

Find Your Own Unique Voice

Social media and other online platforms are busy with constant activity from people around the world. It can be difficult to stand out with so many involved in the internet mix. Getting over “copycat” syndrome is an important factor to consider if you are looking to stand out in the virtual realm. Consider one thing that makes your voice unique. It could be your sense of humor, your ability to speak to those who hold different positions, your passion when talking about a specific topic, etc. A lot of the time, you just have to be comfortable with being yourself!

Check out our social media: [LinkedIn](#), [Facebook](#), [Twitter](#), and [Instagram](#)! Also, check out our DBC website at www.dbconline.org.

DBC Virtual Workshop: Manage Trust and Lead with Credibility During Organizational Adaptation Feb 25 @ 8 a.m. - 12:30 p.m CT

DBC VIRTUAL WORKSHOP

Manage Trust and Lead with Credibility During Organizational Adaptation

Tony Simons
Professor of Management and Organizations
Cornell University

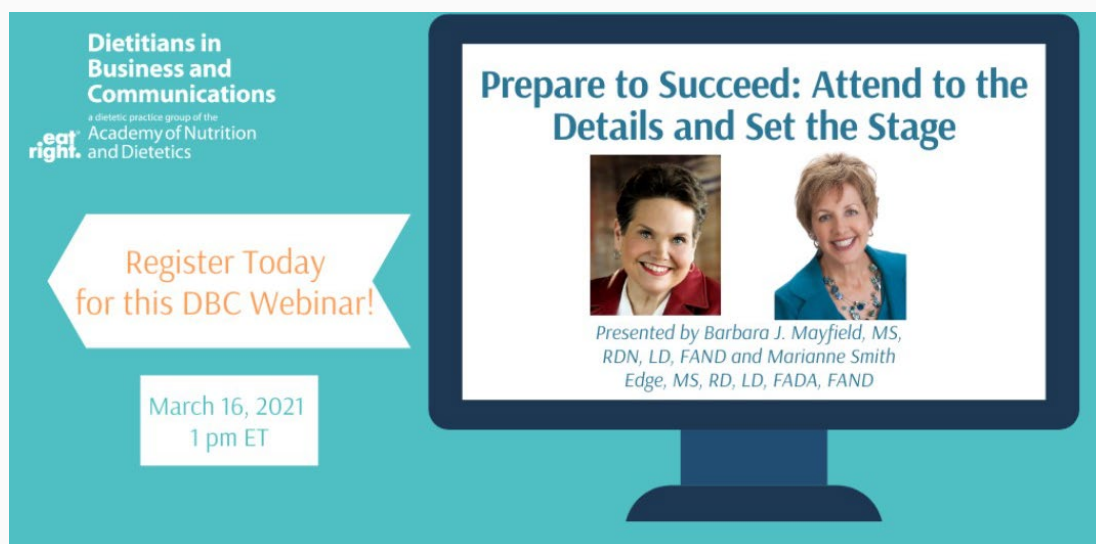
Feb 25, 2021, 9 AM - 1:30 PM ET

Dietitians in Business and Communications
Academy of Nutrition and Dietetics

Change is inevitable, and a leader needs to prepare to adapt. Evidence shows that leader and manager trust and credibility are critically important for efficient and profitable functioning. Times of organizational adaptation place a special premium on trust and credibility, because both are especially important during these times.

Unfortunately, both are also especially endangered. This session will present evidence and straightforward tools to recognize and manage these essential employee attitudes. The Virtual Workshop includes pre- and post-workshop readings and assessments. Click [here](#) for more details and to register!

**DBC Webinar: Prepare to Succeed:
Attend to the Details and Set the Stage
March 16, 2021 @1:00 PM ET**



Careful preparation helps an event to come off with minimal problems and allows a nutrition communicator to concentrate on the reason for being there—to communicate effectively. A well-planned and well-executed event or program is a pleasure for all involved—the organizers and the participants. In this webinar, featuring principles, strategies, and tips from Chapters 33 and 34 in *Communicating Nutrition: The Authoritative Guide*, webinar participants will learn from speakers Barbara J. Mayfield, MS, RDN, LD, FAND and Marianne Smith Edge, MS, RD, LD, FADA, FAND about how to plan and preside over a successful communication event, whether in-person or online. Register [here](#).

DBC Virtual Networking Event: March 16, 2021 @7-8 PM ET



You're invited! Come join DBC members on Tuesday March 16th 7-8 pm ET for our Virtual Speed Networking event to learn more about other DBC members, what they are up to, and ideas on how we can continue to enhance our value as nutrition leaders. We are also having a special guest, Lisa Abbay, RDN, LDN, FAND with Compass Group for a Q&A panel on your Business and Communications questions. More to come! Register today! Questions? [Email Dustin Reed](#). Register on Zoom [here](#).

Member Spotlight: Alyssa Frisby



Our Member Spotlight is Alyssa Frisby. Alyssa is a student in the Master of Science dietetic internship program at the University of Central Arkansas. She earned her Bachelor of Science in nutrition from UCA in May 2020. She currently serves as president of UCA's Dietetic Intern Association and has served as president of the UCA Student Dietetic Association and of UCA's Student Wellness Ambassadors Program. UCA's Department of Family and Consumer Sciences

selected Alyssa as the 2020 Outstanding Student of the Year. Alyssa also served on the Student Advisory Committee for the Academy of Nutrition and Dietetics during her senior year. Alyssa received a Bachelor of Arts in mass media communications from the College of Charleston in 2009. She was inspired to go back to school to become a RDN after leading a Women Run Arkansas 5K training clinic in her community of Lonoke and balancing her personal nutrition with being a mother and training for the Boston Marathon. Alyssa currently serves as first vice-chair of service and outreach on the student unit for the American Association of Family and Consumer Sciences and volunteers as social media coordinator for the Arkansas Academy of Nutrition and Dietetics. Want to be featured in the #DBCDPG #MemberSpotlight series? Tag your photos with #DBCDPG and tell us what you're doing!

Members on the Move



Want to be featured in our next Business Insights Newsletter? The Members on the Move section of the newsletter allows members to celebrate their accomplishments - whether a promotion, a new book, etc. If you or someone you know is interested in appearing in our next publication, please email associate newsletter editor **Omar Guerrero**.

Food Issues Forum: Building Back Better in Food and Nutrition Policy



Please join the Academy and National Consumers League as we host the first event in the Food Issues Forum series. This webinar, taking place on February 24, 2021 from 2-3:30 p.m. (Eastern Time), will highlight food and nutrition policy in the Biden administration and discuss food safety priorities in the 117th Congress. This event is free and is CPEU-eligible! Register [here](#).

Academy Toolkits and Resources



The Academy provides a quarterly social media tool kit that makes sharing nutrition information so much easier! Access past tool kits [here](#). The National Nutrition Month® campaign toolkit is now available! It includes tip sheets, handouts, planning materials, games, activities, and more! Access the campaign toolkit resources [here](#).

DBC Discussion Board



DBC is pleased to announce a new topic-based tagging feature within its member-to-member live **Discussion Board**, so readers can more easily find info they are looking for. Streamline your experience by reviewing threads related to the topics that matter most to you, and enhance your fellow members' experience by tagging your own posts. Stop by the **Discussion Board** to check out the topic list, and see what's new!

DBC Membership Outreach Grant



As DBC strives to connect with future nutrition and dietetic leaders, we are excited to offer the Membership Outreach Grant. The Grant is awarded by The Academy and the DBC Membership Outreach Grant aims to increase awareness of DBC and Academy opportunities to students. By applying for the Grant, you have the opportunity to connect with students virtually or in-person (when appropriate) to share your personal experiences as a DBC member, the benefits of DBC and how to become a DBC member. Virtually, DBC will provide customized materials to assist in your conversations with students. In-person, the Grant provides the

opportunity for you to receive \$50 to connect with students. If interested in either the Virtual or In-Person opportunity, please complete the survey [here](#).

If you have any questions, please [email us](#).

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