Creating Opportunities for Yourself
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ABOUT US

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Welcome to the first edition of DBC Business Insights for the 2017-2018 fiscal year, and the official start to our fifth decade. That’s right! DBC turns 40 this year. In 1977, the Academy of Nutrition and Dietetics granted official status to DBC, and we’ve been making waves ever since.

DBC began with the idea of collaboration and sharing expertise. Our founding members recognized how uniquely positioned dietitians are in a business environment, and sought to support a community of dietitians in similar leadership roles and career trajectories. To this day, DBC remains committed to collaboration and growing the next generation of aspiring dietetics leaders.

For many dietetics practitioners, careers in business and communications remains an elusive career path. It doesn’t have to be – which is why we’ve brought you an entire issue focused on Creating Opportunities for Yourself.

Think of a time when you’ve felt compelled to speak up, but then failed to find your voice. What about the time when you finally found the strength to speak up, and then were met with rejection? You’re not alone. While finding the courage to speak up can be terrifying, the potential rewards on the other side are why we thrive as a practice group.

We felt inspired to investigate why it’s so hard to speak up and found Adam Galinsky, Chair of the Management Division and Professor of Business at the Columbia School of Business.

In a recent Ted Radio Hour, Galinsky describes three key factors that affect how and when people feel confident enough to speak up.

1. Moral Conviction
   Starting with Moral Conviction, Galinsky describes this as an inherent part of the human psyche. Humans are known to be driven by principles and values – and doing the right thing is often what drives our initiative to speak up.

2. Expertise
   When we believe we have unique expertise, insight, or knowledge, it positions an argument to come from a position of strength and power.

3. Social Support
   Lastly, speaking up can be risky. Our natural tendency is to avoid rejection; however, if allies surround you, you’re more likely to speak up because strength in allies can mitigate the risk of being rejected.

To tie it all together, creating opportunity often starts with speaking up and being comfortable with rejection as part of the process. The next time you’re unsure about speaking up, whether it’s preparing for a performance review, challenging an opinionated co-worker, changing jobs, or pitching a new idea, exploit your DBC membership benefits! DBC is a resource for you to grow your strengths, and surround yourself with a network of opportunity-seekers and problem solvers.

This year, DBC is excited to celebrate our rich history and renew our commitment to support all dietitians seeking to grow their business acumen, communication, and career management skills. We invite your thoughts and comments, and are looking forward to an exciting year. Cheers to 40 years of speaking up!

Best,
Becki Holmes, MS, RDN, LDN
2017-218 Chair, Dietitians in Business & Communications Practice Group

About Becki:
Becki Holmes is the Founder of Foodwit – a scientific and regulatory consulting agency serving the food, restaurant, life sciences, and e-commerce industries. She has held scientific and regulatory leadership roles at Red Bull North America and Starbucks Coffee Company with accomplishments including deployment of compliance strategies for nutrition labeling, trans fat, sodium reduction, menu labeling, and caffeine initiatives. Becki is an active member of the Academy of Nutrition and Dietetics and has served in a variety of elected and appointed positions within the Dietitians in Business & Communications practice group and the Academy’s Legislative and Public Policy Committee. In her spare time, Becki enjoys spending time with her husband and two kids in Portland, OR.
Hi there DBC members!
Welcome to our summer issue of DBC Business Insights. In this issue we're focusing on opportunities and how to make them happen for you. In order to advance our careers and further develop as dietitians, it’s important to seek out opportunities that will introduce us to new connections, new skills, and new perspectives. The key is to actively seek out those opportunities and not simply wait for them to be handed to us. Remember -- fortune favors the bold. As DBC members you can easily take the initiative to find new opportunities through our member benefits:

1. **Read through our newsletters** to learn from dietitians of various backgrounds. Get insight on their journey and growth and see how it may relate to your own journey.
2. **Find a mentor** who is an expert in your field of interest in dietetics. Build your knowledge base by networking with those who have a number of years of experience and can provide you tips and guidance.
3. **Participate in upcoming webinars** from a number of different guest speakers. You never know what new information you might learn and be able to apply to your career.

On top of these benefits, DBC also offers in person networking events like the “DBC Cake & Connect” at FNCE® in Chicago coming this October!

There are many other ways to get involved with DBC so be sure to keep searching for unique outlets, like being an author for upcoming newsletters. If you’re interested, be sure to drop me a line and send me an email. We want to hear from you!

Best,
Nicole Arcilla, MS, RDN, LDN

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**About Nicole:**
Nicole Arcilla is the 2017-2018 DBC Business Insights Newsletter Editor and has previously served as the 2016-2017 Take 5 with DBC Newsletter Editor. She currently works for Chartwells Higher Education as the campus dietitian for University of Maryland Baltimore County, providing support to their dining services, counseling students, and acting as a consultant across the university’s departments. When she’s not keeping busy, Nicole loves exploring restaurants in the D.C. and Maryland area and taking far too many food pictures. Stay in touch with her via Instagram/Twitter @HeyRDNics, or LinkedIn.

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**DBC EVENTS**

<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHEN</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Academy Opening Night Party</td>
<td>Saturday, October 21st 6:00 – 7:30 p.m.</td>
<td>McCormick Place West</td>
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<tr>
<td>“Cake and Connect” Networking Reception</td>
<td>Saturday, October 21st 8:00 – 10:00 p.m.</td>
<td>Hyatt Regency McCormick</td>
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<tr>
<td>DPG-MIG Showcase</td>
<td>Monday, October 23rd 9:00 am – 12:00 pm</td>
<td>McCormick Place West Expo Hall</td>
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<tr>
<td>DBC EC member, Linda Roberts, MS, RDN, LDN, receives Excellence in Consultation and Business Practice Award</td>
<td>Monday, October 23rd 1:30 – 3:00 p.m.</td>
<td>McCormick Place West 184 ABCD</td>
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<tr>
<td>DBC/FCP Spotlight session: Triggering Change in Patients and Clients: Insights from Behavioral Science</td>
<td>Monday, October 23rd 1:30 – 3:00 p.m.</td>
<td>Room 375 A</td>
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While our New Year’s resolutions seem like eons ago, your initial goals are still worth chasing. Achieving goals can be more obtainable when you involve others in the process with additional perspective and feedback. However, finding the balance between connecting with others to achieve goals and finding the time to actually pursue the goal can be a challenge. Welcome the concept of networking. When you stop thinking about networking as solely a way to leverage your career, you can, in turn, develop and grow mutually beneficial relationships. Networking is about forming relationships, seizing new opportunities, merging ideas and moving the needle towards common goals.

In an age where technology eliminates geographic boundaries, networking shouldn’t be limited to in person interaction. Online networking should be viewed as a window of opportunity. I refer to the combination of online and in person networking as a “networking sandwich.” The “bread” or outer layers of forming relationships can often start with reaching out to someone via social media platforms while the “meat” is the face-to-face meetings. The second slice of “bread” is the continuation of the conversation digitally.

How to Optimize In Person Networking:

- **Be More than Punctual:** Give yourself a 15 minute window of time to arrive early. Introduce yourself at the sign in table and take a few deep breaths.

- **Quality vs. Quantity:** Take time to connect with a handful of people that you can obtain business cards from vs. going from one person to the next without real conversation.

- **Research:** Who else will be attending the event? What ventures have the leaders been up to?

- **Unite Others:** Take the focus off of your own interests and discover shared interests with others.

- **Strategically Replenish Refreshments:** Grab a smaller plate that has to be refilled and mingle with new people.

How to Optimize Online Networking:

- **Follow Up:** Be a woman or man of your word and send your contact information to whomever you promised or follow up and ask how the job search is going.

- **Ask Questions:** Seek opinions on articles, trends and “how to’s.”

- **Schedule Check Ins without Asking for Anything:** Whether that means sending someone a digital birthday card, event of interest or relevant article, this can help keep the “conversation” going.

- **Join the Dialogue:** Stay abreast of current dietetic trends and hashtags - #rdchat and #buildupRDNs are two great connectors.

Finding ways to make networking sandwiches a part of your goals can help create more opportunities in your life. Why not put the following tips into action at FNCE and mingle with fellow DBC members? After the opening session on Saturday, DBC will be hosting a Cake & Connect networking event. I’ll keep an eye out for you. Hope to see you there! Connect with me at @simpleeatsRD and share how you make your “networking sandwiches.”

About Nikki:

Nikki is a Dallas based rehab/skilled nursing facility dietitian, providing telehealth counseling to EduPlated clients and is the current Texas Academy Northeast Region Director. She is an active member of the Academy of Nutrition and Dietetics serving in multiple capacities to engage and empower fellow RDs and consumers. Connect with her on Instagram @simpleeatsRD, Twitter @simpleeatsRD, and at nikkines@gmail.com
Having founded my current business, Effective Connecting, 6 years ago, I am often asked how I started and how I keep it flourishing. In my experience, three fundamental strategies have enabled me to be successful: focusing on a niche target market, diversifying my network, and becoming my own advocate. Let me dive a little deeper…

1. FOCUS ON A NICHE MARKET.
When you identify what you want to be known for, you leave no question about your expertise in the minds of the people you wish to serve. If you market your services to everyone, you will end up serving no one. Once I focused on working with mid-to-senior level professionals on public speaking and presentation skills, it became clear who was in my target market, I could clearly articulate the services I offered, and it created the trust necessary for potential clients to purchase my services.

2. DIVERSIFY YOUR NETWORK.
By developing my network with people in other industries, with different job roles and functions, and with people who share different perspectives than myself, my opportunities for influence have greatly expanded. With a greater number of diverse contacts, you can hone your capability for spotting trends and generating new ideas. This enables you to be a thought-leader in your field.

3. BECOME YOUR OWN ADVOCATE.
With technological advancements and traditional employment opportunities declining, we all must become proficient in persuading, influencing, and convincing others of our skills and capabilities. Developing your personal brand and selling your skills and services is no longer optional. Promoting yourself in a balanced and engaging way, both online and in person, is your key to sustaining your business. What we are really talking about here is building and nurturing your online and offline network in an authentic manner, and not engaging in constant and tedious self-promotion. The vast majority of my work comes from people within my network who know what I do. In my experience, I’ve built my network by consistently sharing relevant content on the topic I wanted to be known for, stepping up to volunteer in organizations that are aligned with what I care about, and being willing to give before I get.

The late Andy Grove, who was president and CEO of Intel, wrote a commentary in USA Today many years ago about keeping your career on course. He wrote, “…your career is literally your own business. You own it as a sole proprietor. You have one employee: yourself.” His words still ring true today – you are the captain of your career ship. Using the three strategies above will help you successfully navigate your course.

About Sonja:
Sonja Stetzler, MA, RDN, CPC is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to-senior level leaders within business and healthcare organizations. Realizing the key to success for most professionals is the ability to authentically communicate and connect with others, Sonja’s programs teach clients communication tools that positively impact their success and bottom line. Sonja is a national speaker and has held positions in management, sales, sales management, quality assurance, and education. In addition to Effective Connecting, she is a faculty member in the School of Communications at Queens University of Charlotte. She is also a member of the National Speakers Association.
As your work life evolves over several years, you’ll likely reach a stretch of time where you hit your career stride: your job is a perfect match for your skills, your stellar performance reflects that, and your manager recognizes your superstar qualities.

When that happens, you can leverage your next performance review to score some career goodies. You don’t have to be a superstar to request the typical “asks” — a nice merit raise, an expanded role, or a promotion, for example. Negotiate those whenever you earn a solid performance review.

But when you’re really rocking it, add an off-the-menu request. Today’s featured item: an international career opportunity.

No, I don’t mean an overseas assignment with your global employer, although that might be an option for some. Instead, here’s something more feasible for any high-performing employee.

Ask to attend a large overseas conference or fair. Depending on your professional role, you could make the pitch for one of the following, to name a few:

- **International Conference on Food Studies**
  (2017 in Rome; 2018 in Vancouver, Canada)

- **Food & Society International Conference**
  (2017 in Kuala Lumpur, Malaysia)

- **The European Symposium on Food Safety**
  (2018 in Stockholm, Sweden)

Quick Tactic Tip: If your merit raise comes up short of your Aspiration Point, shift your pitch to tap into the training and travel budgets to help make up the difference.

Have you been with your employer at least five years? Go big and bold with your request: propose a four-week “educational sabbatical.” Design one that aligns with your job while allowing you to immerse yourself in another culture.

A job-related overseas experience adds a rich element of new learning and networking to your career. At your next standout performance review, be bold: create and negotiate this international opportunity for yourself.

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**About Pat:**

Pat is the founder of Pay Raise Prep School for Women. Through her online courses and coaching, she equips RDNs and other professionals to get ready to ask for a raise with confidence. Pat is a former RDN and current member of the Academy and DBC. Find her online at PayRaisePrepSchool.com/RDN and WorkOptions.com. Connect with her on Connect with her on LinkedIn.
Tell us about yourself

I am the President and Owner of EZ Nutrition Consulting, PC in Columbus, Nebraska, which is a clinical nutrition and food service consulting company. We provide interim and permanent services to skilled rehab, traditional long-term care, assisted living facilities and critical access hospitals. I have always had a passion for food thanks to my Grandmother. My senior year in high school I started a catering company and continued catering throughout college while completing my Associate Degree in Culinary Arts and Dietetic Technology. After graduating, I worked as a chef for a few years before taking a position at a critical access hospital as the Food Service Director and Dietetic Technician, Registered (DTR). I have been a member of DBC for 6 years. I have served as the secretary for 2 years, the membership chair for 2 years and currently serve as the delegate for the House of Delegates.

What inspired you to be a dietitian?

During my time at the hospital I was able to utilize my culinary and clinical knowledge to improve the food service department, but also to help our patients and community learn about nutrition. I developed and taught heart healthy and diabetes cooking classes, however all of this came to halt when Nebraska passed our licensure law. Licensure limited what I could do with direct patient care, and I was no longer able to participate in the medical nutrition therapy piece. Helping people become healthier through education had become my passion, so my consultant dietitian encouraged me to go back to school to become an RD. I was so blessed to have an administrator, my consultant, and my husband encouraging and supporting me during the 3-year process.

You currently run your own business, which is often daunting for new entrepreneurs. What empowered you to push for it?

I never intended on having a consulting company with 16 employees, it just kind of happened! The consultant who encouraged me to become an RD gave me my first contract at a small long-term care building straight out of my internship. I found that I loved working with the geriatric population and it again allowed me to fulfill both passions, food and dietetics. However, it was just me running the business at the time and when I had my first child I had two weeks of maternity leave post c-section. When my second son came along, I was fortunate to have met another RD through my involvement with my state affiliate. She found that she too enjoyed long-term care, and said if I ever was going to hire someone that she would be interested.

I hired Nicky in 2004, she is currently the Vice-President of the company. Since then, we have grown tremendously, but it hasn't been easy. I had no formal business education, so I learned by trial and error. I was blessed with a great mentor, Linda Roberts. I reached out to her via a DPG EML and she was so generous and gracious. Linda taught me a lot about the consulting world, even with her guidance, I still felt I needed more knowledge of the business side and that's when I found DBC. Through my involvement in DBC I have been able to meet other RD's with amazing business and communications skills that are willing to share their knowledge. DBC has empowered me through the many education opportunities, but most of all through the mentoring opportunities.

Before running your own business, you were a clinical dietitian. What lessons did you take from this experience as you prepared to start your own business?

I guess I have always been an entrepreneur since I had my first business at the age of 17. I was learning to be a clinical dietitian while starting another new business, so it was a hectic time. The biggest lesson I learned: don't hesitate to ask questions!

How do you keep an eye out for new opportunities to help your business expand and grow?

As a business owner, you can’t get too comfortable. Change is growth, but it can be daunting as well. Find a niche, but always be looking for a way to improve your product or service. Stay up on the current trends and standards of practice to ensure that you don’t become stagnant. Most of all, stay attuned to your customer’s needs, because these often identify new areas of opportunities.

Can you tell us about a missed opportunity and what you learned from it?

This isn’t necessarily a missed opportunity, but a business lesson. About 5 years ago we were blessed with a lot of business coming our way. I was afraid to say no to any of the contracts, but didn’t have enough staff to cover them as quickly as they were coming our way. I made some bad hires, overworked my staff, burnt myself out, and our quality of work suffered. We ended up losing some of my long-time contracts because of the poor quality of work, lack of follow through from myself on issues that were arising, and I lost a couple of my best staff. This was a huge lesson to learn: growth is great, but it needs to be managed properly.

What advice do you have for students and other dietitians-to-be when starting out in their careers?

Remember that you don't learn everything from a book or a class. Learning from those that have been doing the job is invaluable.
The Dietetic internship (DI) matching process has become more and more competitive over the years. Although some students do match with a DI that meets their needs and interests, others compete to obtain a match regardless of how it may shape or lay the foundation to their career. Sadly, many students hope to receive a match without considering whether the internship corresponds to their career goals. However, like the process many of us have experienced when applying for a job or colleges/universities, applying for DIs that fit our needs or interests can be challenging, but not impossible. After failing to acquire a DI match three times, I realized that each failure also brought me one step closer to truly understanding my interests in dietetics. Eventually, I got matched on the fourth try. This process has given me unique perspectives worth noting for students who will begin their DI matching process in the coming year.

Pre-Dietetic Internship

Identify your needs and interests

If you already have a clear idea about your career goals and what skills and experience you need to achieve them, congratulations! If you don’t, no worries! Your Didactic Program in Dietetics (DPD) directors, advisors, professors, and friends are there to help you. Before reaching out for someone’s help, make sure to do your homework. For instance, start by listing out your strengths, weaknesses, interests, work or volunteer experiences, and what you plan to learn from a DI program. After presenting this information to directors and other advisors, consider asking these questions and tailor them according to your interests:

- “I’m interested in gaining experiences in public nutrition communication. What else do you think I need in order to step into this area of dietetics?”
- “You’ve completed a DI with focuses on leadership and elder nutrition, how did you know that you were interested in those two areas?”

List and prioritize DI programs

After identifying your needs and interests, you can start to find related DI programs, and make a list. Having the list in hand, prioritize these DI programs based on other factors you might consider, such as admission requirements, tuition, location, program length, program’s focus, admission percent, and so on. Again, you can always consult your DPD director, advisors, professors, and friends. However, please remember that you will make the ultimate decision because you know what’s best for your life. You can also revise the list as many times as you want before you are ready to submit your D&D application.

Attend open houses or open house webinars

If the DI programs of your interest will host open houses or open house webinars, I strongly encourage you to attend these events, so you can collect more information and talk directly to DI directors. Of course, it’s even better if you prepare thoughtful questions to make a lasting impression with DI directors. Some DI programs will explicitly point out that they give priority to applicants who attend their open houses. Therefore, participating in these open houses is highly recommended if you can. However, if open houses are not available or if you are unable to attend, I recommend you email DI directors to set up a phone call or virtual meeting. Remember, you should prepare for these opportunities like you would prepare for an important interview.

During Dietetic Internship

After enrolling in a DI, there are still opportunities to tailor the DI to meet your needs or interests. Most DIs include gaps between rotations. Therefore, it’s important to have an open communication with your DI director so they are aware of your interests, and can assist in creating a rotation. More and more DI programs provide an elective rotation based on your professional interests - this allows you to create your own rotation according to your interests. Don’t be afraid to speak up and customize your DI experience. Be creative to pursue your professional interests and needs!

How Dietitians in Business and Communications (DBC) Can Help Student Members

Currently, students have access to DBC’s Mentor Search page, which will allow you to connect with other highly experienced dietitians. Using our filters you can even specify areas of expertise you are interested in. We recognize there are more and more distant options and individualized supervised practice pathways (ISPP) for DIs, and DBC’s mentor resources can aid in identifying preceptors for these opportunities. With these member benefits, DBC student members will be able to see these DI preceptors and their expertise on the DBC website, and will have opportunities to join networking events to meet these DI preceptors in person or online.

About Shu-Feng:

Shu-Feng Tsao is an international student from Taiwan serving as the 2017-18 DBC Student Executive Committee member. She earned a master’s degree in Nutrition and Food Systems from the University of Kentucky and is currently enrolled in the University of Connecticut for another master degree with a major in Business Analytics and Project Management. She would like to bring data science and nutrition together to become an entrepreneur that she can provide data-driven insights to nutritional businesses. Connect with Shu at shu-feng.tsao@uconn.edu.
**COMMITTEE FEATURES:**

**MEMBERSHIP BENEFITS**

By: Deanne Brandstetter, MBA, RD, FAND
Membership Chair

One of the things DBC members value most are opportunities to connect with other RDNs in business and communications careers. We are planning a robust year of regional networking events….watch for upcoming events in Denver, Dallas and New York and many other locations. If you are interested in volunteering to help plan or host an event near you, please contact Deanne Brandstetter at Deanne.brandstetter@compass-usa.com

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**About Deanne:**
Deanne Brandstetter, M.B.A., R.D. FAND has over thirty years of experience in the food industry and nutrition business. As Vice President of Nutrition & Wellness for Compass Group, North America, she leads a team that coordinates wellness programs for foodservice clients and develops innovative & award winning cross sector nutrition & wellness initiatives. She also directed the nutrition program for the 2002 Winter Olympic Games in Salt Lake City, Utah as part of the Compass Olympics Lead Management Team. Deanne’s marketing background and passion for great food has fueled her goal of creatively translating medical and nutrition science into innovative exciting food concepts for Compass Group customers.

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**YOU ARE IN CHARGE OF YOUR CAREER DESTINY - DESIGN YOUR OWN JOB!**

By: Sarah Hendren, MS, RDN, LDN, CD
2017-2018 Marketing & Communications Chair

In the last two decades, we have seen more opportunities for RDNs in non-traditional roles, including the food and agricultural industry. While opportunities exist, employers may not understand the full scope of knowledge an RDN can provide. It’s your responsibility to highlight your knowledge, experience, and skill set to justify your position and the value you bring to the company. But if a position does not already exist, is there an opportunity to create a new role?

During my dietetic internship I realized I wanted to work in the food industry and started seeking out non-traditional positions. As my internship came to an end, I secured a 12-week summer internship with Culver’s - a growing restaurant chain with 370 units. I spent time figuring out how a dietitian could add value to a restaurant chain, identifying opportunities to improve brand transparency, support marketing, and identified where I could mitigate risk and improve brand protection. I even contacted other restaurant dietitians to seek their input. Six weeks into my internship with Culver’s, I presented my findings to our executive leadership, pitching why they should hire a dietitian (ie: me). After a 15-minute presentation and 30 minute Q&A they thanked me for my time and I left the boardroom.

After the meeting ended, my boss came to my desk and shared the great news - they offered me a full time position! The next words she said were “have a job description on my desk by Friday.” Four years later, I am still working for Culver’s and have expanded my role beyond nutrition to lead quality assurance, animal welfare, and sustainability initiatives.

Opportunities exist even if they are not listed on a job site. Who knows, you could even create your own job!

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**About Sarah:**
Sarah Hendren, MS, RDN, LD, CD, is the Nutrition & Quality Assurance Manager for Culver’s. She is responsible for executing the 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 guidance to communicate Culver’s commitment to quality and where their food comes from. Sarah is actively engaged in shaping Culver’s sustainability and animal welfare positioning and holds a leadership role within the US Roundtable for Sustainable Beef. Connect with Sarah at SarahHendren@culvers.com
JOIN DBC’S THINK TANK

By: Elaine Farley-Zoucha, RDN, LDN, LMNT
House of Delegates Representative

The 2017 fall HOD meeting convenes in Chicago this October 20th and 21st. We will be discussing the mega issue: Championing the Registered Dietitian Nutritionist in Positions of Leadership (in Public Health and Government positions). The delegates were asked to assemble a team to serve as a “think tank” for this upcoming year. As a member of this team, you would be asked to respond to questions posed to the Academy members on various action items. As a DBC member, this is a chance to create an opportunity for yourself. If you would like to be a part of the “think tank” please contact me at ezoucha@ezncmail.com.

About Elaine:

Elaine Farley-Zoucha is the owner and President of EZ Nutrition Consulting, PC. She has over 20 years of experience as a chef, food service director, consulting dietitian, author and speaker. Elaine specializes in Food Service Systems, Geriatric Care, and Quality Management for long term care facilities. She has been a DBC member for 7 years and has served as the Secretary, Membership Chair, and currently the Delegate.

UPCOMING EVENTS:

DBC Happy Hour
Join us for robust conversations and networking with your DBC peers around key topics of interest in the field of business and communications. Check the DBC calendar for details.

2017-2018 BOOK CLUB BOOK LIST

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

Looking for a few good books to add to your reading list? Below are DBC’s Book club picks for this upcoming year. Books were chosen with the following criteria: (1) published within the past year, (2) align with our monthly educational themes, and (3) book reviews and author’s known expertise.

Here is how the Book club works:
You will find our 2017-2018 Book Clubs listed on the event calendar. Registration for August – December is open! Also watch for an announcement for you to register for the book club event at the beginning of the month of the book club. You can receive 1 CPEU for participating in the book club if you register for the event and participate in the discussion.

Read the chosen book, and be prepared to participate in the discussion on the day of the event. A question guide will be sent out a few days prior to the book club event to facilitate our discussion. This is an interactive audio event – not a webinar.

If you have questions, you can contact Sonja Stetzler, MA, RDN, DBC’s Education Chair, at skstetzler@gmail.com.

About Sonja:

Sonja Stetzler, MA, RDN, CPC is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to-senior level leaders within business and healthcare organizations. Realizing the key to success for most professionals is the ability to authentically communicate and connect with others, Sonja’s programs teach clients communication tools that positively impact their success and bottom line. Sonja is a national speaker and has held positions in management, sales, sales management, quality assurance, and education. In addition to Effective Connecting, she is a faculty member in the School of Communications at Queens University of Charlotte. She is also a member of the National Speakers Association.
I used to think of networking as a stressful and draining event, until one day I realized that going to my local Academy meetings, catching up with people I had gone to grad school with, hearing what former interns were up to, and chatting with my current colleagues is networking! I subsequently patted myself on the back for having this career thing all figured out.

At my first DBC networking event, I walked into a room full of people, all of whom seemed to already know each other already and were happily chatting away. I knew no one and no one else seemed to be in my position. It was awkward. I forced it for an hour and then left early. But, these were people that I wanted to know; I had to figure out a better way. So, I ran for office. Seems like the logical next step, right? It’s been one of the best things I’ve done. Being a part of the Executive Committee has been a great way to meet people in a smaller setting, gives you something to talk about, and makes you feel like you’re a part of something great.

I hope my story and the others in this newsletter have got you thinking about how you can create your own opportunities. Running for a position on the DBC Executive Committee is a great way to start. We’re currently recruiting candidates for the 2018-2019 ballot. Open positions include:

• Chair-Elect (3 year term: 1 year as Chair-Elect, 1 year as Chair, and 1 year as Past-Chair)
• Treasurer (2 year term)
• Nominating Committee [2 positions] (2 year term)

Find job descriptions here for each of the positions. If interested in running, please email Nominating Committee Chair, Theresa Hedrick (theresa.hedrick@gmail.com) or submit your information here.

We can’t wait to hear from you!

About Theresa:
Theresa is a food and nutrition communications consultant and a private practice dietitian nutritionist. She is passionate about making nutrition fit within the constraints of the real world. Theresa is the author of three published peer-reviewed studies, and has written articles for Food Product Design and GreenNow magazines. She has been featured as a nutrition expert in interviews with Senior Voice America, Spry Magazine, and Mom Talk Radio, among others.

LIMITS ARE SET BY YOU
By: Jennifer E. Seyler, MS, RD, CPT
Sponsorship Chair

“If you want it, you need to go after it.” If you don’t believe in this statement, you may be wondering why others seem to have everything going for them, but you just can’t seem to ‘get lucky’ like them.

Well, it’s time to take a different perspective. While there are many people who love to mentor and would love to share their wisdom, they also expect a lot out of the mentee. You need to demonstrate you want it, instead of waiting around for someone to hand it to you.

Asking others for help is natural, so why not leverage knowledge from others? For example, when I was interested in obtaining my MBA but wasn’t sure if it was a good decision for me, so I reached out to other dietitians that had MBAs and jobs similar to what I would like to do. I asked if I could speak with them for 30 minutes to ask questions and pick their brain, and you know what? All three of them accepted! In addition, I realized that getting my MBA was the right decision for me and the next step for my career.

The big picture message here: don’t be afraid to travel the road less taken and don’t be afraid to reach out to those with more experience – they usually want to help, and, if they don’t, you likely wouldn’t have benefited from the conversation anyway.

About Jennifer:
Jennifer Seyler has nearly 15 years’ experience within brand marketing and communications, specializing in fitness and nutrition. She has provided US and global counsel, for more than 40 brands/commodities. In addition to being trusted counsel for leading brands and organizations, Seyler currently serves on the Board of Directors for the Chicago Food and Nutrition Network, is a Past President of the Illinois Academy of Nutrition and Dietetics and is the Sponsorship Chair for the Dietitians in Business and Communications dietetic practice group. She also gives back to her profession by teaching Nutrition Marketing and Communications to students at various local universities. Seyler lives in Elmhurst with her husband, two children - Major (6) and Levi (4) - and dogs Maxi and Sadie.
**QUESTION FOR THE COMMITTEE: WHAT OPPORTUNITIES DID YOU FIND THROUGH DBC?**

**CHAIR**  
Becki Holmes, MS, RDN  
becki@foodwit.com

Through DBC I’ve discovered a network of outstanding and like-minded professionals seeking to advance the profession in business and leadership. DBC’s networking opportunities have and continue to open doors to some of the best and lasting connections in both my career and personal networks.

**PAST CHAIR**  
Terri Raymond, MA, RDN, CD, FAND  
tiraymond@aol.com

One of the most unique opportunities that I enjoy as a member of DBC is enhanced networking. Whether at a local, state or national meeting, networking with members of DBC means an exchange with extraordinarily talented professionals whose work and observations always provide inspiration, motivation and valuable knowledge.

**TREASURER**  
Jackie Schulz, MS, RD, CSP, LDN  
jackiey310@yahoo.com

With all of the practice group options to choose from, the main reason I have consistently chosen to be part of DBC is because of the valuable and relevant networking and educational opportunities. As a dietitian working in industry, DBC provides the most relevant continuing education to build new and improved communication and business skills. Additionally, I am able to network and mentor others who work in non-traditional roles within dietetics, which is of immense value for navigating and supporting others through their careers.

**SECRETARY**  
Sylvia Klinger, DBA, MS, RDN  
sylvia@hispanicnutrition.com

DBC has provided me with numerous opportunities, but here are my top three: 1) Networking opportunities with top RDN industry leaders; 2) Leadership skills that were the motivation behind a doctorate degree in global leadership; 3) Cutting edge continuing education opportunities to continue developing my career goals.

**DELEGATE**  
Elaine Farley-Zoucha, RDN, LDN, LMNT  
ezoucha@eznutritionconsulting.com

As a business owner, I was seeking to enhance my knowledge on various skills. DBC introduced me to a network of Dietitians with advanced business, communications, and leadership skill. The connections I have made through DBC have been invaluable!

**NOMINATING COMMITTEE**  
Theresa Hedrick, MS, RD, LD (Chair)  
theresa.hedrick@gmail.com

There aren’t any other dietitians near me who work in non-traditional roles. Being involved in DBC gives me the unique opportunity to be around other RDs who understand what my job is like on a daily basis and the issues I face.
I found an amazing leadership position through DBC as the upcoming Nominating Committee Chair! Even though it has only been a short time since joining, I have learned so much from my brilliant colleagues and I am so excited for future opportunities to broaden our work as nutrition experts!

I had the opportunity to spearhead an advisory board for a health and wellness tech start up. The advisory board consisted entirely of RDs, many recruited from the DBC group. Through this great group of RDs I have found a fantastic mentor to grow my social media knowledge and I made connections that have allowed me to share and learn about new consulting opportunities.

I enjoy being a member of DBC because I like the diversity of career paths of my DBC colleagues. Many of us have chosen non traditional career paths and having a network of professional friends can assist when those questions and challenges occur in our daily life.

In March 2013, I had the opportunity to deliver a presentation at the DBC Communications Boot Camp. At the Communications Camp, I had the opportunity to connect and build relationships with many RDs with whom I am still in contact with today. It was a great opportunity to showcase what I do and to build my network.

Within the larger Academy, I have found DBC to be invaluable in providing opportunities to connect with and learn from other RDNs who speak the same “language”, working in a variety of non-traditional roles.

DBC has been a resource for me through my dietetic and business career. When I first started in dietetics, DBC provided me opportunities to network and learn from other dietitians who managed successful communications businesses. As I continued to progress in my career, DBC provided foundational communications and business education that helped me advance within my career and to be able to take on more advanced volunteer positions. Today, I still depend on DBC to provide me with advanced leadership opportunities, enhanced business skills and key networking occasions so I can give back to others in the field and continue to learn from those who paved the way.

The most unique opportunity I found through DBC was getting out of my Dietitians in Health Care Communities (DHCC) rut. I love DHCC and have been extremely active (was Chair), but becoming involved with DBC has benefited my long-term care business. Participating in local social events, volunteering on the EC, and tuning into the educational programs has added a depth to my understanding of how business works in this wonderful age of technology.

DBC allows me to network and connect with dietitians who have some incredible expertise and knowledge to learn from. These kinds of resources aren’t always available in my day to day work flow, so knowing I have a number of different resources through DBC is extremely empowering.
DBC provides an avenue to network with RDNs with similar interests, jobs responsibilities, and career aspirations. This supportive network has helped me navigate challenges in my job and solve problems I have not tackled before, helping my career growth and development. Being a part of the Executive Committee has challenged me to think strategically and create opportunities that support the growth and success of our practice group, while developing upcoming talent who will be future DBC leaders.

DBC offers many opportunities for student members, and some of them are quite unique. For instance, DBC hosts monthly “Happy Hour” video chats with different topics, so members can join and network with each other. In addition, DBC supports students looking to network and find DI preceptors with focuses on business, communication, or other innovative components.

A few years ago, I met a fellow DBC member, Sarah Hendren at an industry show and we exchanged business cards. Over the years we kept in touch until recently, she asked if I would be interested in helping edit the DBC Business Insights Newsletter. By taking on this new role, I’ve been able to expand my writing and editing skills and network with a much larger group of DBC members.

DBC has helped me to network with amazing dietitians from all over the country - all of whom I probably would have never met otherwise, from all over the country. Earlier this year, I reached out to the board to inquire about opportunities to assist on the Marketing and Communications Team. I was quickly connected with the team to get more involved. The board truly does care and wants you to get the experience you are looking for from the organization.

The unique opportunities I find through DBC include local networking events and useful webinars. I value the chance to get to know other DBC members (and those who are interested in becoming members). You always hear about how important networking is and DBC provides that and more! In addition to meeting other professionals, the webinars for members are a great way to earn CPEUs and learn valuable, insightful information in the field of business and communications.

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