Dear DBC Members:

I’m thrilled to be at the helm as your Chair for the 2014-15 year. There is a strong, savvy and smart Executive Committee in place to work hard on your behalf. And DBC has lots of great things in store this year including cutting-edge educational programming, must-attend networking events (FNCE® and 2015 DBC Communications Camp), and a revamped Mentor Me with DBC program—just to name a few...

Technology is another important area we are turning our attention to this year. It’s hard to think back to the days when people weren’t plugged in and constantly connected to their smart phones, tablets or laptops. Technology continues to shape and reshape how we do business and communicate—on a local, regional, national and global scale—and it’s an essential tool that dietitians in business and communications need to utilize and employ.

This issue focuses on the topic of ‘Technology in Communications’ and I encourage you to dive in with a healthy appetite to learn about new technology trends in business and communications, virtual internships for interns, updates from our different chairs such as education, mentoring, marketing, membership and more.

We also are stepping up our efforts to keep our members even more informed, involved and connected. Keep your eyes out for a Facebook facelift and more tweets on Twitter…and if you aren’t already following us be sure to seek out DBC – you won’t want to miss what we have in store for this year.

Warmest regards,

Erin DeSimone, MS, RD, LDN

2014-2015 DBC Chair
Our summer issue is devoted to technology in business and communications. The summer is a great time to take a look at your current systems you have in place and tools that you use to organize your lives, and try to refresh & reboot things to make them work more efficiently for you. As we know, time is money and if we can work in a more tech-savvy way, then things can really play to our advantage. Nadine Fisher, MS, RD/LD takes us through some of the essential communication technologies that we need in today’s business world, while Neva Cochran shows us the changing landscape of “virtual” internship programs that are becoming available for our dietetic interns in today’s tech-world. After a dynamic and jam-packed Executive Committee meeting in June, each committee chair has also shared their respective updates in this issue for the 2014-15 year.

As the Communications Camp Chair, I highly recommend you to check out the agenda just recently posted on our website, or you can find out more about the DBC Communications Camp on page 7 where I give an update on the speakers and presentation topics to be held at the 2015 DBC Communications Camp in Lake Las Vegas, Nevada from January 15-17th. Also, join us for an unforgettable Atlanta experience at this year’s Food & Nutrition Conference & Expo™ (FNCE®) on Saturday, October 18th from 6:30 - 9:30 PM - after the Opening Session. DBC has reserved the entire top floor restaurant and bar at Nikolai’s Roof for our event and has several activities planned. Along with award-winning cuisine and beverages (your registration includes one complimentary beverage), this night will be about engaging with your colleagues and friends, recognizing our sponsors, learning more about the industry and of course having fun. You will not want to miss this exciting networking event! Click here for more details.

Best,
Elisabeth D’Alto, RD, LDN
DBC Newsletter Editor

Elisabeth works as an In-Store Nutritionist/Retail 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. Elisabeth resides in Maryland and can be reached at elisabethrd@gmail.com.

Dietitians in Business and Communications DPG Booth

When:
Showcase is Monday, 10/20 from 9:30 am –12:30 pm

Where:
Booth #14 at the Georgia World Congress Center

Details:
Stop by and visit members of the DBC Executive Committee and learn about all the exciting member benefits including networking opportunities, continuing education credits, our Mentor Me with DBC mentoring program, and more! We’ll also be giving away some freebies like a terrific small notebook and pen and we will be making luggage tags for those who drop by and visit! Hope to see you there!

DBC Networking Event

When:
Saturday, 10/18 from 6:30 – 9:30 pm

Where:
Nikolai’s Roof at the Hilton Atlanta
http://nikolaisroof.com/

Details:
In addition to great food and networking, we’ll also have our raffle fundraiser for the Academy Foundation. (click here for more details: http://www.dbconline.org/page/foundation-fundraiser). If you are interested in donating raffle items for the fundraiser, please contact the DBC office at dbc@quidnunc.net.

PS - We’ll also have a “selfie corner” for great photo opps! Be sure to use #DBCATL14 when posting your pictures on social media.

Early registration ends on Sept 12th.
Face to face business today tends to take place on a screen more often than in person and that screen size can vary widely. Communication in business now depends on conference calls, texts and email chains that make it challenging to get to know your partners and to be an efficient and effective communicator. Ineffective use of technology is a common complaint among business people dissatisfied with online infrastructure that has become the norm in their daily lives and often a source of frustration. But with so many global workers on virtual teams, many business relationships are dependent on technology and this trend is unlikely to change. The good news is that as long they’re using the right technologies in the right ways the results should be savings in time and money with an increase in productivity.

When you think about the biggest challenges facing your business today, having the right technology for communications is probably not the top item on your list. But having an effective communication style and choosing the right technology should be high priority. A company that does not effectively communicate to its customers, prospects, employees, partners and vendors will not survive. In a world of constant communication through social media, newsletters, emails and text messages, every business must find a way to cut through the clutter and get their message across loud and clear using the right technology.

Effective communication must start at the top and filter within the business organization. Different departments will inevitably have different needs, and so it is essential that you identify clear goals for whatever you need to do and figure out the best technology for each application. For example, the leadership team may require high-quality video conferencing system for team meetings, the marketing team might demand a strong webcasting platform for product launch webinars and your sales team may communicate best using VoIP or web conferencing. There likely will be many technologies needed and not a one-size-fits-all solution.

The following is not an all-inclusive list of business technologies, but a mere representation of current and popular business communication and collaboration technologies. Take a look and explore the essentials listed below. If you find that these are not in your current business communications arsenal, you should seriously consider adding them or at least be proficient in their use.

**Project Management and Collaboration Tools**

Today’s work environment is all about collaboration and virtual teams. Listed below are some of the most common features you will want to consider when selecting online project management and collaboration tools:

- No requirements for special software, just a Web browser and Internet connection (sometimes referred to as a cross browser platform)
- Allow employees, managers and executives to clearly track the progress of projects, seeing which ones are completed, on track or running behind schedule
- Allow managers to easily assign different tasks to different team members and for team members to report back on their progress
- Everyone has access to a group calendar with important dates and deadlines
- Team members receive email or RSS (Really Simple Syndication) alerts when changes or comments are made on their project
- Users can easily share documents of any file type and collaborate on changes
- Managers and executives can print reports on employee productivity, on-time project completion rates, etc.
- Freelance and contract employees can track how many hours they’ve worked on a given project
- Several of these programs allow you to update project status from a mobile device like a Web-enabled smart phone
- Some programs can plug into other popular business management Web services like Oracle, SAP, PeopleSoft and Salesforce.com

**Options:** Basecamp, @Task, WorkZone and ProjectSpaces, Google Docs, Office 365, SharePoint, Intranet Website, Hackpad, Trello, iDone This

**Business Class Instant Messaging/Texting:**

Workplace instant messaging can be a quick and powerful collaboration tool with high business value. Faster than e-mail, less intrusive than a phone call, it’s a great way to ask quick questions, share files and set up instant voice, Web or videoconferences. This is often the preferred choice of communication by Gen Y workers.

*Continued on page 4*
Options: Skype, Google Talk, AIM, Adium and Pidgin

Content Management System (CMS)

A content management system (CMS) is a computer application that allows publishing, editing and modifying content, organizing, deleting as well as maintenance from a central interface. Such systems of content management provide procedures to manage workflow in a collaborative environment. These procedures can be manual steps or an automated cascade. CMS’s have been available since the late 1990s. CMS’s are often used to run websites containing blogs, news, and shopping. Many corporate and marketing websites use CMS’s. CMS’s typically aim to avoid the need for hand coding, but may support it for specific elements or entire pages.

Options: Wordpress, Joomla, Drupal, Square Space

Group Chat and Video Conferencing (Infopresence tm):

When you are talking to your sister, Skype is fine, as is the occasional overseas call on your laptop or mobile device. But serious videoconferencing or telepresence may be another thing altogether. If you have two offices on opposite sides of the country or the globe, keeping the team working together can be a challenge. This impacts many more small businesses than you’d think: Companies that rely on pockets of virtual operating groups located all over the world are becoming increasingly common.

There are several companies who specialize in Web conferencing, audio conferencing and videoconferencing solutions with built-in collaboration tools. Conferences are hosted on a third-party server and can be set up easily and instantly through a Web interface or smartphone app.

Options: Mezzanine, WebEx, Go To Meeting, Join Me, Any Meeting, Fuse Meeting

VoIP and Unified Communications:

By integrating all types of communication — voice, e-mail, IM, fax and video over an Internet Protocol (IP) network, it’s possible to manage all of your communications from a single Web workspace. Smaller businesses can use a streamlined system like the one from Skype. Larger, more complex organizations could employee VoIP and unified communications solutions from companies like Cisco or Avaya.

Options: Skype, Cisco, Avaya

Social Networks @work

Businesses are quickly realizing the potential of online social networks for collaboration, communication, and internal and external networking. A company can create a page or group on a popular social networking site like Facebook or build a self-contained social network with a service like Ning. LinkedIn offers opportunities for networking, jobs, recruiting, and learning more about individual companies and what they do.

Options: Facebook, LinkedIn, Ning

The Old Standard - Email

Email is still one of the most widely used forms of technological business communication and is favored by many baby boomers. While companies may use many different and newer forms of communication, email is still one of the most effective communication methods available when it is used properly. It is a good idea for small firms to use email sparingly in order to foster one-on-one communication and cooperation, but email can still be valuable, especially when the small business has multiple offices in multiple areas.

Options: Gmail, Yahoo! Mail, Zoho Mail, iCloud Mail, AIM Mail, Outlook

This article focused on business communication technologies. For more information about online business tools check out the links below.

http://www.forbes.com/sites/unify/2013/12/10/how-technology-has-changed-workplace-communication/
http://todaymade.com/blog/free-business-tools/
http://www.forbes.com/sites/work-in-progress/2013/08/25/7-key-tools-to-run-your-online-business-from-

Nadine is a nationally recognized nutrition and technology expert, blogger, app developer, professional speaker and social media evangelist located in the Midwest. She provides nutrition and technology consultations and specializes in social media influence, website design and development as well as emerging business technology for health focused programs. Nadine frequently offers technology based training and webinars for professional groups and organizations. You can learn more about Nadine by visiting her website: http://www.nadinefisher.com
Registered dietitian nutritionists who work in business and communications have unique skills that are often not addressed in traditional dietetic education programs. By serving as a preceptor to dietetic interns we have an excellent opportunity to expose interns to these areas of practice and help them achieve some of the skills required to work in an alternative practice setting.

For the last 11 years I have been a preceptor for a one-week nutrition communications rotation for 70 dietetic interns. While the interns are primarily from two Dallas-area programs, Texas Woman’s University and Texas Health Resources Presbyterian Hospital, I do occasionally take interns from other programs. This spring I had the unique opportunity to precept an intern “virtually” from the University of Connecticut dietetic internship. Here’s how it happened.

My longtime friend and colleague, Ellen Shanley, MBA, RDN, CD-N, the Dietetics Director at the University of Connecticut, asked if I would consider taking one of her interns, Genevieve Kelley, who was very interested in working with me. The program has a specialty rotation where the interns take a leadership role in determining the competencies they would like to develop. I agreed to work with Genevieve and the rotation was scheduled for April. As I already have a curriculum I use with interns, it was used as the basis for the activities Genevieve completed with me.

According to Ellen, “Graduates of dietetic education programs need a variety of skills to excel in the profession today and be ready for future challenges and opportunities. Communication is central to all we do. During the education system, our graduates develop skills for scientific writing and communicating with individuals and groups but how can we best train them to meet the changing demands of traditional media as well as social media? The dietetics profession has a number of outstanding nutrition communicators across the country but we need to bring together dietetic interns and skilled preceptors to develop these skills.”

Ellen and I met and became friends through our work together on the Academy of Nutrition and Dietetics Board and the Nominating Committee. She explains that dietetics is a profession where networking is important and we are fortunate to have opportunities to connect with so many professionals. Many of us meet colleagues by working on committees, at regional and national meetings as well as virtually through electronic mailing lists and social media. We have come to rely on this network for a variety of professional collaborations so why not an educational one for students and interns? Educators are always struggling to find preceptors for interns. Nutrition communications is a growing field and provides excellent opportunities for education.

Genevieve says she opted to learn more about nutrition communications because effective communication of accurate nutrition information is a vital skill for every registered dietitian nutritionist. Here’s how Genevieve described the rotation: “Neva provided me with a weekly schedule, a DVD of televised interviews and reading material to review prior to the start of my rotation. We started each day with a Skype session of planned discussion topics. This rotation was successful primarily due to the preceptor’s organization of the material and schedule. As questions arose, I could contact Neva on Skype, by email or phone. I accomplished my objectives of learning more about nutrition communications, managed my assigned workload and used various communication techniques to check in with my preceptor. This experience proved to be invaluable and remains one of my favorite internship rotations.”

Activities included writing a blog on breastfeeding for Lemond Nutrition’s Mommy Dietitian blog, creating a 3-minute video script on making healthy granola bars, developing key messages for and participating in two mock television interviews, setting up and posting nutrition messages on social media sites, reading articles and viewing videos about effective communication and discussing the work I do with my various clients.

Ellen, Genevieve and I are sharing our story hoping you might consider serving as a preceptor for dietetic interns, either in person or through a virtual experience. These young people are the future of our profession and we should all be committed to working with and mentoring them to take a leadership role in promoting science-based food and nutrition information.

Neva Cochran, MS, RDN, LD is a nutrition communications consultant in Dallas, Texas. For twenty years, she has been a writer and researcher for Woman’s World magazine. She also serves as a consultant to a variety of food and nutrition organizations and is a frequent speaker at district and state dietetic associations.
Fall 2014 House of Delegates Meeting Mega issue:
Business and Management Skills:
Expertise for advancement in your practice area

Question: What is the value of business and management skills in your practice area?

Your feedback requested!
Provide your feedback to DBC delegate,
Mary Lee Chin, maryleechinrd@gmail.com
by September 30, 2014.

Background: In March 2013, the delegates from five Dietetic Practice Groups: Dietitians in Business and Communications, Management in Food and Nutrition Systems, School Nutrition Services, Clinical Nutrition Management, and Food and Culinary Professionals, submitted a new mega issue for consideration by the House Leadership Team: Business and Management Skills. We believe that a HOD discussion on business and management skills will:
• Result in a plan, including strategies and resources needed, so that ALL MEMBERS IN ALL PRACTICE LEVELS AND AREAS can develop and enhance their business and management skills in order to advance their careers to higher administrative levels;
• Generate attention on the breadth of business and management positions in all practice areas for RDNs and DTRs, as well as the broad range of responsibilities and the shortage of highly skilled professionals;
• Identify compelling reasons for RDNs and DTRs to consider academic coursework, including continuing education, in business and management as a priority in advancing their career path in dietetics;
• Address key dissatisfactions identified by Academy members, such as low salaries and limited recognition by other fields.

Mega Issue Question: How can all Academy members utilize, expand and sustain business and management skills to take advantage of current and emerging professional opportunities?

Meeting Objectives: Participants will be able to:
• Identify benefits and successful outcomes of utilizing business and management skills.
• Expand members’ awareness, utilization and development of business and management resources.
• Develop strategies to utilize, expand and sustain business and management skills.
• Apply business and management skills in all areas of practice.
• Recognize, seize and create business and management opportunities.

Mary Lee Chin specializes in significant food issues and nutrition trends, working with commodity food groups and food industry on nutrition education initiatives. She speaks on some of the most provocative food topics of today: genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring science while respecting individual philosophies. Aware that many divisive and emotional food issues ignite a firestorm of debate, she advocates moving from polarizing rhetoric to open and professional dialogue. Mary Lee reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings.
DBC’s 2015 Communications Camp will attract up to 150 registered dietitian nutritionists from across the U.S. who are eager to learn the latest skills, trends and information related to communications and business. Over the course of three days, attendees will be able to engage in lectures, panel discussions and breakout sessions led by top experts in our field.

The DBC Communications Camp Planning Committee has been working diligently to create an agenda that is interactive, engaging, and includes a variety of topics that are timely and relevant for our profession. Be sure to mark your calendars and save the date for the DBC Communications Camp being held in Lake Las Vegas, Nevada on January 15-17, 2015.

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<td>Public Relations &amp; Communications</td>
<td>Peggy O’Shea Kochenbach, MBA, RD, LDN</td>
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<td><strong>Breakout Sessions:</strong></td>
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<td>Beyond the Pitch: The Inside Scoop on Building Relationships with Editors</td>
<td>Karen Ansel, MS, RDN, CDN</td>
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<td>Dietitian Disclosure Dilemma – The Business &amp; Ethics Behind Communicating Corporate Ties</td>
<td>Rachel Begun, MS, RDN</td>
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<td>Regan Jones, RD</td>
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<td>Getting Social Media Messages Right to Engage Your Audience</td>
<td>Rebecca Lindberg, MPH, RD</td>
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<td>Teresa Ambroz, MPH, RD</td>
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<td>Talk to Strangers: Ditch the Pitch and Keep it Authentic</td>
<td>Jean Caton, MS, MBA, RD</td>
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<td>Going to the Source: Understanding and Applying Consumer Insights on Nutrition Influencers</td>
<td>Karen Ridley, PhD</td>
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<td>Patricia Felt-Gunderson, MS, RDN, LD</td>
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<td><strong>Saturday, January 17th</strong></td>
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<td>Becoming a Nutrition Detective: Critically Reviewing Research and Communicating Science</td>
<td>Dominick Alexander, PhD, MSPH</td>
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<td>Gail Frank, PhD</td>
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<td>Embrace Your Voice and Be Heard in Today’s Food Conversation</td>
<td>Jaime Schwartz, MS, RD</td>
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<td>Kim Essex, SVP, Director, North America Food Practice, Ketchum</td>
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Welcome to the new year with Dietitians in Business and Communications. As always your top requests are for education and networking. This year there are fantastic opportunities for both! And technology will guarantee you will not miss a thing. Schedule your smart phone for the second Wednesday in the months of September, November, February and April for webinars. Check out the webinars plan to learn whatever you need for that next career move, new job or new assignment. And while you are scheduling webinars do not forget that Communications Camp! The Camp is just around the corner, January 15th-17th at The Hilton, Lake Las Vegas. The camp is sure to start your new year right! Here’s the web site: http://www.dbconline.org/page/communications-camp

Membership in DBC ensures networking. What are the features of networking:

- Meeting and getting to know people who are willing to share with you career information and advice;
- Build ongoing relationships to exchange information and advice
- Following up and maintaining contact with those who have assisted you

How will you network throughout the year?
First contact members in your area. It’s easy, go to the member directory http://www.dbconline.org/members/members.cfm and find members in your area. Contact them and plan a quick get-together for a snack, drinks, or lunch or dinner.

Or if you are planning on attending a national meeting go to the Electronic Mailing List (formerly list-serv) and send out an invite. (If you are not on the EML go to: https://www.surveymonkey.com/s/DBCemlsubscribe to subscribe.)

Or send out a message on twitter @DBCDPG

How else do you network – find a mentor, be a mentor! http://www.dbconline.org/members/mentorsearch.cfm

Mentoring is networking at it’s best in DBC!

Using any of these networking suggestions guarantees the benefits of: increased credibility, broadened knowledge, potential career opportunities, and last but certainly not least, lifelong friendships.

Reap the rewards and enjoy your membership! Use technology to insure you do not miss any of these educational or networking opportunities!

The marketing team is moving full steam ahead into the coming year, and will be focusing on three primary goals this year:
1) refreshing our communication channels to bring members timely and relevant news they can use, 2) expanding social media presence, and 3) working to promote all of the exciting DBC events and all the great things DBC members are doing throughout the year.

We are fortunate to once again have Torey Jones Armul, MS, RD, LDN, CSSD heading up the monthly E-Update and Elisabeth D’Alto, RD, LDN serving as Newsletter Editor, and we’re excited to welcome Julie Alessi Pappas, RD who will serve as our new Social Media Chair.

First up on the agenda is a design refresh for our E-Update and Newsletters. We’ll be continuing to incorporate social media content like the popular “Quick Bites” and “Overheard on Social Media” into the monthly E-Update, as well as making sure all of the key dates and events are listed front and center to keep them top of mind as you are planning your schedule. The quarterly newsletter will also be refreshed and in response to feedback from the member survey, will center on content to help enhance communications, marketing and business skills.

We’re also gearing up for a “re-launch” of our social media channels this fall so stay tuned for some fresh new content. We’ll be working to incorporate a lot more visual images and photos across our platforms, and will be dialing up our presence on Facebook, featuring more updates, tips to enhance your business skills and member success stories. We’ll be using our social media channels to share updates and highlights from FNCE® events and the DBC Communications Camp, as well as sharing insights from our Education team’s webinar series and info on local networking opportunities, so be sure you are following us @DBCDPG on Twitter, Dietitians in Business and Communications on Facebook and on LinkedIN to stay in the know on all of the DBC happenings.

We are looking forward to a great year! Please contact Marketing Team Chair Andrea Carrothers at andrea.carrothers@porternovelli.com with any questions or if you’d like to get involved.
It’s time for some unsolicited career advice: Get a mentor. Don’t drag your feet.

Knowledge is never stagnant. It is also rarely achieved independently. This is why you should get a mentor. A good mentoring relationship is intended to foster growth for both the mentor and the mentee through the simplicity of sharing best practices.

Secondly, mentoring is one of the many perks of being a DBC member. Every member has the opportunity to self-match with another DBC professional of his or her choice. The program is intended to open opportunities for dietetics professionals to connect and grow at any point in his or her career.

Homework:
Go to the DBC website, and check out the variety of mentoring resources for both mentors and mentees.

Lastly - Get a mentor. Don’t drag your feet. DBC can help. For more information about this program, contact the DBC office, or DBC Mentor Chair, Becki Holmes.

Becki is Director of Scientific and Regulatory Affairs at Red Bull North America. Prior to joining Red Bull, Becki led the Global Regulatory and Nutrition team at Starbucks Coffee Company. In addition to executing regulatory and scientific programs, Becki has served integral roles in the development and implementation of mandatory and voluntary policies pertaining to the food and restaurant industries including trans fat, sodium, menu labeling, and caffeine initiatives. Becki also serves on the Board of Directors for Nutritionix, a nutrition software company.
Education Update  By: Sarah Woodside, MS, RDN

This summer the DBC Education Committee has been busy planning for our 2014-2015 educational webinar series. I’m excited to share with you the upcoming topics for this year. Our theme will be “Today’s Business Essentials: Planning, Media Skills and Analysis.”

The first webinar will take place Wednesday, September 10 from 4:00 – 5:00 p.m. EST. The topic will be the first in a two-part series on utilizing social media to its fullest. The title of September’s webinar is “Managing Social Media to Build Your Brand and Following,” presented by Jennifer Sawyer, a member of the Marketing and PR team at Fresherized Foods.

Most of us are at least somewhat familiar with the various social media platforms at our disposal to communicate with our audiences. However, this webinar will go deeper to discuss best practices for making the most of social media to build your following and communicate your messages most effectively to stand out in a saturated social media world.

All the webinars of the year will take place the second Wednesday of the month they occur: November 12; February 11; and April 8 from 4:00 – 5:00 p.m. EST. Webinars are free for DBC members. We encourage you to share with and invite non-DBC members, too!

The other webinar topics are:

• Planning for Success: Building a Strategic Business Plan and Analyzing Its Success
• Interpreting and Communicating Science and Research Accurately
• Social media series #2: Optimizing LinkedIn to Build Your Career

We look forward to having you join us!

Finally, I’d like to recognize and thank the members of the DBC Education Committee: Diane Quagliani, MBA, RDN, LDN and Sarah Downs, MBA, RDN.

Sarah works in the Nutrition Marketing department at the Kellogg Company in Battle Creek, Michigan. Prior to Kellogg, Sarah worked at General Mills in the Bell Institute of Health and Nutrition, specializing in nutrition communications and health professional outreach. Before that, she was an editor for a national nutrition regulation and policy newsletter called Nutrition Week. Sarah is a member of the Academy of Nutrition and Dietetics, where she is an active member of the Dietitians in Business and Communications dietetic practice group (DPG). She is a past editor of the Food and Culinary Professionals DPG’s member newsletter.

DBC Movers and Shakers

Lisa Poggas, MS, RD

In June 2014, Lisa Poggas, MS, RD won the Association for Healthcare Foodservice Spotlight Award for Innovation. Three years ago, Lisa Poggas, Director of Nutrition Services, and Dan Skay, Executive Chef/Manager, were approached to design the food service areas of a new community wellness oriented hospital being built in Castle Rock, Colorado. They envisioned an atmosphere where customers could go to relax, de-stress and enjoy a high-quality, healthy meal; whether staff, patients or community members.

The result was a paradigm shift in healthcare foodservice; Manna - a full service sit-down restaurant with wait service, call ahead ordering via Manna on the Move and a variety of selections within Manna Market. Manna is a destination restaurant within the community which has exceeded sales expectations, while customer reviews on YELP, Facebook and Trip Advisor are 4.5/5 stars.

Rachel Begun, MS, RDN, CDN and Melissa Joy Dobbins, MS, RDN, CDE

Rachel Begun, MS, RDN, CDE and Melissa Joy Dobbins, MS, RDN, CDE are excited to announce their new podcast, A Grain of Salt: A Closer Look at Nutrition News. Since nutrition news is often oversimplified and sensationalized, Rachel and Melissa are encouraging listeners to take what they read and hear with A Grain of Salt, or view it with skepticism. Their goal is to break down each topic, providing practical advice and credible resources to help people digest food and nutrition information and make their own well-informed decisions. You can listen and subscribe by going to http://www.grainofsalt.libsyn.com/ or download on
Becki is Director of Scientific and Regulatory Affairs at Red Bull North America. Prior to joining Red Bull, Becki led the Global Regulatory and Nutrition team at Starbucks Coffee Company. In addition to executing regulatory and scientific programs, Becki has served integral roles in the development and implementation of mandatory and voluntary policies pertaining to the food and restaurant industries including trans fat, sodium, menu labeling, and caffeine initiatives. Becki also serves on the Board of Directors for Nutritionix, a nutrition software company. And in addition Becki is a wife and mother with two adorable children. Your schedule is extraordinary, and communication is essential for both your work and managing your personal life, how do you do it and how does technology help you? Let’s find out…

A day in the life of Becki Holmes:

How does your day begin at home? Early, and with caffeine.

Fill in the blank: You would turn around and go back home if you forgot your laptop.

Fill in the blank: You get to the office and the first thing you do is make breakfast.

What app do you check constantly throughout the day? Facebook. Who doesn’t?

Everyone is squeezing the most out of each day, do you usually take lunch or is it a “working” lunch – checking personal emails, facebook, etc?

• My colleagues and I have an unspoken pact to eat lunch away from our desks whenever we can. In a fast-paced work environment, lunch is the one time a day to mentally recharge, and personally connect with people.

What is the most important skill to have in your position?

• On the science front: Nothing can replace a technical science foundation. Metabolic pathways I thought I’d never have to remember have made their way into my daily life.


How do you stay up on trends? What are some of your favorite resources?

On Science: http://scholar.google.com/
On Business: FastCompany and CNBC.

How much traveling do you do?
30% of my job is travel.

Are those days more or less productive and why?
More productive because having uninterrupted flight time means an opportunity to crush the to-do list.

In what ways does technology support your travel days?
The United app is super slick. I also use www.hipmunk.com to find ideal flight times.

What is a “must have” item when you travel?
Mophie Juice Pack http://www.mophie.com/shop/iphone-4s-4/juice-pack-air-iphone-4s-4. It’s a life-saver if you can’t get to a power source.

It is getting late and time to head home, what are you doing on that commute home?
Most days: CNBC.
During football season: ESPN radio.
On stressed out days: loud music.
When I feel like it: call my friends and family to catch up.
When I have to: unfinished business calls.

And finally, time for you, well almost – how do you wind down in the evening? What are some of your favorite stress-relief strategies?

I leave work at the front door. Time with my family is my wind-down strategy. We prioritize eating dinner together (even if it means Chipotle), and taking evening walks. I’ve also been known to binge watch House of Cards (…with a glass of wine).

How has DBC helped you in your career?
Networking within DBC is an invaluable asset. You never know when your next job opportunity will present itself, and DBC offers a network of professionals with unique and diverse career trajectories.

Lastly, what advice do you have for RDN’s venturing into the world of Business and Communications?
Find a mentor. DBC can help!
http://www.dbconline.org/page/overview
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