Welcome new and continuing DBC members! The Executive Committee has put together an outstanding program for the 2012-13 year that we are excited to share with you. The plan has one primary objective...to provide members with cutting edge education, mentoring and networking opportunities to develop and expand their business and communications skills. Examples of new and improved programs DBC is offering this year include:

**DBC Communications Camp -**
A two-day interactive and educational workshop to learn business and communications skills to take your career to the next level (May 8-9, 2013). Please see the insert on pages 7 and 8 to learn more about this exciting opportunity!

**DBC Business Essentials Webinar Series -**
A six-part webinar series focusing on the skills and disciplines taught in our nation's top business schools and tailored to the needs of the nutrition professional.

**Mentor Me with DBC -**
A program matching DBC students, interns, career changers, or anyone wishing to broaden their knowledge base with seasoned experts interested in sharing their experience.

**Networking Opportunities -**
In addition to our annual networking event at FNCE, DBC is hosting get-togethers at national trade shows heavily attended by dietitians, as well as regional networking events in areas throughout the country.

DBC Website Refresh - The new website will offer greater functionality for members to showcase their products and services, access all that DBC has to offer and provide feedback to the executive committee.

DBC Dimensions Quarterly Newsletter - For the 2012-13 year, we have four editions planned that will do a deep dive into relevant issues and skill sets affecting our business and communications members.

We’ve dedicated this issue to **Using Technology Skills, Social Media and Apps,** because we all need these skills to add value to and be relevant in our respective lines of work. You’ll learn how to get on board with the latest technology, communicate your message effectively using social media and what the top apps are for dietitians in business and communications. We are starting a new column with this issue, the “Tech Bytes Corner.” You asked for it in the member survey conducted earlier this year and this is the perfect edition to introduce it to you.

Please share your feedback so we can continue to meet your business needs!

Wishing you health and wellness,
Rachel Begun, MS, RD

Rachel provides food and nutrition education, consulting and communications services to the public, health organizations and the food industry. You can connect with her on Facebook, Twitter, LinkedIn and Pinterest by going to her website at www.rachelbegun.com.
I’m excited to kickstart the new 2012 - 2013 DBC year with this Summer issue focusing on Technology Skills. In today’s world, it’s crucial to stay at the cutting edge of our industry and to do so, we must be aware of all the technology available to us. Just when you feel that you have conquered Twitter, something else becomes the new hot item, such as Pinterest. Technology is ever-changing and to stay current, it takes time and effort on your part. DBC is here to assist you with that process and provide you with useful and resourceful information. In this issue, you will find ways to boost your business through technology, learn the essential apps for the busy RD, and develop a better understanding of Twitter lingo. Our membership survey showed us that many DBC members are still not on board with Twitter and Facebook mainly because they don’t understand their purpose or how to use these media to advance their practice. My advice is to dive right into it. Do not let the new technology intimidate or overwhelm you. It’s a learning curve for all of us!

Warm regards,
Elisabeth D’Alto, RD
DBC Newsletter Editor

Elisabeth is a New Jersey based registered dietitian. She has her own business called D’Alto Nutrition, LLC www.daltonutrition.com, a nutrition communications and consulting company where she focuses on long term care consulting, geriatric nutrition, media work, speaking, and freelance writing. Contact Elisabeth at elisabethrd@gmail.com.
Six Ways Technology Can Boost Your Business

By: Marisa Moore, MBA, RD, LD / @marisamoore

Whether you’re an entrepreneur or full-time employee, technology is one thing you can’t afford to be without. A little time invested to learn technology on the front end could boost your bottom line. If you haven’t seriously considered the impact of technology on your business keep reading to discover six ways technology can boost your business.

1. **Pump Up Productivity.** Time is your most valuable resource. Taking advantage of the productivity tools available leaves more time to devote to idea creation and strategies to grow your business.

   Online scheduling tools like TimeTrade.com and Google Appointment Slots and conferencing tools like Skype, Google Hangout and GoToMeeting can save you time and travel hassle, which saves money. If you have a hard time staying on task, plug into RescueTime.com or Toggl.com to track your progress on a project and block access to distracting websites.

2. **Get Connected.** Success often hinges on not what you know but who you know. However, in today’s highly connected environment it’s also about who knows you. Social media is one of the best ways to introduce yourself to people you wouldn’t otherwise reach. In a Twitter conversation, Ingles Dietitian, Leah McGrath, RD agrees saying, “It used to be that people regionally knew me - now nationally.”

   Those connections are worth-while. ChowandChatter.com creator, Rebecca Subbiah, RD, uses social media to connect with other RDs, the public and potential clients around the world. She has leveraged her connections into paid speaking engagements and social media coaching clients in the United States and abroad.

3. **Market in Your Sleep.** Your website is your marketing maven. Properly prepared, she works while you sleep, eat, see clients and even when you go on vacation. And Proper priming is essential. Gone are the days when you could build a website and they would come. You must drive traffic with fresh content. Blogging on a consistent basis with new and relevant content can really help drive your business forward. If you don’t have a blog, consider this: companies that blog have 55% more website visitors.

   Customer focus has also changed. People favor online reviews for products and services. Dietitian.com creator, Joanne Larsen MS, RD, LD, agrees and adds that “a dietitian’s business needs to have a website with content, like a blog, that is updated at least weekly.” Email marketing tools like Mail Chimp and Constant Contact allow you to easily create email newsletters to communicate with your clients and potential customers and share them with your social media network. Despite the thrill of getting a new follower on Twitter, email reigns supreme for cost-effective lead conversions.

4. **Stop spinning your wheels.** Online analytics tools like Google Analytics offer a plethora of invaluable data that will tell you what’s working and what’s not. It will tell you whether your last blog post was a flop or wildly popular, if your website is converting browsers to buyers and will let you know how people find you online. You can also compare and contrast your traffic across various platforms. These analytics are your roadmap to establishing the most effective online presence.

5. **Save Your Reputation.** Rolling up your sleeves and learning a bit about technology can help you in a pinch – especially when it comes to maintaining your website. Open source content management systems like Wordpress and Joomla allow you to make changes to your website easily. This capability is a lifesaver when you notice you typed the word “affect” when it should have been “effect” and your “web guy” is MIA.

6. **Easy as 1, 2, 3.** Navigating the ever-evolving world of technology can be daunting. Like anything else, finding your technology sweet spot can be achieved by taking small steps. Follow these three action steps to take advantage of technology and boost your business without feeling overwhelmed.

   **Step One:** Brainstorm a list of business processes that may be improved by implementing a new (or new to you) technology. Consider your accounting and payroll system, ecommerce, scheduling, website platform, project management, social media handling, marketing and anything critical to your business.

   **Continued on page 4**
Six Ways Technology Can Boost Your Business

Continued from page 3

**Step Two:** Prioritize your list in order of the process improvements that will yield the most time or financial savings. Can you save money? Can a process be automated? Imagine the time saved by simply allowing clients to book online versus emailing or calling you for manual entry.

**Step Three:** Choose one improvement to implement at a time. For example, Google “online scheduling tools” and explore the options available. Check out the online reviews via cnet.com or get personal reviews from friends or colleagues.

“You don’t have to be a tech expert,” says Joanne Larsen. “Hire someone to do what you don’t like to do or are not skilled at.”

“Even if you are not immediately planning to be in business for yourself, build a presence now,” says Rebecca Subbiah. Although she is not actively seeking clients, Subbiah is using social media and technology to build her online presence while she focuses on raising her small children. She encourages RDs to engage the public and allow people to get to know them through their love of food, travels, family life, hobbies and/or adventures. Now more than ever, people do business with people they like and with whom they feel connected.

Technology is ever evolving. No matter when you decide to dive in there will always be plenty to learn. If it doesn’t exist today, you may be the one to create it tomorrow.

**Additional Online Tools**

($ require a fee)
Most of the resources below are free, some require a fee for full functionality.

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**Tech Bytes Corner**

In our membership survey, members stated that they wanted to learn more about technology products, like apps, websites, devices, and resources used in business and communications specific to our industry. This new Tech Bytes Corner will be featured in each quarterly newsletter.

Happtique -
www.happtique.com -
This is the first mobile health application store for healthcare professionals by healthcare professionals. Registration is simple and free. Download the entire App catalog and search by healthcare profession, topic or patient and consumer-friendly apps.

*Marisa Moore, MBA, RD, LD, owns a nutrition consulting practice in Atlanta, Ga. She is an Academy Spokesperson and serves as adjunct faculty at Georgia State University.*
Get a Handle on Twitter: Learn the Lingo for Successful Nutrition Marketing

By: Kati Mora, MS, RD / @KatiMoraRD

If you have ever taken a peek at Twitter, you know that it has a language all on its own. At first glance, it may appear to be confusing or something that would just take too long to learn; however, with 175 million registered users, you might want to give Twitter a second look.

Once you learn the lingo, Twitter is actually a lot of fun and not only a great way to communicate with your clients but also with fellow dietitians, other healthcare professionals, brands, and the media. It can be a great tool to enhance your practice, business, or even your networking and communication skills. After all, if you can say something important in 140 characters or less, you can probably get right to the point in any situation! To help breakdown the whole Twitter concept, let’s talk lingo. Once you understand these words, you will be a Twitter pro in no time.

**Handle** - A handle is your Twitter nickname. It will start with an @ symbol and will allow people to easily find and communicate with you on Twitter. Make sure to choose one that is memorable, easy to spell, and matches your brand or name. For example, my personal twitter handle is @KatiMoraRD while my brand handle is @aroundtheplate. Also, DBC has an easy to remember Twitter name: @DBCDDPG. Follow DBC today!

**Retweet** - Twitter allows you to share other people’s tweets with those that are following you with the simple click of a button. Click “retweet” and you will be able to share news and pertinent information with your followers faster than you can say “share!” Identify other people’s retweets by looking for the letters “RT” at the beginning or in someone’s tweet.

**Hashtag** - a hashtag is any word with the # symbol in front of it. People use this to group their tweets into categories, making topical searches super easy on Twitter. When people search for individual hashtags, tweets that contain that hashtag will show up. Hashtags are also used to create Twitter parties, which we’ll talk about next.

**Twitter party** - A twitter party refers to a real-time event that occurs directly on Twitter. Any individual or group can host a Twitter party. Questions are posted and anyone following the discussion can join in and answer. To follow along, you have to search for comments that have the Twitter party hashtag. These are often a lot of fun and allow you to connect with many other people who have similar interests as you. At times, Twitter parties may seem like there is an overflow of content being provided by Twitter followers participating in the discussion but luckily, there are websites like TweetChat http://tweetchat.com and TweetGrid http://tweetgrid.com that can help you better follow hashtags when used in these instances. DBC will be holding more TweetChat’s for the upcoming year, so stay tuned for more details in the monthly e-updates!

**Mention** - If you want to talk with someone on Twitter, you can mention them in a tweet. To do this, you simply type their handle into your tweet. This will let them know that you want to converse with them.

**Reply** - Twitter also allows you to respond to individual’s tweets. Simply hit the reply button to share a response with the person who tweeted it.

**Direct Message** - Also known as a DM, a direct message allows you to talk to someone privately. Just make sure that the person you are direct messaging is following you first, otherwise you won’t be able to send them such a message.

**Links** - A link on Twitter is the same as a link anywhere else. The only difference is that Twitter will automatically shrink your URL links down to better fit into that 140-character limit. Links can be a great way to direct your followers to your website, further explanation of your tweet, or to an article or resource that you think would be beneficial for them to read.

By now, you should feel a little more confident in your Twitter skills. Even if you’re still a little hesitant, I highly encourage you to give it a go, even if just for a little while. If you like it, you might just find that it is one more way to better connect with your target market.

Kati Mora is a Michigan-based registered dietitian. She is the founder of Around the Plate, a company designed to provide individuals with the tools and resources to live healthier and eat happier one plate at a time.
Top 10 Business & Communications Apps for the Busy RD  By Allison Knott, MS, RD / @ChoiceHabitLife

1. TweetList Pro by Zooble, LLC - $2.99
   Simple navigation between Twitter lists makes catching up on the latest tweets a breeze. View entire conversations at once and take advantage of the hashtag and username auto complete. Don’t use Twitter lists? Don’t worry! This app functions as a standard Twitter feed, too.

2. Facebook by Facebook, Inc - Free
   Facebook is more than just a social meet-up. Create a professional page to showcase your brand or service and use the Facebook app to manage your page. Log-in, upload photos, comment, and easily view other pages. This app will also push notifications to your phone signaling new activity.

3. LinkedIn by LinkedIn Corporation - Free
   Connect with fellow RDs and nutrition professionals as well as others outside the nutrition field using the LinkedIn app. Sync your calendar to track meetings and events, easily navigate LinkedIn’s features with four organized categories, and share your updates via the dialogue box at the click of a button!

4. Instagram by Burbn, Inc. - Free
   This photo sharing app lets you showcase images to followers on Twitter, Facebook, Instagram, Flickr and more! “Sharing photos is a great way to seem more ‘real’ to clients,” says Janel Funk, a Boston-based dietitian. Use filters to modify your photos look and feel for a fresh twist on every day moments.

5. Go Social by ChowandChatter.com - $0.99
   Created by fellow RD and social media guru, Rebecca Subbiah, along with consultant and web developer Nadine Fisher, this app features over 150 social media tips from nutrition professionals. Learn the ropes of social media, develop a strategy, and get connected!

6. Pinterest by Pinterest, Inc - Free
   An app for sharing favorite Internet finds. It has a camera feature built-in so photo sharing is easier than ever. Easily explore pinboards you follow with a clean display showing all new pins from one person before moving to the next. Use the app to see who is sharing your pins, to find new pinners, and also to update your profile.

7. Quicklytics by ESCOZ, Inc. - $4.99
   If you have a website, Google Analytics is a must. With Quicklytics, you see the most important numbers, like pageviews and bounce rates, right on your phone. See full screen views of each graph and email results to co-workers or business partners.

8. Awesome Note by BRID - $3.99
   A daily planner on overdrive, this app allows you to jot down thoughts, edit notes, create lists, sync documents, and keep track of your calendar and to-do list. Busy RDs require a calendar that works just as hard as they do.

9. Manage Flitter by 89n – Varies depending on number of accounts
   Used by Rebecca Subbiah, creator of Go Social, this app helps you clean your Twitter account of inactive accounts. Easily view accounts you follow who aren’t following you, gain insight into your Twitter activity with analytics, and schedule tweets while most of your followers are online. It’s a must-have for Twitter users.

10. GroupMe by Mindless Dribble, Inc. - Free
    Described as “your own personal Twitter,” this app allows you to create groups on your phone to chat with multiple people at once. Perfect for staying in touch with fellow RDs about the latest nutrition news, for planning meetings with colleagues, or discussing a trip or topic among friends.

Allison is a Boston-based registered dietitian and nutrition communications specialist. She is a blogger for Boston Magazine Hub Health and shares her nutrition advice on her own blog, Choices.
Join the Dietitians in Business and Communications Dietetic Practice Group for this inaugural two-day event in Napa Valley where you will learn the latest skills, trends and cutting-edge communications and business acumen needed to take your career to the next level. Participants who are Academy members may earn up to 15 Continuing Professional Education Units for participating in this event.

DBC Communications Camp Registration Fee: $149.00 (DBC members) $189.00 (Non-members)
Add the optional Friday training: $75.00 (DBC members) $95.00 (Non-members)
Add the optional dinner at the Culinary Institute of America at Greystone (Friday evening): $125.00

For more information and to register today, link here.

Who Should Attend?
The DBC Communications Camp is designed to appeal to a wide variety of nutrition professionals, including business owners, food and nutrition consultants, foodservice executives, self-employed practitioners, media, public relations and communications spokespersons—just to name a few! The Communications Camp will also provide a great opportunity for those wishing to break into the business and communications field.

Why Attend?
DBC Communications Camp participants will learn how to build and enhance both business and communications skills for success. This must-attend event will engage participants through interactive sessions and equip them with the know-how and skill set to advance their career on multiple fronts, such as:

- Utilizing storytelling to communicate a message – whether information about a product, service, program or budget to staff and/or the public
- Learning how to motivate business teams to drive results
- Delivering creative presentations to all audiences and conducting media interviews – with confidence!
- Becoming an expert communicator by making messages clear, concise and compelling
- Translating nutrition science into meaningful information
- Embracing social media to build a brand and sell a product, program or service
# Detailed Agenda

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<th>Time</th>
<th>Friday March 8, 2013</th>
<th>Saturday, March 9, 2013</th>
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| 8 am-12 pm | **Optional Media Training Session: How to Communicate Food & Nutrition via Storytelling**  
Speaker: Tom Barritt, Ketchum PR | 8 – 9:30  
9:45 – 11:15  
**Breakout Sessions (attendees choose 2)**  
**Powerful Presentations: Create, Convey and Connect for Impact**  
Speaker: Sonja Stetzler, MA, RD, LDN, WellNow & Stetzler Coaching & Consulting  
**The Secrets of Popularity: A Web Writing Makeover**  
Speaker: Anne Cain, MS, MPH, RD, MyRecipes  
**Dietitians in the Digital Age**  
Speaker: Janet Helm, MS, RD, Weber Shandwick |
| 12:30-1:15 pm | **Welcome Lunch**                                                          | 11:30 am-12:30 pm  
**Sponsor Keynote session** (Kelloggs TBD)  
**Networking Lunch** |
| 1:45-2:45 pm | **Mastering Your Communication for Business Success**  
Speaker: Mitch Harris, Communication Mastery | 12:45-1:30 pm  
**Networking Lunch** |
| 3:30 pm   | **RDs in PR Panel**                                                              | 1:45-3:45 pm  
**Becoming an Expert Communicator: Making Communications Concise, Clear and Compelling**  
Speakers: Christine Palumbo, MBA, RD, Christine Palumbo Nutrition, and Melissa Joy Dobbins, MS, RD, LDN, CDE, Sound Bites, Inc. |
| 3:30 pm   | **Navigating Social Media to Deliver Credible and Relevant Nutrition Messages**  
Speaker: Peggy O’Shea, MBA, RD, LDN Cone Communications | |
| 3:40-4:20 pm | **RD as Policy Wonk**                        
Speaker: Susan Pitman, MA, RD, FoodMinds, LLC | |
| 4:20-5 pm | **RDs as Architects for Building Consumer and Health Professional Campaigns**  
Speaker: Ilene Smith, MS, RD, Porter Novelli | |
| 5:30 pm   | **Reception: Cabernet, Chardonnay and Communications**                          | 4-5 pm  
**Working with Business and Communications – A Roadmap for Success**  
Speaker: Kathleen Zelman, MPH, RD, LD, WebMD |
| 6:30 pm   | **Optional DBC Group Dinner, Culinary Institute of America at Greystone**        | 5:530 pm  
**Conclusion** |

**Other Information:**

- The Communications Camp will be held at the Embassy Suites Hotel in Napa, California. A special member rate ($149.00) is available to attendees by calling 1-800-EMBASSY and referencing DBC by February 5, 2013.
- The Napa Valley has almost unlimited opportunities to enjoy! You can explore local wineries, Napa’s Oxbow Market (modeled after the San Francisco Ferry Plaza Market), shopping at the Napa Premium Outlets and dining at some of Napa Valley’s renowned restaurants.
- Communicate with us! #DBCCommCamp
Introducing Mentor Me with DBC…

DBC’s mentoring program turns 10 this year and we’re celebrating by giving it a new name, “Mentor Me with DBC”! It’s the same great program, with a fresh new name and a snazzy new logo.

By: Andrea Carrothers, MS, RD / @acarrothersRD

Why Mentor Me?
Mentor Me with DBC offers DBC members who are looking to focus their career paths in business and communications access to members with established skills and expertise in specialty areas ranging from sales and marketing to public relations and communications and everything in between. Having a mentor gives you an invaluable leg up in navigating today’s world of rapidly changing career opportunities. And it’s definitely a two-way street – mentors often find they learn as much from mentees!

How to Participate
Interested in finding a mentor? Visit the mentoring page of the DBC website to find RDs with expertise in the area you’d like to pursue and reach out via email. It’s a quick and easy way to network and gain valuable advice.

Interested in being a mentor?
Mentoring is a great way to give back to the profession – we all started out somewhere and likely had some help along our career paths. Why not pay it forward and help the next generation of RDs interested in business and communications? Visit the mentoring page to sign up today.

To learn more about Mentor Me and hear from members who have benefited from mentoring at all stages of their careers, please view DBC’s Power of Mentoring webinar. http://vimeo.com/user10166264/review/38251479/2a86775b8a

Look for more program enhancements later this fall. We’ll be offering training and networking opportunities for mentors and mentees, and making it even easier to select a mentor by providing additional biographical information.

A special thanks goes out to this year’s Mentoring Team Committee including Terri Raymond, Jenna Tallaksen, Roseann Hoeye and Rayona Baker. If you have questions about Mentor Me with DBC, please contact Andrea Carrothers at andrea.carrothers@porternovelli.com.

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Christine M. Palumbo, MBA, RD from Naperville, Ill., was awarded the 2012 St. Catherine University Alumnae Award, the highest award bestowed on its alumnae. Selection criteria include leadership, service, professional excellence and the ideals of the University. In her letter of recommendation, Academy chief executive officer Patricia Babjak wrote, “In the dietetics profession, her name exemplifies leadership, professional excellence and service to humanity.” Palumbo writes the Good Sense Eating column for Chicago Parent magazine and is a contributing editor for Environmental Nutrition newsletter. She is a frequent corporate wellness presenter and consultant, performs nutrient analyses and is in private practice. Since 1994, she has been an adjunct faculty member at Benedictine University. Follow her on Twitter @PalumboRD, Facebook at Christine Palumbo Nutrition, or email at Chris@ChristinePalumbo.com.

Teresa Pangan, PhD, RD

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Cindy Silver, MS, RD, LDN

Sixteen years in the supermarket industry as a corporate nutritionist has made a hands-on education expert out of Cindy Silver, MS, RD, LDN. Even before that, Cindy began branding her memorable education for consumer groups at the supermarket. A pioneer in her field, Cindy explores the aisles of stores with her tour groups, delivering a uniquely knowledgeable, friendly, energetic style of nutrition education. It’s no wonder her audience is satisfied as they really begin to get-it and apply-it to a healthier shopping basket. Cindy now offers supermarket tour guidance to nutrition professionals who want to add these must-have skills to their resume. Follow Cindy on Twitter @CindySilverRD or email at cindy@marketbasketnutrition.com.

Erin Palinski-Wade, RD, CDE, LDN, CPT

Erin Palinski-Wade, RD, CDE, LDN, CPT is excited to announce the release of her first consumer book, the Belly Fat Diet for Dummies (Wiley, 2012). Erin guides the reader through identifying what belly fat is and why it’s so dangerous to health, what their “belly fat type” is, and how to get rid of it permanently. This isn’t a one-size-fits all approach to weight and belly-fat losses, but instead provides an individualized approach for every reader. The book also includes over 40 recipes, complete exercise routines, meal plans, and a detailed maintenance plan to keep the results for life! Follow her on Twitter @DietExpertNJ, her blog at dietexpertnj.wordpress.com, or email Erin at erin@vernonnutritioncenter.com.

Ruth L. Chipps, MS, RD

Ruth Lahrmayer Chipps, MS, RD, was recently named National Director of Nutrition & Wellness for Taher, Inc. Professional Food Service Management, located in Minnetonka, Minn. Ruth will focus on sustaining successes and launching new innovations for Taher’s extensive Food4Life® initiative, which incorporates chef-inspired healthy eating choices, nutrition/wellness education and farm-to-table offerings into school nutrition programs, business dining facilities, colleges and universities. Ruth is a DBC member and former media spokesperson for the Academy of Nutrition & Dietetics. This fall, new USDA regulations for the National School Lunch Program (NSLP) take effect and Ruth will be working with the Taher culinary team to roll out menu choices that fit the guidelines and please kid’s palates. Follow Ruth on Twitter @Ruthfood or email at R.Chipps@taher.com.

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DBC Movers and Shakers

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Kathy Wilson-Gold, MS, RD, LD – DBC Chair Elect
@kathywilsongold

Meet the EC

Kathy is responsible for healthcare sales planning and strategy at Campbell’s North America Foodservice. She leads the segment to deliver innovative and customized healthcare business solutions. In addition, she plans and executes Campbell’s marketing activities at key national healthcare trade shows and directs/monitors healthcare sales initiatives in the field sales organization.

Prior to joining Campbell Kathy was an Integrated System Manager for Abbott Laboratories-Ross Products Division. She is a member of the Academy of Nutrition and Dietetics (formerly ADA) and has held various national and state offices, including Chair of the ADA Nominating Committee and President of the Texas Dietetic Association. She currently serves on the Meals on Wheels Association of America Research Foundation Board of Directors as well as Chair-Elect of the Dietitians in Business & Communications DPG.

DBC Champions in the Community

As a new feature to the newsletter, DBC will be recognizing members who have shown leadership by volunteering with community projects at the local level. Our members are very passionate business professionals and we have the potential to make positive changes in the communities we live in when we effectively use our networking and business skills. If you would like to submit your "DBC Champions in the Community" story, please contact Elisabeth D’Alto, RD, DBC Newsletter Editor at elisabethrd@gmail.

Mary Lee Chin, MS, RD

Twelve years ago, Mary Lee and a small group (6) of her Asian Pacific American community friends created the Colorado Dragon Boat Festival. They envisioned dragon boat races along with an Asian market, Taste of Asia food vendors, free Dragon Land for kids, and a cultural performance stage featuring different APA communities in Colorado. She was in charge of public relations, setting up the marketplace and food vendors. The first year they only had 16 race teams and five food vendors (including one Mexican vendor because they couldn’t get enough Asian vendors), 20 marketplace vendors, anticipating 5000 people attending. Mary Lee utilized her PR skills, media resources and contacts and to the group’s surprise, 15,000 people were in attendance.

Over the years, it has evolved into a two-day festival with 55 plus race teams, three performance stages, 50 plus marketplace vendors, 25 plus food vendors, and 120,000 plus people attending. The festival is always held during the last weekend of July. More important, it positioned the APA community as a positive and visible presence in Colorado. The 50+ different APA ethnic communities come together to participate. They met their goal to build bridges between the APA and general community, bridges between APA communities that traditionally have not worked nor socialized together, and incorporated participation from all ethnicities. Mary Lee was active for the first 10 years and now she serves in ex-officio role. Still working to help provide media contacts and putting on a "Dragon Chef Competition" fundraiser for the festival, she sees it as confluence of her PR, marketing, organization and food management skills applied to a community project.
Interview conducted by: Terri J. Raymond, MA, RD, CD

Nancy Collins, PhD, RD, LD/N, FAPWCA needs no introduction. Dr. Collins is renowned in the world of nutrition and dietetics as a speaker, writer, educator, and business entrepreneur. Among her many other achievements, Dr. Collins created www.RD411.com, now known as www.Nutrition411.com. Regarding this accomplishment she says, “My goal is for dietitians and health care professionals to spend less time redeveloping every handout so they will have more time to spend with patients and clients. We can improve health care outcomes by having quality materials available for everyone to utilize. The Internet makes this global library possible.”

What role does technology play in your success?

I founded three major businesses over the past 25 years. When I first started out, technology didn’t exist the way it does today and everything was done over the telephone or even via the US mail. I look back on those days and wonder how we got anything done! I like to work quickly so when email first began, I was very curious to see how I could utilize it to get more done in a shorter period of time. I was always an early adopter of technology with my first love being personal digital assistants (PDAs). I am a detail-oriented person so, when I heard about little gadgets that could keep track of lists, dates, calendars, and contacts, I was all over that! I read everything I could about this concept and taught myself about a wide variety of technology topics. Of course, at that time I didn’t know the tremendous role technology would eventually have on every aspect of daily life but my natural interest and curiosity positioned me well for the future. Today, technology shapes almost everything I do. One of my largest current projects is nutrition411.com, which has grown far bigger than I ever anticipated. The Internet allowed me to create a destination site that is well known to dietitians and health care providers and allows them to access reliable, downloadable, customizable resources 24 hours a day, seven days a week. I don’t believe you can be a successful entrepreneur these days without utilizing technology to propel your ideas and business ventures. I continue to market my businesses and connect with people every day using social media, blogs, texts, email, and still the occasional phone call but now I even have digital phone service. I embraced technology right from the start and it has allowed me to be successful on an international scale rather than simply a local one. That is perhaps the biggest difference technology has made in my career – it opened the whole world to me.

How do we, the members of Dietitians in Business and Communications, ensure that we stay on the cutting edge of technology?

The easiest way to stay on top of technology advances is reading. I subscribe to several computer magazines and learn a little bit more every time a new issue arrives. Even if you just flip through the ads, you will see what is hot and new and what people are talking about. Most state dietetic associations offer at least a few sessions on technology at their annual meetings. We have had sessions on everything from electronic health records to mobile phones at our dietetic association meeting and these sessions have been a great opportunity for learning. I coordinate the Nutrition Informatics blog for the Academy of Nutrition and Dietetics so reading that is another way to stay in the loop. The blog is accessible to the public from the bottom of the homepage at eatright.org. I recently completed the biomedical informatics program offered in partnership from the Academy and the Oregon Health and Science University so formal classes are additional way to educate yourself. I recently added a technology section to nutrition411.com so there is another resource.

You recently attended and lectured at the Healthcare Information Management and Systems Society (HIMSS) conference. Tell us a little about your experience.

The HIMSS meeting was a great experience but I must admit that a lot of it was over my head. The complexity of bringing technology to all aspects of the health care system is somewhat overwhelming. Lindsey Hoggle and I gave the first nutrition lecture this meeting has had and it went very well. Our goal was to simply introduce the idea of using technology to improve the nutritional status of the population and I believe we succeeded in getting this message across.
You have already accomplished so much for the good of our profession, what’s next? What do you most look forward to in the future?

I can’t spill the beans but I have two more businesses mapped out. One is a serious business using an aspect of technology that is just coming into vogue and the other is a more fun and playful venture for our profession. I only have a loose timetable mapped out for these but I will get them up and running in the future. Meanwhile, I am writing a book on long-term care and I have to get that done first or my publisher will be quite upset. As many people know, I do quite a bit of legal work involving patients suing for malpractice, negligence and wrongful death. This work, as well as my own clinical career and personal family history, has given me a unique insight into the patient experience. If I had total freedom, I would spend all my time using technology to improve the patient experience.

You have served the Academy in many ways, what is most memorable and why?

This is a hard question because I have really enjoyed the vast majority of my volunteer positions. I have held leadership positions for the past 23 years continuously and I guess I would stop accepting these positions if I didn’t enjoy them and believe it was time well spent. If I had to pick my most favorite, it was being president of the Florida Dietetic Association (FDA). As president, I was able to execute my ideas and make substantial changes in the way FDA operated. I am proud to say many of those changes continue to this day even though I was president 12 years ago.

We have only touched on you, your history and your many achievements. Where can we find out more about you and your countless accomplishments?

You can find me all over the Internet! My personal web site is www.drnancycollins.com. I tweet daily on Twitter @RD411. You can “like” nutrition411.com on Facebook at RD411fan or follow our boards on Pinterest. I also have a YouTube channel, a LinkedIn page, a personal Facebook page, a blog and of course, www.nutrition411.com. And finally, I am always happy to get emails and try to answer all of them within 24 hours. My email address is NCtheRD@aol.com. Whew – no wonder I am tired!

DBC Member Spotlight: Nancy Collins, PhD, RD, LDN, FAPWCA

New Edition available: Third Party Payer Brochure

For several years the Nutrition Services Coverage team has made a brochure available for use by members in advocating for coverage of nutrition services provided by RDs. Thanks to the Commission on Dietetics Registration, a revision/update to the brochure is available free to members (downloadable via the website and hard copies available through the Nutrition Services Coverage team).

HOD Report

By: Mary Lee Chin, MS, RD


The Academy adopted the Dietetics Career Development Guide as a blueprint for future education, professional development and practice for the profession; and encourages all dietetics practitioners to understand and implement the Guide as a tool to assist them in achieving the highest potential level of practice. All Academy organizational units are asked to support the Guide in appropriate projects, initiatives, policies, tools and resources designed for both students and practitioners.

What does it mean to DBC DPG?

This is an opportunity for the DBC DPG to develop, market and implement the Communications Camp, and the DBC Business Essentials webinar series and other tools to assist Academy members in advancement to specialized and advanced practice, supporting movement up the career ladder, and to continue to solidify the DBC as providing leadership in business and communications. For more information, visit www.eatright.org/hod, then go to Spring 2012 Meeting, and then click on Meeting Materials.
DBC Networking Events at FNCE

Save the date and plan to join us!

It is hereby proclaimed that you are invited to an evening of camaraderie, networking and great food! You’ll have the opportunity to embrace the spirit of the City of Brotherly Love while mingling with fellow DBC members and sponsors. You will also have the chance to win a great prize if you participate in our scavenger hunt networking activity that will be going on throughout the evening. Register early so you don’t miss out! Note that there are significant discounts if you register on or before September 4. Deadline to register is September 24.

Click here for details. http://www.cvent.com/d/8cqz8v/4W

WHEN:
Saturday, October 06, 2012, 6:30 – 9:30 PM

WHERE:
Hotel Palomar
121 South 17th Street,
Philadelphia, PA 19103

2012-2013 Regional Networking Coordinators

Boston Area
Peggy O’Shea, MBA, RD, LDN
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Learn more about these and the entire line up of speakers by visiting us at www.eatright.org/fnce.

Find Inspiration @FNCE

An exceptional line up of keynote speakers will be @FNCE. Enhance your educational experience by attending these sessions and hear inspirational messages of courage, strength, leadership and, above all, perseverance.

Opening Session
Saturday, October 6
Excelling in a Competitive, and Often Confusing, World
Dean Karnazes
Dean dismisses boundaries. He makes everything seem possible.

Member Showcase
Monday, October 8
The Leadership Challenge: The Five Practices of Exemplary Leadership®
James Kouzes
James was cited by The Wall Street Journal as one of the “twelve best executive educators in the U.S.”

Closing Session
Tuesday, October 9
Shattering Expectations
Erik Weihenmayer
As a blind adventurer, Erik demonstrates that you don’t need perfect eyesight to have extraordinary vision.

RDs networking in Houston, TX

DBC Networking Event in April 2012 in Houston
2012 - 2013 DBC Executive Committee

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Rachel Begun, MS, RD, CDN
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@RachelBegunRD

*Chair Elect
Kathy Wilson-Gold, MS, RD, LD
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*Past Chair
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*Secretary
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