

**Dietitians in
Business and
Communications**



a dietetic practice group of the
Academy of Nutrition
and Dietetics

DIETITIANS IN BUSINESS & COMMUNICATIONS

BUSINESS INSIGHTS

SUMMER 2016



Building Your
Executive Presence

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Dietitians in Business and Communications, a dietetic practice group of the Academy of Nutrition and Dietetics

BUILDING YOUR EXECUTIVE PRESENCE ISSUE



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ABOUT US

PUBLICATION TEAM

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Sarah Hendren & Missy Nelson

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PHOTOGRAPHY: www.pexels.com



MESSAGE FROM THE CHAIR

By: Terri Raymond, MA, RDN, CD, FAND

Hello and welcome to the first edition of *DBC Business Insights* – a new name for a new fiscal year of the Academy of Nutrition and Dietetics.

To inaugurate any new year is to first reflect and recognize the past year. Thank you and appreciation to **Ilene Smith, MS, RD** and an amazing [Executive Committee](#) for accomplishments in communication, education, membership drive and fiscal responsibility. Collectively they are the reason we enjoy today, and can build on programs that meet member needs and create new opportunities to network, collaborate and learn.

And today, the present, is a time of joy and appreciation to the membership of DBC for allowing me the chance to lead, connect, and learn from so many remarkable and accomplished dietetic professionals. Members of DBC push the walls and the ceilings of opportunity, create work for ourselves and others, and we are instrumental in bringing about recognition and understanding of our unique capabilities. Please share this opportunity to learn and grow from one another. Get to know the [Executive Committee](#), become a mentor and/or mentee, network with local members, share experiences. “You get in life what you have the courage to ask for”, Oprah.

In the future, it will be another new beginning and **Becki Holmes, MS, RDN** will help us welcome our Second Century; together we will celebrate 100 years of success of the Academy of Nutrition and Dietetics. Throughout our Second Century celebration we will continue to create recognition and empower members to be the leaders we are.



About Terri:

Terri has worked in dietetics and business for more than 30 years. Currently she owns and operates a consulting business, employing more than 30 registered dietitians, serving healthcare and business clients in the Pacific Northwest. Previously she worked in contract food service as President for a regional corporation of 750 employees with clients in five western states. Terri has been active in DBC for more than ten years. She has served on the DBC Executive Board for several years and served as the Academy Foundation's 2014-15 Chair.

And speaking of empowering – that is the focus of DBC Business Insights this quarter “Building Your Executive Presence” – Do we have it? Of course we do! Let’s look at some key elements and how we can take full advantage of these competencies:

APPEARANCE – That first impression counts and it is always important to be dressed appropriately for the situation. Punk rock would not be acceptable in most corporations even with the new, more relaxed atmospheres. Style should convey an image that appropriately represents the brand, the organization and/or corporation.

COMMUNICATION – What is said and how it is said can have a huge impact. Passion and feelings about any subject are welcome and respected as long as they are not overrun with emotion. Speak with authenticity and sincerity.

INNER CONFIDENCE – Self-understanding and self-knowledge create confidence, poise and an ability to handle business pressure and stress. Life-long learning and a desire to understand others are at the root of this confidence. This confidence inspires, teaches and commands both respect and attention.

EMOTIONAL INTELLIGENCE – Take an interest in everyone and everything, be present and aware. Recognize and appreciate the subtle and overt actions and reactions of clients, employees, vendors and create that bond of understanding and mutual respect.

Take this opportunity to read and learn much more about “Building your Executive Presence”. Take time to meet the Executive Committee, take advantage of the education opportunities, the networking and communication - cast the net wide and enjoy the rewards!

- Terri Raymond

LETTER FROM THE EDITOR

By: Sarah Hendren, RDN, LDN, CD

Hello DBC members!

Every so often it's time to refresh and update our look – we do this with our wardrobe, our hairstyle, and now our newsletter! We are working towards a modern newsletter style that is trendy and business savvy, and I want to personally thank everyone who participated in the survey to refresh the newsletter name.

The summer issue is dedicated to developing skills to quickly and effectively engage with your company's executive team. Executives make decisions all day, every day. Have you ever wondered why the 'Executive Summary' at the beginning of a large report got its name? It's because executives do not have time to read the fine details; they need to quickly gather the big takeaways and understand how it impacts the company or brand.

Leading a restaurant chain through the stages of restaurant menu labeling is the project that has given me the most direct contact with executive leadership. From interpreting the guidance, to implementing the final rules into 570+ restaurants, I repeatedly focus on 4 things when communicating to my executive team:

1. Provide summary-level information – don't inundate executives with minute details
2. Provide a recommendation – Ex: 'Based on our 5-year campaign history, I recommend including calories on menu boards for all LTOs between 6-8 weeks'
3. Think ahead about questions they may ask and be prepared with answers
4. Dress with confidence. Like it or not, how you dress makes an impression – your outfit should say "I belong at the table."

I follow these strategies before every interaction with my executive team. It has not only built my confidence and executive presence, but it's also helped me be viewed as the authority for our brand's nutrition strategy.

For our members attending FNCE®, another opportunity to continue building your business skills is to attend [DBC's FNCE® Spotlight Session](#) featuring our Chair, Terri Raymond!

Are you interesting in being an author for an upcoming newsletter? Send me an email - prior experience is not necessary.

Healthy regards,

- Sarah Hendren



About Sarah:

Sarah Hendren RDN, LDN, CD is the 2016-2017 DBC Dimensions Newsletter Editor. She currently works as a registered dietitian at Culver's, a quick service restaurant franchise, and is completing her Master's Degree through Central Michigan University. Sarah is responsible for Culver's nutrition strategy and provides brand direction as part of Culver's Menu Strategy Team. She works closely with marketing, public relations, legal and quality assurance, providing thought leadership and regulatory counsel. Connect with Sarah at SarahHendren@culvers.com

DBC AT FNCE® 2016

DBC FNCE® 'Power Hour' Networking Reception

WHEN: Saturday, October 15th from 6:00–7:30 pm

WHERE: Convention Center - Northwest Lobby - Level 2

Register [HERE](#) by September 30th

Early registration discounts end September 9th

Details: Join us for our "Power Hour" reception.

A great chance to network, nosh and catch up.

Dietetic Practice Group Showcase – Come Meet Your DBC Leadership Team!

WHEN: Showcase is Monday, October 18th from 9:00am – 12:00pm

WHERE: Both #2219 (Convention Center)

DBC Spotlight Session

TITLE: Take Charge of Your Career:

Earn Greater Income with Higher Impact, Session 261

SPEAKERS: Jean Caton, MS, MBA, RDN and Pat Katepoo, RDN

WHEN: Sunday, October 16, 2016: 10:00-11:30 am

DETAILS: This session provides creative ways to secure a pay increase of 10% and more. The speakers will present strategies to both build your confidence and achieve your career potential. They will share actual case studies of Academy members who have used these strategies to obtain the compensation and success they desire. You will leave this session with a road map to increase income and five action steps for success.

FNCE® 2016
Food & Nutrition Conference & Expo

Boston Convention and Exhibition Center | Boston, MA | October 15-18

SPEAKING UP: COMMUNICATING WITH SENIOR LEADERSHIP

By: Sonja Stetzler, MA, RDN
President and founder of Effective Connecting



It's the big meeting - the one where you are selling your idea, product, or service to senior leaders within an organization. You think you are prepared - you've done your homework, you know what you want as an outcome, you've run the numbers, and you think you have covered all of your bases. Have you?

Your strategy for success in presenting to senior management includes a three-pronged approach: people, process, improvisation.

People. One of the biggest mistakes made in speaking to senior level management is not understanding this particular audience. For senior level leaders, time is of the essence. Senior leadership is often pressured to make good decisions fast. Secondly, power and influence play heavily in the allocation of resources. Realize that to be successful, your presentation should align with the executives' strategic initiatives. Does your initiative support the direction of senior leadership? If so, then proceed to develop your presentation process. (For more insights into the senior level psyche, read ["The Real Glass Ceiling."](#))

Process. Unlike presentations delivered to mid-level or consumer audiences, immediately get to your point and start your presentation with your conclusion first. This is not a traditional presentation that educates, persuades, or inspires. This presentation is all about decision-making. Senior leaders want high focus, few visual aids, more logic than emotion (no stories, or very succinct stories that have a point), and key points supported by data. Be concise and prepared

to justify your "ask" with your data. There is a high probability that your presentation time to senior leaders will be cut (that's often the nature of these meetings), so starting with your conclusion ensures your main point is communicated.

Improvisation. Be able to read your audience and jump into facilitation mode if you notice your audience has become disengaged. According to Frederick Gilbert, author of "Speaking Up", use the 10/30 Rule, which says that if you are given 30 minutes on the agenda, prepare for 10 minutes of content and 20 minutes for discussion and debate. This is important - don't stick to your script - adapt to theirs. Be prepared to answer questions. Discussion signals an interest in what you have to offer, and interaction is essential to your success.

Early this spring I worked with a client in the beverage industry who was looking to move up to the C-suite in his organization. He sought help to improve his communication skills, as this was an area where he was not feeling confident. One area he wanted coaching on was his quarterly presentations to the board. We worked on the above three-pronged approach: understanding his audience and their needs, starting with his conclusion first before presenting his data, and allowing more time for discussion on what he presented. I delighted in hearing the feedback his manager relayed to him after he had incorporated the above suggestions into his presentation. His promotion is on the way!

Click [HERE](#) for more tips on Speaking Up!



About Sonja:

Sonja is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to senior level leaders within organizations. Sonja is a national speaker, and in her 30-year career has held positions in food service management, food industry sales, sales management, and quality assurance. She currently serves as an adjunct faculty member at Queens University of Charlotte. Sonja has been a member of DBC for over 20 years. Connect with Sonja at sonja@effectiveconnecting.com

5 STRATEGIES TO CRAFT AN EFFECTIVE ELEVATOR SPEECH

By: Elana Natker, MS, RD
Enlighten Nutrition, LLC

An effective elevator speech can be a powerful tool. It can help you grow your business and your profile. It's also a great way to get a conversation going – whether you're in an actual elevator, at a job interview, or mingling at a cocktail party. It's even important for your twitter handle profiles, websites and short bios you may be asked to provide from time to time.

It's no surprise that the speed at which we're communicating these days is breakneck, and you're competing against a number of outside factors – including other people trying to get at your audience's attention. Drone on, and you may lose your audience to outside distractions (like, the elevator got off on that person's floor – buh-bye!) As we think ahead toward FNCE®, or to any opportunities when someone asks, "What do you do?" it's good to have a well-rehearsed line or two.

So here are my 5 tips for making an effective elevator speech (or cocktail conversation):

- 1. DON'T BE TOO CONCISE.** Wait, what?! Didn't I just say we need to squeeze entire thoughts into 140 characters? Well... yes and no. Think about it: If someone asks, "what do you do?" and your answer is, "I'm a dietitian," that's a pretty closed answer. The person you're talking to might say, "oh..." but more likely you're now just looking at each other politely and nodding. And thinking about what to say next.
- 2. SPEAK IN ACTION VERBS.** I read somewhere that the second word you utter should be an action word. Something like "I help" or "I maximize" "I empower" – whatever fits with your brand or statement. So again, if asked, "what do you do?" and you told me, "I help people make diet tweaks to help them reach their long-term goals," I'd be like – whoa, tell me more! Which is why you should...
- 3. GIVE THEM A REASON TO ASK A FOLLOW-UP QUESTION.** Because guess what, folks...now we have a conversation going.

And you're in the lead. Your speech should be a bit of a tease about what you do. Don't give it all away in one breath...or worse – drone on and on. For example, when I meet people I tend to say, "I'm Elana Natker, a dietitian and matchmaker between retailers and dietitians. I bring solutions to problems you may not even know you had!" That tends to beg the question, "What problems?" And now we're talking about how my business is unique and why you should hire me. Huzzah! This is also a way for me to showcase how I can...

- 4. BE PASSIONATE.** This is YOU we're talking about...what is it that you do? Why should I get to know you better, work with you, hire you, etc.? If you're blasé about it, I will be too. And then I'll forget all about you. Don't be that person.
- 5. BUT BE BELIEVABLE.** There's a difference between, "I help people avoid premature death by obesity" and "I help people eat better so they can outsmart the poor genetic hand they were dealt".

One additional strategy to keep in mind is to have a handful of elevator speeches, not just a single go-to line. Each audience and situation may be different, whether you're trying to land a job, impress your boss or simply make conversation.

And lastly – never go anywhere without your business card! You never know when a chance encounter can result in a new job opportunity or connection. My trick with business cards after you exchange them: jot a note on the back of each card you receive – something memorable about the person or of the conversation you just had. It jogs your memory when you're back at your hotel room or at home, trying to remember whose card goes with whom. And it gives you fodder for that ever-important follow-up note.

For inspiration and a few ideas on crafting your elevator speech, check out this video by [fellow RD Annette Maggi](#), executive director of the Retail Dietitians Business Alliance, or [this article](#) – with examples – on Idealist Careers.



About Elana:

Elana Natker, MS, RD, is a PR pro-turned-dietitian who has since become a nationally recognized food and nutrition communications expert. A master of matchmaking, Elana's skill is bringing together brands and dietitians to collaborate as advisors, spokespeople and more. Find her online at enlightennutrition.com or on Twitter at [@elanaRD](https://twitter.com/elanaRD).

LEADING MULTIPLE GENERATIONS IN TODAY'S WORKFORCE

By: Elaine Farley-Zoucha, RDN, LMNT
EZ Nutrition Consulting, PC Owner and President

I was twenty-three years old when I took my first management position in a small hospital managing a team of six whose ages ranged from 16-72. I had been in leadership roles before, but never in healthcare. My leadership experience was primarily in food service in roles ranging from team leader/trainer, to sous chef, and then head chef at a small local restaurant, and had a team of six, four of whom were older than me! Today, as the owner and operator of a long-term care consulting company, I manage a team of sixteen professionals across four generations, and my business serves three generations.

You may be aware of how different generations are [defined](#), and the preferred methods of communication, recognition style, and motivators of each generation. So how do you use this information to successfully lead a multi-generational team?

Here are a few things that have worked for me throughout my career:

- 1. COMMUNICATE THE COMPANY MISSION AND VALUES EFFECTIVELY** – from hiring, training, and employment advancement, it is important that your staff have a clear understanding of the company's mission and values and demonstrate these on a daily basis. I have found this puts the focus on our customers and has everyone working together on common goals.
- 2. UNDERSTAND YOUR MANAGEMENT AND COMMUNICATION STYLE** – as a manager you should have a clear understanding of your communication and work style. Ensure that your staff know how and when you prefer to be communicated with.
- 3. SURVEY YOUR STAFF ANNUALLY** – ask questions in the annual survey on preferred communication style, professional goals, types of recognition preferred, are they interested in mentoring, and what motivates them. Having a clear picture of where they are in their life is also vital. For example, someone in their 30's and 40's may value flexibility of their schedule, whereas, someone new to the workforce may value mentoring and further education opportunities.



About Elaine:

Elaine is the owner and President of EZ Nutrition Consulting, PC & Associates, specializing in Food Service Systems, Geriatric Care, and Quality Management for long term care facilities. As a national speaker on nutrition and culture change in long term care, she inspires her audience to lead and empower their staff to enhance the dining experience for the clients they serve.

- 4. CREATE A COLLABORATIVE WORK ENVIRONMENT** – when a new opportunity or challenge arises, I frequently send it out to the team to gather their feedback and ideas. This creates an environment where they feel valued and respected as an essential part of the company.
- 5. RECOGNIZE THE DIFFERENCES, BUT DON'T FOCUS ON THEM** – it is important to recognize that each employee has distinct skills and that each of them play a vital role in the success of the company. I have found that pairing team members with different skill sets on a project only elevates the success of the project. However, it is important to make sure each of them know the other's communication style for a successful outcome.
- 6. INDIVIDUALIZE INCENTIVES AND RECOGNITION** – what motivates the employee will depend on what stage of life they are in. Through survey and observation of my staff, I have identified the ways each individual prefers to receive recognition – some want private recognition where others like to be recognized in team meetings, some need praise more frequently than others, and some value a personal phone call while another is satisfied with an email. When it comes to incentives, work/life balance is something that is important to all generations; I have found incentives that promote positive work/life balance—flexible work schedules, for example—are highly valued by the employee and can be individualized around the employee's situation and needs.

All the tactics I mention really come down to one simple point—communication. I watched and listened to those who demonstrated great leadership qualities at all levels of the organization. I emulated and questioned the how's and whys of how they came to those decisions so as I grew in my responsibilities, my decision making and leadership style were in sync with the organization, but with my own style and flare. I made a lot of mistakes during those first few years, but by listening to my leaders and mentors and forging a communication style that respected the opinions across my team, I become a successful leader of a multi-generational team!

STUDENT CORNER:

DEVELOPING AN EXECUTIVE PRESENCE INSIDE THE CLASSROOM - ONE SIZE DOES NOT FIT ALL

By: Reilly Brown, Student Member Chair

As a short little blonde

nutrition student attempting to kick start a career in dietetics, the idea of establishing my “executive presence” appeared a large and daunting task. Executive is defined as “having the power to put plans, actions, or laws into effect”. How do I, just a student, put a plan or action into effect?

As most of a student’s time is spent in an academic environment, there is no better place to begin building an executive skill set than in the classroom. As dietetic students, we learn all individuals are unique and therefore have varying nutritional needs. An executive presence is no different. Just like our differing diets, the path to establishing our executive presence is individualized. There is no equation for success - one size does not fit all.

Through my experiences in my master’s program at San Diego State University, I have started to understand the size that fits me. I am not very outspoken and believe I can be most influential by working hard and leading by example. For me, the best way to put a plan into effect is to believe in it, work hard at it and surround myself with others who are passionate about it. A great work ethic can be contagious and influence the students around you. Nutrition and dietetic students are some of the most passionate people and will be inspired by one’s dedication to a project or cause.

Just like with classmates, leading by example and having a great work ethic will not go unnoticed by professors. In our academic



setting, professors and thesis sponsors are regarded as the leadership within academia and are considered our “executive leadership” as they are the decision makers within our dietetic programs. One of the most beneficial things I discovered was developing connections with my professors. The idea of forming relationships with professors may seem intimidating, but do not be afraid to approach them, and most importantly, do not be afraid to ask for help! Professors often have as much to learn from us, as we do for them. I did not understand the importance of this as an undergraduate student. Some of the most valuable knowledge I have obtained as a student happened outside the classroom.

Visit professors during their office hours with meaningful questions about the class, their career or research and the opportunities they are involved with outside of the classroom.

Leading by example, working hard, and building relationships with professors are ways to build executive presence as an undergraduate student. Establishing executive presence isn’t easy, but practice makes perfect. These tips have worked for me and I recommend you give them a try, while putting an individual spin on them. Learn what works for you and strive to become one of the leaders in your academic program!



About Reilly:

Reilly is a graduate student at San Diego State University where she is completing her a dual master’s in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor’s degree in Human Biology and Nutrition Science. In conjunction with furthering her education to become a RDN, she is currently working as a nutrition intern at the Taco Bell Corporation.

ESTABLISH YOURSELF PROFESSIONALLY THROUGH SOCIAL MEDIA

By: Missy Nelson, RDN
Marketing & Communications Chair
@RDMissy

The idea of establishing yourself professionally through social media can be overwhelming. However, the power behind it and the potential for digital networking makes it all worthwhile. Your expertise and skills are a unique brand that should be marketed to enable opportunities, connect with business leaders, demonstrate authority in your field, as well as the development of others. Here are 4 simple tips to get started, encourage engagement and establish your professional reputation online.

1. FOLLOW & OBSERVE

Social media is a powerful networking tool and business community. Take the time to understand who the key people are to follow and engage with. Who are the leaders in this space? Follow these brands, industry leaders and colleagues. Observe how they interact and communicate. How often do they post? What relevant hashtags do they use? Then determine where and how you want to play

2. COMMUNICATE

Here is your time to shine and convey your professional recommendations and educated point of view. Find relevant

content that represents your brand and concisely share in 140 characters or less (more on his topic in March). Remember to be transparent and disclose #sponsors and that "views are your own". Curate and organize your information using tools like [Scoop.It](#) to aggregate content to render relevant daily content.

3. ENGAGE

Start intermingling with others and add value by engaging with your followers. Retweet/post, comment and/or like their content. Communicating this way adds a personal touch to the otherwise impersonal digital space.

4. EVALUATE

Countless hours have been spent, posting, retweeting, engaging and sharing content. By now you've gained traction and can measure success through your connections and conversations. The following you've built is now an instrumental asset that will add significant dimension to your credentials.

Check out how we're telling our story by connecting with us on [Facebook](#), [Twitter](#), [LinkedIn](#), member-driven list-serve [EML](#), and subscribe to our monthly and quarterly online newsletters through [DBC Online](#).



DBC MEMBER-HOSTED TWITTER CHATS

Meets the **third Thursday of the month at 5pmPT/8pmET**

Join us in robust conversations around key topics of interest in the field of business and communications. Interesting in hosting a Twitter Chat?

[Contact us!](#)



About Missy:

Missy leads nutrition strategy and is part of the Food Innovation Team at Taco Bell Corporation. She is responsible for regulatory and scientific affairs, and nutrition communications and marketing, working closely with executive, legal, brand marketing, and public relations teams on internal and external outreach. Prior to joining Taco Bell, she taught women and children essential culinary nutrition skills, and published a cookbook called WIC Tested, Dietitian Approved for the WIC Program

HOUSE OF DELEGATES MEETS IN BOSTON

By: **Mary Lee Chin, MS, RD**
HOD Delegate Chair

The 2016 Fall HOD meeting convenes October 14 and 15th in Boston, MA in conjunction with FNCE®. The first day is devoted to learning about and training in Appreciative Inquiry – A process for shaping a new reality in the face of complexity, systemic barriers, and a complex stakeholder landscape. It is based on collaborative innovation, engaging as many of the stakeholders as possible to develop strategies and implement change quickly. The second day will focus on applying Appreciative Inquiry process to the HOD Dialogue Session: Wellness and Prevention.



About Mary Lee:

Mary Lee Chin MS, RD, provides health communications and media training, and food and nutrition consulting. She specializes in some of the most contentious food topics, including genetically modified foods, alternative sweeteners and environmental and sustainability issues, translating peer-reviewed research into realistic and practical recommendations. You may reach her at maryleechinrd@gmail.com

NEW LIFE TO DBC EDUCATION

By: **Sonja Stetzler, MA, RDN**
Education Chair

Greetings DBC Members!

As your new education chair, I am excited to kick off our new year with educational offerings. I am also pleased to introduce you to our education committee: Linda Roberts, MS, RD, and Tori Holthaus, MS, RD, LD.

DBC BOOK CLUB

We have a new educational offering for CPEU's – the [DBC Book Club](#), where we will be reading and discussing insights and information from recently released titles. Here is our agenda for our future book club meetings and titles:

October 26, 2016, 4:30 pm EST, Book Club: Got Your Attention: How to Create Intrigue and Connect with Anyone by Sam Horn

January 18, 2017, 4:00 pm EST, TED Talks: The Official TED Guide to Public Speaking by Chris Anderson, Head of TED



About Sonja:

Sonja is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to senior level leaders within organizations. Sonja is a national speaker, and in her 30-year career has held positions in food service management, food industry sales, sales management, and quality assurance. She currently serves as an adjunct faculty member at Queens University of Charlotte. Sonja has been a member of DBC for over 20 years. Connect with Sonja at sonja@effectiveconnecting.com.

WEBINAR SERIES

Mark your calendars for our first quarterly [DBC webinar!](#) Kathy Colaiacovo, President of Pepper It Marketing, will be presenting on a topic that has been highly requested – marketing in a digital world.

Title: Content Marketing to Conversions: What You Need to Know About Social Media Marketing for Business

When: September 21, 2016, 4:00 pm EST

Details: Kathy is an online marketing and social media consultant who works with clients to set up an online marketing strategy in social media marketing. In her presentation, you will learn the secret sauce to convert potential online clients into paying customers, the tools to use for the conversion process, and several easy-to-implement social media marketing strategies to market one's business and support the conversion goals. Join us to take your social media marketing to that next level!

IT'S TIME TO NOMINATE FOR 2017!

By: Carol Berg Sloan, RDN, FAND
Nominating Chair

DBC is recruiting for the 2017-2018 ballot! Email the nominating committee chair, [Carol Berg Sloan](#) if interested!

Open positions include:

- Chair-elect (3 year term, serves 1 year; then serves as Chair for 1 year, and Past-Chair for 1 year)
- Secretary (serves 2 years)
- Delegate (serves 3 years with eligibility to run for a 2nd term)
- Nominating Chair (serves two years)



About Carol:

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 is a preceptor to the Individualized Self Study Program at California State University, San Bernardino.

VOLUNTEER WITH THE MEMBERSHIP COMMITTEE

BY: Elaine Farley-Zoucha, RDN, LMNT
Membership Chair

DBC is looking for 3 volunteers for the membership committee. As a membership committee member, you would assist in contacting new members to explain the membership benefits, aid in planning the membership showcase for FNCE®, and assist in planning and guiding the regional networking events

If you are looking to get involved we would love to have you! Contact Elaine at ezoucha@ezncmail.com for more information.



About Elaine:

Elaine is the owner and President of EZ Nutrition Consulting, PC & Associates, specializing in Food Service Systems, Geriatric Care, and Quality Management for long term care facilities. As a national speaker on nutrition and culture change in long term care, she inspires her audience to lead and empower their staff to enhance the dining experience for the clients they serve.

STUDENT MEMBER MAKING HISTORY

By: **Reilly Brown**
Student Member Chair

For the first time ever in DBC history, students will be able to directly offer insight to the executive board with the newly formed student committee. Bec Dorman, Vulnavia Johnson, Nichole Reed, and I will be connecting students with current practicing professionals. Along with developing this relationship, we hope to show students what our wonderful practice group has to

offer and educate them on the numerous non-traditional options that dietetic students have.

We are preparing for student recruitment and representation at FNC® 2016. If you are interested in contributing to the profession and looking to get involved, or have an opportunity for students, please email reillybrown19@gmail.com.



About Reilly:

Reilly is a graduate student at San Diego State University where she is completing her a dual master's in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor's degree in Human Biology and Nutrition Science. In conjunction with furthering her education to become a RDN, she is currently working as a nutrition intern at the Taco Bell Corporation.



ENGAGE WITH DBC

By: **Becki Holmes, MS, RDN**
Chair-Elect & Sponsorship Chair

Is your company or business looking for ways to engage with our membership?
Please contact the DBC Sponsorship Team at dbc.sponsorship@gmail.com or dbc@quidnunc.net



About Becki:

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.

2016-2017 DBC EXECUTIVE COMMITTEE

FIND MORE INFORMATION ABOUT OUR TEAM ON THE LEADERSHIP PAGE OF THE DBC WEBSITE



*CHAIR

Terri Raymond MA, RDN, CD, FAND
tjraymond@aol.com

- Most weekends you will find me hiking somewhere among the flora and fauna of the Pacific Northwest.
- Cooking and recipe reading are a favorite – There are so many and it's easy to get caught up in reading and have not time left to cook!
- In the last few years I have read several books on Traditional Chinese Medicine, with a focus on the foods that are used for healing. There are foods for every season and for every reason! And today it's possible to find many of these items in stores and incorporate them in traditional soups and stews and salads.



*CHAIR ELECT

Becki Holmes, MS, RDN
becki.holmes@gmail.com

- I was a student editor of a French text book when I was in high school.
- I have a 5 year old and a 2 year old - and I believe you really can have a life as a working mother .
- I love going to events. Any event. Music, theater, sports. You name it - except maybe country music.



*PAST CHAIR

Ilene Smith, MS, RD
ilenesmithrd@gmail.com

- I secretly wish to be the successor to Joan Rivers on Fashion Police.
- I do hip hop and salsa dancing every Saturday — ok, it's Zumba, but I feel like I'm doing hip hop and salsa.
- I'm crazy for dogs and crazy for George Clooney; hence, my dog's name is Clooney.



*TREASURER

Jackie Schulz, MS, RD, CSP, LDN
jackieY310@yahoo.com

- I am a music enthusiast, and play piano and violin - which I played throughout college with the UC Davis Symphony. Most people are surprised to know that my favorite genre, though, is hard rock.
- My family and I, in particular my 9-year-old daughter and 5-year-old son, are serious animal lovers (in fact my original major was Wildlife Biology at Davis) and have adopted two dogs and a cat in the past three years.
- I love to run, and try to do it as often as I can as it is usually my only time alone to think, appreciate the outdoors...and listen to music, of course!



*SECRETARY

Jenny Karl, MS, RD
jennykarlrd@gmail.com

- I'm a Master Urban Gardener.
- I love DIY projects and own more power tools than most men.
- My husband is also a dietitian, which makes for interesting food conversations.



*DELEGATE

Mary Lee Chin, MS, RD
maryleechinrd@gmail.com

- Diversity/inclusion belief: "We are all interdependent and share an inescapable responsibility for the well-being of the entire world..."UNESCO.
- Long suffering: Illustrated by my devotion to Colorado Rockies Baseball despite their record for past 20 years.
- Favorite activities, not necessarily in order of priority: Reading mysteries at a rapid clip, recipe experimentation; indulging granddaughters for mani/pedi's.

* = VOTING MEMBER



*NOMINATING COMMITTEE

Carol Berg Sloan, RDN, FAND (Chair)
cbsrd@verizon.net

- I love going on Harley rides with my husband.
- I love boating .
- I love watching my youngest daughter Kelly go through the process of becoming an RD (she starts the masters/internship program at CSULB fall 2016).



*NOMINATING COMMITTEE

Lara Felton, MBA, RDN
lfretrd@gmail.com

- I love running and sleeping. I have a 16 month old so nowadays there's less time for sleeping but she does make a good running buddy.
- I love watching sports, especially soccer and American football. People always seems surprised by my sports knowledge and the fact that I watch more sports than my husband (it's how I maintain that sports trivia!)
- I'm an amateur baker, love being in the kitchen, and have a weekly cooking challenge with my siblings and cousins. We chronicle our kitchen adventures on Capers In The Kitchen (add URL: capersinthekitchen.com)



MEMBERSHIP CHAIR

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

- I am a huge Boston Red Sox fan. Highlight of this summer was a visit to Fenway Park just a week ago!
- I was a Chef in my first career and used to carve ice sculptures.
- Favorite food - crab cakes.



*NOMINATING COMMITTEE

Theresa Hedrick, MS, RD, LD (Chair Elect)
theresa.hedrick@gmail.com

- I love old dogs! I'm on the board of a senior dog rescue organization and my husband and I have two older hound dogs ourselves.
- I enjoy home improvement and DIY projects. If I can't find exactly what I envision, I often make it myself. My most recent projects have been building an outdoor table and re-doing our fireplace surround.
- My husband and I are learning how to ferment foods. Our dining room is currently lined with jars of fermenting sauerkraut, escabeche, vinegar, and kombucha.



EDUCATION TEAM CHAIR

Sonja Stetzler, MA, RDN, CPC
sonja@effectiveconnecting.com

- I am a cyclist and have just learned how to paddle board!
- I have two sons in college.
- I am trying to keep the deer out of my summer garden!



MARKETING & COMMUNICATIONS CHAIR

Missy Nelson, RD
missy.nelson@yum.com

- I come from a "biking" family where we all ride mountain bikes, road bikes, dirt bikes and motorcycles. So, naturally I have my motorcycle license.
- I love to travel. Every experience is memorable, but my favorite was hiking the Inca Trail to Machu Picchu.
- I love the outdoors, growing my own food, crafting recipes and cooking. I'm patiently working on my next cookbook, which is around cooking in the outdoors.



NEWSLETTER EDITOR

Sarah Hendren RDN, LDN, CD
sarahnicole0046@gmail.com

- I love being active and enjoy running, spinning, Pure barre and weight lifting. My latest hobby is learning how to golf!
- My husband and I enjoy traveling. Our favorite trip was traveling out west to hike different national parks.
- I love going to sports games, shows, and concerts! My most memorable concerts were seeing Taylor Swift on her 1989 tour and Carrie Underwood on her Storyteller tour.



SOCIAL MEDIA & NEWSLETTER CO-CHAIR

Nicole Arcilla, MS, RD
anarcilla25@gmail.com

- Before becoming a dietitian, I thought I wanted to be an actuary.
- Finding the dietetics profession was a complete accident for me when I jokingly looked up professions that dealt with food.
- I love nearly all sour foods and dishes.



STUDENT MEMBER CHAIR

Reilly Brown
reillybrown19@gmail.com

- On the weekends, I spend most of my time traveling and eating my way through southern California.
- I love working out and all things sports! I enjoy challenging myself with new workouts and challenges. My next fitness challenge is to run my first half marathon in October.
- In my free time, I enjoy cooking/coming up with new and healthy recipes.



SOCIAL MEDIA & NETWORKING CHAIR

Tyler Rolling
tyler.e.rolling@gmail.com

- Synchronized swimmer for the Aqualillies.
- Love making videos and fun, engaging images for DBC Social Media!
- Avid language learner (Spanish and Portuguese!)
- I work for in the Health Promotion department at San Diego State University, where my passion is improving health behaviors throughout campus.



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Dietitians in Business and Communications

a dietetic practice group of the
Academy of Nutrition and Dietetics



Thank you for catching up with Business Insights. We hope you will check out our next issue, coming this November.

