

DBC Dimensions

“Real Life” When on the Road

By Ilene V. Smith, MS, RD

If I had to choose a single theme song for my business life, it would have to be Willy Nelson's On the Road Again. Starting with my first career as a journalist through my current work in food and nutrition public relations, half of my working life has been spent traveling to other cities. And while it's allowed me to visit most of the major (and not so major) cities of the United States and to meet some interesting people, I've found that work/life balance takes on a whole new meaning when travel takes you away from home.



Those of you who've ever had to find child or pet care on 24 hours notice know what I mean. You'll understand what it's like to have half your wardrobe at the dry cleaners waiting a month or so for you to pick it up. You know how hard it is to plan meals and buy groceries, take classes, buy theater tickets and even have a social life. Some of you may be like a colleague of mine whose own solution for managing life while on the road is to "have a fabulous husband." But even if you've been lucky in love, many of us are single or have spouses or significant others that work long hours or travel for business themselves.

So here are a few tips I've gathered over the years that have helped me manage my home life while I'm away from that home:

1) Get to know the local graduate students –

People often ask me how I manage to have a dog when I'm away so much of the time.

My answer is to have not one but several graduate students that I can tap to stay in my apartment, watch the dog and water the plants. Graduate students are a great help because not only are they grateful for the extra cash (and it doesn't always have to be a lot of extra cash), they're often happy to get a way from an apartment full of roommates for a night or two.

2) **Set up automatic bill payment** – Keeping a regular bill paying schedule when you travel frequently is not only difficult because you may not be home when the bills are due, but a topsy turvy schedule also makes it difficult to keep track of those due dates. If you set up automatic bill payment, you'll not only be right on time, you'll also avoid coming home to a mailbox stuffed with bills.

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Message From The Chair

By Karen L Payne, MS, RD

As I reflect upon my 16 years as a registered dietitian and what led me down this path in business and communications, I am struck by how much that I now apply in my job that I learned along the way. As a registered dietitian, I will always value the science-based education that the didactic program and internship provided, and I will continue to maintain and improve my knowledge in nutrition science. The Dietitians in Business and Communications (DBC) Dietetic Practice Group takes my continuing education and development to the next level. DBC helps me focus on the skills and knowledge needed to advance in dietetics – whether my job is in business, clinical, communications, management, research, public health or education!

My goal this year as DBC's Chair is to further elevate the role that we play within the American Dietetic Association (ADA) by being the premier source for business and communications skills, training and networking. The May 2009 Supplement of the *Journal of the American Dietetic Association* was an excellent example of how ADA is working to enhance the necessary business and marketing skills of all its members. It included articles about self-promotion and marketing, risk-taking, enhancing one's professional image, and web-based technology (including online networking, blogging, podcasting and vodcasting, and "wikis").

In May, DBC's incoming Executive Committee met to orient and discuss a strategic plan for 2009-2010. The goal of the meeting was to brainstorm how to offer more business and communications-oriented programs and services for its members, while matching the strategic goals and initiatives of ADA's global plan. The following work teams engaged in lively discussions about the direction to take DBC:

The *Membership Team*, led by returning Team Leader Terri

Raymond, MA, RD, CD, is busy working on the enhanced Mentor program – you can now sign-up as a DBC mentee or mentor directly via DBC's website – www.dbconline.org. Our new Regional Network Coordinator (RNC) Chair, Elizabeth Rahavi, RD is also working with an expanding team of RNC's to plan regional events throughout the country – check out the website for more information about events in your area!

The *Marketing Team*, led by returning Team Leader Rayona Baker, RD, LD, is continuing its efforts to coordinate with several prominent DBC members throughout the country to present DBC's home-grown presentation - "Nuts & Bolts: How to Become a Dietitian in Business & Communications" – at state dietetic conferences, as well as other CE venues. Marketing and Membership are collaborating to refine and define the goals and benefits of DBC's online networking group on "LinkedIn."

The *Education Team*, led by new DBC Executive Committee Team Leader, Laura Last, MBA, MA, RD, LD discussed ideas for re-introducing the popular teleseminars on business and communications related topics. Additionally, Laura and her team will work with the Membership committee and the Regional Network Coordinators to develop regional lectures and seminars offered at a local level.

Lastly, I couldn't complete my introduction as DBC Chair without thanking my esteemed predecessor, Past Chair Lisa Poggas, MS, RD. Lisa and I have "passed the gavel" before, having been in a similar mentor-mentee role within the Colorado Dietetic Association leadership framework a few years back! I have enjoyed working with and learning from Lisa, and value immensely her positive, forward-focused approach to leadership, which I hope to emulate in the coming year!



How to Increase Site Traffic through Social Networking

By Lindsey D. Toth • Dietetic Intern, Frances Stern Nutrition Center

If you have your own website or blog, congratulations, for you've taken advantage of a wonderful marketing opportunity and put your name out there as an expert in the field of dietetics. Getting started is half the battle, however the challenge is getting people to read what you have to say. Blogging is fun, but not worth it if no one hears your cries of "Eat leafy greens!" So how do you increase traffic to your site?

A month ago, I was asking myself this same question. I had my first website and blog up-and-running, and couldn't wait to start posting. Too bad I only had two subscribers – and I'm pretty sure mom and dad don't count. As I write this article, the one month anniversary of [HealthyBlogSnack.com](http://www.HealthyBlogSnack.com) approaches. Within that one month, I went from zero readers to over 1,200 site hits and 152 regular subscribers – all thanks to social networking. I experimented with every social networking site, tracked my site's statistics, delved into the realm of social networking research, and played with titles and keywords to find the most effective ways to increase traffic. I'll share some of the tips and tricks I picked up from my experiments and research to help you tweet, poke, and ping your way to increased site traffic!

1. Spread the Word

If you aren't social networking, I think by now you know you should be. Get out there and make profiles on the big social networking sites. Facebook,

Twitter, LinkedIn, and MySpace are good places to start. Others that may help you spread the word outside of your own social bubble are Reddit (one of my favorites) and De.lic.i.ous. Most of these sites offer a status update area where you can let the world know what your latest post is about (Facebook, Twitter) or even applications that link your blog directly to your profile (LinkedIn). The more visible you and your blog are, the more traffic you'll get.

2. Updating, Update, Update Your Status

Every time you post, let the world know! I found that on average I had 70% more traffic on days I updated my social network status with a link to my latest post than on days I didn't. For ease of updating, use a service like Ping.fm to collectively update all of your social personas in one swipe. It will even automatically crunch your big links down into more manageable ones for you. Experts have found (and my experiments concur) that for optimal visibility, the best time of day to update your status is 3:00pm. This tends to be one of the busiest times of the day for social networking sites, as everyone is checking their favorite networks one last time before they head home from work. This makes it a perfect time to update your status with a link to your latest blog post.

3. Catchy Titles

A post about those chocolate dipped strawberries you made titled, "Chocolate Dipped Strawberries," is just not going to get the same amount of traffic as the same post titled, "Deliciously Decadent Berry Aphrodisiacs." Sex, babies, and puppies sell. Remember this when choosing titles and keywords. People will be more likely to find you in a search, and more likely to check out your site because of your intriguing titles.

4. What's in it for ME?

Remember, people didn't come to your site to hear about your cute niece Suzie and the latest family BBQ. You are the health, wellness, and food expert, and they came to hear about what you can do for them. When writing, always ask yourself if there's something in it for the reader. If not, chances are they aren't going to stick around as long term subscribers. Recipes, diet tricks, power foods, etc. Make sure what you're posting about is relevant to and useful in your readers' daily lives.

Now let's get out there and improve our social networking scene. Tweet me @NutritionTalk (c'mon, set up that profile – www.Twitter.com) to let me know how social networking has helped you. Your blog will be an online hot-spot faster than you can cry, "Eat leafy greens!"

Lindsey is a Dietetic Intern at the Frances Stern Nutrition Center and a Masters Nutrition Communications Candidate at Friedman School of Nutrition Science and Policy at Tufts University. You can reach her at <http://www.HealthyBlogSnack.com> or Lindsey.Toth@gmail.com



What Editors Really Want

By Jennifer Seyler, MS, RD, Contributing Editor, DBC Dimensions

Whether you are a seasoned professional or just starting to freelance, getting an editors attention can be a struggle. I recently spoke with Shaun Chavis, Diet Editor for *Health Magazine*, Monica Eng, Food Blogger for *The Stew*, *Chicago Tribune*, Jo-Ann Heslin, MA, RD, CDN, Food and Nutrition Columnist for *HealthNewsDigest.com* and Donna Berry, a Food Trade Editor and Consultant based in Chicago about what they want and need from their resources.

Have a connection. Editors want to quote experts their readers will know and trust. Chavis states, "Most often I find experts through people I already know, people I've read about, or referrals from the American Dietetic Association (ADA)."

Takeaway: Be active in the ADA and explore the web functions that allow members to increase their visibility.

Introduce yourself. If you want to be considered a resource for editors, introduce yourself. Eng, Chavis and Berry all agree that an email introduction that includes areas of expertise is great. "You can send an introduction note and let us know what your specialties are and we can file you away as a possible future resource," says Eng. Berry adds, "When the time is right, and I open that file, the contact information is readily available and I will reach out to them for an interview."

Takeaway: It is never too late to reach out to editors and let them know who

you are. They may not need your expertise at that time, but they will keep your name on file for the future.

Network. Stay on top of current trends and conferences. "I try to attend many food industry meetings to build my personal resource database," says Berry. "Networking is key at such events. I do not have access to databases of published scientific journals so this is a great way to find sources." Chavis agrees and states, "I really love it when I can meet someone in person (like at conferences, etc.) and we can talk casually."

Takeaway: Attend nutrition related meetings and speak at them as well. Of course, network, network, network.

Minimize the pitch email. No one wants to read a novel when they are not even sure if the topic interests them. "One page maximum. If we are interested in more, we will contact you," says Eng. Berry firmly agrees and states that, "After reading the first few sentences I know if the pitch will be useful either now or in the future. Generally, 300 to 400 words are best." For pitches that may need a lot of supporting information, Eng encourages a "More Information" section at the bottom of the email that includes additional information on the service/product. This allows the pitch email to be brief and concise, but also provides a way to deliver supporting information without distorting the message. Chavis encourages, "Very short- just a few paragraphs. Also they can be

written in a casual, conversational tone. I stop reading when I get to 'XYZ Company is the market leader in...'"

Takeaway: Think concise, conversational and less than 400 words.

Initial pitch content. As previously stated, concise is the key, which means include only the most important information. "If there are new studies that advance our nutrition and trend knowledge, we'd always like to know about them," says Eng. Heslin adds, "I am not interested in fluffy press releases. I want facts, resources, links to research, statistics etc. I may not use all of this information but I want an assurance the material is grounded in fact and can be backed up." Chavis brings the magazine perspective and requests, "Nutrition and food trends, pros and cons of new diet trends, new products for weight loss, nutrition, or easier, healthier, more fun cooking." She also points out the need to, "...continue thinking about readers and where readers live. People want to live healthier and eat better, but it is really challenging in the real world."

Takeaway: Ground your materials with relevant and up-to-date stats or science.

Follow up pitches. No one likes to get the same email or voice message, and we can all appreciate a busy schedule. "Most journalists cringe at calls saying, 'did you get my press release or email,'" says Eng. Heslin concurs with, "A second pitch or a short follow-up email is fine,

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DBC at the California Dietetic Association Annual Meeting

The popular DBC presentation, "Nuts & Bolts: How to Become a Dietitian in Business & Communications" was a hit at the California Dietetic Association Annual Meeting. Using a slight title tweak, **Taking Center Stage as a Dietitian in Business and Communications**, speakers Carol Berg Sloan, RD, Patricia Bannan, MS, RD and Melissa Halas-Liang, MA, RD, CDE, CNSD shared the business basics with attendees. Melissa provided several DBC member career success stories and Patricia gave a "case study" of her responsibilities as a consultant with her client Pistachio Health.

The session received high marks and created conversation among dietitians and students.



Carol Berg Sloan, RD and Melissa Halas-Liang, MA, RD, CDE, CNSD



Patricia Bannan, MS, RD

For more information about finding a speaker to present DBC's "Nuts and Bolts: How to Become a Dietitian in Business and Communications, contact Rayona Baker, DBC Marketing Team Chair at rayona.baker@gfs.com

What Editors Really Want

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pester me and I won't use the material. A thorough well-presented first try is what counts." To validate these responses, Chavis simply states, "Email!"

Takeaway: Be respectful of others situations and requests. You don't want to annoy your way out of a placement.

Turnaround time. Depending on the outlet, turnaround times will vary from a few minutes, days or weeks to months. For Eng, who writes for a blog, "It depends on the story. Sometimes we need it in five minutes, sometimes five days or a week," where as Berry, who writes for a section of a monthly

publication, generally needs a week. According to Chavis, "The timetable is different if someone pitches me an idea. Our magazine works four to six months ahead. When someone pitches me a story idea, I try to respond to people very quickly via email as to whether I think the idea is worth sharing with other editors here, but after that, it takes a long time for things to circulate among editors - sometimes four to six weeks. I don't mind if people check back via email, but I just like people to know it can take a while!"

Takeaway: Ask what turnaround time is needed and be patient.

Be available. Everyone wants to get everything done now. So, one of the best ways a dietitian can better serve journalists is to be available. "Be willing to talk or answer emails as needed," says Heslin. As a dietitian, Heslin adds, "Don't get hung up on not being quoted. Our job as dietitians is to build a brand as the gatekeepers of reliable nutrition information in the U.S. If the right message gets delivered that is more important than someone's name in print."

Takeaway: Always be prepared.

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“Real Life” When on the Road

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- 3) Run your errands on the road** – Need to replace your make up? Stock up on panty hose? Get toiletries? Rather than sit alone in your hotel room, take the time between meetings and that business dinner to run into the local department store or Walgreen’s to buy those things that have been on your to do list.
- 4) Go ahead and schedule that class** – or buy those theater tickets. It’ll be easier to set boundaries about when and where you can travel if you have that class on your schedule or that ticket in hand than if you keep trying to schedule your life around your travel.
- 5) Flex your schedule** – If you’ve been on the road for a few days, ask your employer if you can work from home the following day. That way you can throw in a laundry while you work and make it to the cleaners before closing time – not to mention reacquaint yourself with the comforts of home.
- 6) Relax and enjoy it** – I’m often surprised by the extra time I find myself with at night and in the morning when on the road. Without the regular household chores of walking the dog, making the bed, cleaning the dishes and making breakfast, I use my hotel time as an opportunity to read a book, relax and do needlepoint, sneak in a workout or even grab an extra hour or two of sleep.

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A Mindful Venue for Nutrition Experts

By Tracy Wilczek, MS, RD, LD

mindful [mahynd-fuhl] adjective: **attentive, aware, or careful**

As registered dietitians we are all exposed to working in a hospital during our dietetic internship as part of our supervised training. This is only one piece of the pie, spinach pie if you will, of all the facets that an RD can fill out in the 'real world'. Thankfully there are many RDs who find their calling within the walls of a hospital campus and make it their home; helping to keep everyone from preemies to the elderly nourished and their family members educated on how to continue a lifetime of good health. Some RDs are inspired to take a specialty working with cancer, diabetes, renal, cystic fibrosis, IUC, cardiac rehab or even psychiatric patients. Others may find themselves shifting over to foodservice and management responsibilities. And then there is the slice of outpatient counseling... which is where I found my calling – in an unconventional environment.

My first experience with nutrition counseling outside of a hospital was at Miraval, Life in Balance, a spa north of Tucson, Arizona. I was lucky enough to spend three months as an intern there during my cooperative education experience for my Bachelor's Degree. I shadowed the nutrition staff (including

a RD), assisted in their lectures and nutrition sessions with guests, worked on projects, and helped the Chef create nightly dinner specials with nutrition analysis. It was through my stay at Miraval that I realized just by changing the environment that a person (patient, guest) is in, you can dramatically change the outcome of your time/counseling with them. The guests at Miraval were not ill or injured, and they wanted to be there. They voluntarily signed up for classes and activities, including nutrition counseling. Having this experience before my dietetic internship, and knowing that this type of mindful environment was where I wanted to be, allowed me to always bring my learning back to that outpatient mentality.

Currently I am one of the RDs on staff at the Pritikin Longevity Center & Spa in Aventura, Florida. Most guests here stay for the full two week program. Guests have blood drawn for a full lab panel, are cleared for daily exercise once they've passed an exercise tolerance test, have all meals and snacks prepared on premises, sit through over 40 hours of educational lectures (medical, nutrition, exercise, behavior), and have offerings of daily cooking classes. My responsibilities here at Pritikin include giving some of

the nutrition lectures, hosting a grocery store trip every week for guests to practice reading food labels, running all recipes and daily menus through nutrient analysis software, answering inquiries posted on the nutrition forum in the membership section of our website (www.pritikin.com), and of course one-on-one nutrition counseling.

What makes Pritikin, or any spa setting for that matter, a mindful place to practice nutrition? It is in these environments that people are open to interpretation, teaching and education. People here come with a willingness and open mind to learn. They are also learning, especially here at Pritikin, how adapting to positive nutrition and activity lifestyle changes can dramatically influence how they feel, look, and live. They are becoming aware of how to live a long and healthy life, and nutrition becomes a major part of that equation. They see the positive changes, even within two weeks time, and want to learn how to carry these changes home with them. Any environment that can create an evidential change will allow you to grab onto the attention of your client, further assisting them in living a healthy, delicious life. Once you've found or created a mindful environment, you've created an environment for success!

Tracy Wilczek received her Bachelors Degree from Johnson & Wales University in Culinary Nutrition, went on to complete her Dietetic Internship at Massachusetts General Hospital, and finally on to New York University where she received her Master's in Clinical Nutrition. Tracy currently works at the Pritikin Longevity Center & Spa and also chairs ADA's Legislative & Public Policy Committee. She can be contacted via email at twilczek@pritiKin.com.



Freelance Success

By Karen Ansel MS, RD

I've always wondered what it would be like if I had gotten my registered dietitian credential straight out of college. Call me a late bloomer, but I didn't even begin pursuing a career in nutrition until I was 30 (before that I was an assistant buyer with a department store and then a commercial account officer for a big New York City bank). And while that slowed me down, it's also given me a unique perspective on dietetics and the business world. It's also led me to my dream job: writing about food and nutrition.

From the beginning, I knew a traditional career in clinical dietetics wasn't for me. By the time I got my RD, I was 37 and had two children, ages six years old and six months. I needed flexibility, and I craved creativity. Writing seemed like the ideal solution. But I had no credentials.

I had, however, taken a class in nutrition journalism while I was getting my master's degree in dietetics at New York University. This taught me the basics of outlining and writing a magazine article. I had also written a few newsletters and handouts during my internship. While I hardly qualified as a journalist, I thought I had enough of the basics to get my work published. So I wrote an article on the health benefits of calcium (a hot topic at the time) and proudly sent it off to Self magazine.

Big mistake. After several unanswered e-mails, I couldn't figure out why the magazine hadn't gotten back to me. So I called the magazine's nutrition editor to find out if she liked my article and if she'd be interested in publishing it. I didn't realize how lucky I was at the time, but she actually spent 10 minutes on the phone with me, explaining that editors are too busy to read entire manuscripts and prefer query letters that will give them an outline of the proposed article.

Realizing that I had no idea how to write a query letter, I searched online and found a writer's group

(www.Freelancesuccess.com) that offered a class in query writing. This may have been the best money I ever spent. Not only did it teach me how to write a query letter, it taught me how to think like a journalist instead of just like a dietitian.

My next move was to lower my expectations. Rather than querying editors of national magazines, I instead targeted low-paying publications (some as low as \$.10 a word) that you've probably never even heard of. While this may sound like bad business sense, it actually ended up being a smart move from a writing perspective because I didn't have the credentials to compete with accomplished writers who had degrees in journalism and long-standing connections with editors. It also helped me to build an inventory of clips that I would later need to submit to editors of more competitive magazines who would want to see samples of my work.

Slowly, I started targeting higher paying magazines that paid \$.50 a word and finally national magazines. By that time, I had spoken with many successful freelance writers and was prepared for lots of rejection. I also lowered my sights about the type of articles I would be willing to write. Rather than proposing feature articles I realized that I had a better chance of writing for a magazine if I was willing to write short front-of-the book pieces, so that's what I focused on. Slowly, as magazines came to know me better they felt more comfortable assigning me larger pieces.

Today I have a group of magazines and newsletters that I write for regularly. That has opened additional doors for me with consulting and public relations companies approaching me to consult on a number of dietetics and food related projects. Every day is different and I never know what kind of new and exciting challenges it will bring. But what I do know is that if there ever was a job that combined the perfect mix of business, creativity and dietetics this is it!

Karen Ansel, MS, RD is a freelance writer specializing in health and wellness. Contact Karen at kmanutrition@verizon.net.



Career Book Shelf

Book Review Column by Jean R. Caton, MS, MBA, RD

What to Say When You Talk to Yourself

By Shad Helmstetter, PhD

This book is not the latest best seller. It has been around a long time. Yet, I chose it because negative self-talk is such a common barrier to success for so many. Helmstetter's premise is we believe what we are programmed (told in the past by parents, teachers, bosses, etc) to believe. Our self-talk then reinforces that programming. The author points out that "as much as 77% of what you tell yourself may be working against you."

- *Programming creates beliefs. Beliefs create attitudes.*
- *Attitudes create feelings. Feelings determine actions.*
- *Actions create results*

The author not only makes the case that science has demonstrated how our thoughts create our reality, but also offers simple, practical steps to reverse the sometimes unconscious negative conversations we so frequently have with ourselves. The book draws an interesting distinction between the plethora of self help books on the market - promising a magic formula to help you overcome stress, achieve goals, think positively - and the Helmstetter's recommended approach to changing self-talk by internal re-programming.

Common Examples of Negative Self Talk

- *That's just my luck*
- *I'm too shy*
- *I just know it won't work*
- *There's no way*
- *I hate my job*
- *If only I had more time*
- *My desk is always a mess*
- *Why try, its not going to work anyway*
- *I can't seem to get organized*
- *I can't lose weight*

Chapter six includes two and a half pages of common examples of negative self-talk many of you may find familiar. The best part of the book are the many examples the author provides of how to turn around the negative conversations once you tune in and really become aware of what you are saying when you talk to yourself.

Helmstetter is not a Pollyanna. The book does not imply that turning negative self-talk into a positive self-talk message will instantly changing every bad situation into a good situation. Instead, positive, empowering self-talk is a way to allow you to function your best under any circumstances that come along. The choice is to 'awfulize' the situation or to tell your self I can control this and find an appropriate solution.

Some may call his approach to self-talk affirmations. Whatever the term, he makes a compelling point that in my personal experience works.

Examples

Here are a few examples of new ways to talk to your self excerpted from the book

Thoughts about problems:

- ☞ *Seeking a problem free life may not be realistic. ...Instead, I choose to live a life of finding solutions...*
- ☞ *I turn worry time into positive, constructive solution time*
- ☞ *I do not fear problems I solve them. I do not ignore problems, I confront them*

Things aren't going well for me at work

- ☞ *I understand the problems and can get past them*
- ☞ *Negative job talk (I hate...) stop complaining and fighting – start working on a solution.*

Today has been a tough day

- ☞ *I feel good about myself and tomorrow will be a better day*
- ☞ *I really need to get more exercise*
- ☞ *I like to look good and exercise helps me achieve that goal.*
- ☞ *I wish I had more time*

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DBC Spotlight on Lauren Swann, MS, RD, LDN

Tell me about your business, Concept Nutrition, Inc.

I established my consulting business 19 years ago. Concept Nutrition, Inc. provides food labeling, nutrient analyses, marketing, communications, freelance writing and cultural foodways specialty services.

And what are some of your duties and responsibilities as president?

I am responsible for marketing, prospecting and generating leads. And, of course, I work on executing contracts.

What is a “typical” day like for you?

My early morning cognitive “warm-up” involves scanning Google keyword news alerts and e-bulletins and newsletters for late-breaking trends. Then I can be found either working on on-going projects or responding to fee quotes, proposals or bids for new work. I am chair of the Nutrition Entrepreneurs DPG, so those responsibilities also figure into my day. An end of the day “wind-down” for me is commenting on a Listserve, Blog or a Linked-In discussion.

Describe some of your blogging and social networking activities, i.e. Twitter and LinkedIn.

On Linked-In, I answer relevant questions and contribute news to various groups. I have established two groups and use it for referral networking with my connections. I also Tweet intriguing news, activities and food related tidbits as publicity for my business.

How have these benefited you and your business?

I have picked up clients on Linked-In and referred work to others, and I continue to get requests to bid on projects. It is an easy and helpful way to keep your name in front of existing clients and referral bases for continuous relations. I have also made some business connections through Twitter for marketing my services and pursuing project work.

Do you recommend other dietitians utilize these types of resources and become adept at using them? And what are some of the reasons for doing so?

For those dietitians who are self-employed, I definitely recommend using them. If you are on staff somewhere, they may be helpful, but other job duties may also have to

be taken into consideration. However, it is still good for professional development and career purposes regardless of whether you are self employed or work for someone else. Social media helps you stay connected to your peers, associates, prospects and competitors in a fast-paced, dynamic cyberworld. One knows instantly what folks are buzzing about, how it might affect you and your work and how it is being expressed to the population at large.

What are some of the issues facing dietitians in Business in today’s work environment?

There is so much opportunity - nutrition is hot and that means there is a lot of competition out there. To succeed in business means showing that being a dietitian is valuable and profitable for the organization’s goals and efforts.

In our ever-changing field, what changes do you predict in dietetics over the next few years, specifically, in business and/or communications?

More individualized or micro-population determinations of nutritional status could affect product design and marketing, foodservice offerings and how information is communicated. A greater reliance on virtual, high-tech services will continue to lead to more creative ways to keep pace with delivery and on-demand expectations of consumers.

What do you see as the biggest challenge to dietitians who are just beginning their careers?

So many different areas to work in and choose from! Making choices about what to specialize in, how and where to start out and long term goals will be challenging. Another challenge will be competition from non-dietitians in the industry and workplace.

What advice can you offer to new dietitians who chose business and communications as their career path?

Start shaping your career interests early on and build the experiences that support the kind of work you want long-term. This may include writing, doing community PR or utilizing high-tech diet and nutrition applications. Show that you are already participating in, in some way, the business career you want and chose to do full-time.

Interview by Jill R. Parker, MS, RD, LD, SNS: Contributing Editor, DBC Dimensions



The Big M: Finding the Appropriate Master's Program

By Renee Korczak, BS, MA

Upon the completion of my bachelor's degree, I entered the corporate environment and gained work experience as a nutrition consultant. It wasn't long before I realized that I enjoyed the field and had a desire to advance my knowledge. After talking to several colleagues about graduate school, I was excited to begin my search. I quickly turned to the internet and found a list of over a hundred graduate programs that offered advanced degrees in nutrition. The choices were endless, and at that point I realized I needed to find a program that would meet my educational objectives.

Here are some tips I came up with when researching graduate programs: First, look at programs that tailor to your goals. For example, are you already a registered dietician looking to obtain an advanced degree? If so, then it is important to consider the area of nutrition in which you would like to specialize in. For instance, schools such as New York University offer Master of Science degrees with three different concentrations including nutrition and dietetics, community public health, and food studies. However, if you are a student with undergraduate preparation in nutrition and would now like to obtain both your RD credential and master's, then you should look at combined masters/dietetic internship programs. Schools such as Boston University and Florida International University offer these combined

programs and can be completed in a period of three years.

Once you have found schools that you are interested in applying to, consider the financial aspect of affording your education. Does the school offer institutional aid and graduate assistantships? If so, this can help you offset rising tuition prices and provide supplemental income for other expenses such as housing and food. The key to receiving financial aid is paying attention to the school's deadlines. If the school requires you to fill out the FAFSA make sure this is done in a timely matter. Also, watch out for any extra applications that the school may require. Furthermore, consider the differences between state and private universities. For example, state universities tend to receive more funding to complete research. This is beneficial to graduate students because the likelihood that you will receive stipend money is high. On the other hand, private universities tend to be expensive and less likely to offer graduate assistantships. This does not mean that you will not be able to take out student loans to afford your education, just make sure to research the types of loans you are taking out as well as their interest rates. Finally, if you are currently employed take advantage of tuition reimbursement. Many employers offer this benefit with a fixed amount of money that can be applied to courses each year. Look into local

colleges and online programs that participate with your employer's policy.

Finally, keep your business and communications interest at heart. Remember that America's top sources of nutrition information come from magazines, newspapers, television, and the internet. As a result, there are a number of job opportunities available to communicate nutrition information effectively. Many graduate programs are now incorporating food and nutrition communication courses within the curriculum. These courses are important because they train students to explain research findings in a way that the public can understand. In fact, the school of Nutrition Science and Policy at Tufts University offers a master's degree program in nutrition communications. This is the only program of its kind and that has trained students for entry level career opportunities in consulting, publishing and freelancing, as well as obtaining work in the food and public relations industry.

Starting graduate school can be a challenge and you should allow yourself time to get accustomed to the workload. Researching, meeting deadlines, and working on multiple projects simultaneously are all things that may be expected of you. Try not to stress and remember that all of this is helping shape the future of your profession. If you have tapped into your initial nutrition interests and chose the correct graduate program, then this experience should be tremendously rewarding.

Renee Korczak, BS, MA is a consultant in the food industry, providing assistance on regulatory and kosher projects. She is a graduate from Boston University with a Master of Arts in nutrition. She is currently a part time student at The College of Saint Elizabeth pursuing the dietetics verification program with a future goal of obtaining an internship. Renee may be reached at RKVB896@aol.com.

Career Book Shelf

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- *I choose to spend time in a way that creates the greatest benefits in my life*
- *I just can't communicate with ___ anymore*
- *I take the time to listen, ... I'm patient and understanding... It's worth working at and I do*

Self-Coaching Ideas to Help You with Your Self-Talk

Successful, happy, fulfilled individuals have more positive self-talk messages than negative one.

If you are a manager, leader, trainer, mentor or in any position where you are responsible for the direction of others, your internal self-talk is critical to the impact you have on them.

- Make a choice to change
- Listen to your own (and other's) self-talk - verbal and in your head.
- Become aware of the script of your self-talk
- Make a list of negative self-talk messages you 'hear'

- Write down a positive message – that you can believe
- Stay aware, keep listening, and practicing your new language of positive self-talk.

You cannot control every situation that comes your way. You can control the way you process the situation in your mind. Positive messaging can make all the difference in the world.

FNCE EVENTS - SAVE THE DATE!

Networking Event with NE DPG	Saturday, October 17th 6:30 – 9:00 p.m.	Denver Athletic Club
Business Breakfast	Monday, October 19th 7:00 a.m.	Denver Hyatt
DPG Showcase	Monday, October 19th 10:30 a.m. – 1:00 p.m.	Convention Center Booth #22
Priority Session Dietitians are ALWAYS Selling! An Effective Approach to "Sell" Your Ideas with speakers, Sabrina Copeland, MS, RD, LD Sarah Peseski, MPH, RD Corporate Sales Trainers at Nestle HealthCare Nutrition	Monday, October 19th 3:00 – 4:30 p.m.	See FNCE Program Book

DBC Sponsors: A Closer Look



Campbell Food Company

Since 1965, Campbell's North America Foodservice division has been a trusted foodservice partner, committed to providing its customers with great-tasting, nutritionally responsible products that are representative of *Campbell Soup Company's* 136-year nutrition and culinary heritage. Campbell's Foodservice offerings include our traditional canned soup varieties, as well as Campbell's® Restaurant Quality™ soups, V8® soups and entrees, *Campbell's® Well & Good®* soups, V8® beverages, *Pace®* and *Prego®* sauces and *Pepperidge Farm®* snacks and crackers.

As part of our ongoing commitment to health and wellness, Campbell Foodservice continues to offer new and improved products that meet wellness demand. Campbell recently announced that by adding lower sodium natural sea salt and leveraging its great taste, it will replace the current version of its *Campbell's* Tomato soup with a new variety that contains a lower sodium level. The reformulated soup will be available in August in both retail and foodservice, and will offer consumers a healthier way to enjoy one of their favorite iconic soups.

In addition, Campbell Foodservice has recently reformulated and expanded its popular line of soups offered in schools. *Campbell's* school soup portfolio now includes a 50 oz. variety of lower-sodium *Campbell's* Chicken & Stars soup, as well as lower-sodium versions of *Campbell's* Vegetarian Vegetable Alphabet and *Campbell's* Mega Noodle soup. Additionally, our portfolio contains four

varieties of *Campbell's Healthy Request* soups which have been reduced in price to be consistent with the cost of the original varieties. All of these soups now meet the government's criteria for 'healthy' foods, as they contain 480 mg of sodium or less per serving, are low in fat and cholesterol, and are a good source of a positive nutrient.

These soups can be used as a bowl of soup or as an ingredient for a variety of great-tasting recipes, such as Chicken Potato and Roasted Corn Chowder soup. For these Campbell Foodservice recipes as well as up-to-date information on our wellness initiatives, visit the wellness section on our operator Web site, www.rethinksoup.com, or Campbell's Center for Nutrition and Wellness on our Campbell Soup homepage. Both sites include news, trend information, and a place to ask an on-site dietitian questions. The Web site also has a section geared specifically to healthcare professionals, and is a great resource for credible, scientifically-based information on nutrition, diet and physical activity.

Campbell is a strong supporter of Dietitians in Business and Communications and the American Dietetic Association.

For more information on the Campbell Soup Company contact:

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