Dear DBC Members:

No one would ever accuse me of being a good time manager. I’m notoriously late (usually by no more than 5 to 10 minutes) and my work style would have even the casual observer diagnose me with Attention Deficit Disorder. I often blame it on the 17 years I’ve spent in public relations where there’s no such thing as a typical day and daily “to do” lists are usually moot by 9:05 a.m.

So what could I possibly have to offer as advice for an issue of Dimensions on time management? Am I little more than an example of what not to do? The truth is, when it comes down to it, I do get it all done and do it well. While this issue will offer great tools and tips for managing your time, many of us realize we just need to be jugglers or, better yet, tennis players, able to lob back any balls that come our way. So while I’d like to be the type that can listen to webinar without multitasking or focus on a writing assignment for more than five minutes without stopping to check email, that’s not my style. I create timelines, but don’t check them off as often as I should.

But, in the words of my favorite mentors, Tim Gunn, I make it work. How? It’s simple: collaboration. I realized a long time ago that what I have to offer is my “big picture” thinking, ability to make quick but thoughtful decisions, and problem solve. My best partnerships are with the detail-oriented taskmasters that keep the trains running on time. Yes, there will be the times when I need to take on those roles. But generally those are the times when I wish for 25-hour days and leap seconds.

Warmest regards,

Ilene Smith, MS, RD
2015-2016 DBC Chair

Ilene is the principal of I ON FOOD Inc., a communications consulting firm servicing the food industry. For 15-plus years, Ilene has created communications strategies for leading food organizations. I ON FOOD’s specialties include corporate reputation, brand building, influencer support and media relations. Ilene holds a Master’s degree in nutrition from Columbia University and a Bachelor’s degree in journalism from New York University.
Our summer issue is dedicated to time management in communications. The summer is a great time to reflect on the current systems you have in place for time management and re-evaluate them as needed. Because two days are never the same and there always seems to be more work than there are hours in the day, effective and efficient time management can make all the difference.

Time is money and this issue offers tips on how to make the most of your time while maintaining a healthy and happy work-life balance. Learn how some of our very own members manage their time and the resources they recommend to help you become and effective time manager.

Speaking of time, I hope you all will make the time to join us in Nashville this year at the 2015 Food & Nutrition Conference & Expo™ (FNCE®). Don’t miss the DBC and Nutrition Entrepreneurs Networking Event on Saturday, October 3rd from 6:30-9:30pm at the Hermitage Hotel. Click here for more details. I look forward to meeting many of you there for an evening of networking, great food, auction and more!

Best,
Amari Thomsen, MD, RD, LDN
2015-2016 DBC Newsletter Editor

Amari Thomsen, MS, RD, LDN is the 2015-16 DBC Newsletter Editor. She currently works in nutrition communications at FleishmanHillard and is also the founder of Chicago-based nutrition private practice, Eat Chic Chicago. She blogs at Eat Chic Chicago. Amari resides in Chicago, IL and can be reached at amari.thomsen@fleishman.com.

**DBC at FNCE® 2015**

**DBC & Nutrition Entrepreneurs (NE) – FNCE® 2015 Networking Event**

*When:*  
Saturday, October 3rd from 6:30-9:30pm  
*Where:*  
Hermitage Hotel  
231 6th Ave N  
Nashville, TN 37219  
[Register here](#)  
Registration ends September 18th

**Details:**  
NE and DBC are having a combined networking event at the iconic Hermitage Hotel. Along with award-winning cuisine and beverages (your registration includes one complimentary beverage), this night is all about networking with your colleagues and friends, learning more about the industry and of course having fun! Our silent auction fundraiser supports the Academy of Nutrition and Dietetics Foundation. If you are interested in donating auction items for the fundraiser, please contact the DBC Office at [dbc@quidnunc.net](mailto:dbc@quidnunc.net).

**Dietitians in Business and Communications DPG Booth**

*When:*  
Showcase is Monday, October 5th from 9:00am -12pm  
*Where:*  
Booth #140 at the Music City Center

**Details:**  
Stop by and visit members of the DBC Executive Committee and learn about member benefits including networking opportunities, continuing education credits, mentoring program and more!

**DBC Spotlight Session**

**Title:**  
Always Be Selling: How to Develop Sales Skills at Every Level to Enhance Success

**Speakers:**  
Stacey Antine, MS, RD  
Susan Harrow, Media Trainer, Marketing & Publicity Expert

*When:*  
Tuesday, October 6th from 12:00-1:30pm  
*Where:*  
Music City Center | Grand A

**Details:**  
If the words ‘sell,’ ‘selling’ or ‘sales’ conjure up images of Dale Carnegie classes or Alec Baldwin’s slick salesman in *Glengarry Glen Ross*, the idea of learning the art of the sale probably scares you a little. But selling is a skill that’s important to every RDN. All too often what you’re actually selling is yourself -- to your supervisors, your team or your clients. Learn how applying sales techniques can enhance your success in every area of practice. Click [here](#) for more information.
I’m busy! You’re busy! We’re all busy but I have some tips that have helped me increase productivity, minimize procrastination and balance my activities more easily. I’m not busy-stressed, I’m busy-happy and the more that I strategically choose the commitments I want to participate in rather than ones I feel obligated to, the more balanced I feel. Dietitians are working, we have families, we volunteer and we create; but how do you stay as productive as possible without overextending yourself and feeling stressed?

A sign that you may be overextended or choosing the wrong activities is indicated by procrastination. Do you find yourself dreading or avoiding certain tasks? Do you have trouble managing your time or wondering how others fit it all in? Procrastinating is a sign that something isn’t working right; postponing important tasks creates a cycle of stress and decreased productivity.

I have some techniques to offer that may assist in prioritizing and creating more space in your life. As you work to cool the chaos, analyzing what you love about your schedule and what you don’t is an important first step. I can share what works for me but I also want to introduce some ideas on what will work for your unique personality and preferences. Making space in your schedule is so individualized that you may need to take some time to reflect on how to create something that works for you.

Some techniques that work for me:

- I keep a personal calendar as well as an editorial calendar. I only use paper...online calendars don’t work for me!
- I don’t watch TV. I might watch a movie now or then but in general I limit screen time in a major way. This is one of my biggest time management secrets.
- I schedule workouts and I am very inflexible on breaking those commitments.
- I utilize organizational tools like Tweet Deck, Facebook scheduler, and blog post schedulers on WordPress so I can release information in a strategic way without having to be ‘on’ all the time.
- I network with others constantly. Through collaboration like guest blogging and sharing ideas, I have a continual stream of creativity and support. My dietitian friends are my biggest inspiration.
- I work best in the morning so I get up and write before work most days of the week. On the weekend, you can find me typing away at a local coffee shop, often the first one there.

It is difficult to give organizing and time management tips that will work for everyone; each person has tools that work best for them on an individual level. Ask yourself the following questions and start streamlining your life today:

- Are you most productive in the early morning, afternoon, evening or late at night?
- What type of calendar do you prefer: phone, computer, paper, wall, dry-erase?
- Which tasks or activities do you enjoy the most? The least? Are there any you need to let go of to make more space in your schedule?
- Where does family time and self-care fit into your schedule?
- Are there any time suckers you need to address (TV, social media, unproductive relationships)?

Once you have an idea in mind of what will work best for you, take some time this weekend to get organized for the coming week. Create time each day to review your schedule and tune in to how you are feeling. Are you stressed? Are you procrastinating? If so – why? Perhaps you need to shift some things around. By understanding what your personal organization preferences are, streamlining your commitments and making time for self-care, you can start to maximize your productivity and move away from the cycle of procrastination.

Ginger is a health writer and Chicago-based registered dietitian nutritionist board-certified in oncology nutrition. She holds a Master’s degree in nutrition from naturopathic Bastyr University in Seattle. Ginger blogs at Champagne Nutrition where she offers nutrition and lifestyle inspiration for busy folks who want it all. Find Ginger on Twitter, Facebook, Pinterest, and Instagram.
As a dietitian, my day is hardly ever your standard 9-5. Our roles are expanding. We want to say yes to every work opportunity that comes our way but maybe our personal life ends up suffering, or vice versa. While it may not always happen perfectly, you CAN balance your work life and your personal life. Here are some resources that have helped me and others I know stay productive, organized, and most importantly, sane through it all.

Apps:
- **Evernote** – create lists, organize meeting notes, track ongoing projects, clip items from the web, record messages, sync with your computer and best of all, share with colleagues (assuming they use the app as well). Or check out this list of [57 Ways to Use Evernote](#).
- **Remember the Milk** – manage tasks, create lists, prioritize lists and get reminded literally everywhere. This app syncs with Evernote, Gmail, and Outlook to name a few. You will never forget anything EVER again.
- **Cardmunch** - This app I love. It’s so hard to keep track of business cards and this app makes organizing (and keeping) new contacts seamless.

Websites:
- **Lifehack.org** – this site has some pretty great, user-friendly and quick reads about time management. I would definitely bookmark it and peruse at your leisure. [This post](#) hits pretty much every nail on the head.
- **TimeManagementNinja.com** – This personal blog by Craig Jarrow is helpful for anyone who works, whether for themselves or for a larger organization. The topics are endless and the writing is clear, concise and easily incorporated.

Articles:
- **Time Management is Only Making Our Busy Lives Worse** - I love this article by Tony Crabbe. I re-read it whenever I start to feel overwhelmed. It’s an interesting twist on the concept of time management and how it might actually be hurting, and not helping.
- **The Single Best Time Management Tip Ever** - This article was forwarded to me by a family friend. It’s called “the multiple put down technique” and is great for those who get easily distracted or find focusing on one task too long to be nearly impossible.

Books:
1. **7 Habits of Highly Effective People** by Steven Covey – Stephen Covey’s 7 habits are a great guide not only in business but in life, and can be extrapolated to just about anything. He focuses on being proactive, prioritizing and the importance of perception and perspective.
2. **Getting Things Done by David Allen** – If you’re someone who is prone to feeling overwhelmed, this is your book. GTD is essentially the art of meditation for productivity - the clearer your mind is, the more productive you will be.

Dana Pitman is a registered dietitian and a New York State Certified-Dietitian Nutritionist based in New York City. Dana earned her BA in psychology from Muhlenberg College, and her MS in Clinical Nutrition from New York University. Dana’s professional experience includes positions at a prestigious private practice, at Beth Isreal Medical Center, and now, she serves on staff as a Clinical Nutritionist at the Hospital for Special Surgery in NYC. In addition to her clinical role, Dana is active in a number of Employee Wellness initiatives, serves as a Health Coach to employees, participates in the Community Education Program and counsels privately. She frequently presents on a range of nutrition related topics and is a regular contributor to social media for the hospital as well as outside websites and publications.
Do you feel as if finding “balance” between your career and personal life is impossible to achieve? Not so! It can be challenging, but there are many ways to make it happen. Here are my top tips for how to create a happy work-life balance on a busy schedule.

1) **DO: Rethink what balance means to you.** Work-life balance used to mean I had time for everything – the projects, the events, the socializing. But after the birth of my twin girls three years ago, all of that changed. Balance is no longer about feeling that I’m perfectly juggling all balls in the air at the same time. Now it’s about managing priorities, while accepting that some days will be a little more balanced than others.

2) **DO: Learn the art of “no”**. It can be hard to say “no” – whether it’s to your boss, spouse, children, or friends. But setting boundaries for yourself, and letting go of the guilt that comes from that, can be incredibly freeing. You can’t be everything to everyone. Do the things that really matter, and pass on those that don’t.

3) **DO: Make “me time” a regular part of your schedule.** While it may seem counter-intuitive to add more items to your calendar, scheduling time for things you enjoy is important for helping you de-stress and clear your head. Whether it’s a dedicated 15 minutes to reading a good book every night, or taking an art class once a week, find something you love to do, and then do it often.

4) **DO: Clear the (digital) clutter.** Ever feel like you went to check one email and then emerged from your computer or smartphone an hour later? Don’t let the internet control you. Block off a specific amount of time each day to read important emails, review your social media feeds, and schedule your own posts. When time is up, close it down and move on.

5) **DO: Make a schedule.** Whether you prefer to use your smartphone or a calendar posted on the wall, it’s wise to create a daily, weekly and monthly planner for yourself and keep it somewhere you’ll check often. Having your priorities listed right in front of you can help prevent you from becoming overwhelmed at work and home.

6) **DON’T: Put off difficult tasks until later.** It’s the work you enjoy the least that needs to get done first. So write that email, return that phone call or chip away at that PowerPoint presentation as soon as you get to your desk. If you don’t tackle those items first, you may end up leaving them until the next day, and procrastination will only cause your to-do list to grow.

7) **DON’T: Leave your employer out of the balance equation.** If you have a good relationship with your employer, consider asking them for more flexibility in your schedule. Could you work from home a couple of days a week? Leave by 5:00 pm to be home for dinner every night? Consider what changes might free up some personal time, while still allowing you to get your work done.

8) **DON’T: Try and do it yourself.** If you’re struggling to maintain balance, it’s time to start delegating some tasks. Can a co-worker assist you in finishing off that big project? Can your spouse help out with more housework? If it’s balance you seek, don’t be afraid to reach out and ask for help.

9) **DON’T: Forget about sleep.** No matter how busy you are, it’s crucial to get adequate rest each and every night. Sleep deprivation can take an enormous toll on our health, and decrease overall productivity. Aim for at least seven hours of shut-eye each night, and you’ll feel more refreshed and focused the next morning.

10) **DON’T: Lose sight of the big picture.** Life is full of ebbs and flows. No matter how organized you are or how much help you have, there will always be times when work-life balance seems to elude you. So don’t sweat the small stuff. If you stay focused on the long-term, balance becomes a much more realistic goal to attain.

Michelle Latinsky, RD is a Toronto-based registered dietitian and the manager of nutrition education at Jamieson Laboratories, which is Canada’s largest manufacturer of vitamins, minerals and natural supplements. In this role, Michelle leads all nutrition marketing and communications programs, acts as a media spokesperson, and educates consumers and healthcare professionals about supplements and their therapeutic use. You can reach her at mlatinsky@gmail.com, connect on LinkedIn or follow her on Twitter.
I love my work, but I have bumped up against what is physically possible several times in my career. Each time I decided to streamline my work rather than be responsible for more work and hire staff.

At one critical juncture I was attending a conference in Seattle and chatting with my college roommate. She casually asked about my husband, then boyfriend, and I couldn’t answer. I chaffed as we enjoyed a drink and realized I was missing my life.

Since then I learned how to prioritize my time, and self-regulate more effectively. One key exercise identifies activities that make the most money, but I find the process most valuable when I focus on work that gives me the most satisfaction.

When it comes to getting help, past efforts to hire an assistant consistently turned out to be more trouble than it was worth. In addition, I observe the toll on my husband running a company with employees every day. Both of us in that position mostly seemed unwise, especially as we raised our son with special needs.

Currently I choose to work less intensely, delegate by project as needed, and find my quality of life is better. I mentor 3-4 interns each year and they work alongside me. Occasionally I hire other dietitians as independent contractors to help me with special projects. Conveniently, I can pay my 19-year-old son to execute clerical tasks and errands.

On the downside, my competitive spirit gets pinched, especially when I would like to accomplish so much more. But I counsel myself much like I counsel my clients: I am doing what I can. The range and flexibility of my practice allows me to enjoy a dynamic career, a wonderful quality of life, and I’m not done yet.

Bonnie Modugno, MS, RD works as a nutrition consultant, speaker and author and offers personalized nutrition counseling via her private practice, Much More than Food, in Santa Monica.
HOD Report
Spring and Fall 2015 HOD Meeting Updates

By: Mary Lee Chin, MS, RD

Sponsorship for the Academy and its affiliates was the hot topic at the earlier Spring 2015 HOD meeting. Amid a great deal of discussion and controversy, the HOD responded by convening a Sponsorship Advisory Task Force (SATF) which met in Washington DC on June 18-19th. They were charged to identify the effect of sponsorship on Academy and Foundation programming, develop sponsorship guidelines, and a strategic communications plan to receive feedback by, and convey information to members. The SATF will provide a report to the HOD at FNCE for input and comments, and then will be presented to the Academy’s Board of Directors for approval. The Guidelines in the report will cover endorsement, evaluation of products, promotion of RDNs, and the harmonization of sponsorship across all Academy units.

The mega-issue to be discussed at the Fall 2015 HOD meeting is Malnutrition: Engaging Members in the Need to Address Malnutrition across all Nutrition and Dietetic Practice Settings.

By: Missy Nelson, RD

A saying that has always stuck with me is, “It’s not what you do, but how you do it. It’s not what you say, but how you say it.” Communication is perceived through action, body language, tone, eye contact, and other cues, but, with social media it’s different because there isn’t direct human interaction – just text, images, links and maybe a video. This makes it so much more important to communicate appropriately to the right audience on the right channel. Your audience needs to know who you are and what you stand for. With more people active on social media, getting news and updates, and participating in more of their daily interactions online – this is where you need to be connected with them in a timely and meaningful way.

Which is why I’m so excited to work with such an awesome DBC Marketing team this year! Meet our team and follow them to see what they’re up to:
- Tyler Rolling, our Social Media Chair @lillyfuel
- Amari Thomsen, MS, RD, LDN, our DBC Dimensions Editor @eatchicchicago
- Claire Allen, our e-Update Chair @nutritionchik

New to DBC this year is our monthly Twitter Chats. They are held the third Thursday of every month at 5pm PT/8pm EST using the hashtag #DBCDPG.

Also, join us on our social channels, Facebook, Twitter, LinkedIn, EML, and DBC Online, ask questions, stay informed and connect.

Our goal this year is to guide, inspire, and inform you with content that’s meaningful and relevant within this fast-paced world of business and communication.

Have a healthy, active and awesome day!

Missy S. Nelson, RD RDMissy
2015-2016 Marketing & Communications Chair

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.

Background material on the mega-issue is available here. Comments from DBC members were originally gathered for the Spring HOD 2015 meeting. This topic however, was pushed to the Fall due to the high interest on Sponsorship discussion. If you have any comments regarding malnutrition, please contact me at maryleechinrd@gmail.com.
Welcome to a new year of insights and learning with DBC! I am Kristen Stoehr, your Education Chair, and on behalf of our committee, we are eager to get rolling with CPEU opportunities via webinars and new offerings!

We have a great Education Committee in place this year and we look forward to launching new educational offerings and CPEU opportunities! Look for DBC education news from our team:

- Tori Holthaus
- Lara Felton
- Sonja Stetzler
- Gay Winterringer
- Rita Grandgenett
- Kerry Cowart

**Webinar Series**

Mark your calendar for our first quarterly DBC Business and Communications Essentials webinar on September 17th!

**Title:**
Information Overload: How Do you Create a Story That Stands Out from the Noise?

**Speaker:**
Jennifer Seyler, RD | Influencer Communication Vice President at FleishmanHillard

**When:**
September 17th at 3-4pm CST (1 hour CPEU)

**Details:**
Join us for an engaging presentation on today’s crowded conversation landscape and how the thousands of competing nutrition professionals, including some self-appointed experts, make it hard for consumers to hear the science-based messages that can help them live a healthy lifestyle.

[Register here](#)

**TED Talks Club**

As voted on by the DBC membership, we are launching a TED Talks club as a new CPEU Opportunity! The TED Talks club is a virtual club that will launch just after FNCE on Tuesday, **October 20th at 3:00pm CST**. The club will meet monthly after reviewing informative TED talks to discuss key learnings and application opportunities. After watching the talks and discussing on the monthly call, participants are eligible for CPEU hours.

The club will **meet on every 3rd Tuesday of the month at 3:00pm CST**. Look for a registration link soon! We will also have information at FNCE, so be sure to stop by our showcase booth on Monday from 9am to noon.

Save the date for at least one more skill-building webinar to finish out 2015! The FREE webinar offerings and continuing education hours are a terrific DBC membership benefit. Please invite non-DBC members to join our webinars, too!

Looking forward to learning together this year!

Kristen is a Registered Dietitian and Nutrition, Health & Wellness Manager for Nestlé USA where she supports nutrition strategy development and implementation. She is a proud graduate of Miami University and the Pennsylvania State University and has been an active member of the Academy of Nutrition & Dietetics and the Miami University Alumni Association.
Looking for an opportunity to get more involved with DBC? Now’s the time and here’s your chance!

The Dietitians in Business and Communications Dietetic Practice Group (DBC DPG) is currently seeking nominees for the 2016-2017 Executive Committee and Leadership Team. Getting involved with the DBC DPG provides an opportunity to get to know and work with leaders in the field of business and communications on important issues. Serving on the DBC DPG Executive Committee will expand your networking opportunities and help hone your leadership skills. The most important attribute is a desire to get involved and to serve.

What are the advantages of running for a DBC DPG position?

- Get to know DBC DPG members and officers
- Help develop the future for DBC DPG

We are currently seeking nominees for the following positions:

- **Chair-Elect**
  Serves 1 year; then serves as Chair for 1 year, and Past-Chair for 1 year
- **Treasurer**
  2 year term
- **Nominating Committee** (2 open positions)
  2 year term

Detailed descriptions outlining the responsibilities of the above positions can be found on the elections page on the DBC DPG website.

Please complete the 2016 nomination form or contact the Nominating Committee directly by September 28 to express your interest and/or ask questions.

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**DBC DPG Nominating Committee:**

- Carol Berg Sloan: cbsrd@verizon.net
- Elana Natker: elana@enlightennutrition.com

Thank you so much and we look forward to hearing from you!

Carol and Elana
2015-2016 DBC DPG Nominating Committee

Carol Berg Sloan is health research director for the California Walnut Commission. Carol recently served two terms as a delegate to the Academy of Nutrition and Dietetics and was a member of the Academy Positions Committee and Finance and Audit Committee. She received the Distinguished Service Award from the California Dietetic Association in 2010. Carol serves as a consultant to several food and beverage companies and as a preceptor to the Individualized Self Study Program at California State University, San Bernardino.

Elana is a nationally recognized food and nutrition communications expert and spokesperson with nearly two decades of experience working in communications. Her first job was as an on-camera spokesperson, which then led to a rewarding career in public relations, working for major agencies in Chicago, Denver and Washington, D.C. Along the way Elana earned her master’s degree and became a registered dietitian, which allowed Elana to specialize in nutrition communications. Elana is an expert in communications strategy, writing, relationship-building, and contract negotiation, specializing in the areas of food, nutrition, health and wellness. Among her accomplishments is being named one of six “Local Nutrition Bloggers to Follow” by Washingtonian magazine within six months of launching her blog. She has also been quoted in the Washington Post, Washingtonian Mom, WebMD and other major media outlets.
With his background in nutritional biochemistry, William Chapman co-founded Seal the Seasons in Spring 2014 after participating in Kenan-Flagler’s Launch the Venture program. He is currently completing his Masters of Public Health and Registered Dietitian training at the Gillings School of Global Public Health. When he’s not on campus, William works with organizations like the Orange County Literacy Council, Classroom to Community, and Beyond Clinic Walls to host community outreach events in his role as a patient advocate and health educator.

Tell us about Seal the Seasons and how you became involved.

Seal the Seasons is a local frozen food company that I co-founded in 2013 while getting my Masters of Science in Nutritional Biochemistry at the UNC Gillings School of Global Public Health. We partner with local family farms to freeze, market, and distribute frozen fruits and vegetables, making local produce available in grocery stores throughout the year. I have been involved with food security efforts for years, and many families in North Carolina struggle with hunger every day. We believe Seal the Seasons is a sustainable model for addressing this problem in our community. Everyone has a right to eat real, nutritious food, and we devote 20% of our profits to support efforts that increase long-term food security for low-income North Carolinians. Our goal is to reverse the negative effects of our exclusive food system by reconnecting producers and consumers, one community at a time.

Working for such a unique organization, what does a typical day look like?

To be honest, there is no “typical” day. I may spend the morning at a farm, discussing organic farming methods with one of our supplier partners, the afternoon meeting with politicians and public health professionals planning changes to local food policy, and the evening teaching a cooking class. It can get pretty hectic some days, and I spend quite a bit of time in the car, but I love the variety. And I never get bored.

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

Flexibility. As a paramedic, I learned how to triage patients according to the severity of their injuries. With Seal the Seasons, I apply this skill on a daily basis, constantly reprioritizing tasks and activities based on whatever emergency happens to crop up that day.

We know your time is valuable. Give an example of how you delegate tasks in your everyday work to help you manage your time efficiently.

Grant writing is probably one of the best examples of good delegation I can think of. My partner and I have become a very efficient writing team, and in the past year we’ve acquired just under $100,000 in funding from county, state, and federal grants. After we’ve identified an opportunity and determined that we’re a good fit, our approach involves first laying down a solid foundation. Since my partner has no problem churning out page after page of “fluffy” text, he does the majority of the early writing. Then I take over, editing, refining, and polishing the text until we have a prize-winning proposal. Although we manage almost everything in our business “in-house” we do know our limits. We outsource graphic design work, coding, and other specialized tasks that we simply don’t have the time for. To make sure that we get the product we want, we stay in constant communication with our contractors. In the past, communication breakdowns have caused certain projects to drag on for weeks longer than necessary.

How do you create a happy work-life balance on a daily basis?

I actually wouldn’t say I’ve been able to create a “happy work-life balance” on a daily, or even weekly, basis. However, I have learned how to recognize when I need a break. I am fortunate that my wife is very understanding, not least because as a physician-in-training, she also devotes the vast majority of her time to work and studying. I am often forced to build personal obligations into the same prioritization framework I use for work, and although I’ve chosen to live in this integrated way, it does create friction when things don’t go as planned (and they never do). For now, I have accepted that this is the price I have to pay for what I want to accomplish. However, achieving a more stable work-life balance remains an important goal for me.

Given your busy schedule, what advice do you have for our members when it comes to strategic time management?

The word “strategic” here is crucial – it’s important to always keep your long-term goals in mind when deciding how to allocate your limited time. Do not let anyone else dictate your schedule, or your priorities. The freedom to choose how I spend my time keeps me sane – I hold myself accountable for my decisions, and I live with the

Continued on page 11
A Day in the Life Of...William Chapman, COO of Seal the Seasons

Interview conducted by: Amari Thomsen, MS, RD, LDN

consequences. Despite what others may say, I will never regret turning in an assignment late so I could finish teaching a class, or writing a grant. To me, those things are just more important. Period.

What websites, apps, or resources do you rely on to keep you up to date with news and trends in your field?

I subscribe to multiple listservs, belong to several DPGs, and read mainstream news like the New York Times, BBC News, etc. The fact that I am a student at a large academic research institution also helps me stay current, because of my relationships with faculty and other students (and occasionally going to class, as well). The variety in my daily schedule also helps keep me on my toes, simply because I have to interact with professionals from so many different fields on a regular basis.

How has DBC helped you in your career?

My career is just beginning, and I am very happy to have found a group of like-minded individuals who share my passion for business and health communications so early on. I never underestimate the power of networking, and through the DBC I hope to find a supportive community that shares the goal of advancing both our respective personal careers and our profession as a whole.

What advice do you have for RDN’s venturing into the world of Business and Communications?

I’m not sure I fit the mold of a “classic” business or communications professional - I am introverted by nature, and my educational background is in biology and psychology. But I believe that even one voice can change the world. So speak up! Words are powerful, whether spoken or written, and they have become even more so in the “Information Age”. Don’t just let the loudest opinion in the room drive the conversation – make your voices heard.

DBC SPOTLIGHT SESSION

Title:
Always Be Selling: How to Develop Sales Skills at Every Level to Enhance Success

Speakers:
Stacey Antine, MS, RD
Susan Harrow, Media Trainer, Marketing & Publicity Expert

When:
Tuesday, October 6th from 12:00-1:30pm

Where:
Music City Center | Grand A

Continued from page 10
Meet the 2015-2016 DBC Executive Committee

Find more information about our team on the Leadership Page of our website.

(* = Voting Member)

**Chair**
Ilene Smith, MS, RD, LDN
ilenesmithrd@gmail.com

- I am the proud mama of a 4-year-old Shih Tzu named Clooney, which tells you a little bit about my passion for dogs and for a certain actor named George as well as my offbeat sense of humor.
- Despite a 95 average, I almost didn’t graduate high school because I cut gym class so often. Now, if you can’t find me, try the cycling, Pilates, barre or Zumba class at Equinox.
- I like offbeat travel. You’ll never find me on a Caribbean island. Instead look for me on the Inca Trail to Machu Picchu, hiking through rice paddies in Vietnam, or on the back of an elephant at Angkor Wat. Next up? Wine tasting in Chile and Argentina with some Patagonia adventures along the way.

**Chair Elect**
Terri Raymond MA, RD, CD
tjraymond@aol.com

- A native to the beautiful Pacific Northwest and most weekends you will find me trekking or biking somewhere around Mt. Rainier or enjoying the cool breezes off the shores.
- With two working parents, my earliest contribution to the household was cooking and helping prepare all the meals.
- I am interested in Traditional Chinese Medicine (TCM) and learn something new each day about the health and healing properties of foods and herbs. There is always an interesting mix of vegetables and herbs in my weekly soups, stews and vegetables!

**Treasurer**
Linda Roberts, MS, RD, LDN
lroberts@rdoffice.net

- I love snorkeling the reef in the clear waters off Cemetery Beach on Grand Cayman.
- I love cross country skiing in the north woods of Wisconsin followed by dinner with friends in front of a roaring fire.
- I love driving cross country to a known destination along an unknown route, taking in tourist spots that might otherwise be missed.

**Secretary**
Jenny Karl, MS, RD
jennykarldr@gmail.com

- I enjoy spending time outdoors, so most vacations feature endless hiking. My favorite part is being at the top of the mountain at the end!
- I enjoy home improvement projects and recently built a coffee table when I couldn’t find one in the right dimensions in stores.
- My husband is also a dietitian. We met on Match.com while completing our dietetic internships at two different universities in Boston. We have a very full veggie drawer…and cheese drawer.

**Nominating Chair**
Carol Berg Sloan, RDN, FAND
cbsrd@verizon.net

- I enjoy baking and recipe reading.
- I act as a preceptor for the California State University San Bernardino ISSP program and love working with the dietetic interns and sharing my business experience.
- My husband and I frequently go on motorcycle rides (we went on the Sturgis Run in 2013) and enjoy taking our boat to Catalina Island whenever possible with our three adult children, family and friends!

Continued on page 13
Meet the 2015-2016 DBC Executive Committee

Continued from page 12

**Membership Chair**
Elaine Farley-Zoucha, RD, LMNT
ezoucha@eznutritionconsulting.com

- I have been married to my husband, Troy for almost 19 years. We have two boys Nicholas, 10 and Grant, 8. My husband farms so I am passionate about farm policy!
- I LOVE baseball! I am a Red Sox fan. Both of my boys play club baseball so we spend our summer traveling for it, which I live for.
- I have a Culinary Arts degree and worked as a chef for four years before going back to school to be an RD.

**Sponsorship Chair**
Becki Holmes, RD
Becki.holmes@gmail.com

- Things I love: coffee, Prosecco, family and friends, *Cooks Illustrated*, spectator events of any kind (concerts, sporting events, theatre)
- Things I hate: conga lines
- Something you don’t know about me: mom of two toddlers (4) and (1.5)
- Things you’ll find me doing on the weekend: attempting to sleep in, and enjoying the outdoors

**Marketing & Communications Chair**
Missy Nelson, RD
Missy.nelson@yum.com

- I enjoy making people gifts over buying something. I’ll make anything from scrapbooks, jewelry, jam, herb-infused oil, DIY crafts, to [homegrown] pickled onions, cucumbers, and pepperoncini’s.
- I love adventurous travel. I lived in France, hiked the Inca trail to Machu Picchu, followed the best surf waves with my husband to Costa Rica, Tahiti, and Bali, ate the most amazing food in Japan, and backpacked to the most beautiful lakes with no one around.
- I don’t have kids, but I am a dog mom to a beautiful silver Labrador named Ally. We go running every morning, spend every weekend at Huntington Dog Beach (a.k.a. dog heaven), and take her everywhere we can.

**Education Team Chair**
Kristen Stoehr, MBA, RD, LD
kristenmstoehr@gmail.com

- Running is a hobby of mine and my mom is my mentor. She’s run a marathon in all 50 states and 130 marathons to date!
- I love to bake and it is my procrastination and relaxation method of choice.
- I co-founded the Thirty & Under Nutrition & Dietetics Member Interest Group in 2011; a passionate group of young professionals trailblazing new paths in the profession.

**Delegate**
Mary Lee Chin, MS, RD
Maryleechinrd@gmail.com

- If I don’t watch myself, I will stay up until 2 AM reading mysteries. Check with me if you need any mystery author recommendations.
- My favorite treat is guacamole and pita chips.
- Most unusual experience is riding a camel through Gobi Desert sand dunes and then dancing at midnight that evening to Lady Gaga with Mongolian nomads.

**Newsletter Editor**
Amari Thomsen, MS, RD, LDN
Amari.thomsen@fleishman.com

- I love to cook and am a self-taught “chef,” beginning my cooking journey at age 20 in the tiny kitchen of my very first studio apartment.
- I am a wannabe mixologist and sommelier; I love creating craft cocktails and embrace wine education (and tasting of course!).
- I started my college career studying interior design before changing paths to become a dietitian and therefore, HGTV and DIY projects are a major part of my weekend life.

Continued on page 14
**Meet the 2015-2016 DBC Executive Committee**

*Continued from page 13*

**E-Update Editor**
Clare Allen  
claire_kotwick@hotmail.com

- I completed my undergraduate degree at the University of Michigan and am a die-hard football fan. GO BLUE.
- I had a successful career in finance for 10+ years before changing paths and following my true passion in nutrition.
- One of my goals for 2016 is to become a certified personal trainer.

**Mentoring Chair:**
Lauren Shelar, MBA, RD  
laurensheilar@gmail.com

- I love trying out new forms of fitness-- right now I’m on a CrossFit kick but I also love trapeze, stand up paddle boarding, spinning and biking, and yoga.
- Reading is one of my passions-- anything from simple beach reads to historical fiction to nonfiction. I love learning about new things!
- Since a young age, food has been my creative outlet (in middle school I created my own cooking show and brought samples in for a class project). Today I enjoy experimenting with new recipes and trends in my own kitchen and, of course, combining travel with food to dine at restaurants around the world.

**Social Media & Networking Chair**
Tyler Rolling  
tyler.e.rolling@gmail.com

- I competed synchronized swimming for 12 years and currently perform in Los Angeles for a company called the Aqualillies.
- I love traveling and spent a month and a half in Central America working on local organic farms called “fincas.”
- I’m also an avid yoga practitioner - When not working, yoga helps keep me grounded.

**DBC Office:**
Barb Pyper, MS, RD, SNS, FCSI, FAND  
dbc@quidnunc.net  
@DBCDPG

- I grew up in New Orleans during my “formative years” (junior high and high school) and there I fell in love with great food and great restaurants, which has continued all my life.
- I love playing golf with my husband and friends and think that someday I may master this game .....NOT
- I just finished a remodel of my kitchen — after waiting 20 years! — and that means I can cook more meals for our homeless with greater ease and invite friends to cook with me

**Academy DPG Relations Manager:**
Susan DuPraw, MPH, RD  
sdupraw@eatright.org

- I love trying out new forms of fitness-- right now I’m on a CrossFit kick but I also love trapeze, stand up paddle boarding, spinning and biking, and yoga.
- Reading is one of my passions-- anything from simple beach reads to historical fiction to nonfiction. I love learning about new things!
- Since a young age, food has been my creative outlet (in middle school I created my own cooking show and brought samples in for a class project). Today I enjoy experimenting with new recipes and trends in my own kitchen and, of course, combining travel with food to dine at restaurants around the world.