

Summer 2013

Dimensions

Theme: Breaking Through Marketing Norms

**Dietitians in
Business and
Communications**

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

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Message from the Chair

By: Kathy Wilson-Gold, MS, RDN, LD / @kathywilsongold



Dear DBC Members,

I'm truly honored to write this message as your new 2013-2014 DBC Chair. DBC is a dynamic organization of well-respected dietitians who set the bar when it comes to business and communications.

First, I'd like to thank Rachel Begun, MS, RD, LD and the entire 2012-2013 Executive Committee for their leadership and vision. Their work last year has set us up for continued success in the upcoming year. The 2013-2014 DBC Executive Committee met in June 2013 with the underlying theme of "fewer, bigger, better." This means delivering fewer, bigger and better programs to YOU, the member. We want to make sure that we provide the most valuable programs and resources to position our members as the leaders in business, marketing and communications.

Our first task as an Executive Committee was to update the Strategic Plan and develop a Plan of Work that will support our vision and mission. The vision of DBC is to optimize the nation's health through food and nutrition by utilizing registered dietitians in business, marketing, and communications. Our mission is to empower members to be the nation's food and nutrition leaders

through business, marketing and communications. Our goals include: 1) DBC is a respected and sought after dietetic practice group, 2) DBC improves the health of Americans by helping members obtain and maintain business skills that improve their value to business, communications, marketing and industry and 3) Financial responsibility.

DBC will have a strong presence at the FNCE® starting with our Networking Event which will be held Saturday night at famous Brennan's of Houston. One of the biggest upcoming opportunities for members is the DBC Breakfast at FNCE® on October 21st. Fritzi Woods, CEO of the Women's Foodservice Forum, will be our guest speaker and address taking networking to the next level. See below for more details and registration. Then rounding out the conference will be our Spotlight Session on Negotiation Skills. Lisa Gates, co-founder of "She Negotiates," along with fellow member Marsha Diamond, MA, RD will present "Ask, Anchor and Close: Negotiating Your True Market Value." I hope you'll join us as we learn new skills, network with friends and colleagues, and celebrate our successes.

Even if you can't make FNCE® this year, we're happy to announce

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Letter from the Editor

By: Elisabeth D'Alto, RD, LDN/ @DaltoNutrition



As summer comes to a close, it's time to dust the sand off your feet and start gearing up for a busy, eventful fall season. Start thinking about how you can re-invent and market yourself as an individual, business, or brand. This summer issue is packed with helpful marketing tips and strategies from top-notch RDs who provide insight on taking current marketing techniques to the next level. Becky Dorner, RDN, LD shows us essential tips on how to maximize our potential when it comes to marketing and promoting ourselves, our business, or our brand. She shares an exciting new Academy of Nutrition and Dietetics resource that will soon be available to members called the 'Marketing Center'. Leah McGrath RD, LDN discusses the implications of the recent shift from traditional media to social media while, Kim Kirchherr MS, RDN, LDN, CDE, provides solutions to some of the most common marketing challenges that we face. I hope this issue proves to be a useful resource for you as your drum up some new and refreshing ways to market yourself this Fall!

Hope to see many of you in Houston at FNCE®! Registration information for both of our DBC networking events can be found on page 11.

Best,

Elisabeth D'Alto, RD, LDN
DBC Newsletter Editor

Elisabeth is currently working as a Supermarket Dietitian with Martin's Food Markets, owned by parent company, Ahold USA. She provides consumer education through individual consultations, group classes, and community outreach. She also owns D'Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting company focusing on long-term care consulting, speaking, and writing. Elisabeth resides just outside of Baltimore, Md. She can be reached at elisabethrd@gmail.com, Facebook, and Twitter @DaltoNutrition.

FNCE = Professional Development

Visit www.eatright.org/fnce to view our extensive education offering and learn how to get reimbursed for your attendance!

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a Business Essentials Webinar Series and multiple DBC regional networking events across the country. Please take advantage of any and all of these great opportunities for members!

Be well,

Kathy Wilson-Gold, MS, RDN, LD
2013-2014 DBC Chair

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. Kathy 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.

Tech Bytes Corner

Crowdboost is a social media marketing solution that blends targeted recommendations and data-driven insights to help brands achieve online influence through Facebook and Twitter. It provides social media analytics with detailed, dynamic suggestions and tools to help you improve your online presence. With Crowdboost, you can track the growth of your audience, know who your biggest social media advocates are, learn which posts have the most viral reach, and much more.



You can try it for free with a 30-day trial. Then, you can upgrade to different levels of plans based on your needs. With the Bronze Plan, a user can manage and use recommendations and analytics for one Twitter account and one Facebook Page. On the Silver and Gold plans, you can manage more than one account of each type. Once you register, the site imports your data from Facebook and/or Twitter. For more information, visit www.crowdboost.com.

Maximize Your Potential: Marketing Tips and Techniques for Success

By: Becky Dorner, RDN, LD



Oh the Places You'll Go!

We'll be on our way up!

We'll be seeing great sights!

We'll join the high fliers who soar to high heights.

We won't lag behind, because we'll have the speed.

We'll pass the whole gang and have taken the lead.

Wherever we fly, we'll be the best of the best.

Wherever we go, we will top all the rest.

- Dr. Seuss

Dr. Seuss really knew what he was talking about! One of our Academy board members recently sent this Dr. Seuss quote to the board in celebration of one of our many successes. As a profession, maybe it is time for us to adopt this as our mantra. We need to believe in ourselves as the leaders in the food and nutrition world, and see ourselves soaring to high heights and taking the lead. And to adopt this kind of confidence, we have to be willing to market ourselves as the leaders in nutrition rather than selling ourselves short. After all, we are the nutrition experts. We worked hard to get where we are. We have the education, the knowledge, the talent and the experience to be the best of the best.

So what's holding us back? What are we afraid of? When it comes to marketing yourself and your services, are you afraid others will think you are bragging? Are you afraid you won't be able to meet the needs of your potential customers? If you find that you are afraid to take the first steps to market yourself, it's time to educate yourself, define your strengths and create a plan that will push you out of your comfort zone and into the wonderful world of marketing your brand.

This article will focus on empowering you as a nutrition and dietetics professional to market yourself in a way that maximizes your full potential. My hope is that you will use some of these marketing opportunities to boost your career and/or company

Trends and opportunities in marketing

In the 30 plus years since I started my nutrition business, we have gone through many changes in our marketing approaches. No longer are we limited to advertising in the local newspapers, mailing brochures, calling potential customers, or promoting ourselves through speaking to groups. The Internet has changed everything. From electronic mailing lists, websites, e-zines, blogs, and web-based communities, to the social media explosion, television, and YouTube, there are many opportunities to market our products and services that are low cost or no cost.

Whether you are in business for yourself, looking for opportunities for the company you work for, or looking for job opportunities, there are many ways for you to showcase your talents and build your brand. Hopefully, you have a website that you can call home base – a place to send people for additional information, a place to set up a blog, and a place to promote your social media links (and vice versa). If you are on social media, follow your favorite colleagues on Facebook, Linked In, and Twitter and determine what you like best about their approach and their professional persona. What kind of image do they project? What is their brand identification? Pick and choose the qualities you like most and try to emulate those qualities in your own

messages. You are building your brand image and impacting your credibility every time you post a message, "like" someone else's post or "retweet" a message.

Remember that social media is not about how many friends, followers, or links you have; it's about the quality of the associations related to your target market. You can have thousands of followers, but if they don't buy your product or service, or send you referrals, then this is not an effective way to achieve your marketing goals.

Take the time to plan your social media strategy before diving in. And remember that people are watching what you do – always follow the highest ethical standards of the profession when taking part in social media and other electronic communication options.

Marketing is not a dirty word

No matter which marketing venue you choose, it's important to develop your marketing knowledge and skills. If you want to be in demand, stay in business, or stay employed, you have to get comfortable with selling yourself, your ideas, your credibility, your brand, product or service. Be sure to capitalize on your brand – RDN, RD, or DTR. Identify a way to reach your target market by using multiple strategies to send your message, such as asking for endorsements and referrals.

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Maximize Your Potential: Marketing Tips and Techniques for Success

Continued from page 3

By: Becky Dorner, RDN, LD

You have to be your own PR agent! Here are some other essentials tips to consider:

- Understand and focus on your strengths (consider taking the Clifton [StrengthsFinder](#) assessment). Find a coach or mentor who can help you discover and strengthen your talents, maximize your strengths, delegate weaknesses to others, and discover opportunities to collaborate with other professionals that share your target market. For example, DBC's mentor program, Mentor Me with DBC, offers free access to mentors with a wide range of expertise.
- Develop a consistent image and professional appearance to everything you do. The goal is for people to remember who you are, what you do, and the value you contribute – so when they need your product or service, they think of you first.
- Determine your target market and then develop a targeted message for that market. Concisely define what you offer by focusing on benefits/values you provide the customer. How are you uniquely different than everyone else? Develop a brochure, a website, and a portfolio of your work.
- Learn to develop your sound bites. Keep messages short and sweet – Remember 27, 9, 3 (use no more than 27 words, convey your message in 9 seconds, and limit to 3 key messages).
- Develop and practice your elevator speech: Your introduction to other people which includes your name, what you do, and the benefits you provide (not necessarily in that order). Some examples might include: "I help

improve the quality of life of older adults through better nutrition", or "I help people eat healthy and stay fit while on the go", or "I help women boost their energy to keep up with their busy lives." The goal is for the other person to ask, "How do you do that?" and then you can explain and market yourself.

- Don't get discouraged if the business doesn't come to you right away. Marketing efforts take time. And remember, "Every no gets you one step closer to a yes." Perseverance pays off.

Stop selling yourself short!

Be willing to take risks and put yourself out there. Don't sit back and assume that business will come to you – after all you can't win the lottery if you don't buy a ticket! Ask trusted colleagues to review your marketing ideas and offer suggestions. Then feel confident and take action. You can always tweak your approach after you receive feedback from the marketplace.

So what are you waiting for? Believe in yourself and your abilities. Develop a plan and go for it! Then expect acceptance and success. It's all up to you! As the wise and articulate Dr. Seuss says:

*"You have brains in your head.
You have feet in your shoes.
You can steer yourself any direction
you choose.
You're on your own.
And you know what you know.
And YOU are the one who'll decide
where to go...."*



Exciting New Resources from the Academy of Nutrition and Dietetics!

Visit the Academy's new members' only Marketing Center website at www.eatright.org/members/marketingcenter, which will launch in early September. It was created as a result of the RD Brand Plan, which will assist RDs and RDNs to prepare themselves to live up to the brand, and provide promotion strategies for audiences such as consumers, physicians and nurses. The Marketing Center will replace the existing Me Inc. site and it will be launching in early September. It will include the following resources:

Promotional Resources

- Eat Right Tips: videos that members can post on their web sites
- Access to Academy press releases
- Seasonal ready-to-use presentations with handouts
- Presentation tips from Toastmasters International

Physician Marketing Resources

- Meeting the Need for Obesity Treatment: A Toolkit for the RD/PCP Partnership
- Integrating the RD into Primary Care toolkit
- MNT Effectiveness talking points
- *Why Adding an RD to Your Practice Team Is Good Medicine* handout
- *Registered Dietitians – Your Nutrition Experts* free brochure

Training and Education Links

- Certificate of Training in Motivational Interviewing
- Two webinars (social media marketing and marketing tips for your nutrition-based practice)

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Maximize Your Potential: Marketing Tips and Techniques for Success

Continued from page 4

By: Becky Dorner, RDN, LD



- How to develop a business plan
- Become a social media pro resources

Vistaprint Business Solutions

- Ready to print templates for postcards, flyers, posters, business cards and other collateral at a 10% savings for all members.

How RDs can Showcase their Expertise

- The Academy provides many opportunities for RDs to promote themselves. Here are some examples:
- Tips on Writing Articles and Letters to the Editors



- Become a Kids Eat Right Volunteer
- Participate in Sharecare
- Publish Articles with the *Journal of the Academy of Nutrition and Dietetics*
- Join an EAL Expert Workgroup
- Apply for an Academy of Nutrition and Dietetics Foundation Award or Grant
- Academy Positions the RD as the Expert

(*Article adapted from Becky Dorner's presentation "How to Get to the Top of Your Field and Make Yourself Invaluable.")

Becky Dorner, RDN, LD is widely-known as one of the nation's leading experts on nutrition care of the older adult. She's author of more than 160 articles, books, and CEU programs, and has presented more than 500 programs at state, national, and international conferences. Becky serves as the Academy of Nutrition and Dietetics Immediate Past Speaker of the House of Delegates. Her company is dedicated to improving quality of life for older adults and is a trusted source of valuable resources for healthcare professionals. Visit www.beckydorner.com to access articles, resources, publications, and CEU programs to make your job easier. Contact her at info@beckydorner.com.

DBC Executive Committee Answers.... What is your Favorite Social Media Platform?



Facebook!

Kathy Wilson-Gold
MS, RDN, LD
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Twitter!

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HootSuite!

Torey Armul
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Breaking Through Traditional Marketing Norms

By: Leah McGrath, RD, LDN @InglesDietitian and @LeahMcGrathRD



A couple of years ago I was in the middle of taping a nutrition spot with our contract film crew. It was towards the end of a long day in a show room kitchen and I had probably already finished five or six 60-second spots and the same number of 30-second and 10 second spots. Trying to muster enthusiasm and energy I said, "Ok, now for the MONEY SHOT!" There was a moment of stunned silence and then one of the camera men kindly explained to me that the term "money shot" was more commonly used in the adult film industry. I'm not sure why that phrase came to mind...it just sounded right.

For most dietitians our degree-specific schooling was full of anatomy, organic chemistry, food labs and nutrition science and not advertising, film, marketing and public relations. Much of what I learned about marketing and advertising came via some Master's level courses as I pursued a degree in Marketing, on the job training and reading articles in magazines like Fast Company, so it's no wonder I wasn't always caught up on the industry's latest lingo.

Traditional Marketing: The Tried and True

All brands and companies engage in research, hold focus groups and have strategic plans to develop marketing campaigns, or hire firms to do this for them. When companies seek to promote or advertise their brand or business, the traditional tried and true triumvirate has been utilizing Television, Print and Radio. In this world terms like "target audience", "demographics" and "teaser" prevail. Time and space in these formats are negotiated by the minute or, in print, by the block, the word count and where an article appears in a magazine or newspaper. Brands and companies must decide on an image, a spokesperson, and what copy, colors and images best

represent the brand philosophy. Even the font and shade of color the name of a brand or logo is can be vitally important. Lead times for traditional media can be weeks or even months ahead of time depending on the campaign strategy. For example, magazines are typically completing their holiday issues in July and August!

The Shift to Social Media

Several years ago, the advent of social media and shifting consumer media user patterns began to change all of this. Consumers began reading less print media (traditional newspapers and magazines) and started consuming more and more content online. The marketing and advertising world has adapted to this new world in which the blogger can be as influential as the columnist, the endorsement of a brand or a company by a celebrity via a tweet can be as important as a prime time TV spot, and Twitter "parties" and chats can garner crucial attention of sought after target audiences in minutes. This has allowed marketers to more easily capitalize on the news of the day in their promotional efforts, rather than having every piece planned out months in advance.

As subscriptions to print media (newspapers and magazines) have dwindled, on-line use by both consumers and brands of social media platforms like Facebook, Twitter and Pinterest has increased. Social media is in many ways like the "Wild West" of media. In today's new media world, anyone can start a blog, create a Twitter handle (@), a Facebook or Pinterest page. Costs to engage in social media are minimal – it's as easy as having a computer or even a smart phone and the savvy and willingness to invest the time and learn the tricks of attracting followers.

Social media offers unique opportunities for dietitians. If you have a talent for writing and can take good quality photos, a blog, Pinterest account or a business Facebook page, if managed correctly, may attract a large fol-

lowing. Having a large following can result in opportunities to work with brands and companies and you may be able to leverage this popularity to attract sponsors and advertisers and TV appearances. If you are good with crafting short pithy messages, you can spread nutrition information with Twitter. If you want to connect with other business professionals in your community, expand your network or look for a job - LinkedIn is the place to be.

While being active in social media offer great rewards, it also comes with a fair amount of risk and competition. The social media space is full of individuals with minimal credentials who promote junk science and nutrition nonsense. Identifying yourself as a registered dietitian, a nutrition expert, with credentials and training is key to establishing credibility. It is just as important to disclose any sponsorships to avoid conflicts of interest and to be transparent to those that follow you.

As marketing and advertising have moved from the "Mad Men" mentality to the mainstream; both dietitians and consumers can access blogs and social media from the convenience of their home or their smart phone. You don't have to engage in every different type of social media but finding a sphere that you feel comfortable in and can devote some time to will definitely help promote your business, brand, or company.

Leah McGrath is the Corporate Dietitian for Ingles Markets based in Black Mountain, North Carolina. She oversees nutrition messaging for their chain of 204 stores in 6 states, hosts a weekly radio program on WWNC 570am, appears regularly on TV, writes for regional publications, coordinates Gluten Free events and promotes the work of local farmers and vendors. Leah is certified by the Cooper Clinic in Wellness Promotion. e-mail: Lmcgrath@ingles-markets.com and she can also be reached on Facebook and LinkedIn.

Say Goodbye to Common Marketing Challenges

By: Kim Kirchherr, MS, RDN, LDN, CDE @KimKirchherr



The marketing of nutrition can be a great way to extend educational outreach and capitalize on trends to capture your target

audience's attention. Avoid these common blunders that can happen when nutrition education and marketing collide:

1. Lack of evidence. As dietitians, we know using one study or a limited body of research is not enough of a foundation to build on. It may seem basic to many RDs to say this, but with the use of Twitter to provide information, I've seen a study promoted without context in social media. Be aware and leave enough of your 140 characters so that if emerging research is part of your story, it's in context of the overall body of science. A simple frame up that's social media friendly would be to say "One new study on..." and provide the link. By taking the characters to say "one" (or "1"), you are calling out that it is indeed, only one study on the topic.

2. Overuse of a term or concept, or use of throw away adjectives and talking "over their heads". Instead of saying "yummy" or "delicious", use better descriptor words, like "tangy" or "savory" to better define the taste bud experience for your audience. With this, be sure to keep health literacy in mind and use terms that the public will understand and feel comfortable with and included in the conversation. Science jargon isn't going to get the job done.

3. Inappropriate use of FDA defined (food related) terms. We've all seen someone say "healthy" in an ad about food. If it doesn't meet the definition, you can't use it. Brush up on tricky terms and if you are working with a marketing team, be sure to

educate them on FDA definitions and claims to ensure their marketing messages hit the mark. Click [here](#) for a great layperson friendly resource to share with additional links to claim information.

4. Lack of understanding about structure/function claims. From labels to digital media messages to interviews educating the public, having a solid understanding of the allowed claims is essential. Regulatory expertise is a skill that not everyone has. Make sure your team has someone well versed in these to use them properly. In addition to the FDA resource, check out the [Federal Trade Commission \(FTC\)](#) guidelines impacting blogs and websites. It's also important to brush up on the current Academy of Nutrition and Dietetics' social media guidelines.

5. Trying to be something to everyone. Find out who your audience is in your social media platforms, and when working with traditional media, research the station to understand who their typical audience is to build appropriate messaging that resonates with their viewers, listeners, or readers. Be sure to include the reporter in your pre-work. What's important to them? Frame up your main points in a way that will resonate with them for results that will leave an impression. If you can't quickly access station specific information, use overarching data to help guide your message building. The CDC has a fantastic social media [toolkit](#) for health educators that includes some great information and resources.

6. Lack of planning before diving into a new platform. Before engaging in any messaging, be sure you have a clear story about who you are and what your product is that is compelling to the audience. Don't push your information without first finding out what your



audience wants to hear (listen first, talk later). What you say and what you stand for is more important than the vehicle. Don't participate in social media just to participate. Be there with a purpose and a solid story to tell.

Kim Kirchherr, MS, RDN, LDN, CDE was the dietitian for Jewel-Osco in Chicago for nearly ten years, driving health and wellness strategy and serving as a media spokesperson. Prior to working in grocery, Kim was a dietitian for hospital-based health and fitness centers and an outpatient education program. Kim now works in nutrition communications with traditional and social media. Kim is the immediate past president of Illinois Dietetic Association, past Supermarket Subgroup chair of the Food and Culinary Professionals (FCP) Dietetic Practice Group, and past-president of the North Suburban Dietetic Association. Kim can be found on [LinkedIn](#) or [Twitter](#) @KimKirchherr.



Hone Your Business Skills with the DBC Webinar Series

By: Maureen Leugers, MBA, RD, CD



The 2012-13 Webinar Series, Business Essentials 101, was a huge success with more than 400 attendees taking part in our series on "How to Get the Corner Office." Get ready to take your skills to the next level with our new four-part series, Business Essentials 201. The webinars will center on topics found in a typical MBA curriculum, and provide quick, free, opportunity to gain valuable business acumen without the homework. Already have an MBA? Hone your skills and join us for a refresher course!

The webinars will take place on Mondays from 4:00-5:00 EST, and they are free to members of DBC. Here is the line up:

September 23, 2013: The Art of Networking, presented by Barbara Kane, VP of Industry Relations for

Ecolab. This webinar will move you from networking to relationship building, whether it is inside your company or anywhere in the external environment. Barbara will focus on moving beyond the business card exchange, and will challenge you to take a serious look at your current "network" to find the gaps that exist, and provide pointers on how to fill them in. Before you head off to FNCE®, sharpen your networking skills by participating in this practical and engaging webinar.

November 18, 2013: Take Back Your Day: Time Management Tips to Manage in Today's 24/7 World. Are you running full throttle but getting nowhere? This webinar will help you course-correct, and teach you how to lighten your load to give you the stamina to make it to the finish line. This webinar will be a great way to clean the slate and get ready for the New Year.

January 27, 2014: It's Not The Person, It's The Situation. Dealing with people, whether they are team members, clients, peers, or the boss, can often be challenging. In most cases, the challenge is not the person, but the situation. This webinar will focus on how to identify the situation, and match the skills necessary to make all encounters productive.

April 24, 2014: Customer Engagement is the New Marketing. Gone are the days of simply marketing yourself, your product or your business. Today, information on anything is everywhere, and marketing plans and campaigns just add to the data noise. Savvy business people have stopped marketing and are engaging with their customers. Find out how to stop marketing and start engaging.

House of Delegates Report

By: Mary Lee Chin, MS, RD



Why the New Optional RDN Credential?

CDR, along with Academy approval and support from the 2011

Future Connections Summit, the Council on Future Practice Visioning Report, and major Academy organizational units, is offering the optional registered dietitian nutritionist (RDN) credential. Inclusion of "nutritionist" in the credential communicates a broader concept of wellness (including prevention of health conditions beyond medical nutrition therapy) as well as treatment of conditions to consumers and other healthcare related practitioners. It is consistent with inclusion of "nutri-

tion" in the Academy's new name. All registered dietitians are nutritionists but not all nutritionists are registered dietitians. The new RDN credential positions and promotes *all members* with consumers, increasing recognition and public understanding of both terms: "dietitian" and "nutritionist" and reflecting more accurately who we are and what we do. Visit the [Academy website](#) for more information.

FALL 2013 HOD Meeting

The Fall 2013 meeting will be held on Friday and Saturday, October 18-19 prior to FNCE® in Houston, TX. The mega issue for discussion will be "Nutrition Services Delivery and Payment: The Business of Every Academy Member".

Exploration of Developing a Mega Issue to Bring Before HOD

The delegates from Dietitians in Business and Communications (DBC), Food and Culinary Professionals (FCP), School Nutrition Services (SNS) and Management in Food and Nutrition Systems (MFNS) are beginning preliminary discussions to collaborate on bringing a mega issue addressing emphasis on the training and the role of dietitians in management positions and communications.



DBC Movers and Shakers



Catherine Frederico, MS, RD, LDN

Catherine is an adjunct professor at Newbury and Simmons Colleges. During the past year, she was a member of the Regis College iPad Innovator's Group which focused on educational technology. She owns Frederico Arts LLC, which specializes in nutrition technology and health app development. Veggie Garden Palooza is her latest health game app released in the Apple iTunes Store. Her ebooks titled, *An App A Day* are available at www.AppyLiving.com. Catherine was recently named the 2013 winner of the Mary Abbott Hess Award for innovation in food and culinary education. Follow her speaking engagements at www.NutritionVision.info.



Robyn Flipse, MS, MA, RDN

Robyn Flipse, MS, MA, RDN, began serving as a social media specialist for both The Calorie Control Council and McNeil Nutritionals in June to share her expertise on the subject of no and low calorie sweeteners. The [Calorie Control Council](http://www.caloriecontrolcouncil.org) is an international association representing low- and reduced- calorie foods and beverages; McNeil Nutritionals is the maker of Splenda®. She will post blogs and comment on social networks about all of the FDA approved and GRAS sweeteners to provide science-based information about their safety and efficacy and a balanced perspective to the emotionally charged issues surrounding these ingredients.



Nicki Briggs, MS, RD

Nicki Briggs, MS, RD, Chief Communications Officer at Chobani, has been named to PRWeek's "40 Under 40" list. Briggs was recognized by PRWeek for her significant contributions in helping grow Chobani into a billion dollar brand in less than five years, while maintaining a high-touch approach to consumer communications and the authenticity and values inherent to the brand. Since joining Chobani in 2009, Briggs has overseen the growth of Chobani's communications team from one to an international team of more than 30. Briggs' training as a registered dietitian underscored one of her early strategies: educate consumers on the nutritional differences between authentic strained Greek Yogurt and unstrained yogurt.



2013-2014 Regional Networking Coordinators

**Boston Area**

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**Connecticut, Rhode Island
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**AVAILABLE RNC POSITIONS:**

New York, North Carolina, Austin, TX, and San Francisco Bay Area

Networking Update

By: Sylvia Klinger, MS, RD, LDN, CPT @Sklingerrd

Attention All DBC Members!

If you are looking to meet top RDs in the field of business and communications please join us at 2013 Food & Nutrition Conference & Expo (FNCE®) this year in Houston!

Below you will find a list of the events we have planned for you at FNCE®. [Reserve your space](#) before Friday, September 6, so you can take advantage of the early bird discounts. Contact the DBC Executive Office at dbc@quidnunc.net with any questions.



What	When	Where
<p>DBC Networking Event: Join us after the opening session to catch up with your colleagues over award-winning cuisine at the legendary Brennan's.</p>	<p>Saturday, October 19 6:30 – 9:30 p.m. Event</p>	<p>Brennan's of Houston 3300 Smith Street, Houston http://www.brennanshouston.com/</p>
<p>DBC Member Breakfast Breakfast is Back and Better than Ever! We are thrilled to be joined by Fritzi Woods, President and CEO of the Women's Food-service Forum. Building connections is the hallmark of her leadership, and she will be speaking about how to take networking to the next level. Woods is a respected global leader and highly sought-after speaker whose current role is working to get women in the pipeline for C-suite jobs in the food industry. She currently sits of the board of Jamba Juice, the National Restaurant Association and Ignite Restaurant Group. Join us to hear Fritzi's inspiring insights and to connect with DBC members you may have missed at the networking event!</p>	<p>Monday, October 21 6:45 a.m. – 8:30 a.m.</p>	<p>Hilton Ballroom of the Americas – D</p>
<p>DBC DPG Showcase</p>	<p>Monday, October 21 10:30 – 1:00 p.m.</p>	<p>George R. Brown Convention Center Booth #20</p>
<p>"Ask, Anchor and Close: Negotiating Your True Market Value" *Spotlight session Speakers: Lisa Gates and Marsha Diamond, MA, RD</p>	<p>Tuesday, October 22 8:00 a.m. - 9:30 a.m.</p>	<p>George R. Brown Convention Center Room: General Assembly Theater</p>

DBC Member Spotlight: Kate Geagan, MS, RDN

Interview conducted by: Terri J. Raymond, MA, RD, CD



Kate is an award-winning dietitian and an internationally known author, speaker, consultant and nutrition communications expert.

A thought leader in the intersection of linking sustainable foods systems with nutrition advice, she is the author of "Go Green Get Lean: Trim Your Waistline with the Ultimate lower Carbon Footprint Diet" (Rodale) and a master of media. She serves on the Medical Advisory Board for the Dr. Oz Show. She also serves as a spokesperson for several global brands in the organic and natural space. Let's talk with Kate, aka "America's Green Nutritionist."

1. What inspired you to become America's Green Nutritionist?

I live in a ski town, and in ski towns, the #1 concern is the predicted declining snowpack over the next few decades. So it's a very topical conversation here, the fact that the best scientific models indicate that when my children are my age, there will likely not be any snow to ski out here in the West below 10,000 feet. And that's deeply disturbing to all of the people who live here.

The inspiration to link the two (nutrition and sustainability) hit me one day on the playground in 2007. I had 2 children under age 2, and was sitting with a bunch of mothers. When it was time for us to pull out our snacks, I noticed that one mother pulled out a packaged snack- a pre-made, crustless PB&J. Wrapped in plastic. And I thought to myself -we've taken this idea of convenience and morphed it into something that is not only more expensive for moms and

less healthy than making it yourself but this particular product was also made with white bread, and contained trans fats and high fructose corn syrup. And it's using up all sorts of unnecessary resources. I went home and began researching and it hit me that the American Diet is the SUV of eating styles. And while the RD in me knows what that's doing to our waistlines and health, it's also a Hummer of an eating style as our food choices rank right up there with what you drive when it comes to your total carbon footprint. (Globally, consider that the food system produces approximately 30% of greenhouse gasses, and accounts for 40% of arable land, 40% of water use, and 42% of global exports). So I saw a tremendous opportunity for RDs to take a seat at the table of sustainability.

2. In what ways would you say you broke the norms for marketing in relation to your company and your brand's success?

I think timing was a big part of it. The book came out in 2009, right as awareness exploded among health professionals and food companies that "healthy food" is a much broader issue than simply nutrients and calories. And health and environment continue to converge. As companies work to find the language consumers crave on these issues, and to create products and packaging that consumers trust, our role as nutrition experts in this space is invaluable. However, in terms of finding success, I think the real key for every RD is to find their own authentic voice, and to trust that voice. It is such a wide-ranging field; you can't be all things to all people. Saying no to opportunities that don't align with your vision of our message, your brand, and what sort of impact you want to have on the food system is key to long-term

success. Especially in the realm I am in (organics, natural, sustainability focused), potential partners vet you very carefully to see if your body of work aligns with their vision and mission.

3. What has been your greatest challenge in marketing and advertising your company? Give us an example how one of these challenges turned into a great opportunity for your company.

The greatest challenge is that in addition to staying abreast of nutrition research and trends, I also need to be current in sustainability, environmental, even packaging and legislative issues (i.e. GMOs). So the need for breadth of expertise can feel a lot bigger. The opportunity, however, is that I have a chance to distill this information into core insights for health professionals to act on and we have powerful leverage in the food system. Take sustainable seafood, for instance. That's a perfect example where our own messaging about eating fish (especially omega-3 rich fish) at least twice a week is now critically intertwined with us recommending a wide variety of sustainably sourced fish for better ocean health and aquaculture practices.

4. Consumer access to information is growing. There is a much more direct, truncated line of communication between companies and consumers. Explain the role social media plays in your company's success. How does your social media strategy tie into your company's goals?

I know that for many RDs, social media has dramatically changed our work landscape, myself included. I do think that the

DBC Member Spotlight: Kate Geagan, MS, RDN

enhanced consumer access to information drives an increase in the need for our services both in providing expertise which communicates the benefits, nutrition or environmental, and to also help consumers understand things like green-washing or the new sea of green labeling claims. With our growing global supply chains and food systems, American consumers above all want to be able to trust the food that they eat, no matter where it comes from.

Social media as dramatically truncated the timeframe in which these things happen. While it has increased the amount of "noise" out there, the other benefit is that is has increased transparency and accountability-two key things consumers are looking for in today's food system. Companies can no longer just issue press releases touting how "green" they plan to be over the next decade- between consumer activists, experts and watchdog groups, they need their

story to be authentic and accurate right out of the gate.

5. According to Today's Dietitian magazine, you are one of the Top Ten Most Influential Registered Dietitian/Nutritionists of 2013 and on top of that, you manage to also find time to give back and help out with several organizations. Tell us a little about your involvement with The Chier Foundation and The Wounded Warrior Project.

I started the Chier Foundation (www.chierfoundation.org) with my sister and a neighbor in 2006 because we were so moved by the story of the Lost Boys of Sudan and their ability to emerge with grace, courage and kindness from such unspeakable horror. We realized we could make a difference. Since then we have raised and distributed over \$265,000 to fund the college educations of over 60 Lost Boys and Girls here in Utah. With regards to the Wounded

Warrior Project, I come from a military family. My mother was raised on Navy Bases in Guam and Hawaii, my father served during Vietnam and my brother served in Iraq. This was my way of giving back to those men and women who are out there putting there lives on the line every day, giving me the life and the opportunities that I have here in America. So I gladly give my time and expertise when I am asked.

6. Where can we go to learn more about you, your work, and your accomplishments as you continue to improve the health and well being of people as well as the planet?

You can visit my website at www.kategeagan.com for more information.



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(* = Voting Member)

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