

Business and Communications in a Crisis: Lessons Learned and Moving Forward

Effective communication not only takes practice in writing and public speaking. Past events from this year have taught us that effective communication comes from listening.

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

Coming next month
Webinar Series Deliver With Dawn:
Communication Skills That Get Your Point Across.
Stand Out Messages: How To Create Memorable Content
October 7th @ 1pm ET, 12pm CT, 11am MT, 10am PT



You've spent time to craft an appropriate, meaningful message, but have you considered how your message will be delivered? Even the most well-informed and well-intentioned message could be a flop if you don't consider your props! In this 60-minute webinar, hear from media pro Dawn Jackson Blatner as she walks through the how to's of making your messages wow with your props and your

personality. Learn more about the program here and register by clicking [here](#).

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.

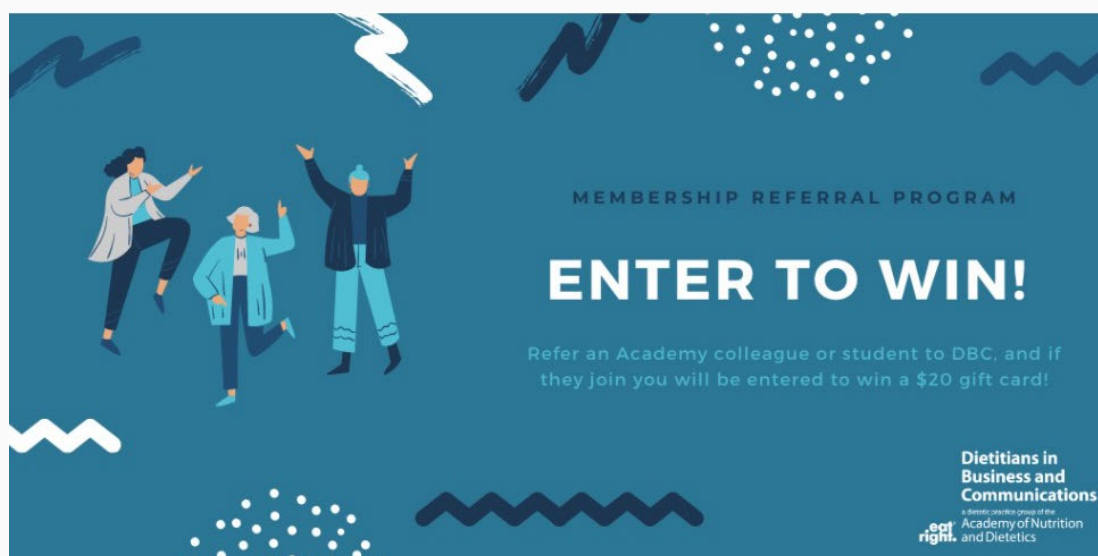
Open DBC Executive Committee Leadership Positions



Do you want to become an executive committee member for DBC? Well, you are in luck, because there are currently several open positions! There are many benefits to becoming a leader for DBC, including experience with nutrition professionals who are experts in business and communications, increased exposure, recognitions that you can include on your resume, and more! [Email](#) nominating committee chair Aaron Schwartz, MBA, MS, RD, LD if you are

interested!

DBC Referral Program - Quarterly Drawing



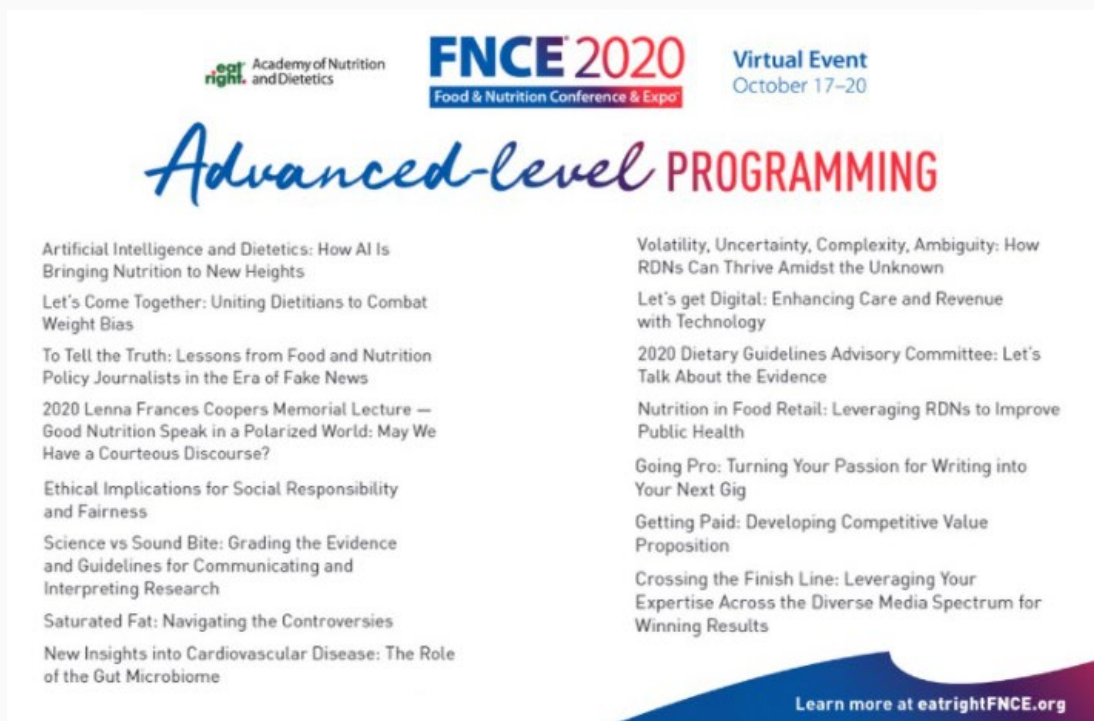
Click [here](#) to submit your referral.

DBC Membership Outreach Grant



DBC is delighted to announce the launch of its Membership Outreach Grant opportunity awarded by the Academy. The grant allows DBC members to connect with students to share personal experiences as a DBC member, benefits of DBC, and how to become a DBC member. DBC will provide customized materials and \$50 to each participant to cover related expenses, such as travel and printed materials. If interested, please complete this [survey](#) Questions? Email membership chair Nikki Nies at nikkinies@gmail.com.

FNCE Registration Now Open

The poster for the FNC 2020 Virtual Event is titled "Advanced-level PROGRAMMING". It features the logos for the Academy of Nutrition and Dietetics (eat right) and FNC 2020 (Food & Nutrition Conference & Expo). The event is scheduled for October 17-20. The poster lists 15 topics for advanced-level programming, organized into two columns. The topics include: Artificial Intelligence and Dietetics: How AI Is Bringing Nutrition to New Heights; Let's Come Together: Uniting Dietitians to Combat Weight Bias; To Tell the Truth: Lessons from Food and Nutrition Policy Journalists in the Era of Fake News; 2020 Lenna Frances Coopers Memorial Lecture — Good Nutrition Speak in a Polarized World: May We Have a Courteous Discourse?; Ethical Implications for Social Responsibility and Fairness; Science vs Sound Bite: Grading the Evidence and Guidelines for Communicating and Interpreting Research; Saturated Fat: Navigating the Controversies; New Insights into Cardiovascular Disease: The Role of the Gut Microbiome; Volatility, Uncertainty, Complexity, Ambiguity: How RDNs Can Thrive Amidst the Unknown; Let's get Digital: Enhancing Care and Revenue with Technology; 2020 Dietary Guidelines Advisory Committee: Let's Talk About the Evidence; Nutrition in Food Retail: Leveraging RDNs to Improve Public Health; Going Pro: Turning Your Passion for Writing into Your Next Gig; Getting Paid: Developing Competitive Value Proposition; and Crossing the Finish Line: Leveraging Your Expertise Across the Diverse Media Spectrum for Winning Results. A blue banner at the bottom right says "Learn more at eatrightFNC.org".

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FNC 2020
Food & Nutrition Conference & Expo

Virtual Event
October 17-20

Advanced-level **PROGRAMMING**

Artificial Intelligence and Dietetics: How AI Is Bringing Nutrition to New Heights

Let's Come Together: Uniting Dietitians to Combat Weight Bias

To Tell the Truth: Lessons from Food and Nutrition Policy Journalists in the Era of Fake News

2020 Lenna Frances Coopers Memorial Lecture — Good Nutrition Speak in a Polarized World: May We Have a Courteous Discourse?

Ethical Implications for Social Responsibility and Fairness

Science vs Sound Bite: Grading the Evidence and Guidelines for Communicating and Interpreting Research

Saturated Fat: Navigating the Controversies

New Insights into Cardiovascular Disease: The Role of the Gut Microbiome

Volatility, Uncertainty, Complexity, Ambiguity: How RDNs Can Thrive Amidst the Unknown

Let's get Digital: Enhancing Care and Revenue with Technology

2020 Dietary Guidelines Advisory Committee: Let's Talk About the Evidence

Nutrition in Food Retail: Leveraging RDNs to Improve Public Health

Going Pro: Turning Your Passion for Writing into Your Next Gig

Getting Paid: Developing Competitive Value Proposition

Crossing the Finish Line: Leveraging Your Expertise Across the Diverse Media Spectrum for Winning Results

Learn more at eatrightFNC.org

The 2020 Food & Nutrition Conference & Expo is a virtual event with a range of opportunities to earn CPE, from live and on-demand educational sessions to the Expo and more. Click [here](#) to learn more about FNC 2020 and click [here](#) to register.

Spotlight on Malnutrition Month

The graphic for "Spotlight on Malnutrition Month" features a large white circle with a purple border. Inside the circle is a purple icon of a hand holding a smartphone. Below the icon, the text "September is Spotlight on Malnutrition Month!" is written in bold purple font. To the right of the large circle is a smaller white circle with a purple border. Inside this smaller circle is a yellow triangle with the text "SPOTLIGHT ON MALNUTRITION" in bold yellow font. The background is green with purple and yellow diagonal stripes. The hashtag "#SpotlightOnMalnutrition" is written in white at the bottom left. The Academy of Nutrition and Dietetics logo is in the top right corner of the graphic.

September is Spotlight on Malnutrition Month!

SPOTLIGHT ON MALNUTRITION

[#SpotlightOnMalnutrition](#)

eat right Academy of Nutrition and Dietetics

September is **Spotlight on Malnutrition Month**! Next month, the Academy will host a weekly malnutrition webinar series and a Twitter chat on Tuesday, September 22. Please use the **Spotlight on Malnutrition Month communications toolkit** to help spread the word! The messaging provided in this toolkit may be used September 1-30.

Incident Reporting Tool



The Academy created an **Incident Reporting Tool** to support its efforts to protect the public, enhance the quality of nutrition care, and promote self-regulation of the profession. The information collected from the IRT will be used to facilitate stakeholders' and policymakers' understanding of the value of qualified RDN care, including elected leaders, federal and state agency officials, other health care providers, and the public. **Please use the IRT communications toolkit** to help raise awareness among your membership. The messaging provided in this toolkit may be used beginning September 1, 2020 – May 31, 2021.

Academy Social Media Graphics and Tool Kits



Check out these graphics and educational materials that make sharing nutrition information so much easier! The Academy has recently added graphics on COVID-19. Access social media graphics [here](#) and tool kits [here](#).

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

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Do not reply to this message. For general questions about Dietitians in Business and Communications, please contact, DBC@eatright.org.

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