

DIETITIANS IN BUSINESS & COMMUNICATIONS

BUSINESS INSIGHTS

SPRING 2020

**Dietitians in
Business and
Communications**

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and Dietetics



NAVIGATING TOUGH CONVERSATIONS

SPRING 2020

Dietitians in Business & Communications Business Insights

Dietitians in Business and Communications

A dietetic practice group of the Academy of Nutrition and Dietetics

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MESSAGE FROM THE CHAIR

*By: Deanne Brandstetter, MBA, RD
2019-2020 Chair*

When I first started thinking about writing this piece in February, coronavirus had not yet impacted the U.S. We've all been faced with the need to have difficult conversations in the past around health, work, finances or relationships. But navigating difficult conversations has never been more timely than today. Today's difficult conversations might not be focused on job performance or relationship issues but rather speaking with an elderly parent or grandparent who is no longer allowed visitors in the long term care community, communicating with employees about layoffs or furloughs due to business downturn, or conversations with a spouse or partner about changing spending habits during a period of economic uncertainty.

Successfully navigating difficult conversations takes courage, and according to research professor Brené Brown, courage is a teachable skill. Over the past few weeks, I have watched New York Governor Andrew Cuomo (as well as some other proactive governors) navigate difficult conversations with great courage and skill in daily COVID-19 press briefings. He uses some of the basic skills you will read about in this issue and should be able to successfully apply to any difficult conversation you need to have. I hope you will try using some of the tips from this issue to more successfully navigate difficult conversations in your lives.

As we head towards the end of this year for DBC, I am grateful for the opportunity to work with so many talented and committed volunteer RDNs this year. Our business and communications skills will be needed more than ever as we navigate what promises to be a new and different future. I am confident that DBC will be up to the challenges of the next year under the leadership of incoming Chair, Jennifer Seyler.



Deanne Brandstetter, MBA, RDN, CDN, FAND 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.

MESSAGE FROM THE INCOMING CHAIR

*By: Jennifer Seyler, MBA, MS, RD
2019-2020 Chair Elect*

DBC Members,

As the incoming Chair-Elect, I am very excited to continue to learn more about your professional needs and how DBC can help fulfill them.

Throughout the last few months, the DBC Leadership Team has been updating the DBC Strategic Plan, which helps inform how each team can help DBC achieve its mission. You, as a member, have already helped the team ensure DBC stays true to its members needs, through the member survey you completed recently. This member survey will become an annual survey so the pulse of the member is always aligned with the efforts of the Leadership Team.

From the Strategic Plan, a Program of Work (POW) for the upcoming term has been formed, which prioritizes members as the focus of efforts and budget spending. The Team has many additional exciting education, networking and grant efforts that will go into effect within the 2020-2021 year.



As some of you may know, I have been on the DBC Leadership Team for about five years, and I have seen first-hand how strong its leaders are, the passion they all have for DBC and its members, and the potential that will soon be recognized.

I hope to continue to lead DBC toward achieving its mission and enhance the leadership experience. More information on efforts for the 2020 - 2021 calendar year will come shortly. For more information about me, please visit [here](#).

*Best,
Seyler*



Founder of Business Strategy and Operation Consulting, LLC., **Jennifer Seyler** is vision-driven and goal-focused with a record of achievement and innovated thinking. She has 15+ years' experience working with CPGs, commodities and non-profits, and has established a transformational leader reputation who is driven by challenge, undeterred by obstacles, and committed to furthering standards of excellence. Seyler serves as the Business Development Chair / Chair-Elect for the Dietitians in Business & Communications practice group, the Strategy Chair for the Illinois Academy of Nutrition & Dietetics, and is a member of the Board of Directors for the Chicago Food & Nutrition Network. Seyler also spends her time with her family – husband Eric, Major (8) and Levi (7), and two dogs – plus runs and boxes.

LETTER FROM THE EDITOR

*By: Allison Stock, RDN
2019-2020 Newsletter Editor*

Greetings DBC readers and welcome to the final newsletter of the 2019-2020 membership year!

I am honored to have served as the Newsletter Editor this year. On behalf of the Assistant Editor, Alexis Ray and myself, we want to thank all of our authors and content experts for helping make this publication a valuable resource for all DBC members.



In addition, we want to thank the entire Executive Committee and especially our Chair, Deanne Brandstetter, for all of your guidance and leadership this year.

In this edition, we will be talking about how to navigate the rough waters of difficult conversations. The entire world is going through an extremely challenging situation with the current pandemic - and it is likely you have been involved in at least one difficult conversation as a result. Hopefully the strategies outlined in this newsletter will provide you with the knowledge to better navigate difficult conversations in the future.

Lastly, I am pleased to introduce you to the incoming DBC Business Insights Newsletter Editor for next year, Georgia Rounder, RDN. I am confident that she will continue to bring you valuable, forward-thinking content in the coming year!

*All the best,
Allison*



Allison Stock, RDN is the 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.

LETTER FROM THE INCOMING EDITOR

By: Georgia Rounder, RDN

Hello DBC members!

Having been a proud member of DBC for the past year, I am so excited to be your DBC Business Insights Newsletter Editor for 2020-2021! I'm also looking forward to collaborating with your new Assistant Editor, Omar Guerrero, MS, RDN, LDN, CSCS, as we work together to bring you insightful content and professionally applicable resources developed by our peers in this great community. As a registered dietitian working in communications for a global agency, DBC has been an invaluable organization in helping to foster my professional growth as a health & wellness communicator, as well as providing a platform to connect with other dietitians working in this fascinating and ever-developing area of dietetics.

Working for a virtual company, my work locale seems to change on a monthly basis. But these days, I call Portland, Oregon home where I enjoy all of the fabulous nature and delicious food that the Pacific Northwest city has to offer. Prior to residing in Portland, I spent two years in NYC, and I consider the Big Apple to be the very place where my passion for nutrition communications and entrepreneurship began.

I can't wait for a great year ahead!

LET'S CONNECT!

- [LinkedIn](#)
- [Instagram](#)



Georgia Rounder, RDN is the Incoming DBC Business Insights Newsletter Editor. She currently serves as an Account Coordinator at Eat Well Global, a global strategic communications firm focused on food, nutrition and health. In her role, she helps companies and organizations engage with health & wellness professionals all across the globe. Georgia's past roles include working as the Community Manager for Pinto, a digital personalized nutrition platform, in New York City and as an outpatient dietitian at the Legacy Cancer Institute in Portland, Oregon. She earned her Bachelor of Applied Health Science degree from Indiana University Bloomington and completed her dietetic internship at Oregon Health & Science University. Connect with Georgia at grounder@eatwellglobal.com.

Agree to Disagree: How to Have a Healthy Disagreement at Work



By Katherine Tom, MS, RDN, LD, CDE

It starts with a confrontation. Maybe it's a minor ask that you weigh in on the office paint color or maybe it's a serious accusation that you've withheld knowledge of a company-wide reorganization from your anxious team. Either way, you're expected to have a discussion about it. How you handle the situation will directly impact the future of your professional working relationships with these colleagues. Mahatma Ghandi once said, "Honest disagreement is often a good sign of progress." Let's talk more about how to go about fostering such progress.

Successful business leaders share their advice for addressing conflict at work via Harvard Business Review's, "What's Worse than a Difficult Conversation? Avoiding One" article¹. They agree that viewing worksite conflict as an opportunity for information sharing rather than as a negative experience is paramount to resolving conflict. In my own experience leading high functioning teams, it is this positive mindset coupled with breaking disagreements into three main parts (pre-conversation, conversation, and post-conversation) that helps one to navigate them.

PRE-CONVERSATION

Whether you've been confronted on the spot or asked to take time before addressing a disagreement, the effort that you put into gathering all the facts about it should be the same. Being fact based removes emotion from the discussion. Harvard psychologist, Daniel Gilbert, sites four pitfalls of bias to be mindful of when approaching a disagreement:

- Lacking full awareness of the situation
- Having unrealistic expectations of the discussion
- Making exaggerated assessments of the other person's behavior
- Failing to correct our initial assumptions about the other person

Ways that you can combat these pitfalls include taking adequate time to write down your observations before the discussion, removing the behavior from the person, and preparing to be flexible with your stance as you discover what the other person has to say. As Stephen R. Covey says, "Most people do not listen with the intent to understand; they listen with the intent to reply."

CONVERSATION

Use your own words to describe your stance on the matter. Use “I” to own those statements and be objective. Clearly state your expectations of the other person. Is it behavior change you expect? What do they need to do? Listen to what the other person has to say. If you find during the discussion that you didn’t have all of the facts, acknowledge that verbally. Contrarily, if you sense that the discussion is becoming counterproductive, you should feel confident in putting a stop to it. “I can sense that we are both getting very passionate about this. Let’s take a step back and reset and come back at this with clear heads,” is an appropriate response to the situation, recommended by Jay Johnson, business behavior consultant and TED talk speaker.



POST-CONVERSATION

Follow through with action steps agreed upon during the discussion. Check in with the other person. For minor disagreements, this may be over coffee. For major disagreements, this may be during a formal meeting. Personally, take the time to reflect back on what happened. How can you handle a similar situation in the future?

It is through this process that we learn most about ourselves and cultivate strong teams, but disagreeing healthfully must be done with care and intention.

References:

- [Harvard Business Review. What’s Worse Than a Difficult Conversation? Avoiding It. Rowland, Debra.](#) Published 2016.
- David, S. Emotional Agility. New York (198-199). Penguin Random House, 2016.
- [Jay Johnson TED Talk](#)



Katherine Tom, MS, RDN, LD, CDE is a private practice consultant and owner of North Texas Nutrition Associates. With over 14 years of experience managing teams, her leadership philosophy is that trust and respect are the cornerstones of high performance. It is her mission to connect Americans with a trusted Registered Dietitian’s expertise across the country, when and where they need it most.



Charting Your Course Through Conflict

By Sonja Stetzler, MA, RDN, CPC

It's inevitable that we will all experience conflict of some sort in our work life, and much of it stems from circumstances that we seemingly can't control. Whether it comes from a negative performance review, lay-offs, or a rejected idea that we offered, conflict is natural because we are human. Each of us comes to work with different histories, life experiences, attitudes, and beliefs. Even if we have access to the same information as others, we are each influenced by our past experiences, and we tend to apply different "rules" as to how others should act. As humans, we act in our own self-interest through the stories we tell ourselves as a means of self-preservation.

The overarching question for any situation where we feel we are in conflict is how might we navigate the conflict so that all parties involved may be able to achieve a successful outcome? Here are three steps for successfully charting your course:

1. Curiosity

The first step is to set aside our defenses, stop making assumptions that everyone else thinks like us, and come from a place of curiosity. As mentioned above, we all come from different life experiences and knowledge. Where does your story come from? And, what do others know that you don't? The ability to learn about others' perspective will enable you to be more empathetic and will better equip you to contribute to solving the problem.

2. Contemplate Your Intention

What would you like to have happen, and what are you contributing to either the problem or the solution? Oftentimes we enter a conversation with no clear goal of what we are trying to accomplish. We can't change other people. At best we can have an influence. When we enter a conversation with the goal of learning something new, our approach feels less defensive, and we are more likely to get the results we want.

3. Co-create Options

Invariably, it's going to take a conversation to determine the best course of action that meets each side's most important needs. Listening is critical when it comes to navigating through conflict. Listen for more than words; listen for feelings and acknowledge them. Brainstorm options that meet each side's most important concerns and interests, then decide on what each side can contribute to resolve the issue.

You are more likely to walk away with a tangible solution to resolve your conflict when you use this strategy. Keep in mind you may need to have several conversations before the conflict is resolved.

Productively working through conflict through conversation works by making an effort to understand the other side's perspective. If someone feels understood, they are more likely to listen, learn, and change. And all sides are able to walk away with a happier ending.



Sonja Stetzler, MA, RDN, CPC is the President and founder of *Effective Connecting*, a practice that develops her clients' communication skills to ensure their success in the workplace. Sonja has worked for the past 2 decades as a respected communications coach, speaker, and consultant within the business world. She can be reached at sonja@sonjastetzler.com.

Graduate Students: Preparing for Potentially Difficult Career Conversations with Professors

By Michelle Iannacchino



As a student graduating with a Master's Degree in Nutrition and Dietetics, I can't help but feel overwhelmed with feelings of excitement, pride and joy as I reflect on the educational experiences I've had over the last couple of years and the hours of hard work that I've dedicated to this journey. As my time as a student comes to an end, there is one question that is top of mind: What do I do next? While this transition can often feel stressful and overwhelming, it's essential to take a step back and utilize the tools around you to help provide clarity. The professors that educated us along the way can be an incredible resource for guidance when discussing the next steps in our career paths.

As a first step, preparation is key! Develop a list of questions and topics that you'd like to discuss, along with the goals that you're hoping to achieve from the session. It's incredibly overwhelming to think about the numerous RD paths that you can take, but focus on which areas of nutrition you have a passion for and which areas you don't. Professors need to have some direction in order to guide you, instead of working off a blank slate. Here are some questions to consider:

When you were a student in this phase preparing to enter the workforce, is there anything that could have helped to better prepare you? Or advice that you wish you were given?

Based on my interests that we discussed, are there any areas that I might have overlooked that you believe could be a good fit for me?

Are there any individuals in my area of focus that you might be able to put me in touch with to gather more information about their roles?



While professors are an incredible asset during this time, there is also a chance that they may provide advice and opinions that you don't agree with. This is not something that you should discredit because it doesn't align with your perspective. I would strongly advise that you listen to everything they say, understand their reasoning behind it, and give yourself time to digest it. It can be difficult to value what someone is saying when it differs from your opinion, but if it's coming from an experienced professional, they are likely to provide information that you may have never thought about before. Keep an open mind and feel free to ask questions!

Once the framework of a plan comes together, continue to keep the dialogue open for advice, guidance, or presentation of a plan and see if they have any ideas or additional suggestions. Professors can also tap into their network of nutrition professionals and potentially introduce you to someone who might be able to help even further. It's an amazing time to become a credible nutrition professional and to be part of the growing RD community that surrounds all of us!



Michelle Iannacchino is a graduate student at Pace University receiving her Master's Degree in Nutrition and Dietetics to soon become a Registered Dietitian. Michelle will be completing her graduate program in August 2020 and plans on practicing within the Integrative & Functional Nutrition field.



MEMBER SPOTLIGHT:

Nicole Arcilla

MS, RDN, LDN

*Interview by: Allison Stock, RDN and
Alexis Ray, MS, RDN, CSSD, LD, RYT*

Please tell us about yourself.

I'm a registered dietitian in the D.C. Metro Area. I previously worked as a campus dietitian with Chartwells Higher Ed, and in the last year I moved on to be the Wellness & Sustainability Manager with Restaurant Associates at the World Bank Group Headquarters in Washington, D.C. In my current position I manage wellness and sustainability initiatives across five buildings. This involves not only providing nutrition education and cooking demos for groups, I also work with our marketing and culinary team for wellness promotions and sales in our retail operations. In addition, I also focus on project management with sustainability initiatives.

As a former student member of DBC, which member benefits did you find most valuable in entering the job market successfully?

The DBC Mentor list was amazing! Connecting with so many experienced dietitians of various backgrounds is what really opened my eyes to all the different career paths a dietitian can take. It allowed me to seek non-traditional positions and also focus on specific skill sets I wanted to grow and develop such as marketing and communications.

What are some daily challenges you face in your current job and has DBC been able to help you overcome any of these challenges?

The webinar archive has also been one of my go-to tools and one of the most valuable DBC member benefits. The webinars are a great way to brush up on a variety of topics to grow my skills, such as having a deeper understanding of marketing and analytics tools. DBC has also had a number of webinars that were useful in staying current with food and health trends which allowed me to better anticipate the needs of the audience I currently work with.

Tell us about a tough conversation that you have had at work and how you navigated it successfully, as well as any lessons learned for the future.

The conversation itself was actually not as difficult as I predicted it to be. I think sometimes the "tough" part is how to prepare for the conversation, especially when you try to imagine all the different scenarios. However, to stay focused, I think it's important to realize that tough conversations are often necessary conversations - fear and anxiety of having the conversation need to be set aside. It is likely that without some of these

tough conversations we would also hold ourselves back from progress and moving forward.

How do you control your emotions during a tough conversation?

In both my career and personal life, I always try to put focus on the factors that I can control and separate my emotions - in a way I emotionally "check out of the building." I have also come to realize that emotional conversations in the workplace, particularly if negative emotions are involved, tend to not produce any results and are generally not productive conversations. I like to focus on ensuring all parties in the conversation are contributing productive messages for positive results.

What is something people would not expect to hear that you do in your job?

I am heavily involved in sustainability initiatives now! Traditionally, dietitians educate others about sustainability as it relates to food waste, eating local, eating more plant-based, etc. Now I am involved with initiatives that focus on other material goods such as reducing plastic use and encouraging guests to utilize china and silverware instead of single-use items. I also collaborate often with the World Bank Group's own sustainability departments and committees.

What advice would you give DBC's student members about the business & communications area of dietetics?

Networking is key, but don't expect that a new connection will necessarily lead to your dream job right away. Do, however, use it as an opportunity to learn more about the possibilities and career paths for a dietitian - doing so allows you to keep an open mind and eventually the right door will open for you. Finally, there is no stupid question! Ask away and do not be afraid to step out of your comfort zone. This will go on for the entirety of your career and will always be important for continuous growth.

Nicole is the 2019-2020 Marketing and Communications Chair for DBC. She has worked with the Executive Committee since 2015 and served in several roles including creating social media content and as the Newsletter Editor. Outside of DBC, Nicole is the Wellness & Sustainability Manager for Restaurant Associates at The World Bank Group Headquarters in Washington, D.C. In her spare time, Nicole loves to eat and drink her way through the D.C. Metro Area!

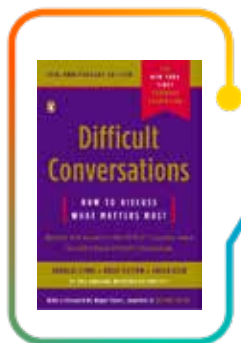
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ESSENTIAL TOOLS



Authors Douglas Stone, Bruce Patton and Sheila Heen are part of the Harvard Negotiation Project. This book provides a step by step approach to navigating tough conversations.



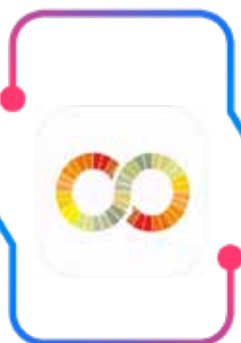
Authors Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler give practical advice to prepare for tough conversations, empowering you to feel safe talking about almost any topic.



This audiobook by Harvard Business Review is great for those of us that need an on-the-go learning option. By discovering the cause of friction and staying positive, this book promises to help you solve problems with others and agree how to move forward.



REAL TALK app is brought to you by DialogueWORKS and Dr. John Stoker. This app was designed to enhance the quality and effectiveness of conversations by guiding users through a step-by-step framework known as Initiate-Discover-Connect-Build.



This **Moodit** app allows users to check-in with themselves before having a difficult conversation. With the app, users can share how they feel and Moodit will reveal how many people feel the same way and then generate a mood graph to assist users in understanding themselves better.



SoapBox app was created to assist managers in having more productive one-on-one meetings, staff meetings, and work discussions. Users can build agendas, manage meetings, receive feedback, and develop trackers to stay on top of tasks to complete.

HOW-TO SERIES

How to Give Effective Feedback

By Erica Ingraham, MS, RDN

For those who dislike confrontation, giving feedback is a chore. In the workplace, it's also an art- a delicate dance of delivering advice that's effective yet encouraging. While giving and receiving constructive criticism is challenging, it's an essential process for both the manager and employee to learn, grow, and advance in their careers.

Delivering feedback doesn't have to be daunting. Here are some tips to ensure the experience is productive for both parties.



These tools are for your information only. The Academy of Nutrition and Dietetics and Dietitians in Business & Communications DPG do not endorse any of these products or services.

Communicate Often

Meet with your employees or interns on a regular basis. Establishing a routine check-in process will enable you to give feedback in small doses so you don't overwhelm the employee with things to fix. Research also supports that there are fewer misunderstandings when feedback is provided regularly and consistently¹.



Get Specific

Before it's time to meet, reflect on the direct message that you want delivered. Have a few concrete examples to back up your claims to avoid misunderstandings. Research shows that managers tend to sugarcoat their feedback, assuming that the employee already knows how to improve^{1,2}. If you don't cite clear expectations, you are doing a disservice to your organization and the employee.



Check for Understanding

Create a culture where employees feel safe voicing questions and concerns. While giving feedback, encourage employees to communicate their thoughts and rephrase your advice in their own words. This step ensures that the other person has a good understanding of how to proceed, as a lot can be lost in translation.



While giving feedback isn't always fun, you are providing a great service by doing so. Effective feedback helps us all do better and drives our profession forward.

REFERENCE:

1. Harvard Business Review. [Are You Sugarcoating Your Feedback Without Realizing It?](#) Schaerer, Michael and Swaab, Roderick. Published 2019
2. Association for Supervision and Curriculum Development (ASCD). [Seven Keys to Effective Feedback.](#) Wiggins, Grant. Published 2012.



Erica Ingraham, MS, RDN is based in the Washington, DC metro area. She has a private practice and helps women break free from chronic dieting and to make peace with food. Erica also works for a government program and provides nutrition classes and counseling for seniors.



When You and Your Preceptor Disagree

*By: Omar Guerrero
MS, RD, LDN, CSCS*

Let's be honest

Let's be honest, disagreeing with someone in a constructive and positive manner is difficult; and when that someone is your preceptor, things just get a whole lot harder! Disagreeing with anyone requires a delicate conversation which requires respect. Whether you disagree with your preceptor, or an employee, it should always be handled with respect regarding both parties. Here are a couple tricks when dealing with difficult conversations.

- **Do your homework.** Make sure you have evidence that backs up your own idea and it is not your ego that is causing the disagreement. Providing evidence to back up your argument will strengthen your case and will show your preceptor that you are only trying to do what is best for the client or company.
- **Foster a discussion.** Ask questions to understand your preceptors' point of view. Always keep in mind that there are many solutions to a single problem, especially in our business and communications field. Your goal should be to create a discussion, and not to criticize or fire off demands. Building a discussion will allow you and your preceptor to create the outcome that is best for the company or client, which should be your ultimate goal.

Disagreeing with your preceptor can sound terrifying, but it happens. With a delicate approach meant to build a discussion and review the evidence, your opinion will be presented in a respectful and convincing manner.



Omar Guerrero, MS, RD, LDN, CSCS is a Corporate Wellness Registered Dietitian for Select Medical where he provides nutrition seminars, nutrition counseling, and assists with wellness programs for a variety of populations. He recently obtained his RD and completed his Master of Science in Exercise Physiology in 2019 from Florida State University.

Managing Stress as a College Student

By: *Melissa Karlheim*



Transitioning from high school to college is one of the most drastic changes a young adult will ever have to go through. Having endless opportunities and freedom may seem like a dream come true, yet only a small percentage of students feel this way. According to Affordable Schools, four out of 10 college students are overwhelmed and are dealing with a word used too often... stress!' The easiest approach to manage stress is to schedule your time. By planning everything out, it will allow for better prioritizing of coursework and extracurricular activities, as well as improved organization and time management. Try using a planner or an app to keep track of everything, and don't forget to take time for yourself. Many students turn to physical activity, yoga, eating healthy foods, journaling, or meditating.

Another way to block stress from your mind is to talk to a trusted individual. Although it may be difficult and uncomfortable to talk about stress with others, it can work wonders! As a senior in college, I faced a lot of stress several weeks ago and decided to reach out and talk to one of my professors. Even though I felt vulnerable sharing my feelings, it brought me better peace of mind.

At the end of the day, everyone is different and has their own preference on how to handle stress. One thing that cannot be 'stressed' enough is the importance of balance and finding what strategy works best!

REFERENCE:

[Affordable Schools. Stress and the College Student.](#)



Melissa Karlheim is a senior at Penn State University majoring in nutritional sciences and minoring in psychological sciences. In her free time, she enjoys being active outside, cooking new recipes, and spending time with her loved ones.

SEASONAL EVENTS

January Networking Event

On January 30th, DBC hosted a regional networking event in conjunction with DC Dietitians Connect. Check out some photos of this event below!



VIRTUAL WORKSHOP RECAP

On April 6th, DBC hosted a Virtual Workshop: Taking Your Career to the Next Level. Speaker Lisa Abbay, RDN, LDN, FAND presented great content for attendees, including how to build a LinkedIn profile and a robust Q&A session for a total of 2 CPEUs. Prior to the workshop, Lisa met with several early registrants to discuss their specific career goals and provide resume feedback.

Despite the COVID-19 situation, we had over 45 registrants for both the morning and afternoon session with 64% of those responding to the evaluation (n=12) rating the overall workshop as excellent and 71% of respondents rating the speaker, Lisa, as excellent. We hope to plan another virtual conference in the future and that you will join us!

VIRTUAL WORKSHOP: TAKING YOUR CAREER TO THE NEXT LEVEL

APRIL 6, 2020

Speaker Lisa Abbay, Talent
Acquisition Manager, Compass Group



Dietitians in
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MEMBERS ON THE MOVE

Jacqueline Marcus



Jacqueline Marcus, MS, RDN, LDN, CNS, FADA, FAND recently published two books, "Aging, Nutrition, and Taste: Nutrition, Food Science and Culinary Perspectives for Aging Tastefully" and "Protein."

Barbara J. Mayfield



Barbara J. Mayfield, MS, RDN, FAND is the head editor for upcoming book from the Academy of Nutrition and Dietetics: "Communicating Nutrition: The Authoritative Guide" coming in Spring 2020.

Melissa Karlheim



Melissa is a current student committee member and will soon be graduating from Penn State, with a major in nutritional sciences and minor in psychological sciences. She will be attending Cedar Crest College onsite Dietetic Internship in Allentown, PA, where her dream job is to work in community nutrition!

Membership Renewal

Don't forget to renew your membership with both the Academy of Nutrition and Dietetics and Dietitians in Business & Communications (DBC)! The deadline has been extended to June 30, 2020.

Click [Here](#) To Renew



DBC EXECUTIVE COMMITTEE

*Contact information for the 2019-2020 DBC Executive Committee
(* = VOTING MEMBER)*

What helps you during tough conversations?





***CHAIR**

Deanne Brandstetter, MBA, RDN, CDN, FAND
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The thing that helps me the most with tough conversations is to not put it off. Certainly, I'll take a little time to plan what I want to say, but the longer you put off a tough conversation, the harder it is. It seems like the problem grows exponentially the longer you wait.



***CHAIR ELECT**

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

Taking a step back from the current situation helps me look at the bigger picture. When I see that more clearly, it is easier to focus on what aspects of the situation really need to be addressed to accomplish the goal.



***PAST CHAIR**

Missy Schaaphok, RD
missy.schaaphok@yum.com

Typically, I'll cater the style of conversation based on who I'm engaging with based on their personality and what needs to be discussed. Other times, I might use the sandwich approach, positive + corrective actions + positive. Overall, I find that being clear and direct is more effective than working around the issue.



***SECRETARY**

Neva Cochran, MS, RDN, LD, FAND
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A key to successful conversations, especially on tough issues, is listening to the other person and acknowledging their concerns and opinions. "Find the rug you can both stand on," says Dr. Dominique Brossard, University of Wisconsin Professor of Life Sciences Communication. Building trust is key. Rudeness and contempt don't build trust. Finding shared values and areas of agreement are essential to healthy communication and conversations.



***TREASURER**

Sarah Hendren, MS, RDN, LDN, CD
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Tough conversations can be uncomfortable. If possible, I take time to think about what I am going to say, and how I am going to communicate my message as I recognize delivery of my message is key to how it will be received.



***DELEGATE**

Elaine Farley-Zoucha, RDN, LDN, LMNT
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I have found that when you have to have tough conversations with someone it is best to base them on the facts. For example, if you are talking to an employee about performance, refer to the policy and procedures and employee handbook on the specific sections that they are in violation of. During contract negotiation or discussions regarding the number of hours the RD should be utilized, I base our discussion off of the regulations, scope of services, etc. Tough conversations are easier when you can justify your case on facts.



***NOMINATING COMMITTEE**

Jackie Schulz, MS, RD, CSP, LDN
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I find it helpful to recall some of the tough conversations I have received and how they helped motivate and direct me such that my own performance improved. I also plan ahead, and identify key points I want to make sure are communicated clearly while anticipating any questions or concerns that may come up. Lastly, I suggest modeling the techniques of a role model or mentor, which for me was my own father, who was an excellent people manager and definitely did not back down from tough conversations.



NOMINATING COMMITTEE

Sherry Coleman Collins
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Empathy is the thing that helps me most when I'm facing a tough conversation. I try to put myself in the other person's shoes and remember that I can "say what I mean without saying it mean." Focusing on making each tough exchange respectful, compassionate, and truthful ensures that I can walk away knowing I gave my best toward a positive resolution.



NOMINATING COMMITTEE
Aaron Schwartz, MS, RD, LD
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During tough conversations, it is important to be honest, direct and clear while keeping an open line of communication to make sure the other person feels both heard and understood. Showing empathy and a sense of understanding can go a long way when delivering difficult news.



NOMINATING COMMITTEE
Morgan Deihs, MS, RDN, LDN
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In preparation for a tough conversation, it is helpful for me to organize my thoughts on paper beforehand. I list out the intended outcome of the conversation with succinct, factual proof points beneath. I also like to scenario plan responses - 'best case scenario' vs. 'worst case scenario.' Doing so, helps to reduce the level of emotion present during the conversation.



EDUCATION CHAIR
Tori Schmitt, MS, RDN, LD
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In tough conversations, it helps me to remember to be a good listener. As hard as it can be, it's better for me to actively listen so that I can first understand the needs of others. In doing so, we can often come to a mutually acceptable decision together.



MEMBERSHIP CHAIR
Nikki Nies, MS, RD
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During tough conversations, I've found that striving to find a mutual purpose, understanding the other person's objectives and taking stock of what they're not saying is as important as what they are saying. Also, keeping the end and desired outcome in mind is helpful in navigating a tough conversation.



BUSINESS DEVELOPMENT CHAIR

Kerry Cowart, MBA, RD
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For me, it's important to stick to the facts. I also try to be empathetic and cognizant of the individual's personal situation.



BUSINESS DEVELOPMENT TEAM

Arissa Lujano, RDN
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Navigating tough conversations can be different depending on the relationship you have with the other party. If it's with someone in your office it is important to have already set clear expectations. At the beginning of the working relationship, have a discussion making it clear that when challenges arise it's not only okay but also expected to discuss them.



MARKETING & COMMUNICATIONS CHAIR

Nicole Arcilla, MS, RDN, LDN
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Tough conversations can be emotional, and it's important to remember to separate your emotions from the facts. Mixing in emotions too much may result in a non-productive conversation that will feel endless and produce no positive results.



NEWSLETTER EDITOR

Allison Stock, RDN
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I like to prepare in advance for tough conversations (if possible) by listing my objective points and thinking about how those might be challenged. That way I can prepare for whatever might come my way in a tough conversation, and keep a level head.



ASSOCIATE NEWSLETTER EDITOR
Alexis Ray, MS, RDN, CSSD, LD, RYT
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I take a moment to just breathe. The simple act of breathing gives me time to release any stress, anxiety, or maybe feelings of frustration. This gives me space to respond in a mindful way as opposed to reacting mindlessly.



**TAKE 5 NEWSLETTER EDITOR & CREATIVE
CONTENT CO- CHAIR**
Adrian Boulter, MS, RDN, LDN
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I find that the most important factor to getting through tough conversations is the willingness to listen to the other person's perspective. The wisdom and knowledge we are able to gain together vs. individually is a blessing, if only we are willing to listen. I stay open minded and face everything with optimism.



VIRTUAL CONFERENCE CHAIR
Dustin Reed, MS, RD
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When I have to navigate tough conversations, I remember two pieces of great advice that I received early on in my career.
1) Don't take or make it personal.
2) Practice the Platinum rule "do unto others as they'd like done unto them."



STUDENT MEMBER CHAIR
Omar Guerrero, MS, RD, LDN, CSCS
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The foundation of my conversations are curiosity and respect. I lean into the conversation with a sincere desire to learn all perspectives and outcomes. This gives way to a calmer discussion and leads to an optimal outcome.



CREATIVE CONTENT CHAIR
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I always try to come to the conversation with thought starters on how to solve the problem, allowing me to be part of the solution and not simply look to others to figure it out. I also like to make sure there are next steps outlined so everyone involved has action items coming out of the discussion.





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Effective June 1, 2020, DBC administrative services will be changing.

*Thanks to Barb Pyper and **An Apple a Day, LLC** staff for their many years of service to DBC DPG. Check our website for the new contact.*

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