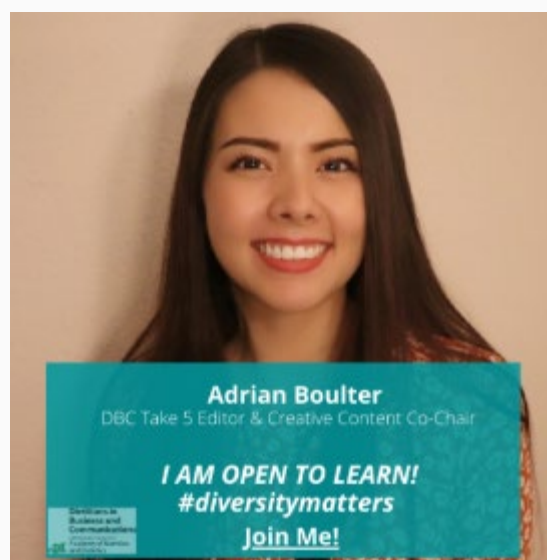


## I AM OPEN TO LEARN

As the DBC Leadership Team continues to determine how it can help all DBC members feel included and appreciated, we look to our members to help us lead by example. We wish we knew what to say to unfortunately common incidents we have seen within these times, but words can only go so far. So we ask you, our members, to recommit to doing what we can—as individuals and as a group—to foster a more welcoming, diverse, equitable, and inclusive world.



Please join your fellow DBC members in the I AM OPEN TO LEARN #diversitymatters campaign today by submitting a headshot, your name and title to this form. DBC will post these images to its social media platforms throughout the term to remind us that we all have a part in this effort.

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

## GRANT OPPORTUNITIES

Advancing Diversity Academy Foundation Scholarship Application:  
Deadline May 3th 2021 @ 5:00 PM CT



**The Foundation's Advancing Diversity in Dietetics Scholarship** was established to support the educational advancement of aspiring registered dietitian nutritionists of diverse backgrounds or cultures. The Advancing Diversity in Dietetics Scholarship will provide two dietetic intern recipients with \$25,000 each for their supervised practice programs during the 2021-2022 academic year. The deadline is May 3, 2021, at 5:00 PM CST. If you are eligible for the Advancing Diversity in Dietetics scholarship, the Foundation recommends you complete both Foundation scholarship applications by their respective deadlines, April 19th at 5:00 PM CT, to be considered for all 2021-2022 Foundation scholarship opportunities.

### DBC Membership Outreach Grant



As DBC strives to connect with future nutrition and dietetic leaders, we are excited to announce the opportunity to apply for a Membership Outreach Grant. The Grant was awarded by The Academy and the DBC Membership Outreach Grant aims to

increase awareness of DBC and Academy opportunities to students. This grant provides 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](#).

## MARK YOUR CALENDARS!

The Successful Communicator Series Webinar #3:  
Employ Best Practices for Promoting & Evaluating Nutrition  
Communication Programs and Messages  
Tuesday, May 18 @12pm CT



Effective marketing successfully drives awareness, engagement, and action. Testing and evaluating improves the effectiveness of the communications, engages the target audience, and more wisely allocates investments. In this webinar, featuring principles, strategies, and tips from Chapters 37 and 38 in *Communicating Nutrition: The Authoritative Guide*, webinar participants will learn from guest speakers Ilene V. Smith, MS, RD, and Virginia Quick, PhD, RDN, on how to market communication programs and messages and measure success with testing and evaluation. Register for the final 'Successful Communicator Series' webinar entitled **"Employ Best Practices for Promoting & Evaluating Nutrition Communication Programs and Messages,"** presented by Ilene Smith, MS, RD and Virginia Quick, PhD, RDN.

DBC Networking Event- May 20 @ 7:00pm CT



You're invited to join DBC members on Thursday 5/20 at 8pm ET for our next Virtual Speed Networking event to learn more about other members and brainstorm ideas on how we can continue to enhance our value as nutrition leaders. Register [here](#)! For questions [email](#) membership chair, Nikki Nies.

## MEMBER RECOGNITION

### Member Spotlight: Lisa Bruno, MS, RDN



Our #MemberSpotlight this month is Lisa Bruno, MS, RDN, Managing Account Supervisor at Ketchum. Lisa is a second-career dietitian, who previously worked as a communications professional in NYC supporting a variety of lifestyle and wellness brands before returning to school to become an RDN. Her previous business, Work it Out, just closed due to the pandemic, but spent a decade thriving and supporting female fitness and nutrition, plus a kids gymnastics program! Lisa now runs a private practice, Well Done Nutrition, where she



counsels clients virtually.

**Want to be featured in the #DBCDPG #MemberSpotlight series? Tag your photos with #DBCDPG and tell us what you're doing!**

## ADDITIONAL INFORMATION

**DBC Discussion Board**  
**Members on the Move**  
**Academy Toolkit and Resources**

DBC Announces its

### Discussion Board Tagging Feature

VISIT THE DISCUSSION BOARD AND SEE WHAT'S NEW

Dietitians in Business and Communications  
Academy of Nutrition and Dietetics

The Academy of Nutrition & Dietetics  
Toolkits & Resources

Available in English and Spanish!

Check out the Academy resources that make it easy to share nutrition information on Facebook, Twitter, LinkedIn, Instagram and other social media platforms!

PREVENTING COVID-19 STAYING HEALTHY KEEPING FOOD SAFE FOLLOWING GUIDANCE

NUTRITION AND HEALTH POSTS eat right Academy of Nutrition and Dietetics

Social Media Toolkit for 2022 Appropriations Available Now!

#InvestInNutritionFY22

WE WANT TO HEAR ABOUT YOUR ACCOMPLISHMENTS!

## MEMBERS ON THE MOVE

Contact Omar Guerrero  
Associate Newsletter Editor  
OGuerrero79@gmail.com

Dietitians in Business and Communications  
Academy of Nutrition and Dietetics

If you have any questions, please **email us**.

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