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MESSAGE FROM THE CHAIR

By: Missy Schaaphok, RDN

As dietetic practitioners, our training and curriculum is largely based on science. In today’s reality, our roles are more vast, dynamic, and multi-dimensional than ever before. Marketing skills are needed regardless of your field. Conscious or not, we are always marketing ourselves, programs and services, field of work, eating well, exercising, etc. We are in a constant state of attempting to influence others to buy into what we’re ‘selling’. And, to do this effectively requires soft skills and an understanding of business and consumer needs.

The great news is, DBC has a lot to offer in terms of honing your marketing skills. Since I’ve been a part of this dietetic practice group, I’ve seen our education and networking events, led by Tori Schmitt and Nikki Nies, thrive and expand to include regional events in local communities to state affiliate programs. We’ve experimented with various education activities not all of which have sustained. In this complex and busy world, we have to think about quality over quantity and what matters most to our members, which is why we’ve taken a focused effort on the education events we offer to ensure they are truly meaningful and impactful, like our robust webinars. Other notable achievements and ways that we’ve expanded our own marketing was launching our first Instagram handle, led by Tyler Rolling and team. Doing so gave us access to current and potential members operating in that space. You can expect a lot more from us as we dive deeper in these marketing platforms!!

As we wrap up this fiscal year, I’d like to say it’s been a humbling and rewarding experience to lead such an incredible and diverse team of professionals and connect with equally vibrant members. As dietitians, we are naturally in a constant state of education to become better professionally and personally. Groups like DBC are the perfect platform to focus our energy and enhance our skills where needed. You’re in excellent hands next year with Deanne’s leadership as in-coming Chair. It’s been my honor and I look forward to continuing through next year as Immediate Past-Chair and supporting all DBC initiatives.

Have a healthy, active, and awesome day!

Missy Schaaphok, RDN
Chair, 2018-2019

About Missy:
Missy is the head global dietitian for Taco Bell Corp. spearheading the strategic efforts for nutrition and sustainability. Within this role, she is responsible for sensible menu development, regulatory compliance, stakeholder engagement, animal welfare, and sustainable sourcing. She works closely with executive, legal, brand marketing, and public relations teams to communicate Taco Bell’s commitment to quality and affordable food experiences. 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. Most recently, she premiered on the podcasts My Food Job Rocks and The Produce Moms on How to Make Low Key Healthy Fast Food.
MESSAGE FROM THE INCOMING CHAIR

By: Deanne Brandstetter, MBA, RD

I am honored and delighted to serve as DBC Chair-Elect for the 2019-2020 year, particularly, as Terri Raymond (a DBC past-chair) becomes President of the Academy of Nutrition & Dietetics. Over the last 25 years, I have time and time again seen the value of both business acumen and communication skills in advancing my career in contract foodservice. If you aspire to move beyond an entry level role in any area of dietetic, food and nutrition practice, you need these skills as well as great mentoring.

DBC is unique in its focus on helping members build business savvy and dynamic communication skills through targeted educational webinars, mentoring relationships and leadership opportunities. I am especially excited about a virtual business and communications conference we are planning as well as opportunities to collaborate with other DPGs to bring much needed business and communication content to their members. My hope is you will ask yourself “how can I get the most out of my DBC membership this year?” Return on investment (ROI) is a big deal in the business world and to maximize yours, plan to attend our educational webinar events (did you know they are all recorded?), take advantage of our Mentor Me program and attend our FNCE® Saturday afternoon networking event. I’m looking forward to connecting with each of you to make 2019-2020 the best year yet for DBC.

Deanne Brandstetter, MBA, RD

About Deanne:
Deanne Brandstetter, MBA, RD has over thirty years of experience in the food and nutrition business. Deanne also holds a New York State license as a Certified Dietitian-Nutritionist. 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.
LETTER FROM THE EDITOR

By: Nicole Arcilla, MS, RDN, LDN

Hello DBC and welcome to the final newsletter for the 2018-2019 fiscal year! It has been an absolute pleasure serving as your Newsletter Editor for the last two years and working with an incredible team to develop the DBC Business Insights newsletters. In the final newsletter for the fiscal year, we are presenting a plethora of information on marketing, including communications, branding, and conducting market research. Also, take a look through our Essential Tools section where we are not only providing tips on great tools for the office, but also tools for distressing and improving mindfulness when you’re not on work mode. Finally, I am thrilled to announce that Allison Stock will be taking on the role as the new Newsletter Editor for 2019-2020. Allison and I have worked closely together in revamping the newsletters for the last two years, and I know this newsletter will be in great hands, ensuring more and more content will be delivered to our readers.

All the best,

Nicole Arcilla, MS, RDN, LDN

About Nicole:

Nicole Arcilla is back with DBC as the Newsletter Editor 2018-2019, her second year in the position. 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 wellness 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.

LETTER FROM THE INCOMING EDITOR

By: Allison Stock, RD

Greetings DBC members,

After serving as the Associate Newsletter Editor for the past 2 years, I am thrilled to be your DBC Business Insights Newsletter Editor for 2019-2020! Assisting me in this process will be your Associate Newsletter Editor, Alexis Ray, MS, RDN, CSSD, LD, RYT. Working for a broadline foodservice distributor, I have utilized DBC’s amazing resources to strengthen my business & communication skills and I can’t wait to share more about how DBC can serve you in the coming year.

On a personal note, I live just outside Grand Rapids, Michigan with my husband, son, and our pug. I’m an avid MSU fan (Go Green!) where I completed my undergraduate degree. As a new mom my free time is limited, but I love trying new restaurants, reading and traveling whenever I can.

Nicole has been an excellent partner for the past 2 years and I appreciate all of her guidance as I learned the newsletter process. Looking forward, you can expect the same great content as in years past, in addition to new authors, new themes and a refreshed design. Please reach out if you are interested in writing an article for the newsletter, it is a great way to market your skills and expertise!

Excited for the year ahead!

Best,

Allison Stock, RD

About Allison

Allison Stock, RD is the incoming DBC Business Insights Newsletter Editor. She currently serves as the Team Lead for the Nutrition Resource Center at Gordon Food Service, a broadline foodservice distributor in North America. Allison is responsible for providing nutrition and food safety tools and solutions to customers including restaurants, schools, hospitals and senior living communities. In addition, she leads the development of recipe and menu solutions in Cycle Menu Management, the proprietary menu software program for Gordon Food Service. Connect with Allison at allison.stock@gfs.com.
Decision making isn't always an enjoyable experience, but if the right tools are used, the result is an effective and efficient outcome. Decisions solve problems, but in order to make a decision there first needs to be an understanding of the problem and its cause—this requires information gathering, analyzing, and interpreting.

The Iceberg Principle suggests that aggregated data can hide information that is important for the proper evaluation of a situation. Obvious symptoms of the problem, such as loss of sales, low traffic, or unhappy customers, are above the surface, they are visible and known. The researcher needs to dig deeper to find the underlying problem, which may include low-quality products, poor image or marginal sales force performance, as illustrated in the ship and iceberg visual. This is the essence of market research, digging deeper to find underlying problems or causes of problems.

Market research is the organized effort to gather information about target markets or customers, and is considered a very important component of business strategy. Findings from market research can be leveraged to make 1) broad decisions, i.e., what new markets to penetrate, which products to introduce, which new business opportunities to pursue, and 2) narrow decisions, i.e., advertising effectiveness, product positioning, sales tracking, performance monitoring and more.

The DBC Business Development team leverages market research on behalf of its members and collaborators to help achieve respective missions and goals. The surveys members see go through an extensive process to ensure accurate and representative data is collected, analyzed and implemented.

For example, a recent survey regarding a large food company revealed that the majority of DBC member survey respondents have a positive perception of the company and believe that the company should support RDNs via webinars and product information. Additionally, top reasons DBC member survey respondents don’t believe the company should support RDNs, is because of product nutrition profile. The company can leverage this information to, improve product quality, and/or share relevant educational information to DBC members via webinars.

Before market research is initiated to help make a decision, the following questions should be asked to help determine potential future steps:

• Is adequate information available within the company’s internal record systems to address the problem?
• Is there enough time to conduct the necessary research before the final managerial decision must be made?
• Do the benefits of having the additional information outweigh the costs of gathering the information?
• Will the research provide useful feedback for decision making?
• Will this research give our competitors too much information about our marketing strategy?

If the decision is made to conduct market research, it is important to follow the Systematic Research Process as provided within the phased table.

After Phase I – determining the research problem – a research design needs to be identified, i.e., survey, focus group, one-on-one interviews, or others, and executed. No matter which design is chosen, ensure responses will help answer your questions to help
you make a decision. For example, will the responses provide ideas that can be acted upon vs. give deeper insights?

Once the data is gathered, analyze and package it into a delivery vehicle that is easy to read. This includes, sharing the information in words but also with visuals, ensuring key takeaways are highlighted via bold, underline, etc. Additionally, make sure there is no more than one or two points made via each slide if the results are being delivered in a PowerPoint presentation.

Sites that can help you conduct market research include: SurveyMonkey, FocusGroup.com, QuestionPro, and many more. If you want to expand your skills or learn more about market research, the DBC Development Team welcomes volunteers and active DBC members that want to provide impactful work towards our growing practice group.

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Jennifer E. Seyler is the Founder of Business Strategy and Operation Consulting, LLC, which assists food and nutrition focused companies/brands in the development of strategic plans and partnerships, operational and financial efficiencies, effective marketing, compelling communications, and a positive brand image with a focus on food, fitness, nutrition, health and positive behavioral change. Seyler can be reached at jseylernutrition@hotmail.com and @jseyler.

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HOW-TO SERIES: GRAB ATTENTION AND REEL THEM IN WITH YOUR PROFESSIONAL BIO

By: Anne Danahy, MS, RDN

Ask someone about their work, and chances are they’ll have plenty of interesting things to say about their experiences, accomplishments and background. However, condensing that same information into a written professional bio is a challenge for most of us.

A bio can range from a page to just a sentence, depending on where it’s published and how it’s used. Regardless of the length, it’s your chance to introduce your personal brand, talents, personality, and uniqueness to the world. Your bio should pique your audience’s interest and leave them wanting to know more about you. When writing it, keep these things in mind:

**Length matters.** Your story might be long, but attention spans are short, so keep it short, sweet, and to the point. Always start with your unique selling points, in case content gets cut, or your reader gets distracted.

**Consider your pronouns.** I and me? Or her and she? There’s a place for both. Often, your bio is an introduction from another person, or your company, to a potential client or professional audience, so it should be written in the third person and in a more formal tone.

When writing the bio for your own website, where you and your personality are your brand, it’s acceptable to write in the first person. Your readers or potential clients are interested in you, so use your own voice to make it personal.

**Highlight what makes you special.** Especially when writing for your own website - be authentic. Tell your story. Highlight your journey (especially if your audience can relate to it), and your successes to show what you can do for them. Most importantly share what sets you, and your brand apart from the rest. Your bio is a perfect spot to position yourself as an expert in your niche and tell readers how you can help solve their problem.

It’s not easy to sum up your professional career and your personality in a few sentences, so allow your bio to be a work-in-progress. Add to it, tweak it, and refine it as you gain new experiences, learn more about yourself, identify your superpowers and what others enjoy about working with you.

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About Anne:

Anne Danahy MS, RDN is the owner of Anne Danahy Nutrition. She provides website content services to companies in the health and wellness industries, partners with health-minded brands, and she works with groups and individuals to help them age better and live a more vibrant life.
My very first interview was in a small dark room furnished with two old chairs, with just a host, myself, and a camera. The topic: healthy snacking. No questions or scripts were provided. There was no worry or preparation for my messages, clothing color, makeup, or hair. I was told, “take your time” and “say all you have in mind.” That was many years ago. Communicating nutrition messages today is a lot different from my first experience in 1986. I still remember the thrill of coming to the studio, and how relaxing it felt as the host was setting the camera and giving me complete control to share my knowledge with the audience. What truly impressed me the most is that back in the day producers valued our nutrition expertise. We were not sharing our platform with the popular “experts” with no accredited degrees.

We move at the speed of light now, and we are pressured to deliver the best wardrobe, hair, and makeup, while also providing precise and accurate messages. Now when I interview, I am keeping in mind that my health messages must follow FCC guidelines, science-based content, and code of ethics. I am also considering potential scrutiny from activists or how my tone and delivery might stir up others’ harsh personal opinions. I make sure to keep to the facts, keep it kind, and I am also trying to keep it fun and entertaining whenever possible. In a nutshell, communicating nutrition messages today is not a walk in the park, but it is a challenge I enjoy.

Aside from the daily grind, there is excitement that comes when the lights and camera come on, and the focus becomes on you and your message. The simple thought that media communication messages may reach millions of people brings a tremendous responsibility for dietitians to educate the public with accurate and timely nutrition through media. What I want to share with you is a different way of thinking and responding to media, press, and the public. Take a look at the following lessons that may provide you with insight into the precision and enthusiasm needed to deliver useful and accurate nutrition messages.
For De-Stressing

Calm - This app includes free meditations that vary from a few minutes to half an hour, over 100 relaxing sounds and even “sleep stories” to help adults fall asleep. Other features include tracks such as: 7 Days to Focus, 7 Days to Happiness and 7 Days to Self Esteem. With the purchase of an annual subscription, you can unlock additional benefits.

Headspace - like the Calm app, Headspace is a tool to integrate meditation and mindfulness into your everyday life. While Calm has a variety of different “courses” which will address different aspects of your life, Headspace also has a more focused approach and linear guide through their meditations. Also, if you're someone who prefers lively, yet calm, animation, Headspace may be for you.

10% Happier with Dan Harris - this podcast is created by Dan Harris, an ABC news anchor that had a panic attack on live television years ago. Over time, he was able to change his life through meditation and mindfulness. The podcast promises to combat skeptics who don’t believe in meditation, like Dan once did. Tune in to hear from experts about the keys to becoming 10% happier.

Use critical thinking - Before planning your answers, try to ask yourself the following questions while doing your research. Professor and author Jason Riis, Ph.D., provides a unique critical thinking process, which has become part of my research strategy that goes into the preparation for any of my interviews.

• Are the messages based on partial truth or false information? Help them get the full picture and prioritize the truth.

• Are the messages based on weak inference and emotional judgment? Help them understand cause and effect and the tradeoff’s involved.

• Are the answers based on knowledge illusion and over-certainty? Fill your audience's knowledge gap, helping them see that there is always going to be some level of uncertainty.

To learn more about critical thinking visit – https://www.behavioralize.com/about

Rehearse your messages - Most likely you were called for an interview because they want an expert answering the difficult questions, with accuracy, simplicity, and delightful entertainment. I get very excited when I find a great illustration or story that can help my audience understand a difficult concept.

The bottom line: connect with your audience - After you have tackled all of the critical points mentioned above, make it a priority to deliver your messages with empathy, love, and compassion in mind. Your audience is human, and humans want to be treated respectfully. Show them you genuinely care, and by all means, even show them some love.

Looking forward, I believe it will get even easier for dietitians to share nutrition messages. Many of my interviews today are broadcast from my home. I usually set up my smart phone on a tripod (to avoid hand movement and to be able to get the best angle) with a light ring (to brighten me). It is also great to see so many RDN’s creating their own TV channels – they are awesome. The challenge remains in creating content that is science-based while entertaining, but remembering that demonstrating genuine care is what most audiences are looking for - a real helping hand in time of need.

I always read this famous quote before any presentation or interview as a reminder of the reason why I communicate nutrition messages, and how I want to communicate them. “People will forget what you said, people will forget what you did, but people will never forget how you made them feel,” by Maya Angelou. My biggest lesson has been to teach the public with much empathy, love, and compassion.

About Sylvia:
Sylvia is an international recognized nutrition expert who is relentlessly passionate about helping people fall in love with the process of creating and enjoying delicious but most importantly, nutritious foods. A food and nutrition communications professional, award-winning author and global nutrition professor Dr. Sylvia Klinger is founder of Hispanic Food Communications. It’s her Hispanic background that has fueled her passion for nutrition, which has led her to empower and encourage those in her community through the foods they make in their kitchens. It has been through the study of nutrition and her experiences growing up in a Hispanic home, that Sylvia has realized the power nutrition has; the power to glue people together, no matter who they are or where they come from. Sylvia loves learning about food and exploring how food impacts our culture. Her latest publication, The Little Book of Simple Eating was published in 2018 in both English and Spanish. On her spare time she can be found exploring food and culture all over the world with her family.

These resources are for your reference only – The Academy of Nutrition and Dietetics and Dietitians in Business and Communications does not endorse any products or services.
Neva Cochran, MS, RDN, LD, FAND
Neva recently spoke at the following professional conferences and workshops:

Texas Academy of Nutrition and Dietetics Northeast Region DFW Seminar in February 2019, title: “The Sweet Truth about Low Calorie Sweeteners.”

Texas Academy of Nutrition and Dietetics Northeast Region East Texas Seminar in March 2019, title: “Nutrition Starts at the Farm: Healthy Meals from the Ground Up.”

Texas Women’s University and Texas Health Presbyterian Dietetic Intern Workshop in March 2019, title: “A Game Plan for Effective Nutrition Communications: Working with the Media.”

Sylvia Klinger, DBA, MS, RD
Sylvia published a book titled “The Little Book of Simple Eating” to get people excited about making quick and simple lifestyle changes for better health. Written for any stage of life, the book is available in both English and Spanish. The book is available in both hardcover and e-book.

Lily Chen, MS, RDN, APD, FAND
Lily wrote a blog titled “The Role of the Dietitian” for Sydney Cognitive, a multidisciplinary private practice in Sydney, Australia. The article focused on how dietitians can improve patient’s health and quality of life by clearing up the confusion surrounding what to eat, based on the media’s obsession with fad diets. Lily’s article can be read here.

Emily A. Callahan, MPH, RDN
Emily was recently published as the lead author in a study for the British Medical Journal (BMJ) which explores an initiative to promote healthy weight, called Voices for Healthy Kids. The paper can be accessed here. In addition, she wrote for the National Academies of Sciences, Engineering and Medicine: Workshop Proceedings on Overweight and Obesity in the Armed Forces (January 3, 2019) and Dietary Reference Intakes for Sodium and Potassium (March 5, 2019).
MEMBER SPOTLIGHT:
TORI SCHMITT, MS, RDN, LD

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

Tell us about yourself.
I believe in the power of “YES!” I'm a Registered Dietitian Nutritionist who encourages others to say “YES!” to a more balanced, healthier life. After earning both my Bachelor’s and Master’s degrees at The Ohio State University five years ago, I moved back to my small hometown in Ohio to start a nutrition coaching and communications business, YES! Nutrition, LLC.

As a nutrition communications consultant, I partner with food companies and industry organizations. Together, we empower consumers to make nutritious food choices with educational and promotional content through my company’s customized video development, live broadcast services, blog writing, social media, and spokesperson services.

CONTINUED ON PAGE 12
Alongside classroom and dietetic internship experiences, I completed
understand the “nutrition” aspects of nutrition communications.

My education and training at The Ohio State University helped me
education, do you think helped to prepare you for work in
Before starting your business, what experiences, including
What drew you to nutrition communications and making it a part of your business?
I was initially attracted to nutrition communications because
its opportunity to reach and positively impact many people
studying and spending time in the field, I still appreciate those
I remember reading nutrition and fitness magazines during high
I remember sitting in on a lecture taught
"don't post a picture of your dinner – nobody wants to see that!" as
spoke about the importance of brand identity and continuity
hospitals and skilled nursing facilities.  I remember being so
pictures of healthy meals, easy recipes, and quick nutrition tips
in action are just what the healthcare industry needs if they really
healthcare through a preventative lens!
I knew that the media, the public, and those on social media
needed the work of a Registered Dietitian to provide evidence-
component of my business.

Before starting your business, what experiences, including
education, do you think helped to prepare you for work in
nutrition communications?
My education and training at The Ohio State University helped me
understand the “nutrition” aspects of nutrition communications.
Alongside classroom and dietetic internship experiences, I completed
online social media training courses, served as the newsletter editor
for a student organization and was an intern for an influential media
dietitian for many years before beginning my business.

There are different aspects to communications including social
media, speaking engagements, content development, etc… is
there one aspect that you prefer working on?

I prefer developing videos for my brand partners.  In fact, according
to the latest Cisco Visual Networking Index (VNI) Complete Forecast,
by the year 2021, approximately 80% of all Internet traffic will
be driven by video.  The medium of video encourages viewers to learn
by seeing, hearing and doing.  Ultimately, with unique visual appeal
and compelling communication, videos can facilitate the learning
of new, positive health behaviors and promote the trial of delicious
foods and recipes.

What do you feel are the key elements in creating
effective nutrition communication pieces?
It is essential to understand the primary intention for each
component of the message.  When brands and I determine our
target audience, our desired accomplishments, and our deeper
shared purpose, we publish better content.

How did you determine your audience,
and who is your target audience?
Initially, I wanted my business to appeal to both my hometown
audience (population 1,500!) and an online space at large, so I
focused on general nutrition and wellness for healthy adults.  Since
there are still many who view nutrition as a diet of exclusion and
healthy eating as being too complicated, my goal is to help others
say “YES!” to better health with a positive, fresh and fun approach.
This is still my primary focus area to this day.

As I grow my business accounts online, I intend to niche down into
a more targeted audience.  With the expertise of an RDN and now
with the heart of a mom, I’m looking forward to spending more of
my time helping women optimize their health (and baby’s health!) before,
during, and after pregnancy.  As such, I want to help brands
share impactful, positive messages to these audiences too.

What is one piece of advice you would give RDs and future RDs
that are interested in nutrition communications?
I think sometimes people view nutrition communications, especially
video, as a “lights, camera, action” type of role.  However, it’s not
about that.  Whether video, imagery, or written word, nutrition
communications is less about “me” and more about the audience, the
strategy, and the behind the scenes work that goes on to make all
of it happen.  Before I go live on camera, I recall nutrition counseling
experiences from my former days in the hospital and my current
days in my office, and – despite the excitement of a potentially large
viewership – center myself and think “If this message impacts just one
person, then together, we have made a difference.”
Join speaker  Alexandra Oppenheimer Delvito, MS, RD, CDN for our upcoming webinar on May 21st at 10 am PT (11 MT, 12 CT, 1 ET).

The 7th annual Pollock Communications and Today’s Dietitian “What’s Trending in Nutrition” survey identified what more than 1,200 leading RDNs predict consumers will be asking, thinking and eating in the coming year. Knowing the trends, and how they’ve evolved, helps RDNs in business and communications better connect with consumers.

Click here to register for the event.

TIME TO RENEW YOUR MEMBERSHIP!

Dear DBC member,

We are so glad you chose to join DBC for 2018-2019, and we hope you have seen the value of your membership.

This past year, we enjoyed multiple live networking events, and an inspiring Spotlight Session on RDNs working in business and industry at FNCE® and hosted valuable educational webinars on topics important to RDNs working in business and communications like “Developing, Communicating, and Executing a Strategic Plan” or “Advance Your Communication Skills Through Podcasting”. Many members found DBC mentors to provide them with guidance in achieving career goals and connected with us via our social platforms, Take 5 monthly e-update and our Business Insights newsletter. Perhaps you attended one of our regional networking events in Chicago, LA, Dallas or Washington DC –themes ranged from personal branding to a fun hike.

As you renew your Academy membership for 2019-2020, we hope you will also renew your membership in DBC as we already have another exciting year of programming in the works. If you are looking to become more involved and grow your leadership skills, we always welcome volunteers!

Healthy regards,

Missy Schaaphok, DBC Chair 2018-2019
Deanne Brandstetter, DBC Chair-Elect 2018-2019
Nikki Nies, DBC Membership Chair 2018-2019
For many students and interns, the academic year or internship is coming to an end and it is time to start an exciting career as a registered dietitian nutritionist. With so many other recent graduates, how do we set ourselves apart? The answer is personal branding. We may be thinking of the golden arches of McDonald’s or the swoosh symbol of Nike when it comes to branding. Rightfully so, these companies have perfected their brand identity to become instantly recognized. Using similar strategies as incorporate branding, we can build our own personal brand that showcases our abilities beyond a basic resume. Personal branding will tell a story of who we are, what we have done, and where we want to go. It allows for others to connect and relate to us before meeting us in person; an advantage of personal branding compared to corporate branding. Finally, it allows us to determine if our values align with our future employer. Here are some tips to start building your own personal brand:

1. **Think of yourself as a company.** Companies look to build relationships with other companies. Shifting to this mindset, try to think of yourself as a meaningful client looking to build a long-term relationship with an employer rather than a jobless individual accepting whatever comes their way. This involves identifying your strengths and weaknesses and having a “target market” of where you want to apply rather than just applying for any open position with a job titled “dietitian.” It allows you to see how well you and your future employer can complement each other.

2. **Dress for the job you want.** It is essential to develop your own unique style and find consistency in it. Studies have shown how you dress can affect the way people perceive you. Dressing the part should not just be reserved for the interview and the workplace, but also at locations where you can potentially meet an employer. This also includes conferences, networking events, or seminars.

3. **Build an online presence.** These days, it’s becoming more important to have a website, blog, or social media account such as LinkedIn. Some employers will do some Google research before inviting someone for an interview. It may sound like a good idea to have no online presences, so you have a blank slate to start from, but imagine if the applicants you are competing against have a very polished online presence. This may give them an edge over you when it comes to getting an interview.

4. **Expand your network.** People trust the opinions of other people. Therefore, start building a network of professionals so you may one day ask for a letter of recommendation or professional reference. Every person you meet as an intern or student is a potential mentor or future employer.

5. **Find your passion project.** Focus on your strengths; rather than saying “yes” to every opportunity that presents itself, take on projects you are most passionate about. Projects created with passion will be more enjoyable for you and you are more likely to put forward your best work. Having these projects available to showcase in interviews can be very powerful.

6. **Be Authentic.** Own who you are and take pride in your individuality because it is another thing that separates you from others. You can only impersonate someone for so long, so invest in yourself.

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**About Alby:**

Alby Bounlutay is from Rockford, IL. During his time of service in the army, he found out he had a passion for nutrition. When Alby’s contract was up, he decided to pursue a career in dietetics at Texas Christian University. Besides being DBC student chair, Alby is also the historian for the Texas Student Dietetic Association, a TCU Dining Intern, student liaison for the Academy, and a dietetic intern at Texas Health Harris Methodist SW Hospital. Alby’s hobbies include lifting weights, fashion, watching football, and hanging out with friends. Connect with Alby via email A.bounlutay@tcu.edu or follow him on Instagram @oldfashionednutritionist.
WHAT MARKETING SKILLS HAVE YOU GAINED OR LEARNED ABOUT WITH DBC?

*CHAIR
Missy Schaaphok, RDN
missy.schaaphok@yum.com

Over the years of being heavily involved with DBC, whether serving on the Executive Team or as a member, I’ve become better equipped to articulate strategy and vision, the use of data (and intuition) to make decisions, importance of understanding our members and ultimately what will create a remarkable experience for everyone. These acquired skills came through DBC trainings, experience, mentorship and observation. DBC you don’t disappoint!

*PAST CHAIR
Becki Holmes, MS, RDN
becki@foodwit.com

Working with DBC has emphasized the importance to know your audience. About 25% of DBC members have more than 20 years of experience, which is why we strive to provide more advanced learning opportunities. Similarly, our student base is growing. Knowing our audience helps drive the best programming content possible.

*TREASURER
Sarah Hendren, MS, RDN, LDN, CD
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I learned that marketing is also about marketing yourself to your employer (or future employers). In the Fall 2016 Newsletter, fellow DBC member, Allison Stock, wrote an article about increasing your workplace visibility. I highly recommend checking out this article!

*CHAIR ELECT
Deanne Brandstetter, MBA, RD, FAND
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Watching our Instagram “takeovers” this year inspired me to look at that as a marketing tactic. Potential clients and customers are interested in what the “customer experience” will be rather than being sold on services. Using Instagram gives them a peek into the actual experience where they can see features and benefits of services live which is very impactful.

*SECRETARY
Sylvia Klinger, DBA, MS, RDN
sylvia@hispanicnutrition.com

Be proactive - Don’t wait for people to call you - the calling is no longer happening. Instead reach out with a plan. Remain competitive - Keep an eye on your competition, while learning new skills and growing your creativity with new innovations.

*DELEGATE
Elaine Farley-Zoucha, RDN, LDN, LMNT
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Through DBC, I have learned how powerful of a role networking plays in marketing my business. By talking to members that are experts in their area, I have been able to find the appropriate resources I need to be more successful in my business.

* = VOTING MEMBER
**NOMINATING COMMITTEE**  
Lily Chen, MS, RDN (Chair elect)  
lilylianchen@gmail.com

Marketing is a life skill. I enjoyed learning about marketing from my fellow DBC board members through the creative process in putting together eblasts, social media and more!

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**NOMINATING COMMITTEE**  
Jackie Schulz, MS, RD, CSP, LDN  
Jacqueline.Schulz@kraftheinzcompany.com

Being part of DBC has taught me the importance of providing continuous value to customers, and of keeping in close contact with them to meet them where they are at. I have been inspired by the creative and enthusiastic efforts of my DBC colleagues to deliver on this through valuable resources and by covering timely topics for our members.

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**NOMINATING COMMITTEE**  
Sherry Coleman Collins  
dietitiansherry@gmail.com

Through my membership in DBC, I’ve learned more about personal branding. By connecting with other members and seeing their work up close, I have gained a much better understanding of the importance of consistency in messaging and the value of finding my niche.

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**NOMINATING COMMITTEE**  
M. Lee Wolf-James, RDN, LD  
Lee.wolf.james@gmail.com

As a member of DBC I have learned the value of networking with different professionals all over the country. It has broadened my horizons in terms of diversity and different business talents we each bring to the table.

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**EDUCATION CHAIR**  
Tori Schmitt, MS, RDN, LD  
torischmittrdn@gmail.com

Marketing DBC’s educational events early and often is crucial for increasing event registration and attendance. This year, I learned that last minute notifications matter, too! Adding DBC’s events to the EML in the days and hours before the event has been helpful for boosting registration.

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**MEMBERSHIP CHAIR**  
Nikki Nies, MS, RD  
nikkinies@gmail.com

Whether you’re talking to a colleague or potential business partner, the ability to articulate your added value is essential to achieving mutually beneficial goals. Specifically, by providing the previous and projected ROI can help build your “case” for why you’re the turn-key solution.

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**BUSINESS DEVELOPMENT CHAIR**  
Jennifer Seyler, MS, RD, CPT  
iseylernutrition@hotmail.com

How the DBC Leadership Team approaches potential sponsors and maintains a relationship with them, is a form of marketing for DBC. It is a way to show collaborators that DBC members are truly the experts when it comes to nutrition business, marketing and communications. Each interaction with new or existing sponsors is an opportunity to demonstrate the group’s professionalism and expertise.

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**STUDENT MEMBER CHAIR**  
Alby Bounlutay  
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As a student, our communication skills are shallow, and we have become consumers of the internet. DBC has taught me to build better relationship by being a better communicator and using social media to build an online presence.
MARKETING & COMMUNICATIONS CHAIR
Tyler Rolling, MS, RD
tyler.e.rolling@gmail.com

I have really been able to hone in on my content creation skills. This has been huge from a marketing standpoint, because I’ve learned ways to truly impact others through use of different media channels.

NEWSLETTER EDITOR
Nicole Arcilla, MS, RDN, LDN
anarcilla25@gmail.com

DBC has pushed me to develop creative content as well as more advanced content that would give our newsletters more “substance”. Being a part of this amazing group has also honed my skill in understanding and researching audience needs and interest in order to continuously provide meaningful content and tools to our members.

ASSOCIATE NEWSLETTER EDITOR
Allison Stock, RDN
allison.stock@gsf.com

Through DBC, I have learned that marketing means thinking outside the box! I have seen our members use social media, podcasts and collaboration with other professionals to market their skills successfully. Marketing yourself as the nutrition expert is a necessity for RDs in today’s market.

ACADEMY DPG RELATIONS MANAGER:
Susan DuPraw, MPH, RD
sdupraw@eatright.org

DBC OFFICE:
Barb Pyper, MS, RD, SNS, FAND, Cara Nichols, RDN & Jan Oliver, RD
dbc@quidnunc.net / @DBCDPG

TAKE 5 EDITOR & CREATIVE CONTENT CO-CHAIR
Karina Jaime Carbajal
KarinaJaime12@gmail.com

Creating images that communicate messages in an inclusive and effective way has been the skill I’ve most improved upon since I became a part of the DBC. It has had an impact on not only my work with the DBC, but also in my day job and personal life; I’m so, very thankful!

CREATIVE CONTENT CHAIR
Alexis Ray, MS, RDN, CSSD, LD, RYT
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I’ve learned about the importance of creating images and content that grab your audience’s attention. Canva has been one tool that has expanded the quality of images we offer on our social media accounts. There are so many people posting on social media platforms that you have to find ways to engage your audience in meaningful ways!

MEMBERSHIP TEAM
Dustin Reed, MS, RD
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Joining DBC has allowed me the opportunity to develop myself as a dietitian and leader. One skill I have fine-tuned since joining is learning how to market myself. In networking with other DBC members, I have learned about new software, websites, and trends in the field to better represent myself in an increasingly competitive world.

MEMBERSHIP TEAM
Rachel Huber, MPH, RDN
Rachel.huber@gmail.com

DBC has taught me skills to market myself in the workplace. From newsletter articles on ‘how to win on negotiating’ and strategies for ‘standing out from the crowd’ to webinars on ‘getting your best raise ever,’ DBC provides a plethora of resources with techniques that work! If you’ve missed them, peruse past newsletters and recorded webinars on the DBC website.

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

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