

**Dietitians in  
Business and  
Communications**



a dietetic practice group of the  
Academy of Nutrition  
and Dietetics

DIETITIANS IN BUSINESS & COMMUNICATIONS

# BUSINESS INSIGHTS

SPRING 2018



## THE MODERN DIETITIAN

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**SPRING 2018**

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

## THE MODERN DIETITIAN



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### PUBLICATION TEAM

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# MESSAGE FROM THE CHAIR

By: Becki Holmes, MS, RDN, LDN

If one word was selected to describe the current state of dietetics, it should be **CHANGE**.

This year, change has inspired us more than ever! We've sought to illuminate content and tools to help navigate the growth of dietetic business opportunities. In earlier issues, we brought forward topics like speaking up, moral conviction, breaking barriers and creating opportunities where white spaces exist. We've also loved sharing ideas on how to manage change like through the adoption of a growth-mindset and thinking beyond task-based work.

In this issue, change comes full circle as the idea of "Modern Dietetics" is explored. This issue offers insight into how our featured RDNs transcend traditional practice areas, and why business skills are necessary in pursuit of executive careers. We hope you enjoy!

As the 2017-2018 fiscal year comes to a close, it's a great time to reflect on the path that has brought DBC forty years of success. Looking forward, we're thrilled to welcome [Missy Schaaphok](#) as DBC's elected Chair for the 2018-2019 fiscal year. DBC is in for

some very exciting future initiatives and programming. Be sure to renew your membership to stay up to date on our commitments to modernize DBC and [member benefits](#).

Thank you to each of you, our members, for your support, engagement, and dedication to the practice group! Our collective success is not possible without your involvement. Finally, thank you to the Executive Committee for their unwavering commitment to raise the bar for business and leadership skills within the dietetics profession.

I encourage you to reach out to any of the [Executive Committee members](#) to help DBC be the best practice group possible. As always, we invite feedback at any time.

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*Best,  
Becki Holmes, MS, RDN, LDN*

2017-2018 Chair, Dietitians in Business & Communications Practice Group



## About Becki:

Becki Holmes is the Founder of Foodwit – a scientific and regulatory consulting agency serving the food, restaurant, life sciences, 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. In her spare time, Becki enjoys spending time with her husband and two kids in Portland, OR.

# LETTER FROM THE EDITOR

By: Nicole Arcilla, MS, RDN, LDN

## Hello DBC colleagues!

Welcome to the final issue of the fiscal year. It's been a great year being your Newsletter Editor and working with a wonderful team and various subject matter experts to deliver you the best information possible. It was through the members of the Executive Committee and through our authors I've worked with along the way that I learned what a "modern dietitian" is. A modern dietitian is equipped with skills and knowledge to advocate for consumer health. We do so by influencing conversations in and out of industry settings utilizing our background in the sciences, but also our skills in policy, business, and communications. In this Spring issue, you

will learn from other dietitians how their unique roles will continue to grow conversations around food and nutrition.

Again, thank you for a great year and I look forward to returning next year as your Newsletter Editor and providing even more exciting content and information. If you are interested in becoming an author, have topic suggestions, please [reach out](#) and let me know!

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*All the best,  
Nicole Arcilla, MS, RDN, LDN*



### About Nicole:

Nicole Arcilla is the 2017-2018 DBC Business Insights Newsletter Editor and has previously served as the 2015-2016 Take 5 with DBC Newsletter Editor. She currently works for Chartwells Higher Education as the campus dietitian for University of Maryland Baltimore County, providing support to their dining services, counseling students, and acting as a consultant across the university's departments. When she's not keeping busy, Nicole loves exploring restaurants in the D.C. and Maryland area and taking far too many food pictures. Stay in touch with her via Instagram/Twitter [@WhyNotEatRDN](#), or [LinkedIn](#).

## A DIETITIAN'S FOCUS ON FOOD, NUTRITION, AND **PRODUCT INNOVATION**

By: Erin Thacker, MA, RDN

We continue to see more opportunities for RDNs in non-traditional roles including the food industry and agriculture, so I am excited to share about my role as a Registered Dietitian and Associate Innovation Manager at Smithfield Foods. Smithfield Foods is the largest pork producer in the world, so it shouldn't surprise you that I enjoy talking about the key role of protein in a healthy diet. As a dietitian at Smithfield, I work with cross-functional teams to ensure that factual, evidence based health and nutrition messaging is communicated to our consumers and customers. A key initiative has been the development of the Smithfield® Dietitian Program, a comprehensive toolkit that delivers both online and physical information and kits retail dietitians can easily leverage to promote Fresh Pork as part of a healthy and balanced lifestyle. Additionally, as an Associate Innovation Manager,

I manage product innovation and renovation projects, specifically related to health and wellness, from concept to product scale-up in the factory. This type of product development may be related to sodium reduction, new flavor profiles, clean label, or new to the market items.

My dual function role at Smithfield has allowed me to strengthen my food science skill set while focusing on my nutrition science core, therefore cultivating many opportunities as a multifaceted dietitian in the food industry. It is my responsibility to advocate for my career by highlighting the expertise and value I bring to the team as a registered dietitian. Dietitians in the food industry have the unique opportunity to champion health and wellness initiatives that educate consumers on food and nutrition truths, helping them make healthy, balanced choices to improve their overall wellbeing.



### About Erin:

Erin is a Registered Dietitian and Associate Innovation Manager for Smithfield Foods. She provides nutrition leadership that drives nutrition and health product innovation and renovation. Additionally, she integrates nutrition insights, regulatory expertise, research, and health communications to drive strategic projects. Prior to working at Smithfield, Erin was the Nutrition and Wellness Educator for Chesapeake Public Schools. In this role, she led menu development, special dietary needs programs, and nutrition education. Erin earned her B.S. in Human Nutrition and her M.A. degree in Management.



# EMBRACING THE NEW & UNKNOWN: TECHNOLOGY AND DESIGN FOR DIETITIANS

By: Whitney Bateson, MPH, RD

**Have you ever visited a company's website** and found it hadn't been updated, or it was difficult to navigate, leading you to lose trust in their product? Or you attended a training consisting of endless slides of bullets and Clip Art, and you zoned out after 5 minutes?

Well-designed content – whether it's a simple handout, website, or presentation – [builds trust](#) by demonstrating consistency and reliability, attention to detail, and regard for the consumer of the content. How that content is delivered is also critical. Video has become the [preferred mode](#) of content consumption, and smartphones are in the hands of [77% of Americans](#). What does this mean for our profession?

Dietitians have a tremendous opportunity to use design and technology to inspire change in our clients, better train our employees, and meaningfully connect with the public. However, we often compete with the media and countless websites offering health-related advice. On top of that, we're frequently tasked with delivering complex messages, training, or advice that may not sound as appealing as the latest fad.

Rather than throwing our hands up in despair, let's adopt this mantra: "In order to be seen as the nutrition expert, we must be seen as the nutrition expert." By increasing your visibility through great looking materials and digital content like videos and eLearning, you not only build trust and capture the attention of your audience, you'll make a greater impact too. Here are some suggestions to get you started:

**1. Turn intimidation into inspiration.** Watch what other companies and influencers are doing, and instead of feeling overwhelmed, follow this advice from Austin Kleon in his book [Steal Like an Artist](#), "In the beginning, we learn by pretending to be our heroes... Even The Beatles started as a cover band." Become inspired by others' success and emulate it.

**2. If you like being creative or tech-inclined, embrace it.** Yes, you're a dietitian. But you can also be an artist, web developer, or video producer... I grew my own skills through courses on [DesignLab](#) and [Lynda.com](#). You don't need to "go to school for (insert your passion)" to make it part of your professional skill set.

**3. If it's not your cup of tea, find partners.** I know this isn't everyone's passion; that's why I started my [consulting agency](#) to partner with dietitians to infuse great design and technology into their businesses.

It's important dietitians recognize the impact design and technology has, and will continue to have, on our work. We have just as much right to great looking websites and flashy videos as the next startup, so take a chance and try something new – you'll be glad you did!

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## About Whitney:

Whitney Bateson, MPH, RD is the owner of Whitney Bateson Digital Strategy, LLC, a consulting agency committed to helping dietitians leverage the power of great design and technology to reach customers and clients more effectively. After working in the corporate setting for 10 years, Whitney saw a need for more resources that would allow dietitians to integrate new, innovative tools – like video, websites, and graphic design – into their businesses. She founded her company based on the belief that all dietitians should have access to these tools for communicating our messages and creating positive change. Connect with Whitney at [whitney@whitneybateson.com](mailto:whitney@whitneybateson.com), LinkedIn ([@whitneybateson](#)), Facebook ([@whitneydigital](#)), Instagram ([@whitneybateson](#)), and on her Website: [whitneybateson.com](http://whitneybateson.com).



# EXPANDING YOUR CAREER: QUALITY ASSURANCE & REGULATORY COMPLIANCE

By: Debe Nagy-Nero, MS, RDN



**I started my career** as a dietitian wanting to work in food service. What better place than food service to influence food and consumer's food choices? Like most entry level dietitians, my first job was as a consultant dietitian working in hospitals, nursing homes, physician's offices, and schools. Then in 1999 I applied for a position with a quick service restaurant company, Burgerville, who was looking for a director of food safety. The president of the company wondered why he should hire a dietitian, and not someone from a health department. My response was, "You never know when my dietetic background will come in handy."

Over the years I worked for Burgerville, my food and nutrition background worked to my advantage in creating a unique position. I found myself learning new topics including food codes within different states. I also learned all I could about food manufacturing, supplier regulations, agricultural practices and animal welfare, as I took on the quality assurance of products when my role expanded. Having the food and nutrition background made it easy to interact with suppliers and state regulators, as very few others in the organization understood food, nutrition, and regulatory requirements. I was able to influence menu development regarding ingredient choices based on the quality of ingredients and how nutrition information should be displayed on menu boards.

Then in 2014, I went to work for Red Lobster Restaurants. My primary functions were analyzing recipes, acting as an advisor to marketing,

culinary, and legal regarding the various nutrition related regulations: US federal, local, and Ontario Canada. My knowledge of food, especially ingredients, helped formulate the plan for removal of partially hydrogenated oils from menu items. Understanding nutrition and the regulatory requirements helped shape how Red Lobster presented nutrition on the menu and the website. Being able to inform culinary about the nutrition content of a menu item before it is finalized helped them make decisions on the ingredients used in various recipes.

Outside of my job, I was active in the [National Restaurant Association's Nutrition Executive Study Group](#). Through this group, dietitians working for restaurants were able to have an influence on the draft regulations for menu labeling, impacting the final ruling set out by the 2010 Affordable Care Act.

Being able to interpret nutrition, food science, and regulations to my coworkers, executives in the organization, suppliers, and the general public has been very gratifying. Our food and nutrition education as dietitians provides us with a vast background of knowledge to pursue other positions outside of healthcare. It provides us with the ability to interpret regulations regarding food and nutrition. Seek out continuing education in food safety, agriculture, restaurant, and public health, and join the Academy's practice groups as an avenue of networking and education. We can make small changes to the food system that over time will result in healthier eating in the US and beyond.



## About Debe:

Debe Nagy-Nero has been a member of the Academy for 30+ years and is the owner of Debe Nagy-Nero Associates. Debe is a registered dietitian/nutritionist with innovative operations and quality assurance experience in food service, food manufacturing, clinical nutrition and school nutrition. Debe is also a dynamic and motivating leader, applying technical aptitude in quality systems management, project management, regulatory compliance, risk management, manufacturing, product development and nutritional analysis. Past companies she has worked with include Red Lobster Restaurants and Burgerville Restaurants. Contact her at [dnagynero@comcast.net](mailto:dnagynero@comcast.net).

## STUDENT CORNER

# PREPARING FOR THE FIRST JOB AS A REGISTERED DIETITIAN NUTRITIONIST

By: Shu-Feng Tsao

**Congratulations!** You are about to complete your degree and dietetic internship. In addition to getting through the exam, we all feel anxious about launching our career as a dietitian. When it comes to landing the first job, there really is no one universal pathway to get us there. One person might fall into a position because they are in the right place at the right time. Another will interview for every position and end up with none. Still another will get the first job they apply for. Do what you can, put yourself out there, and try not to compare yourself to your friends. It's an unnecessary stress for an already stressful situation. Here are some recommendations for all dietitians-to-be:

### 1. Know your resources

The Academy has very helpful career advancement journal articles. [Career Advancement: Tips for Success](#)<sup>1</sup> includes tips for your resume, the interview, and salary negotiation. If you need help with your resume, [Revamping Your Resume for Your Specialty](#)<sup>1</sup> is a great reference. You can also download the Academy's resume and cover letter [templates](#)<sup>1</sup> as a guide to creating your own.

When completing job applications, make sure you address every single point and criteria, even if it seems glaringly obvious. If it says you need a nutrition and dietetics degree, then clearly state you have one. Call or email the department to learn more about the job role, how the team works, and to get a feel for the department – they may remember your name down the line when they read through your application.

### 2. Stay updated with social media

You have a great opportunity to learn

from other dietitians on social media and contribute to the learning of those already graduated. You may be aware of nutrition research that is hot off the press – sharing it on social media is really appreciated! Also, don't hesitate to follow and get involved in Twitter chats, Facebook pages, Facebook live, Instagram, or LinkedIn accounts that are held by dietitians or their dietetic practice groups. Your input is greatly valued! Social media may also serve as a networking platform to meet other dietitians too.

Before you post, make sure to check out the [Academy's Practice Paper](#) and learn best practices of being active and engaged on social media.

### 3. Find a mentor

Finding a mentor is important for both support and guidance in becoming a more confident dietitian. This may also develop into a friendship over time. It can be worth asking lecturers or supervisors you feel comfortable speaking to whether they would be able to mentor you. You can also find mentors via the Academy's [eMentoring and Mentoring Resources](#)<sup>2</sup> or DBC's [Mentor Me with DBC](#)<sup>3</sup>. Don't be disheartened if mentors decline. It takes a lot of time to mentor and they may already be supporting other dietitians. My biggest tip for when you do have a mentor, is to be proactive about your mentoring sessions. Bring questions or case studies ready to discuss at each session and be proactive about arranging the next time you will connect.

### 4. Network

Networking is so important! You never know if the person you spoke with at a conference or event might just be your next boss or give you a referral which helps you get an interview. They say it's not what you know,

but who you know. On some occasions, it certainly can give you that extra edge. DBC has networking events every month, virtual or in person, open for everyone. Just check out the DBC [events page](#)<sup>4</sup> and register/show up on time!

### 5. Be confident in your knowledge and training

As a new dietitian, you might not always feel confident and question your skills and knowledge. It is normal when first starting out, but don't feel like you must know everything too. Trust in your training and know it takes time to become proficient in anything you do. The saying "an expert in anything was once a beginner" rings true.

We are all students of life and that doesn't change just because we graduate from school. The best thing about nutrition is that it's an ever-changing profession. There are always new and exciting learning opportunities. Develop your existing skills and learn some new ones. Enjoy the journey and good luck to all dietitians-to-be!

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3. Dietitians in Business and Communications. Mentoring. Available at <https://www.dbconline.org/page/mentoring>
4. Dietitians in Business and Communications. Events. Available at <https://www.dbconline.org/events.cfm>



### About Shu-Feng:

Shu-Feng Tsao is an international student from Taiwan serving as the 2017-18 DBC Student Executive Committee member. She earned a master's degree in Nutrition and Food Systems from the University of Kentucky and is currently enrolled in the University of Connecticut for another master degree with a major in Business Analytics and Project Management. She would like to bring data science and nutrition together to become an entrepreneur that she can provide data-driven insights to nutritional businesses. Connect with Shu at [shu-feng.tsao@uconn.edu](mailto:shu-feng.tsao@uconn.edu).



## MEMBER SPOTLIGHT:

# TERRI RAYMOND, MA, RDN, CD, FAND

Interview by: Nicole Arcilla, MS, RDN, LDN and Allison Stock, RDN

**Terri Raymond** has been an active and influential member of DBC for many years and has also served as our past Chair. We are happy to announce that in the coming year Terri will be serving as the Academy's President-elect! We know Terri will do great things this year and the next, continuing to move our profession forward. Before the Academy's national election, we had an opportunity to interview her and learn how her own career path has evolved over the years.

### **Tell us about yourself.**

Growing up in the beautiful Pacific Northwest provided many opportunities to enjoy nature and the outdoors, and after college and an internship my greatest desire was to find work in my home state. However, economic conditions were tough and there were few jobs. To stay in the Northwest I took a risk and went to work for a young entrepreneur with a vision of creating a local contract food-service company. Following years of hard work and great learning, I became President and part owner of that company – we had grown from a workforce of 7 to 750 and provided service to healthcare facilities, schools, sports and entertainment facilities, and business and industrial operations in five states. We sold the company in 2001 and at that time I purchased the healthcare division which I continue to manage today. Before the sale I returned to school to study the change process and organizational systems renewal to prepare our organization for the changes that new ownership might create. Learning about change and how it affects people continues to provide me opportunity to help a variety of organizations with strategic planning and support their change process.

### **What inspired you to be a dietitian?**

Both my parents worked and Mom always appreciated my help in the kitchen. I began cooking alone at the age of nine and especially enjoyed baking and creating special treats during holiday times. When

I went off to Washington State University, with plans to become a pharmacist, it only took one semester of inorganic chemistry to convince me that the smells of food and cooking were my nirvana - not chemicals. It was exciting to recognize the myriad of opportunities available through a major in Food and Nutrition and I looked forward to becoming a professional on the healthcare team.

### **You were President of a food service corporation for a number of years, what drove you to start your own business?**

When we made the decision to sell the corporation, I recognized that the buyer had no healthcare accounts in the Pacific Northwest. It was clear that this portion of the business would likely erode and disappear without attention and support of our amazing team of healthcare professionals providing consultation to a variety of long-term care facilities. Through thoughtful negotiations I was able to create a win/win for all and purchase the healthcare division.

### **What key learnings did you take from your 20+ years of experience in contract management in order to be a successful business owner today?**

Here are just a few learnings from my experience:

**Vision** – Keep a focus on your vision and maintain the discipline to get through the “noise” of today’s work world. Not every day is perfect nor will it follow the course that you set, but keeping your vision in mind will help during rough times.

**Learn, learn, learn** – Take every opportunity to learn from your environment. My environment eventually included foodservice management and consultation to healthcare operations, business and industrial cafes, schools, community college food service, and entertainment and concession operations. Understanding the financial and operational requirements was critical in providing quality and cost-

effective operations. “What you learn today is what you will become tomorrow”.

**Sales** – Recognize that you are selling every day to everyone. You sell you, your product, your service, vision and/or brand. Even if the thought of sales seems daunting, welcome and capitalize on this opportunity to create maximum returns.

**Build Relationships** – Take the time to build a relationship with everyone that you do business with – the quality and depth of these relationships is directly proportional to your success. When building these relationships, be authentic and true to your values and vision.

**Leadership** – Always take the opportunity to build on your leadership skills. The Academy and other organizations provide great ways to grow and develop as a leader. If you are not already involved in the Academy, start by volunteering with DBC to grow your leadership skills.

**Be Fair** – Human Resource professionals will point to the challenge of listening to one side of a situation and then balancing this initial picture with the next version. Hear all sides with an open mind to make an educated decision. “Minds are like parachutes- they only function when open” – Thomas Dewar.

### **What fears did you have in starting your own business and how did you conquer them?**

I did not have fear as much as I had respect. It took many years to grow the company and develop the client list and to move from serving one industry to serving many with unlimited services. I recognized the responsibilities, the dedication, and the vision necessary to grow and operate a company. Being responsible for your own company demands hard work, fairness, compromise and finding/creating opportunity. There are always a myriad of challenges for a business owner but with hard work the rewards always outshine the problems.



**As DBC's past chair, how did you balance taking on such a large role while running your own business?**

DBC's Executive Committee (EC) is all about team. The EC is a team of highly motivated, talented and competent professionals. Each member of the EC takes responsibility for their work and outcomes and this individual commitment to a group effort makes it possible for the Chair to easily meet their responsibilities both for DBC and their own work.

**How do you think DBC helped in improving your business or overcoming obstacles?**

DBC members are the masters of networking. Membership in our practice group creates a web of colleagues across the nation that can provide support and feedback on any type of business and/or communication question or concern. I am thankful for the many times members have answered my questions and provided positive support in challenging times.

**What is the biggest piece of advice you can give to someone looking to start their own business?**

Regardless of the work or service provided, business is about people and relationships. In this day, where much work can be accomplished virtually, there is an increased value in investing time and energy to strengthen relationships. Taking the time to meet face to face provides opportunity to deepen understanding, further mutual respect, and open doors to enhanced mutual success by leveraging respective networks. The ROI from relationship building is greater than all the skills, knowledge and experience combined. Take the time to build relationships to guarantee long-term success and satisfaction.

## COMMITTEE FEATURES

# WHAT YOU DON'T KNOW CAN HURT YOU

By: Sonja Stetzler, MA, RDN, CPC  
2017-2018 DBC Education Chair

Several years ago, I applied for a contract position and was surprised to learn through the application process that my interview was going to be through video on my computer. Interviews via Skype or other video platforms are not unusual these days, however, the employing organization was using a particular type of interviewing software that would give me the question in text, and I would respond to the question through a video recording. My success on landing that contracted position resided in how well I performed on video. Needless to say, I did not get the gig. Since that experience, I have learned much about what it takes to produce a watch-worthy video!

As part of the DBC leadership team, the Education Committee strives to bring you educational events and topics that will help you

stay on the cutting edge of trends and skills in the world of food, business, and communications.

Our DBC theme this spring included many topics on career development (Trends in Nutrition Communications, How to Shoot Video, Building Your Brand with Instagram). If you have not been able to participate in our live events, we invite you to visit our [archived webinars](#) in the Professional Development area in the Members Only section on the DBC website. These and many more topics were produced to help you with your career success! Webinars recorded from June 2016 and after have been approved by CDR for continuing education credits up to 3 years from the published date. Enjoy!



### About Sonja:

Sonja Stetzler, MA, RDN, CPC is an executive communications coach who works with mid-to-senior level business and health-care professionals to improve their communication and presentation skills.

# INSTA-WHAT?!!

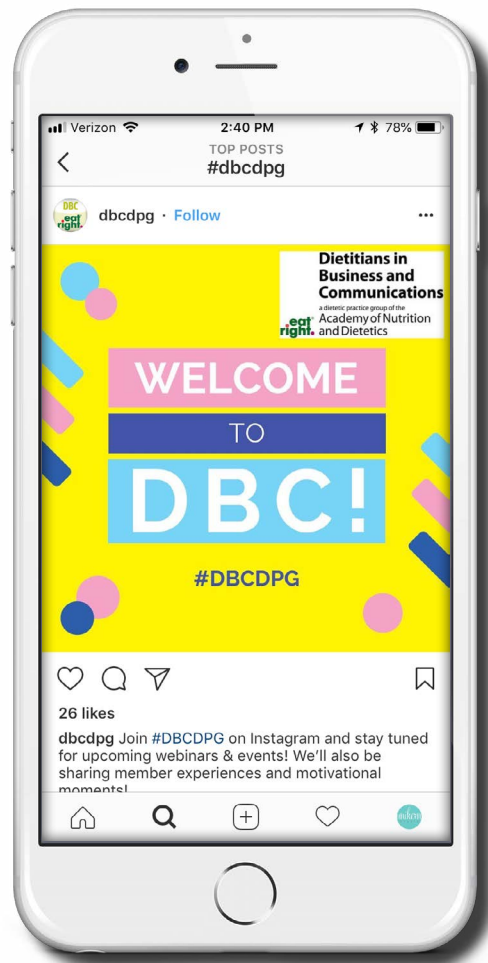
By: Sarah Hendren, MS, RDN, LD, CD  
2017-2018 DBC Marketing & Communications Chair

**Nutrition is a constantly evolving science.** The tasty egg was once a food to limit or avoid, but now, new research has demonstrated quite the opposite. The same is true with our profession – it is constantly evolving and in order to stay relevant, we must adjust to keep up with consumer demands. This means trying new things and not being afraid to fail forward.

Our practice group is no different. It is our responsibility to stay relevant and meet the needs of our members. This past year, the Marketing & Communication team moved our

quarterly [Business Insights Newsletter](#) to a dynamic Flipbook which provides the feel of a magazine; we adjusted our monthly newsletter to be short and to the point; and our members expressed an interest in a DBC Instagram account.

Drum roll please....I am excited to announce that DBC is launching an [Instagram](#) account! Our goal is to bring content to YOU – and that means using the same media platforms you do. Stay tuned for educational opportunities, mentorship and professional guidance that will help you grow as business-minded nutrition professionals. Please follow us at [@DBCDPG](#) and spread the exciting news!



## About Sarah:

Sarah Hendren, MS, RDN, LD, CD, is the Nutrition & Quality Assurance Manager for Culver's. She is responsible for executing the 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 guidance to communicate Culver's commitment to quality and where their food comes from. Sarah is actively engaged in shaping Culver's sustainability and animal welfare positioning and holds a leadership role within the US Roundtable for Sustainable Beef. Connect with Sarah at [SarahHendren@culvers.com](mailto:SarahHendren@culvers.com)

# LEVERAGE **LEARNING** OPPORTUNITIES

By: Jennifer E. Seyler, MS, RD, CPT  
2017-2018 DBC Sponsorship Chair

**Today's dietitian** has grown over the years and taken on more roles and responsibilities. Now the job duties have crossed into other industries. We are the path makers, we are the leaders, and we go after change for the better!

It was because of those that came before us that so many of us now have the

opportunity to act as CEO's (Executive and Education), CFO's, CMO's, fundraisers and lead our dietitian groups into the future by continually expanding our skill sets.

As the DBC Sponsorship Chair, I greatly appreciate and value the experience I gain year-after-year with the organization. I have become better at fundraising

and gained skills I can continue to use throughout my career!

If you want to learn these skills and be more involved, consider volunteering next year with the EC and help DBC grow! Feel free to [contact me](#) for more information and volunteer requests.



## About Jennifer:

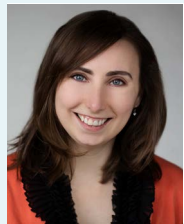
Jennifer Seyler has nearly 15 years' experience within brand marketing and communications, specializing in fitness and nutrition. She has provided US and global counsel, for more than 40 brands/commodities. In addition to being trusted counsel for leading brands and organizations, Seyler currently serves on the Board of Directors for the Chicago Food and Nutrition Network, is a Past President of the Illinois Academy of Nutrition and Dietetics and is the Sponsorship Chair for the Dietitians in Business and Communications dietetic practice group. She also gives back to her profession by teaching Nutrition Marketing and Communications to students at various local universities. Seyler lives in Elmhurst with her husband, two children - Major (6) and Levi (4) - and dogs Maxi and Sadie.

# MODERN DIETITIANS LEAD

By: Theresa Hedrick, MS, RD, LD  
2017-2018 DBC Nominating Committee Chair

## I imagine the modern dietitian

as one who is authentic, self-assured, and a great communicator. Getting experience in leadership roles is an important part in developing all of those skills. Speaking of leadership, the election results were shared in the Winter Business Insights newsletter. If you missed them, you can find them on [DBC's website](#).



### About Theresa:

Theresa is a food and nutrition communications consultant and a private registered dietitian nutritionist. She is passionate about making nutrition fit within the constraints of the real world. Theresa is the author of three published peer-reviewed studies, and has written articles for Food Product Design and GreerNow magazines. She has been featured as a nutrition expert in interviews with Senior Voice America, Spry Magazine, and Mom Talk Radio, among others.

The Nominating Committee will start recruiting for the 2018-2019 term election around August or September, so be on the lookout! If you're interested in being on one of the non-elected Executive Committees (like education, marketing, or membership), please reach out to our incoming Chair-Elect, [Deanne Brandstetter](#).

Regardless, be sure to come meet the leadership team and other members at DBC's FNCE® networking events this October!

# DBC MEMBERS EXEMPLIFY THE MODERN DIETITIAN

Deanne Brandstetter, MBA, RD, CDN, FAND  
2017-2018 DBC Membership Chair

When you look at the growth in our profession, fueled by consumer interest in nutrition and well-being, many of the new and challenging jobs being created are in non-traditional RDN roles. DBC is the practice group that brings together RDNs working in public relations, marketing, and communications with small business owners and those supporting packaged food manufacturers, restaurant chains and foodservice companies. The modern dietitian is focused on pursuing career growth and exploring new avenues of advancement. DBC members have paved the way, breaking through glass ceilings to advance to the highest levels in a variety of companies. Many continue to push the outer limits and advance into non-conventional areas where RDN skills and training are highly valued.

I have to think that the support of a "family" of DBC members plays a role in individual advancement. Just as important is the wealth of DBC sponsored educational opportunities that provide training on critical



business and leadership topics. Young DBC members are exposed to career paths they perhaps never dreamed existed in the profession, while seasoned members have support and coaching as they explore new avenues of career growth.

Look for the upcoming regional networking events to meet and mingle with other DBC members who might help you evolve your career as a "modern dietitian"!



### About Deanne:

Deanne Brandstetter, M.B.A., R.D. FAND has over thirty years of experience in the food industry and nutrition business. As Vice President of Nutrition & Wellness for Compass Group, North America, she leads a team that coordinates wellness programs for foodservice clients and develops innovative & award winning cross sector nutrition & wellness initiatives. She also directed the nutrition program for the 2002 Winter Olympic Games in Salt Lake City, Utah as part of the Compass Olympics Lead Management Team. Deanne's marketing background and passion for great food has fueled her goal of creatively translating medical and nutrition science into innovative exciting food concepts for Compass Group customers.



# THE FUTURE OF DIETETICS IS **BRIGHT**

By: Linda Roberts, MS, RD, LDN  
2017-2018 DBC Policy & Advocacy Leader

**Traditionally**, DBC members worked in public relations or as corporate dietitians. Over the years, DBC has attracted RDNs that are business owners or employed in a business setting because our traditional training lacks a strong curriculum in such areas as accounting, "our traditional training" marketing, personnel management, and strategic planning. DBC fills that gap with an agenda focused on business topics in non-traditional learning platforms such as online happy hour, book club, TED talk discussions, as well as the traditional models such as webinars and regional events.

Public policy, a cornerstone for all specialty areas of dietetics, is particularly important to DBC members. Today, our diverse membership includes a significant number of business owners and practitioners whose bottom line would be dramatically impacted by a legislative agenda favoring reimbursement for all medical nutrition therapy, not just a select few. Regulatory language with regard to

food labels and such, greatly impacts the health of our citizens. Banding together, whether offering comment on regulatory language or communicating with Senators or Congress, we will push our legislative agenda recognizing the RDN's vital role in maintaining the United States through nutrition.



## About Linda:

Linda Roberts is the President of Linda Roberts & Associates, a food & nutrition consulting firm providing dietitian consultation in the Chicago market for over 20 years. Linda is also the 2017 recipient of the Academy's Excellence in Practice for Consulting & Business.

# YOUR FUTURE IN DIETETICS IS IN **YOUR HANDS!**

By: Elaine Farley-Zoucha, RDN, LDN, LMNT  
2017-2018 DBC House of Delegates Chair

**When I became a dietitian** the job opportunities were limited, however, over the last 15 years, the growth of our profession has been amazing. Through my involvement in DBC I have learned of many areas that RDNs are working in that I would have never dreamt possible. This is an exciting time to be a dietitian, but there are areas where an RDN could be more involved or have a more advanced role. The Academy and HOD leadership team have identified the Public Health arena as one of these areas. This past fall, this

Mega Issue was discussed and motions have been put forth to make this a focus area for the Academy over the next 1-3 years. The HOD are currently voting on this motion that is laid out in 8 action areas. Our members with their business and communication skills can be vital to these action areas and would make excellent leaders in the Public Health arena. I encourage you all to access the proposed motion document [here](#) to see how you or a fellow colleagues could aid in advancing our profession in Public Health.



## About Elaine:

Elaine Farley-Zoucha is the owner and President of EZ Nutrition Consulting, PC. She has over 20 years of experience as a chef, food service director, consulting dietitian, author and speaker. Elaine specializes in Food Service Systems, Geriatric Care, and Quality Management for long term care facilities. She has been a DBC member for 7 years and has served as the Secretary, Membership Chair, and currently the Delegate.

# 2017-2018 DBC EXECUTIVE COMMITTEE

QUESTION FOR THE COMMITTEE: WHAT'S ONE THING YOU LEARNED THROUGH DBC, THAT YOU DIDN'T EXPECT?



## \*CHAIR

Becki Holmes, MS, RDN  
[becki@foodwit.com](mailto:becki@foodwit.com)

*About 1/3 of DBC's membership boasts 25 years of experience or more! This is a unique feature of DBC's network, and provides our members great access to Executive level leadership.*

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## \*PAST CHAIR

Terri Raymond, MA, RDN, CD, FAND  
[tjraymond@aol.com](mailto:tjraymond@aol.com)

*One thing that I have learned, as a long time member of DBC and our membership team, is the diversity of talent and experience that we enjoy within our DPG. In reviewing member surveys, we find members who work in business and communication as well as utilizing these skills to further success throughout all areas of practice. Take advantage of member expertise and support through DBC educational opportunities, the mentoring program and attend local, state and national meetings – you will amplify both your success and network!*

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## \*TREASURER

Jackie Schulz, MS, RD, CSP, LDN  
[jackiey310@yahoo.com](mailto:jackiey310@yahoo.com)

*Through my role as Treasurer for DBC these past two years, I learned much more about the critical role that dietetic practice groups play in providing valued and relevant services for their members. Those involved in fulfilling DBC's mission are extremely passionate about ensuring that the funds, we are responsible for, are used to deliver high quality information, insights, and education that can help our members succeed and excel in their chosen fields. This has improved my ability to ensure a high level of return on investment in my own role.*

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## \*CHAIR ELECT

Missy Schaaphok, RDN  
[missy.schaaphok@yum.com](mailto:missy.schaaphok@yum.com)

*I did not expect to make certain connections that would lead to a successful acceptance of DBC's FNCE® Spotlight session - The Transformative Power of Food and Nutrition Professionals in Industry! I couldn't have done it without the help of Neva Cochran, David Grotto and Shalene McNeil! Come check us out on Monday, October 22 from 3:30-5pm.*

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## \*SECRETARY

Sylvia Klinger, DBA, MS, RDN  
[sylvia@hispanicnutrition.com](mailto:sylvia@hispanicnutrition.com)

*I never thought I would learn to really summarize complex articles and conversations into a few easy to understand sentences.*

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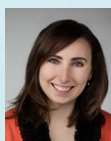


## \*DELEGATE

Elaine Farley-Zoucha, RDN, LDN, LMNT  
[ezoucha@eznutritionconsulting.com](mailto:ezoucha@eznutritionconsulting.com)

*I learned the importance of networking through social media and to not be intimidated by it.*

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## \*NOMINATING COMMITTEE

Theresa Hedrick, MS, RD, LD (Chair)  
[theresa.hedrick@gmail.com](mailto:theresa.hedrick@gmail.com)

*The connections I made through DBC led to me being invited to join a local dietitian mastermind group, which has been a great source of resources and support. I never expected a national organization that would me plug into a local group in a small town!*



### NOMINATING COMMITTEE

Lily Chen, MS, RDN (Chair elect)  
[lilyianchen@gmail.com](mailto:lilyianchen@gmail.com)

*The one thing I learned at DBC that I never expected was writing emails! The DBC Executive Committee sends out emails that are extremely organized, concise, and easy-to-read. Emails are a key source of communication and I am happy I have been able to improve my email-writing skills!*

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### MEMBERSHIP CHAIR

Deanne Brandstetter, MBA, RD, FAND  
[deanne.brandstetter@compass-usa.com](mailto:deanne.brandstetter@compass-usa.com)

*One of the really great things I learned this year from DBC was about using Zoom video conferencing. The first time I led a "Happy Hour" event using Zoom I was terrified it wouldn't work correctly but with coaching from other DBC members, I was amazed at how easy it was to use and what a great platform it is for connecting. I now use it for virtual meetings with my own team who are spread out around the country.*

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### NOMINATING COMMITTEE

Lara Felton, MBA, RD  
[lfreetrd@gmail.com](mailto:lfreetrd@gmail.com)

*Being a part of the Executive Committee these past two years has allowed me to observe and learn from two great DBC Chairs and their leadership styles. As I have taken on additional responsibilities in my job, I have discovered that by being a part of the EC my communication and leadership style has been shaped in part by what I learned from both Terri and Becki about forming teams, running meetings, communications, and business development discussions.*

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### SPONSORSHIP CHAIR

Jennifer Seyler, MS, RD, CPT  
[jseylernutrition@hotmail.com](mailto:jseylernutrition@hotmail.com)

*What I learned from DBC that I didn't expect was the depth and breadth of skills I learned being part of the DBC Leadership Team. These skills are something I will continue to use in my future and within many other roles.*

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### NOMINATING COMMITTEE

M. Lee Wolf-James, RDN, LD  
[lee.wolf-james@gfs.com](mailto:lee.wolf-james@gfs.com)

*Through my participation in the DBC, I learned the value of using more social media sites. I now understand how they impact behavior and can be a great way to communicate our mission and values.*

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### POLICY & ADVOCACY LEADER

Linda Roberts, MS, RDN  
[lroberts@rdooffice.net](mailto:lroberts@rdooffice.net)

*I learned that a Virtual Happy Hour is a lot of fun!*

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### EDUCATION TEAM CHAIR

Sonja Stetzler, MA, RDN, CPC  
[sonja@effectiveconnecting.com](mailto:sonja@effectiveconnecting.com)

*What has been incredibly valuable to me is aligning and building relationships with like-minded individuals who are smart, ambitious, and open to new ideas that will enable them to succeed in business. Developing this type of network will do more for your career than the next "new thing" in the marketplace. Essentially, your success is all about the people you surround yourself with.*



### NEWSLETTER EDITOR

Nicole Arcilla, MS, RDN, LDN  
[anarcilla25@gmail.com](mailto:anarcilla25@gmail.com)

*Through my work with DBC, I knew I would gain more skills in communications but I was also surprised to see myself grow more as a leader, as well as a more decisive and organized individual. All with the help of DBC's fantastic Executive Committee team!*





## MARKETING & COMMUNICATIONS CHAIR

Sarah Hendren, MS, RDN, LDN, CD  
[Sarahnicole0046@gmail.com](mailto:Sarahnicole0046@gmail.com)

*I learned to recognize my nutrition and food science skill set as an advantage in the business world, and to not be afraid to ask for more from my employer.*



## TAKE 5 EDITOR & CREATIVE CONTENT CO-CHAIR

Alexis Ray, MS, RDN, CSSD, LD, RYT  
[Alexis.neal.ray@gmail.com](mailto:Alexis.neal.ray@gmail.com)

*I learned more about careers in the business and communications field that I did not even know existed. It is amazing how dietitians are paving the way in non-traditional career roles. I am continually inspired and excited to be working in this area of nutrition!*



## ASSOCIATE NEWSLETTER EDITOR

Allison Stock, RDN  
[allison.stock@gfs.com](mailto:allison.stock@gfs.com)

*One thing DBC has taught me that I didn't expect is the wide range of career options there are for RDNs. I've met so many amazing members and some have even started their own business. It's nice to see how the skills we have can apply to a diverse range of potential careers!*



## CREATIVE CONTENT CHAIR

Tyler Rolling, MS, RD  
[tyler.e.rolling@gmail.com](mailto:tyler.e.rolling@gmail.com)

*I feel as if each year I learn something new as being a member of DBC. I think the biggest takeaway is realizing how dietitians grow and benefit by using creativity and thinking outside of the box.*



## STUDENT MEMBER CHAIR

Shu-Feng Tsao, MS  
[shu-feng.tsao@uconn.edu](mailto:shu-feng.tsao@uconn.edu)

*My communication skills--especially digital marketing and social media promotions--started at DBC, which I didn't expect when I joined as a DBC Student Chair. This has been a challenging and fun experience for me, and I will continue it even after I wrap up my term at DBC.*



## ACADEMY DPG RELATIONS MANAGER:

Susan DuPraw, MPH, RD  
[sdupraw@eatright.org](mailto:sdupraw@eatright.org)



## DBC OFFICE:

Barb Pyper, MS, RD, SNS, FAND  
Jan Oliver, RD & Cara Nichols, RD  
[dbc@quidnunc.net](mailto:dbc@quidnunc.net) / @DBCDPG

# SPRING FLOWERS FROM OUR TEAM TO YOURS!

*Thank you for catching up with DBC Business Insights.  
We hope you will check out our next issue, coming this August.*

## Dietitians in Business and Communications

a dietetic practice group of the  
Academy of Nutrition  
and Dietetics



NEWSLETTER  
DESIGNED BY:

