on Twitter (@EatChicChicago), Facebook (/eatchicchicago), Instagram (@amari.thomsen) and LinkedIn.

Spring is here! And it is a reminder that DBC’s New Year (fiscal) is right around the corner. Each year, at this time, your Executive Committee works diligently to design programs, networking and education opportunities based on your feedback through the member survey. Watch for the survey announcement via social media, e-blast and on the DBC website. Please take a few minutes to review, reflect and respond to the survey. All responses will be reviewed and each comment taken into consideration as your Executive Committee uses their creative energy to initiate plans for the 2016-17 program of work.

It is an honor to work together, build on the history and success of an organization that represents your profession and your work. Be part of this New Year, make your thoughts and feelings known so that we can continue to provide an organization that understands what you do and the tools and support that you need to create both professional and personal success.

We look forward to hearing from you!
Terri Raymond, MA, RDN, CD, FAND
DBC Chair-Elect

Terri has worked in dietetics and business for more than 35 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.
Hello DBC members!

As I sit writing my introductory letter, I cannot help but think what an honor it is to be the Dimensions Newsletter Editor for the 2016-2017 calendar year! I have been a registered dietitian for a quick service restaurant chain called Culver’s for 3 years. Learning how to navigate the food industry, learn business and communications strategies, and network with other like-minded nutrition professionals is what drew me to join DBC. Outside of work, I live in Dallas, Texas with my husband. Even though we reside in Dallas, my heart is back in Madison, Wisconsin where I attended college, met my husband and started my career. I love to read, cook with exotic ingredients and spices, travel, and support my Wisconsin Badger football and basketball teams…and of course, the Green Bay Packers!

Amari has done an incredible job as the current Newsletter Editor, and has left big shoes to fill! While I may shake things up a bit, I want this newsletter to be valuable for you. YOU are the heart of this dietetic practice group (DPG), so please share your feedback and suggestions to help us improve.

DPGs are an outstanding opportunity for learning, networking and finding a mentor that can help you navigate working as a professional in non-traditional nutrition positions. If you are interested in becoming more involved in DBC, consider volunteering to author an article for the newsletter!

I’m looking forward to a great year!

Healthy regards,
Sarah Hendren RD, CD
2016-2017 DBC Dimensions Newsletter Editor

Sarah Hendren RD, CD is the incoming 2016-2017 DBC Dimensions Newsletter Editor. She currently works as a registered dietitian at Culver’s (a quick service restaurant franchise) and is completing her Master’s Degree through Central Michigan University. Sarah is responsible for Culver’s nutrition strategy and provides brand direction as part of Culver’s Menu Strategy Team. She works closely with marketing, public relations, legal and quality assurance, providing thought leadership and regulatory counsel. Connect with Sarah at SarahHendren@culvers.com or at Sarahnicole0046@gmail.com.
April Twitter Chat:
Thursday, April 21st, marked our third member-hosted Twitter Chat by Sherry Coleman Collins, RD @DietitianSherry on “Public Speaking for Professionals - Using this Platform to Grow, Influence and Business.” If you missed any past Twitter Chats, visit the #DBCDCPG and view the conversations.

April Webinar:
On April 12th, we held our last webinar of the year, “Building Your Influence with Live Streaming Video.” Our invited speaker was Amber Pankonin, MS, RD, CSP, LMNT, an award-winning Registered Dietitian Nutritionist and agriculture communications consultant based in Lincoln, Nebraska. In her talk, Amber educated the DBC membership on new social media platforms, such as Periscope and Facebook Video, discussing how broadcasting live video can be used to grow your audience and influence.

Amber’s Tips:
1. Be authentic.
2. Plan, but don’t overthink it.
3. Consider your device’s battery life and invest in a tripod and a robust data plan.

April TED Talk:
We also held a TED Talk club on April 19th, moderated by Kristen Stoehr, MBA, RDN, DBC Education Chair, featuring a talk by Emilie Wapnick on “Why Some of us Don’t Have One True Calling.” Our discussion centered on embracing our multiple passions and the benefits in doing so – from idea synthesis to rapid learning and adaptability. Emilie reminded us to, “embrace your many passions, follow your curiosities down rabbit holes and explore your intersections! It will lead to a happier, more authentic life.”

Key Takeaways:
1. Embrace your inner wiring, whatever that may be.
2. Align your career with how you’re wired.
3. If you are a multipotentialite or have one on your team, refrain from forcing into specialization.

In case you missed them, the April webinar and TED Talk Club are now both available on the DBC website under Webinar Self-Study Recordings for self-study.
While I wouldn’t consider myself a “neat-freak”, I do love to continually remove the physical clutter in my life. Something about tossing away the junk and being left with a clean space is completely refreshing, and it allows me to focus more on the meaningful parts of my life. Equally as important as cleaning up your physical environment is the task of tidying up your virtual environment. This can be a much harder task sometimes as things aren’t as concrete. But, trust me, it is just as rewarding.

Think about it: Many of us have created a broad online presence. We can spend more than half our day connected to the online world in some way—making our online space a pretty significant part of our lives. Because of this, it worth our time to take stock of our online presence in the same way we might declutter our physical spaces.

Enter: a virtual cleanup.

A virtual cleanup is exactly what it sounds like: going through your various online spaces and critically assessing what needs to go, what needs to be reorganized, and what needs to be prioritized. In removing the insignificant pieces, we can put more energy into the areas that deserve it.

Take LinkedIn, for example. Did you put in all your position titles and tell yourself that one day you would go back and fill in the descriptions? Today is that day. Position titles are great, but they don’t do you full justice. We all know so much more goes into a position than simply what name it was given. Descriptions are also a great tool for young professionals who will explore your profile to get an idea of what positions are out there and if you have a journey they would like to mimic. This is definitely a strange hobby of mine—I love seeing other’s career journeys! So fill in the gaps, get your profile in order, and remove that item off your “to-be-completed-someday” list.

As for email, we are all striving for the infamous “inbox zero.” Complete the following tasks: 1. Trash your trash. This safety net has its purpose, but if you’ve already trashed it once then it’s clearly not important. 2. Utilize folders— they are your friend! Not only can you use folders to categorize emails about like subjects, you can use folders for productivity purposes. Create a folder such as “reply to today,” or create a hierarchical folder system where you can file emails that need to be addressed ASAP, later, or for reference down the road. Email has a way of drawing us away from doing any actual work, so be sure to choose the time of day that works best for you and try not to linger in your inbox all day.

Lastly, consider googling your name “incognito”. This feature from Google allows you to objectively see how your online profile is represented. You will be able to see if you have appropriately displayed yourself or if you need to do some damage control (unflattering photos, outdated viewpoints, possible bad press). Having an idea of where you stand will help guide what steps you need to take to clean up your online presence. Other simple tips would be to make sure your various social media accounts have fitting names. If people will have difficulty spelling your name or it’s too ambiguous, you are less likely to get the kind of traffic to your profiles that you would like. Make the change now and reap the benefits.

How to get started: One of my favorite books on the subject of cleaning is called “The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing” by Marie Kondo. This book holds countless nuggets of practical information, but there’s one overarching principle that Marie stresses is essential for maintaining an organized life: don’t clean every day. This sounds contrary to what we might think, however, this concept makes perfect sense. If we tell ourselves we will dedicate time every day to tidying, we are allowing clutter to remain in our lives. Instead, if we dedicate a few days (or weeks) to seriously clean up our physical and virtual spaces we can have the organized life we want immediately.

Spring cleaning isn’t just about weeding out the clutter, it’s also about organizing and prioritizing what you do have. I encourage you to take the steps today to get your online presence in order and see what a tidied up virtual space can do for you!

Sherry Greek obtained her B.S. in Nutrition and Dietetics from the University of Pittsburgh (her hometown) and is currently a dietetic intern at the Memphis VA Medical Center. She is looking to pursue a career in business dietetics, specializing in public relations, marketing, policy, and communications. Sherry is currently seeking employment as her internship comes to a close and can be reached at s.greek23@hotmail.com, followed on Twitter (@SherryGreek), or stalked on LinkedIn.
Spring is a time of growth and rejuvenation. Now that the weather is finally getting warmer, what a perfect time to start cleaning out some of the extra “stuff” that we’ve been carrying around all winter whether that be mentally, physically, or career-related matters. It is a perfect time to look at the things in life that are not adding value, make room for new experiences, and begin looking at things with a fresh new perspective.

After graduating from the University of Illinois at Urbana-Champaign with a degree in Dietetics in 2014, I completed a summer internship at Abbott Nutrition in regulatory affairs followed by a dietetic internship at OSF Saint Francis Medical Center in Peoria, Illinois. Shortly after my internship ended, I began working at PepsiCo in the regulatory affairs group to support their North America Nutrition business for Tropicana, Naked Juice, IZZE, and ONE Coconut Water brands.

Being new to the corporate world, I have the advantage of not being specialized in a given area, and therefore, I try to find ways to keep my perspective open. One method in which I do this is by exploring new career paths. I talk with people about their careers and the opportunities that exist without looking to change jobs right away or completely shift gears. This helps me understand where other people in those given roles are coming from, and in a way, it helps me to also rule out some potential career paths I may have been considering. This is something anyone can do whether they are new to a company or they have been working for several years.

Another way I like to freshen up my perspective is by getting involved. It is one thing to join an organization or association, but actively participating in those groups can have a much greater impact. More recently, I have joined the North Suburban Dietetic Association and Institute of Food Technologists and just by attending meetings and volunteering to be on the board, I have met many people and have started to develop relationships that could be valuable in the future. Getting involved has also benefited me by opening my eyes to opportunities that I never knew existed. I volunteered to help coordinate a track and field event for the Boys and Girls club through a PepsiCo volunteer group. Through this experience, I learned about healthy cooking demo nights they host for their teens group. Given my background in nutrition, I later decided to participate in these as well.

Reaching out, building relationships, and getting involved has greatly helped me to keep a positive perspective and freshen my view on all the opportunities available to me. I truly believe it is mentally healthy to take a step back every once in awhile to reevaluate where you’re at, where you want to be in both life and your career, and what steps you can take to get to there. I challenge each of you to rejuvenate your life by finding new ways to freshen your perspective.

By: Lexi Tiller RD, LDN

Regulatory Affairs Dietitian at PepsiCo

Lexi Tiller, RD, LDN currently works for PepsiCo in the regulatory affairs department to ensure products are compliant with FDA guidance and regulations. Lexi is a member of the North Suburban Dietetic Association and Institute of Food Technologists. She resides in Chicago, IL and can be reached at alexistiller@gmail.com and LinkedIn.
If you haven’t updated your resume in a while, take advantage of spring cleaning and apply it to your professional life, as well. If your career has a clearly laid out path from undergrad to retirement, bless you. But if your path is a little more...colorful, like mine is, I think that you can appreciate some of the tips I’ve learned along the way.

Keep it Current
One of the top pieces of professional advice I got from my dad was to update my resume every 6 months. This, coming from a risk-averse man whose career is marked with loyalty and longevity. His advice wasn’t about constantly being on the hunt for something better, although he’s always encouraged me to keep my options open. His advice was rooted in the fact that I should keep track of accomplishments and milestones within my jobs, and be ready to showcase my best self when opportunities arise. This advice has served me well through the years, as my career has bobbed and weaved through a variety of jobs in the nonprofit world and in dietetics.

One-Size Doesn't Fit All
A common mistake people make is to have one version of their resume that they use over and over again. Not only is each job unique, but it may benefit you to alter the way you present your work history for different positions. This works for online forms, too. I once applied for a position that I knew I had the exact right qualifications for. I didn’t hear anything for a month. I resubmitted an application, but this time I changed my work history to show the most relevant work experience first, even though it wasn’t my most recent work position. I got a call a couple of hours later.

Words Matter
Sometimes it’s not what you say, but how you say it. If you’re making a shift in your career, make sure that you have the right language. While many of your skills are probably transferrable, your resume probably gets about 5-7 seconds before being categorized as a “yay” or “nay”. It’s worth spelling things out clearly, in a way that hiring managers and recruiters want to hear them! Recently, I’ve been looking to get into more nutrition communications and PR. While I do have the skill set, I don’t have the traditional experience. To make my resume look more like what the hiring managers are expecting, I reviewed job postings to get the key words and terms. I then re-wrote my own experience and skills using the terms. To be clear, I’m not making up experiences or skills, I’m just looking to package it in a way that is best understood.

Own Your Brand
Use your non-traditional experience to your advantage. Just because you haven’t been paid to do something doesn’t make it irrelevant. Consider volunteer positions and other life experiences that have shaped your skills, passions and expertise, and make sure to include them on your resume. Don’t forget the DPGs you’ve given back to, or the local and state positions you’ve held. Make sure that your resume tells the story you want it to, and that it speaks to the job you want. I recently changed the format of my resume from a strictly chronological to more of a functional resume – this showcases my work history better because it groups jobs that used and developed similar skills.

Know All Your Tools
Finally, don’t forget that not everything needs to be documented on that resume. Use your cover letter to create a narrative, tying your resume together. Use your LinkedIn profile to house the jobs, skills and experiences that are more than 10 years old. It all works together.

The first time you go through this process of spring cleaning, it will probably be exhausting. But, like many things in life, dad was right. Do it every six months and it gets a lot easier!

Katie Goldberg, MCN, RDN, LDN currently works in nutrition communications at FleishmanHillard and also runs a private practice. She is the blog chair for the Chicago Academy of Nutrition and Dietetics and is the Illinois state representative for the Academy Foundation. Katie lives in Chicago, IL with her husband and can be reached through her blog www.katiegoldberg.com, at katiegoldbergRD@gmail.com, on Twitter (@katie_goldberg), Facebook (/katie.a.goldberg), Instagram (@katiegoldbergRD) and LinkedIn.
Take Stock of Where You’re At and Where You’re Going

By: Catherine Borkowski RD, LDN
Director of Health Coaching at EngagementHealth

When I started working as a RD in the corporate wellness field 5 years ago, I knew that I had started on the right path for my passions and interests. But I always asked myself, is this exactly my niche? Where would this eventually lead to in the “big-picture” of my career? At the time when I started working in this field, I was working with a company as a telephonic Health Coach counseling an employee population of diabetic or prediabetic individuals at a large manufacturing corporation. I quickly fell in love with the work, working one on one with individuals while immersing myself in the field of motivational interviewing and behavior change counseling. I became comfortable with my day-to-day activities and the clients I counseled.

But, as I have learned, being in your comfort zone, while secure and familiar, does not always lead to advancement opportunities. As someone who recognizes that she don’t always like to step outside of that comfort zone, I told myself that I needed to step out and open myself up to things that scared me if I truly wanted to learn and grow. Part of my plan was to begin to be aware—looking at my company from different angles to see where needs could be met and how I could fill those needs, while acquiring new skills for myself. That plan also involved telling myself that I needed to say “yes” to more things and to notice when that thing was scary or unknown—that was the time to really say yes! I put this plan into action when I began working at my current company, EngagementHealth, LLC, in 2012. EngagementHealth is a small, rapidly-growing corporate wellness company, located in the West Loop in Chicago. The company is founded on the goal of developing an innovative and effective workplace wellness program for small to mid-sized businesses as they work to develop a culture of good health.

Working for a small company definitely has its benefits for people looking to be open to new opportunities for career growth—but it requires one to assess and seek out those opportunities! Within the first year of being a Health Coach with EngagementHealth, there was the need for an Assistant Manager for the Health Coach team. The position required a large amount of solo travel and the development of new skills and responsibilities. I truly wanted the challenge, but the feelings of self-doubt would creep in, telling me that I was not ready. But when are we ever “ready” for a challenge? How would we know if we don’t even try? The best way is to dive in and learn—and learn from mistakes! From that opportunity, I continued to work on saying “yes” to new responsibilities and challenges, which lead me to move into the role of Health Coach Manager, and most recently, Director of Health Coaching. Managing a team of 16 Health Coaches definitely has its challenges, but the return has been so rewarding for my career and personal gratification. I get to work every day with a team of highly knowledgeable and passionate health professionals, implement my own passions and interests in prevention of chronic disease through nutrition and lifestyle, and refine my business and communication skills along the way.

Sometimes the day-to-day job duties can drift us away from the big picture. But those day-to-day activities can also help us gain more self-awareness to notice when an opportunity is peeking out. We can learn something every day if we are open to it. Be open to new (and sometimes scary!) opportunities—we can only get better when we try. There can be more than one path in your “big-picture”. As Sheryl Sandburg says, “It’s not a ladder, it’s a jungle gym!”

Catherine Borkowski, RD, LDN, works as the Director of Health Coaching at EngagementHealth, a corporate wellness company in Chicago, IL, where she leads a team of Health Coaches focused in the field of behavior change and helping others develop healthy, sustainable lifestyle changes. She also writes for the health and fitness website aSweatLife.com. Catherine resides in Chicago, IL, and can be reached at catherine.borkowski@engagementhealth.com, on LinkedIn, and on Instagram @catherine_b_rd.
The art of self-promotion can be tricky... how do I highlight my abilities and successes without sounding like I’m bragging? The job search and interview process can quickly bring this element into play. Let me share a personal experience to shed light on how “self-promotion” thrust me into the next phase of my career.

At the time, I worked as a Healthy Eating Specialist for Whole Foods Market focusing on customer education, cooking classes, marketing and program development at the store level. I was beginning to feel ready for a career move and I applied for a Corporate Dietitian position with national retailer ALDI Inc. After a successful pre-screen interview, the hiring manager called to explain ALDI was interested in interviewing me. However, she explained the position was relatively new and they needed time to firm up job duties, which may take a few months.

One month later, I had not heard back from ALDI. I was getting antsy and even found myself telling a RD colleague, “I have experience and ideas and know what I can bring to the table, but I haven’t heard back about an interview.” My colleague gave me the best advice. She said “Get in touch with them. Tell them how you see the RD position unfolding and how your skill set will enhance the company”.

After hearing this outside perspective, a light bulb went on in my head. I realized, that at the very least, I could offer to consult with ALDI on developing the RD position. They weren’t experts on what a dietitian could bring to the table, but I was. I spent a few days drafting an email to send back to HR. I briefly expressed my interest in the role, explained my vision for translating my retail expertise, and spelled out a concrete vision for the role. Lastly, I enthusiastically offered to partner with ALDI as a consultant to develop the RD role. Within a few days management called and offered me an interview!

While I never actually consulted on the position, my professional “self-promotion” demonstrated thoughtfulness about the role and set the interviewing process in motion. I let ALDI know I desired to be part of the process, and was willing to be open to a position that wasn’t solidified. Today I can proudly say that as ALDI’s Corporate Dietitian, I believe humbly voicing my unique skills helped to get me here.

What did I learn from this experience?

1. Exude confidence in the abilities you have to offer.
2. Don’t be afraid to go outside of your comfort zone. I had never consulted for a large corporation, but felt confident in how I could draw on previous retail experience.
3. Stay authentic. When your motivation is to tell people about your work because you want to help or make a difference, your voice will come out as authentic, because you are coming from an authentic place.

One final thought that I believe perfectly summarizes the major difference between bragging and self-promotion. When you deeply love what you’re doing, and you know the difference you can make, you will naturally talk about it because it would be a crime not to. When you come from that place, miracles start to manifest.

Jessica Patel, RDN, LDN is the new Corporate Dietitian at ALDI Inc. headquarters in Batavia, IL. She looks forward to growing her career as a Retail Dietitian. She has previously worked for Lifetime Fitness and Whole Foods Market. Jessica lives in the Chicago suburbs with her husband. She can be reached at jess.bringas@gmail.com, Instagram @fitkitchicago, and LinkedIn.
Report from Spring HOD Meeting, April 30 and May 1, 2016:
Envisioning Our Second Century &
Technological Innovations that Impact
Food and Nutrition.

Special Announcement:

At the beginning of the virtual HOD meeting on Day 2, it was announced that Dietitians in Business and Communications DPG was being recognized by the HOD, and won the prize for showing the most creative way to showcase use of digital technology innovation.

Congratulations to Missy and her team for the outstanding creation of the video on the use of digital technology by our DPG. While there were many written descriptions submitted of how members of our profession have created and used innovative digital technology, Missy and the Marketing & Communications team took it further by using innovative technology to showcase our use of technology. View their wonderful video here.

Day 1:
Envisioning Our Second Century

With a powerful vision to create a profession that would change the course of nutrition and health in America, Lenna Cooper and Lulu Graves founded what is now the Academy of Nutrition and Dietetics in 1917. Now, more than ever, the ability to feed people and feed them well is one of the greatest challenges of the 21st century. This challenge is felt in our homes, our schools, our communities, throughout our nation and globally. In celebrating and reflecting on our 100-year anniversary, the Academy board decided that now is the time for reinvigoration — to fulfill the mission and vision of the profession and meet the grand challenge of the 21st century. As a result of this new charge, the Academy is embarking on a strategic planning process “The Second Century,” which includes input from stakeholders and convening with global experts this September to help chart a bold vision for the future.

Meeting preparation included reading about Academy history: Carry the Flame: The History of the American Dietetic Association and The First Fifty: A Pictorial History of the Academy of Nutrition and Dietetics, 1917-1967. While much of the content was fairly dry in Carry the Flame, it was enlightening to see how much of what we do at FNCE® today is rooted in the early meetings of the 1920’s and 30’s. Moving closer to our time, an added bonus (especially for those of us who have been members for a number of years) was to recognize the names of many of my professors and other significant food and nutrition experts who have shaped the Academy of today. You can learn about the women and their backgrounds behind the prestigious named awards given each year at FNCE®. The First Fifty showcases black and white photos throughout our history until 1967. You can purchase the e-books here.

The Mega Issue question was how do we transform our practice to revolutionize nutrition and dietetics for the second century? Discussion around this question helped to establish a bold vision for the future as the founders did 100 years ago and develop a strategic direction that seeks to expand the influence and reach of the profession.

Day 2:
Technological Innovations that Impact Food and Nutrition

The Mega Issue question was how can we transform all areas of dietetics practice and move the profession forward in a world where rapid advances in technology continually change the way we learn, work and live? “We looked at trends of technology that will affect how we practice in the future (i.e. tailored health care to fit genes, teledietetics as a more cost-effective alternative to face-to-face interaction, 3D printed food.)

Key takeaways from the discussion included:

• Recognize current and projected technological innovations related to food and nutrition.
• Explain how evolving technologies impact our practice.
• Propose strategies to help members shift to higher level skills and services that cannot be automated or programmed into technological systems.
• Generate ideas of technological innovations that RDNs and NDTRs can spearhead.
• Identify strategies for empowering members to transform practice through technology.

Continued on page 11
For quick and fun reads about innovations I highly recommend the following:

- Diamandis P. Ripe for Disruption...(Part-1) Healthcare, Finance and Insurance. [Link](#). Published September 6, 2015.

All materials pertaining to the 2016 Spring HOD Meeting can be found [here](#). Here you can find the lengthy Change Drivers and Trends Driving the Profession: A Prelude to the Visioning Report 2017, an entertaining and eye-opening perusal of change drivers such as “Technological Obsolescence in Accelerating” on page 45.

---

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.
Spring cleaning is definitely in the air and wrapping up this fiscal year presents the ideal opportunity to do just that with our communications. While it’s not always easy to find time or pleasure in cleaning, doing so enables us to effectively and efficiently deliver our personality, services and provide relevant content to our members.

My team and I are ready to kick start this year and spring clean using these 5 steps:

1. Evaluate the basics of DBC and take time to evaluate these attributes and ensure they’re up to date:
   - Services offered
   - Contact information
   - Images and design
   - Current leadership staff

2. Identify all communication outlets and determine if each is reaching its potential. Are we posting the right content and at the right time? What are all of the ways we can reach our audience in a relevant way?
   - Social media
   - Website
   - Newsletters
   - Email blasts
   - EML
   - Physical swag items

3. Review and update communication content
   - Ensure that all materials are current and reflect our personality and vision. Make sure all links work.
   - Look at social media accounts and ensure all requests have been taken care of and answered.
   - Update all images and ensure consistency across all channels.
   - Start planning out our editorial calendar for the next 3-6 months.

4. Repurpose or get inspired by past content
   - Reading past material can spark new ideas. It also helps us avoid repeating content while setting appropriate priorities for DBC.

5. Member survey
   - Ask members what they want from us! We are here to service our members so who better to ask. Take the [DBC 2016 Member Survey](#).

Reviewing our communication platform on a regular basis is essential to ensuring DBC is telling an authentic and effective story and meeting the needs of our members.

Check out how we’re telling our story by connecting with us on [Facebook](#), [Twitter](#), [LinkedIn](#), member-driven EML, and subscribe to our monthly E-Blasts and E-Newsletter through [DBC Online](#).

**Upcoming Events:**

**DBC Twitter Chats**

Meets every third Thursday of the month at 5pmPT/8pmET.

Join us in robust conversations around key topics of interest in the field of business and communications. Interesting in hosting a Twitter Chat? Contact us!

Have a healthy, active and awesome day!

Missy S. Nelson, RD

2015-2016 Marketing & Communications Chair

*Missy leads nutrition strategy and is part of the Food & Beverage Innovation Team at Taco Bell Corporation. She is responsible for nutrition, regulatory and scientific affairs, and nutrition communications and marketing, working closely with executive, legal, brand marketing, and public relations teams on internal and external outreach. Prior to joining Taco Bell, she taught women and children essential culinary nutrition skills, and published a cookbook called “WIC Tested, Dietitian Approved” for the WIC Program. Follow her on Twitter [@RDMissy](#).*
The need to learn and grow is innate in human beings. When reflecting on this month’s newsletter theme, “Spring Cleaning for your Career,” I was reminded of the commitment all registered dietitian nutritionists make upon commencement to be lifelong learners.

We can learn and grow by finding creative and more efficient ways to do our jobs or manage responsibilities at home. Growth breeds innovation, which leads to a more positive outlook toward ourselves and toward others. That’s why many of us are drawn to employers or new projects that promote learning and offer an opportunity to grow.

We have all worked with people who have stopped learning and growing. It seems they believe they have all the right answers or that exploring an alternate way to approach a challenge is unreasonable. This approach impacts culture both on a macro scale and at the individual level often leading to a less creative or productive environment and stunting forward momentum.

Lucky for us, spring is the perfect season for adding freshness to your personal or professional lifelong learning plan. The weather is warming up, days are getting longer, and people eat more fruit - it’s true! So as we head into spring, acknowledge where you are in this season of life and ask yourself this, have you resigned to complacency with your learning plan?

Either way, here are 6 things to learn this spring:

1. **Get Out of a Food Rut** - Cook an authentic meal from your family’s heritage or your favorite region. Or, try baking bread from a few simple ingredients and teach a friend!

2. **Cultivate New Ideas** - At home or work, have you created a culture that is open to new ideas and lets those around you explore possible implications of those ideas without fear of rejection or retribution? Cultivate new ideas by green lighting the good in each idea and celebrating new ways of thinking.

3. **Find Your Food in a Field** - Choose a favorite local produce item and visit the local farm that produces it. The kids will love it! If you’re lucky, **Outstanding in the Field** will be hosting a dinner near you.

4. **Subscribe to a Podcast** - What’s Trending, Stuff You Should Know, & Stuff You Missed in History Class, are a few to try on your next road trip, while cutting the grass or when out for a walk.

5. **Mix Up Your Moves** - Break out roller skates, take a yoga in the park class (dogs sometimes welcome!), try that rowing machine at the gym, or look up the latest videos from Animal Flow - ‘nuff said.

6. **Learn the Generations** – Resolve to figure out possible explanations for the generation-based differences that irk you most. To get you started (generalizations for purposes of providing examples!): Why does your younger co-worker type while talking to you? Why does your older co-worker stand at your desk to talk?

There are numerous benefits to being open and willing to learn new things at work and at home. As we spring clean and round the corner toward summer, let’s take time to reflect on our commitment to being lifelong learners and try something new to enrich both our personal and professional endeavors.

**Education Planning:**

Please look for the Membership Survey where you can make your opinions heard about the learning opportunities for the upcoming DBC membership year. We value your input and make plans accordingly. DBC is always looking for volunteers looking to be more involved as well. Thank you!

Kristen is a Registered Dietitian and Nutrition, Health & Wellness Manager for Nestlé USA where she supports nutrition strategy development and implementation. She is a proud graduate of Miami University and the Pennsylvania State University and has been an active member of the Academy of Nutrition & Dietetics and the Miami University Alumni Association.
<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Ilene Smith, MS, RD, LDN</td>
<td><a href="mailto:ilenesmithrd@gmail.com">ilenesmithrd@gmail.com</a></td>
</tr>
<tr>
<td>Chair Elect</td>
<td>Terri Raymond MA, RD, CD</td>
<td><a href="mailto:tjraymond@aol.com">tjraymond@aol.com</a></td>
</tr>
<tr>
<td>Past Chair</td>
<td>Erin DeSimone MS, RD, LDN</td>
<td><a href="mailto:edesimone@foodminds.com">edesimone@foodminds.com</a></td>
</tr>
<tr>
<td>Treasurer</td>
<td>Linda Roberts, MS, RD, LDN</td>
<td><a href="mailto:lroberts@rdoffice.net">lroberts@rdoffice.net</a></td>
</tr>
<tr>
<td>Secretary</td>
<td>Jenny Karl, MS, RD</td>
<td><a href="mailto:jennykarldr@gmail.com">jennykarldr@gmail.com</a></td>
</tr>
<tr>
<td>Nominating Chair</td>
<td>Carol Berg Sloan, RDN, FAND</td>
<td><a href="mailto:cbsrd@verizon.net">cbsrd@verizon.net</a></td>
</tr>
<tr>
<td>E-Update Editor</td>
<td>Claire Allen</td>
<td><a href="mailto:claire_kotwick@hotmail.com">claire_kotwick@hotmail.com</a></td>
</tr>
<tr>
<td>Mentoring Chair</td>
<td>Lauren Shelar, MBA, RD</td>
<td><a href="mailto:laurensheilar@gmail.com">laurensheilar@gmail.com</a></td>
</tr>
<tr>
<td>Social Media &amp; Networking Chair</td>
<td>Tyler Rolling, RD</td>
<td><a href="mailto:tyler.e.rolling@gmail.com">tyler.e.rolling@gmail.com</a></td>
</tr>
<tr>
<td>Membership Chair</td>
<td>Elaine Farley-Zoucha, RD, LMNT</td>
<td><a href="mailto:ezoucha@eznutritionconsulting.com">ezoucha@eznutritionconsulting.com</a></td>
</tr>
<tr>
<td>Marketing &amp; Communications Chair</td>
<td>Missy Nelson, RD</td>
<td><a href="mailto:Missy.nelson@yum.com">Missy.nelson@yum.com</a></td>
</tr>
<tr>
<td>Education Team Chair</td>
<td>Kristen Stoehr, MBA, RD</td>
<td><a href="mailto:kristenmstoehr@gmail.com">kristenmstoehr@gmail.com</a></td>
</tr>
<tr>
<td>Sponsorship Chair</td>
<td>Becki Holmes, RD</td>
<td><a href="mailto:Becki.holmes@gmail.com">Becki.holmes@gmail.com</a></td>
</tr>
<tr>
<td>Delegate</td>
<td>Mary Lee Chin, MS, RD</td>
<td><a href="mailto:Maryleechinrd@gmail.com">Maryleechinrd@gmail.com</a></td>
</tr>
<tr>
<td>Newsletter Editor</td>
<td>Amari Thomsen, MS, RD, LDN</td>
<td><a href="mailto:Amari.thomsen@fleishman.com">Amari.thomsen@fleishman.com</a></td>
</tr>
<tr>
<td>Social Media &amp; Networking Co-Chair</td>
<td>Nicole Arcilla, MS, RDN</td>
<td><a href="mailto:anarcilla25@gmail.com">anarcilla25@gmail.com</a></td>
</tr>
<tr>
<td>Academy DPG Relations Manager</td>
<td>Susan DuPraw, MPH, RD</td>
<td><a href="mailto:sdupraw@eatright.org">sdupraw@eatright.org</a></td>
</tr>
</tbody>
</table>
| DBC Office                    | Barb Pyper, MS, RD, SNS, FCSI, FAND & Jan Oliver, RD | dbc@quidnunc.net
|                               |                                           | @DBCDPG                                   |