Food & Nutrition Policy: How It Can Benefit Your Career
DIETITIANS IN BUSINESS & COMMUNICATIONS

BUSINESS INSIGHTS

SPRING 2017
Dietitians in Business and Communications, a dietetic practice group of the Academy of Nutrition and Dietetics

FOOD & NUTRITION POLICY: HOW IT CAN BENEFIT YOUR CAREER

In this issue!

3 Message from the Chair
4 Message from the Incoming Chair
4 Message from the Editor
5 Message from the Incoming Editor
6 The Evolution of Regulatory & Food Policy, and the Impact on Career Opportunities for Dietitians
7 Warning: Policy Change Can Improve Health & Save Lives
8 Five Food Policy Regulations You Should Know and Why
9 Member Spotlight: Becki Holmes
11 Student Corner: Take Action Outside the Classroom
12 Committee Features
15-17 2016-2017 Executive Committee

ABOUT US

PUBLICATION TEAM

CONTENT COORDINATORS:
Sarah Hendren & Missy Schaaphok
DESIGNER: Kelly Roettger of Unikern Studio
PHOTOGRAPHY: www.pexels.com

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Dear DBC Members,

This year has passed quickly and was filled with so many indelible memories. The reason is simple, remarkable Executive Committee members who deserve recognition for jobs well done. Throughout the year, past chair Ilene Smith, MS, RD provided continuous and awesome support. Jackie Shultz, MS, RD, CSP, LDN demonstrated excellent fiscal responsibility as treasurer and insured that we stay within budget and be responsible to the future of the organization. Secretary, Jenny Karl, MS, RD, kept ideas, thoughts and plans in order while creating a history that is easy to follow and accurate. Jennifer Seyler, MS, RD, CPT, our new sponsorship chair, did an outstanding job creating a new look for our Sponsorship Opportunities. She is currently in talks with new prospects for sponsors and donors in 2017-18. Tyler Rolling, MS, RD, social media and networking chair, is responsible for the video on our website and is an amazing, artistic and talented media mogul. Reilly Brown, student chair and new addition to our executive committee, demonstrated exceptional organization and operational ability as she quickly completed goals, objectives and strategies for the new position. Carol Berg-Sloan, RDN, FAND and her nominating team of Theresa Hedrick, MS, RD, LD and Lara Felton, MBA, RDN, were extraordinary in providing an excellent slate of candidates and an outstanding group of members to continue the work of DBC into the future.

Next year Becki Holmes, MS, RDN, LDN our chair-elect, will take over with energy, vision and purpose – to hear her is to be challenged and inspired. Becki will advocate strong DBC policy and purpose moving forward into our new year.

Likewise, we must all be advocates for strong Food and Nutrition Policies, the focus of this issue of DBC Business Insights. Advocacy is our tool to bring attention to our work and support for our profession. Advocacy comes in many forms including relationship building, forming networks, leadership development and capacity building. Take a few minutes to look on the Academy website and learn/refresh your knowledge on Advocacy and Public Policy. There are definitions, how to’s and tips for both local and national work.

Let’s all be strong advocates for the advancement and public image of our profession. As we move into the Second Century of our profession, what we do today will affect who we are and what we do over the next hundred years!

Best to All!

Terri Raymond, MA, RDN, CD, FAND

About Terri:
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 has served on the DBC Executive Board for several years and served as the Academy Foundation’s 2014-15 Chair.
MESSAGE
FROM THE
INCOMING CHAIR

By: Becki Holmes, MS, RDN, LDN

Dear Aspiring Leaders, Achievers and Solution-Seekers,

As the 2016-2017 term comes to a close, it’s easy to see why DBC was successful this year through the graceful leadership and direction of Terri J. Raymond, MA, RDN, CD, FAND. Terri’s management style is that of quiet achievement, gratitude and servant leadership, and her endless contributions to the practice group and the broader Academy are unmatched. Thank you, Terri for your devotion to our collective success.

Looking toward what’s on the horizon, 2017 is a very special year for our profession and practice group. Not only does 2017 mark the 100th anniversary of the Academy itself, but also marks the 40th anniversary of DBC. This convergence offers a distinct opportunity to recognize DBC’s vast achievements to date, and leverage the positive momentum to inspire future strategy and direction.

For those of you new to DBC, each year the DBC Executive Committee evaluates member-survey data to inform the roadmap for upcoming programs which transitions in June. While June kicks off the new calendar of events, comments and suggestions from members are encouraged and welcomed throughout the year. Please exploit our contact information and get in touch! We’re looking forward to turning vision into action.

Best,

Becki Holmes, MS, RDN, LDN

About Becki:

Becki Holmes is the Founder of Foodwit – a consulting agency focused on providing scientific & regulatory services for the food, restaurant and e-commerce industries. She has held scientific and regulatory leadership roles at Red Bull North America and Starbucks Coffee Company with accomplishments including deployment of compliance strategies for nutrition labeling, trans fat, sodium reduction, menu labeling, and caffeine initiatives. Becki is an active member of the Academy of Nutrition and Dietetics and has served in a variety of elected and appointed positions within the Dietitians in Business & Communications practice group and the Academy’s Legislative and Public Policy Committee.

LETTER FROM THE EDITOR

By: Sarah Hendren, MS, RDN, LDN, CD

To my dear DBC readers,

Thank you all for a wonderful year! Being the Newsletter Editor has been an incredible experience and I look forward to working with our future Newsletter Editor, Nicole Arcilla, MS, RD, and Associate Newsletter Editor, Allison Stock, RD, next year. Thank you to all of our content authors for sharing your expertise and experience through your articles, and to everyone for your positive feedback and readership. I also want to thank our tireless leader, Terri Raymond, MA, RDN, CD, FAND, for her constant encouragement, guidance and leadership this past year.

As we wrap up our 2016-2017 fiscal year, take time to reflect on everything you have learned, new connections made, and your personal and professional growth. Did you accomplish what you intended? Are you making strides toward your goals? Our DBC membership is full of inspiring, authentic, entrepreneurial, creative and collaborative RDNs, NDTRs, interns and students – don’t forget to take advantage of everything this practice group has to offer.

The Spring newsletter is all about policy and advocacy at the local and national level. Policy sounds like a scary word, but it’s actually very exciting and impactful! I encourage everyone to get involved and be part of the change!

Healthy regards,

Sarah

About Sarah:

Sarah Hendren, MS, RDN, LDN, CD is the Nutrition & Quality Assurance Manager for Culver’s, a quick-service restaurant franchise. Sarah is responsible for Culver’s nutrition and quality assurance strategy and provides brand direction as part of Culver’s Menu Strategy Team and Agriculture Council. She works closely with marketing, public relations, supply chain and legal, providing thought leadership and regulatory counsel. Connect with Sarah at SarahHendren@culvers.com
Hi DBC!

I am just so ecstatic to be working with you all as your 2017-2018 DBC Business Insights Newsletter Editor. I started my time with DBC in 2015 as a volunteer with the Marketing and Communications team providing content on our social media channels. This past year I also had the privilege of taking on the role as the Take 5 With DBC Editor, giving you monthly updates on events as well as career tips and advice. I am grateful for the opportunity to continue serving DBC and its members and continue informing and strengthening the group.

I am a foodie through and through, so when I'm not working I love exploring all the food that D.C., Maryland, and Northern Virginia has to offer. Combining my passion for food and nutrition and turning it into a career has been a blessing, but it’s through DBC and its amazing members that I’ve found the inspiration to bring the dietetics profession to non-traditional roles and think outside the box. I can’t wait to get the year started and bring more inspiration to these newsletters with all of you!

Let’s stay in touch:
- LinkedIn
- Twitter
- Instagram

Best,

Nicole

About Nicole:
Nicole Arcilla, MS, RDN is the incoming DBC Business Insights Newsletter Editor. She is currently a dietitian in the D.C. Metro Area working to expand her career in nutrition communications and food regulations. Her diverse background includes nutrition education, clinical dietetics, and most recently working extensively with a non-profit to provide nutrition communications support and food product and labeling reviews.

DBC HIGHLIGHTS

2017-2018 DBC ELECTED OFFICERS, TERM BEGINNING JUNE 1:

Chair-elect: Missy Schaaphok, RDN
Secretary: Sylvia Klinger, DBA, MS, RDN
Delegate: Elaine Farley-Zoucha, RD, LD, LMNT
Nominating Committee: Lily Chen, MS, RD (Chair elect); M. Lee Wolf-James, RD, LD

REGIONAL EVENTS

March 31st ☁️ San Diego, California
April 22nd ☁️ Dallas, Texas
Feb 28th ☁️ Corvallis, Oregon
What is the first thing that comes to mind when you think ‘nutrition’? I’m guessing you weren’t thinking about regulation, but in this day and age the two are much more aligned than ever before. As nutrition continues to have a growing presence at the table for Americans, regulation continues to make an impact on consumer awareness. Driven by rising public interest, this has created a growing need for dietetic professionals. The United States Department of Labor2 suggests “Employment of dietitians and nutritionists is projected to grow 16 percent from 2014 to 2024, much faster than the average for all occupations.” So how does regulatory and food policy play a direct role in this driving growth within the field of dietetics? It is first important to understand the evolution of regulatory and food policy over the years that have shaped our profession to where we are today. Below is a brief overview focusing on Food and Drug Administration (FDA) regulatory milestones over the last 20 years:

FDA regulations are only one sector of federal regulations focused on nutrition, but others have also been implemented, having impacts on the dietetic field including clinical and school nutrition. The passing of these regulations have opened more doors for careers at the national, state and local level, third party testing companies, consulting, manufacturing and marketing that did not exist before. That’s because companies are actively searching for the nutrition expert to provide guidance on how to navigate and interpret the complicated waters of nutrition regulations. Not only that, but it is putting the power in the hands of the dietitian for innovative practice on how to grow and mold these new career opportunities.

My role at Merieux allows me to focus on Menu Labeling regulations, helping my clients understand and correctly implement these new standards for their brand. Oftentimes I am speaking with their dietitian, but smaller brands may not already have this resource on staff and are looking for a nutrition expert for guidance. My retail clients are currently in the process of converting their products to the new nutrition facts label. Understanding these changes and the impact on claims or the marketing strategy can mean a focus on reformulation of products with the guidance of a nutrition expert. Looking beyond companies and to the consumer, education will play a key role in building success in implementing these changes. This shows how Menu Labeling and the revision of the Nutrition and Supplement Facts Label have a direct impact on creating new opportunities for dietitians from farm to consumer.

To understand where these opportunities may lie for you, it is best to have a deeper understanding of the policies and regulations in place today and those coming down the pipeline. Harnessing the power of understanding, you can look at the areas within your community where a dietitian can be placed to fill the gap and make your move towards a successive, innovative career.

**About Katie:**

Katie Barnes is the Foodservice Technical Sales Coordinator with Mérieux NutriSciences and resides in Atlanta, GA. She attended the University of Georgia with a B.S. in Dietetics and Consumer Foods. She completed her dietetic internship through Southern Regional Medical Center in Atlanta, GA with an emphasis in culinary marketing and sensory and is preparing to take her RD exam this spring. Katie currently serves as the Co-Fundraising Chair for the Georgia Academy of Nutrition and Dietetics and the Membership Committee Chair for the Greater Atlanta Dietetic Association. Connect with Katie at katie.barnes@mxns.com.

**Sources:**

1. [Significant Dates in U.S. Food and Drug Law History](#)
2. [US Department of Labor – Dietitians and Nutritionists](#)
This is an exciting time for RDNs to monitor nutrition policy initiatives at the federal level:

- In 2016, FDA sought public comments on the use and definition of the term “natural” on food labels
- FDA requested public comments by April 26, 2017 on redefining the term “healthy” as a nutrient content claim on food labels; a public meeting will be scheduled soon
- FDA published the final rules for menu labeling for restaurants and similar retail food establishments and extended the compliance date to May 7, 2018.
- USDA revised the Child and Adult Care Food Program (CACFP) infant, child and adult meal patterns effective October 1, 2017
- Products can no longer contain partially hydrogenated oils by June 18, 2018 unless authorized by FDA
- FDA updated the Nutrition Facts label that food manufacturers must comply with by July 26, 2018

Our training and education is unique and as such, our voices are needed in the policy arena! Our skill lies in understanding the science behind these policies and the consumer and marketplace insights that impact policy. Once policy proposals are published, we can summarize and translate proposals to clients in the food industry, highlighting relevant changes, including timelines, and how the changes can be leveraged for their business. We can use our expertise to stay on top of trends and help create policy. I had the privilege to work with two supermarket chains on their front of package/shelf tag programs, Guiding Stars and Walmart’s Great For You. Both programs demonstrate a substantial investment on the part of private industry for the benefit of customers. I postulate that working in industry to implement policy is a public health intervention due to the impact on millions of consumers.

For patients and clients in clinical practice – we can provide education that includes what they can expect to see and how they can use the information to help manage their own health. For example, educating patients on the types of front of package programs they will find at their local supermarkets and how to use them. Or helping patients learn how to use menu labeling at restaurants to make healthier choices when dining out.

What drives my work in nutrition policy is the belief that all people deserve easy access to useful nutrition information. I live in Maine where I volunteer on an advocacy committee and we were the first state to introduce menu labeling legislation back in 2003! We introduced it again in 2005, in 2007 and it finally passed in 2009. Although New York City led the way in 2008, Maine was the third state to pass menu labeling legislation, behind California and Massachusetts. Because of Maine’s efforts, we were asked to help write the federal menu labeling legislation, which is part of the Affordable Care Act. Even though many establishments have implemented menu labeling, the seemingly last minute extension of the compliance date by another year shows that ongoing patience and commitment are required to enact change. As individuals, or on behalf of organizations, we can help create legislation by working with legislators, and we can also provide public comments and testimony on proposed legislation that has the potential to have a lasting impact on the health and wellbeing of our society.

About Lori:
Lori A. Kaley, MS, RDN, LD, MSB is Managing Director with LA Sutherland group, integrating food and nutrition science, communication and policy intellect to strategically help food and nutrition organizations meet their goals and objectives. Lori brings more than 30 years of experience in consulting, public health and healthcare, providing leadership on food and nutrition policy and regulatory affairs, evaluation, and research initiatives with a focus on nutrition and obesity prevention. Lori can be reached at lori@lasutherlandgroup.com, on Twitter (@lorikaley), Instagram (@lorikaley) and LinkedIn
Food policy shapes everything we eat and drink. These policies amplify nutrition and ingredient transparency giving consumers and RDNs access to information they have not had before. Food policy knowledge and management provides RDNs fresh opportunities to work with the food industry to increase nutrition transparency, educate industry and consumers, and influence food development.

**NATIONAL MENU LABELING**
Beginning May 7, 2018, restaurants and similar retail establishments (e.g. movie theaters, vending machines, grocery stores) with 20 or more locations within the US are required to provide calorie information for food and beverage items on its menus. In addition to calorie disclosure, specified additional nutrition information must be available upon customer request. The Food and Drug Administration (FDA) has been working closely with industry to determine the law’s implementation guidance and enforcement. More details here.

**NEW YORK CITY (NYC) SODIUM WARNING LABELING**
In September 2015, the NYC Board of Health began requiring restaurants with 15 or more locations nationwide to post a salt shaker warning icon next to menu items containing 2,300 mg of sodium or more. In addition to the icon, a warning statement must appear on the bottom of the menu. NYC is the first in the US to require nutrient warning labeling. Warning labels are not preempted by National Menu Labeling, opening the door for others to follow in NYC’s footsteps. More details here.

**GRAS STATUS REMOVAL OF PARTIALLY HYDROGENATED OIL (PHO)**
In June 2016, the FDA determined the use of PHO in food was no longer Generally Recognized as Safe (GRAS) and implemented a three-year compliance period. This determination is different than labeling foods as zero grams of trans fat on Nutrition Fact Label (NFL). NFL rules allow food companies to label zero grams of trans fat if the amount of trans fat in a product is less than 0.5 grams per serving. The GRAS removal of PHO eliminates all use of PHO. This determination is the first time a macronutrient has lost its GRAS status. More details here.

**NUTRIENT FACT LABEL (NFL) CHANGES**
In May 2016, the FDA announced changes to the NFL to reflect newer scientific information. Visible and underlying changes to nutrition analysis by new NFL rules affects all nutrition analysis regardless of its intended audience. For packaged goods: changes include adding vitamin D, added sugar, and potassium, removing calories from fat, and vitamins A and C, and updating percent daily values. The NFL will also have a new layout making calories, servings per container and serving size more noticeable. Serving sizes will be updated to reflect what consumers are eating, not what they should be eating. Furthermore, changes to the methodology for determining dietary fiber and its effect on total calories will impact final nutrition analysis. For restaurants, added nutrients and removed nutrients are optional because National Menu Labeling requirements differ from the NFL, but the FDA could amend National Menu Labeling to include the changes. Restaurants will need to comply with changes to dietary fiber determination, which affects all nutrition information. And, changes to serving sizes will affect nutrient content claim determination for restaurants and packaged goods. Compliance is July 26, 2018 or July 26, 2019, depending on the packaged good’s company’s annual food sales. Restaurant compliance dates are not specifically stated, but should follow suit with packaged goods. More details here.

**FDA VOLUNTARY SODIUM REDUCTION TARGETS**
In June 2016, the FDA released draft guidance for voluntary sodium reduction targets for the food industry. These targets make it attainable for people to consume less than 2,300 mg of sodium/day. Two and ten year targets were developed for the industry to make gradual reductions in sodium and support the adjustment of consumer taste preferences. The FDA is currently reviewing two-year and ten-year target comments. More details here.
MEMBER SPOTLIGHT ON
BECKI HOLMES, MS, RDN, LDN

Interview by Theresa Hedrick, MS, RD, LD  |  @howfoodworks

Becki Holmes MS, RDN, LDN is the founder of Foodwit, a scientific and regulatory consulting agency with a focus on services for the food, restaurant, and life sciences industries. Prior to founding Foodwit, Becki worked in nutrition and regulatory affairs at Starbucks and was the Director of Scientific and Regulatory Affairs at Red Bull North America. Becki is also the incoming Chair of DBC, so we sat down with her to get to know her a little better and tap into her regulatory experience.

What inspired you to be a dietitian?
When I graduated with an undergraduate degree in nutrition, I didn’t realize how much I cared about being a Registered Dietitian. I was turned down from my first dietetic internship program, and at that time decided to seek entry level positions where a scientific background could translate. I found my way into a summer contract with a major food company and realized how important achieving RDN credentials would be to differentiate myself within the business industry.

You recently started your own company. What do you know now that you wish you had known when starting out?
It’s been almost a year since Foodwit was founded, and I’ve learned more in the last year than I could have ever anticipated. From contract negotiation to business entity classification, accounting software to employment law, all of it has been a remarkable and humbling learning opportunity. If I had known everything from the get-go, I would probably be better rested and could have saved time and money in certain areas; however, I think the greatest part of building something from the ground up is continuous learning and problem solving.

You have a wealth of experience being involved in policy and regulatory matters. What are some initiatives you have worked on/are keeping an eye on?
My first engagement with regulatory matters started with the implementation of trans-fat labeling in 2006. I’ve also been involved in state and local activity on nutrition-related priorities like trans-fat prohibitions, menu labeling for restaurant chains, sodium reduction initiatives, and size restrictions for sugar sweetened beverages. More recently, my involvement has been related to broader national initiatives like the 2015 Dietary Guidelines for Americans, updates to the FDA Red Book for toxicological standards of testing food additives, and the new definition of the term “healthy”. Like many practitioners, I am also eagerly awaiting the remaining guidance from the FDA to help bring the Food Safety Modernization Act to life as well as the implementation of Federal Menu and Vending Machine Labeling and Nutrition Labeling Reform.

Involvement with each of these areas has ranged depending on the life-cycle of the regulation, policy or bill. In early stages, my role has involved comment writing and participation in stakeholder forums to illuminate the complexity of a company’s supply chain and processes. As a bill or regulation progresses, involvement becomes more focused toward developing and implementing compliance. In some cases, after a regulation has been implemented, I’ve even been involved in rescinding violations when enforcement is incorrectly interpreted. For instance, after trans-fats were banned from use in restaurants, health inspectors were misinterpreting naturally occurring trans-fat as a violation of the city regulations. I helped provide the technical defense to rescind tens of thousands of dollars of unwarranted violations.

What are three things you love about DBC?
What I love about DBC is…

1.) Members are a humble group of achievers. I’m a firm believer in letting your work speak for itself and think that DBC exudes this value.

2.) The group is experiencing a renaissance. I learned this year that about 1/3 of our members have more than 26 years of experience. I love this and believe it presents a great opportunity to draw from the deep experience of our heritage.

3.) DBC connects leaders and solution-seekers. DBC continues to produce high achieving leaders in all practice areas. The diversity of DBC members opens doors to find unique collaborations and solve challenging problems facing the food and wellness industries. DBC is a forum through which innovative practice areas can be celebrated and promoted. And while nothing can substitute a strong technical or clinical background, DBC is here to foster the future of RDN leadership.

As the incoming DBC Chair, what are you most excited about?
I’m most excited to drive member engagement and grow DBC’s

CONTINUED ON PAGE 10
leadership presence within the Academy. I’d like for DBC to be more widely recognized as a talent pipeline for career opportunities both within the Academy and with external organizations and corporations.

I’m also very much looking forward to fostering more collaboration between DPGs and working toward common and shared Academy goals.

Lastly, I’m excited to continue working with a team of super smart and engaged Executive Committee members to identify the next generation of talent within the Academy.

**What are you freakishly good at?**
I once memorized how to solve a Rubik’s cube – but probably couldn’t do it anymore. People might tell you my chocolate chip cookies are freakishly good, but all my culinary secrets are attributable to Cooks Illustrated or Kenji Lopez-Alt.

**How do you balance work, family, and rest?**
Like everyone else: with caffeine and mind-numbing television. Seriously though, when people ask “How do you do it all?” I generally think they’re asking the wrong question. The work/life balance question comes with an inherent connotation of sacrifice versus focusing on the achievement.

What I know about myself is that I’m extremely motivated by continuous learning. I’m a better person and contributor to society by being a working mother. I also strongly believe that working makes me a better mother and wife because focus and prioritization becomes a non-negotiable part of my daily life.

So just like setting goals at work, I also like to set goals for family time, leisure, exercise, and travel.

**What was your proudest moment over the past twelve months?**
I’ve always been proud to recommend and hire RDNs, nutrition and food science talent into business organizations. I’m so proud to be connected to the DBC community and continue to uplift the reputation of our practice by connecting great companies with great talent.

**What advice do you have for RDNs in the business and communications world?**
Henry David Thoreau said it right “success usually comes to those who are too busy to be looking for it.”

**Are there any final thoughts you would like to add?**
Want to connect? Please feel free to reach out becki@foodwit.com.
As nutrition and dietetics students, we are the future of the practice and our involvement outside the classroom is crucial. Nutrition is a rapidly expanding profession and ever changing. Many more jobs and specialties exist today than when the Academy of Nutrition and Dietetics (Academy) was established 100 years ago. These changes require new laws and initiatives to protect our ever-changing scope of practice.

Many nutrition students are not aware of the Academy’s Advocacy mission. The Academy has four policy areas of focus: disease prevention and treatment, lifecycle nutrition, healthy food systems, and quality healthcare. Within each of these 4 areas, specialized practice groups exist that focus on policies and help to amplify the voice of the Academy in local and national politics. These groups help to connect individuals with laws and the policies that impact our profession.

One quick, simple way students can help influence nutrition policy is to participate in Action Alerts and provide feedback to local/state representatives about initiatives that benefit nutrition practice. Letters and phone calls to state representatives are very effective as constituent service is necessary for a senator/representative to stay in office. Action alerts are commonly sent out through AND, Dietetics Practice Groups and local/state practice groups. Action Alerts sent out by the Academy will contain pre-typed letter templates that can easily be sent out in less than 3 minutes. You also have the option to individualize these letter templates and offer personal experiences and opinions.

My first experience drafting a legislative letter was this past semester. I drafted a letter to my US senator, Kamela D. Harris (CA), promoting the Treat and Reduce Obesity Act of 2017. This law was supported by the Academy and helps extend senior citizen access to obesity prevention/treatment. This was a wonderful experience because I became knowledgeable in the initiatives currently supported by the Academy, how they would affect the scope of practice, and helped support increased access to care for overweight/obese adults.

Don’t wait to get involved! Begin supporting Action Alerts today and spread the word to your fellow classmates. To learn more about food and nutrition policy and get involved today, visit http://www.eatrightpro.org/resources/advocacy. Remember, if you are not moving forward, you are being left behind.

About Reilly:
Reilly is a graduate student at San Diego State University where she is completing her dual master’s in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor’s degree in Human Biology and Nutrition Science. Follow her on Instagram @thedivergentdietitian for fun recipes, nutrition tips and as she eats her way through Southern California.
Food is always in the news: from the latest facts and figures on obesity, diabetes, and other health problems related to diet, to the call for sodium and calories on menu boards in restaurants and food establishments.

As the head dietitian for Taco Bell Corp., a large part of my role is ensuring my company complies with all of the food policy and regulations and laws pertaining to its business.

From a broad perspective, food policy is a set of collective decisions made by governments at all levels, businesses, and organizations that affect how food gets from the farm to your table. A food policy can be as broad as a federal regulation on menu labeling or as local and specific as a zoning law to encourage physical activity.

If you’re passionate about influencing policy and decision making, here are some key ways to start:

• Cultivate connections with a broad range of people.

• Educate yourself about the key issues and work to share your knowledge with others with an unbiased approach. The education effort is particularly important with community and government leaders who have the influence to shape specific actions and outcomes.

• Question the form of the current food system and seek ways to improve it for the benefit of all.

• Most importantly, connect with DBC Policy Initiatives & Advocacy Leader, Linda Roberts, and get connected with all stakeholders in the community.

Participating will help shape the nature of a system that can seem distant and often unreachable!

About Missy:

Missy leads nutrition strategy and is part of the Food Innovation Team at Taco Bell Corporation. She is responsible for 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.
Reflecting on the services Linda Roberts & Associates provides, it dawned on me the majority of our work consists of regulatory compliance.

1. Our primary offering is dietitian consultation in health care communities. There are volumes of regulations, including the mandate of a dietitian for nutrition care and food service operations.

2. In addition to dietitian consulting in long-term care, we contract with dialysis companies that provide dialysis in nursing homes. The dietitian on the renal care team is another CMS mandate.

3. As a value added service for our clients we began teaching the Food Service Sanitation Manager course that is mandated by the State of Illinois for managers and now food handlers.

4. My volunteer work with the Academy and its affiliates has allowed my voice to influence regulations for nursing homes at the State and Federal level. My work organizing the grassroots in Illinois in the late 1990s helped the Illinois Diabetes Self Management bill and Medicare Part B reimbursement for MNT pass.

Today I am the DBC Policy & Advocacy Leader (PAL). Industry regulations are a little different from long-term care (who knew the definition of ‘healthy’ would cause such an uproar?). To date, we have formed 3 regulatory committees (Nutrition Labeling, Menu Labeling and Food Safety) whose purpose is to identify relevant regulatory topics and make comment. Mark Rifkin, the Academy's regulatory affairs specialist, identifies and shares regulatory issues specific to DBC. If there is interest the committee develops & submits comment to be used by the Academy in their comprehensive comment.

Thus far, we have only commented on ‘Healthy’. In June, I am headed to the Public Policy Workshop in DC and hope to have a better handle on the current affairs of public policy. If you need regulatory assistance in any way please don’t hesitate to reach out. We’ll find the answer together.

REFRAME YOUR MESSAGE TO MAKE IT RELEVANT

By: Sonja Stetzler, MA, RDN, CPC

During the last few weeks of my dietetic internship many years ago, I was tasked with providing the food service department's monthly in-service on the topic of personal hygiene. Ugh! What a topic! After several sleepless nights trying to come up with an appropriate way to communicate the department’s and health department standards without demeaning my audience, I finally had an idea. I talked the manager of a local uniform shop into letting me "borrow" 5 new uniforms, and I recruited 5 informal leaders in the food service department to be my "models". I produced the food service department's first annual Food Service Fashion Show. As my models walked down the runway with their newly borrowed uniforms, I talked about the importance of personal hygiene, as it pertained to food safety. It was a hit!

What I learned through this experience was how to frame my topic so that it is relevant to my audience. With a complicated subject matter, which often includes topics related to policy and regulations, relating how the topic impacts your audience members makes a difference with how they receive and accept your message. Other strategies to increase your effectiveness include:

- Be specific. Use concrete terms to paint a visual in the minds of your audience.

- Use a graphic to depict numerical information. This will save you time in the long run and is easier for your audience to understand what the numbers really mean.

- Connect your content to your organization’s financial success.

Knowing who your audience is and understanding their worldview is your key to successful communication with your leadership team.

About Sonja:
Sonja is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to senior level leaders within organizations. Sonja is a national speaker, and in her 30-year career has held positions in food service management, food industry sales, sales management, and quality assurance. She currently serves as an adjunct faculty member at Queens University of Charlotte. Sonja has been a member of DBC for over 20 years. Connect with Sonja at sonja@effectiveconnecting.com.
After years of a national contentious debate for mandatory labeling of genetically modified foods and food ingredients, Congress passed the National Bioengineered Food Disclosure Law and President Obama signed it into law on July 29, 2016. This legislation was considered a compromise between two vocal factions: those who demanded mandatory GMO labeling, and those who feel GMO labeling is a tool to demonize genetically engineered plants. Other food companies and farm groups said the regulation will help consumers understand what GMOs are.

The USDA was charged to conduct surveys and research to work out the details of the measure with two years to implement the rules. In February of 2017 however, President Trump issued an executive order which returned all rules and proposals currently under review back to their federal agencies. The White House's decree puts a halt on any new regulations and delays the USDA's ability to conduct its research and surveys. And another executive order requires federal agencies to eliminate two regulations before implementing one new one. It is yet to be determined what will happen to this measure... but as a consultant for Monsanto I plan to stay tuned! More info: GMOLabeling@ams.usda.gov.

HOD Report:
The House of Delegates virtual meeting was conducted on April 22-23rd. On Day 1, we talked about Future Practice, and on Day 2 we continued the dialogue from the Fall meeting on Wellness and Prevention.

A quote from the 2013 Council of Future Practice Report stated “If the nutrition and dietetics profession is not moving forward, it is being left behind.”

The HOD discussion centers on this question: How can credentialed nutrition and dietetics practitioners elevate the profession, expand opportunities, and enhance practice for the Second Century? The objectives are to:

• Share current efforts underway by the Academy and its organizational units to identify and meet the needs of the Second Century workforce.
• Create a vision of a Second Century workplace.
• Generate ideas to close the gap between current and future practice.
• Recognize skills and professional development needed for current and future practitioners.

About Mary Lee:
Mary Lee Chin MS, RD, provides health communications and media training, and food and nutrition consulting. She specializes in some of the most contentious food topics, including genetically modified foods, alternative sweeteners and environmental and sustainability issues, translating peer-reviewed research into realistic and practical recommendations. You may reach her at maryleechinrd@gmail.com.
QUESTION FOR THE COMMITTEE: WHY DO YOU LIKE TO BE A DBC MEMBER?

*CHAIR
Terri Raymond MA, RDN, CD, FAND
tiraymond@aol.com

Being a member of DBC is to enjoy the ability to enhance any job in nutrition and dietetics with business and communication skills. In addition, membership in DBC opens doors to a myriad of opportunities in the field of nutrition, business and/or communication and many different paths to success in these opportunities.

*PAST CHAIR
Ilene Smith, MS, RD
ilenesmithrd@gmail.com

I love being a part of DBC because of the great opportunities to go beyond networking by actually getting to know and work with people who share my passions about business and dietetics. I’ve met and befriended many wonderful people over the many years I’ve been a member and served on the executive committee.

*NOMINATING COMMITTEE
Theresa Hedrick, MS, RD, LD (Chair Elect)
theresa.hedrick@gmail.com

I value all of the professional development opportunities DBC offers, but the thing I love most about being a DBC member is interacting with such smart, driven, successful women.

*CHAIR ELECT
Becki Holmes, MS, RDN, LDN
becki.holmes@gmail.com

DBC has opened up lifelong doors by facilitating lasting connections within a network of bright and inspiring leaders.

*TREASURER
Jackie Schulz, MS, RD, CSP, LDN
jackieY310@yahoo.com

The best part of being part of DBC is the exposure it gives me to other dietitians working in business and industry. Through DBC I have greater visibility to the skills they possess that I can emulate and learn from, and the opportunity to share insights that make us all more successful in our roles. Expanding the role of dietitians into fields where we can have a unique and meaningful impact is something I’ve always been passionate about, and feel that DBC uniquely represents those types of individuals and opportunities.

*DELEGATE
Mary Lee Chin, MS, RD
maryleechinrd@gmail.com

DBC provides not only education, role-modeling and support of RDN’s who work in business and industry, but a strong peer group that understands, empowers and sustains us in the work we do.

*NOMINATING COMMITTEE
Carol Berg Sloan, RDN, FAND (Chair)
cbsrd@verizon.net

It’s not so much that I like being a DBC member, as much as I NEED to be a DBC member. My career perspectives and connections would stall if not for this innovative, forward thinking group. If you’re not a member, you’re missing out on personal and professional growth.

* = VOTING MEMBER
**NOMINATING COMMITTEE**

Lara Felton, MBA, RDN  
lfreeetr@gmail.com

I have always had an interest in business and through DBC I have had the chance to meet and network with RDs who work in a variety of settings. DBC allows me to see and dream of more possibilities to grow and shape my career and provides the resources and network so I can be successful.

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**MEMBERSHIP CHAIR**

Elaine Farley-Zoucha, RD, LMNT  
ezoucha@eznutritionconsulting.com

I have found that networking with other business owners and RDNs in corporate positions to be valuable in enhancing my management skills and that is just one of the reasons I love being a DBC member!

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**EDUCATION TEAM CHAIR**

Sonja Stetzler, MA, RDN, CPC  
sonja@effectiveconnecting.com

I have been a DBC member for many years. DBC is about the business side of dietetics, and there are so many opportunities for us to impact the food industry through our involvement in a dietetics practice group such as this one.

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**POLICY & ADVOCACY LEADER**

Linda Roberts, MS, RDN  
lroberts@rdoffice.net

DBC members are vibrant trendsetters, viewing the business world of food and nutrition through the lens of creativity.

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**STUDENT MEMBER CHAIR**

Reilly Brown  
reillybrown19@gmail.com

I love being a DBC member because it helped open my eyes to new opportunities in nutrition and dietetics. I have developed relationships with strong, powerful RDNs and learned many valuable social and business skills that are not emphasized in the classroom. I hands down think being part of DBC is one of the best things I have done for my career!

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**MARKETING & COMMUNICATIONS CHAIR**

Missy Schaaphok, RD  
missy.nelson@yum.com

DBC continues to amaze me in the diversity of its members and with what each person has to offer in terms of expertise, networking, and mentorship. They are an amazing group of individuals that inspire, transpire and make impacts across all facets of our community!

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**SPONSORSHIP CHAIR**

Jennifer Seyler, MS, RD, CPT  
jseylernutrition@hotmail.com

I have been a DBC member for more than a decade. I originally joined the group because it provides a direct path to seasoned business and communication professionals; basically, great mentors. I continue to use this group to bounce ideas off of, but now, I also use it as a way to help others just getting started in their business and communications journey.

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**NEWSLETTER EDITOR**

Sarah Hendren RDN, LDN, CD  
sarahnicole0046@gmail.com

The best part of being a DBC member is the networking! The diversity of our DPG is unlike any other practice group, and I enjoy meeting and learning from our members.

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**SOCIAL MEDIA & NETWORKING CHAIR**

Nicole Arcilla, MS, RD  
anarcilla25@gmail.com

I love being a DBC member because of all the amazing connections I’ve made with dietitians who are really advancing our profession - they’ve all been great resources to learn from.

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**SOCIAL MEDIA & NETWORKING CHAIR**

Tyler Rolling, MS, RD  
tyler.e.rolling@gmail.com

I like being a DBC member because, even though I’m not directly involved with major companies and corporations, I’m able to network with RDNs who are. This allows me to see various scopes of practice and ways I can incorporate communication skills into my current position as a RDN within higher education.
Thank you for catching up with DBC Business Insights. We hope you will check out our next issue, coming this August.