

DBC Dimensions

Building Your Personal Brand by Blogging

By Janet Helm, MS, RD

A blog is a tremendous marketing tool for registered dietitians. Gone are the days of simply having a static web site. This may have worked years ago, but the world has changed. A blog is all about two-way communications. It's about participating in conversations, and it's going where your potential clients or customers are – not waiting for them to find you.



Why start a blog? It's an opportunity for you to showcase your expertise, sell products, market your services and establish thought leadership. It's also a great way you can strengthen your communications skills and flag your abilities to the media. Basically, it comes down to being an effective and efficient way to build your personal brand.

If you've been interested in creating your own blog, here are a few lessons I've learned from blogging and some how-to steps to get started.

❖ **Define your goal.** Know at the start what you want to accomplish by blogging. Be realistic and patient. Don't get into it because you think you'll be making a lot of money. Few bloggers make a significant income by blogging (typically 100,000 or more unique visitors per month to attract advertisers). Stay focused on generating consistently good content – one of the best ways that blogs grow.

❖ **Differentiate yourself.** The blogosphere is crowded (133 million blogs tracked by Technorati) so think about how you can stand out from the crowd. Target a specific niche and develop a focus. Instead of a general food or nutrition blog, pick an angle or approach that plays into your strengths, your unique expertise, your passions. Consider what the conversation in your niche needs and how your blog can fulfill those needs.

❖ **Own your name.** Once you've decided on the theme and focus of your blog, choose a memorable name and register the domain (GoDaddy.com, Register.com or any accredited Internet registrar). While some people run blogs without registering their own domain, if you want to build a professional social media platform, it's best to own the domain name. This makes your site easier to find and frees you from being dependent on any one blogging platform.

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Message From The Chair

By Karen L Payne, MS, RD

It's hard to believe that we've embarked on a new decade. But whenever such a milestone is upon us, I can't help but reflect on all that we've accomplished as a profession in the past 10 years, and how far we've come as business professionals. There are more dietitians and diet technicians in management and business roles than ever before, and I'm excited to be in this position with DBC to help take us to the next level!

In a word, the Food & Nutrition Conference & Expo (FNCE) 2009 was fabulous! Denver was such a gracious host city (with great weather to boot) – so easy to get around downtown, with most all hotels and event venues just a short walk from the convention center. The highlight for DBC members was the wildly successful Networking event at the historic Denver Athletic Club (co-hosted with the Nutrition Entrepreneurs DPG). I can't thank our FNCE Chair and Denver area resident Katie Vogel, RD enough! Katie, DBC's Administrative Manager Barb Pyper, RD, NE's Wendy Peterson, RD, and Emma Fogt, were exhaustive in their efforts to pull off such a terrific program (Can you say "mashed potato bar"?? Brilliant!). Thank-you all so much!

In fact, the success of the joint-effort between DBC and NE have led to further discussions between our two groups about how we can work together to enhance future events and opportunities for our members. Stay tuned for information about this growing partnership.

The Annual Business Breakfast Meeting was also very well-attended. Our sponsors were featured throughout which, allowed more networking opportunities than in recent years. At the breakfast event we honored our 2009 DBC Award winners. The Founder's Award was awarded to Cheryl Toner, MS, RD and the Circle Award was awarded to Debbie Lofley, RD. Other DBC members honored at FNCE include Carolyn O'Neil, MS, RD, LD, Marianne Smith-Edge, MS, RD, LD, FADA and Joyce L. Scott-Smith, MS, RD, LDN. We also honored our esteemed Past-Chair, Lisa Poggas, MS, RD, for her service as 2008-2009 Chair, and we continue to appreciate her ongoing support of DBC (including her plans to serve as our Sponsorship Chair in 2010-2011!).

At DBC's featured educational session, Sabrina Copeland, MS, RD and Sarah Peseski, MPH, RD, engaged the audience

with a compelling presentation *"Dietitians Are Always Selling: An Effective Approach to Sell Your Value."* Thank-you Sabrina and Sarah for putting together such a unique and helpful session! And thank-you to all of the Executive Committee members who helped staff the DBC booth at the DPG Showcase. We had a lot of traffic from members interested in learning more about DBC, and we made our traditional DBC- logo/business card luggage tags for those who stopped by.

The DBC Executive Committee has a busy year planned for 2010. Our Nominating Committee of Mary Lee Chin, MS, RD (Chair) and Lesley Shiery, RD have put together a ballot of superstar dietitians for the 2010-2011 ballot. ***Be sure to vote – online voting is open from February 1 through March 3.*** Elizabeth Rahavi, RD, our Regional Networking Coordinator Chair, has been busy recruiting more Regional Network Coordinators (formerly known as Geo-Reps). We now have RNC's in over 11 major metropolitan areas across the country, with the most recent additions in California.

The Marketing Committee has enhanced DBC's feature presentation, formerly known as our *"Nuts and Bolts of DBC"* – the new and improved presentation is now called *"Taking Center Stage as a Dietitian in Business and Communications."* We are scheduled to have DBC members present this at six state affiliate conferences this spring. If you are interested in learning more about this program having this presented at your area meeting, please contact DBC's Marketing Chair, Rayona Baker, RD, LD, at rayona.baker@gfs.com.

And last, but certainly not least – our Education Chair, Laura Last, MBA, MA, RD, LD is heading up a committee to develop DBC's first annual Pre-FNCE workshop in 2010 in Boston! Laura will be working closely with her committee and incoming 2010-2011 Chair, Marcia Greenblum to develop an outstanding program to be held on Saturday, November 6th. They will be busy this spring putting together a line-up of topics and speakers for this inaugural event, which we expect to feature several DBC members.

As you can see, there are more ways than ever to get involved with DBC in 2010! If you are interested in getting involved to enhance your membership and broaden your networking base, please inquire with any DBC Executive Committee member.



Registered Dietitian Company Spokesperson Opportunities at the Food & Nutrition Conference & Exposition

By Jennifer Seyler MS, RD, CPT-NASM

The Food & Nutrition Conference & Exposition (FNCE) offers a wide range of opportunities for dietitians by way of education, presentation experience and first-class networking with colleagues. FNCE also is a great place to advance your career by way of acting as a spokesperson for a company that fits within your Spokesperson Strategy – that is, brands or products that align with your beliefs. (See the “Striking a Balance as a Spokesperson” article published in the Spring 2009 issue.)

I had the opportunity to work with several successful dietitians at this year’s FNCE who were willing to share their experiences:

- ❖ Jackie Newgent, RD, culinary nutritionist and author of *Big Green Cookbook*
- ❖ Michele Powers, RD, chef and owner of *NutrientChef*
- ❖ Julie Upton, MS, RD and communications expert specializing in nutrition, fitness and health

Let’s learn a little more about these RDs and what draws them to the company spokesperson role:

- ❖ **Jackie Newgent:** *“Just like most food and nutrition professionals, I have a valuable message that I like to share—and I like to share it with as many people as possible. As a spokesperson, I have the ability to provide that information to hundreds, thousands and sometimes millions more people than when trying to do so on my own.”*

- ❖ **Michele Powers:** *“I really enjoy sharing information with people and inspiring them to make healthier choices. As a spokesperson, I have the opportunity to reach out and affect more people. In my regular job, I work mostly with client’s on-on-one, so I always enjoy doing nutrition seminars and cooking demonstrations with a room full of people!”*

Jackie Newgent

Q: What was your company spokesperson role at FNCE this year?

A: I represented Seeds of Change, an organic line of food. My spokesperson role was to speak to FNCE attendees.

Q: How did you get the opportunity to act as a company spokesperson at FNCE?

A: I stay in regular contact with various public relations professionals for many of my career endeavors. Due to my recent *Big Green Cookbook* launch, I had been in touch with Jennifer Seyler, MS, RD, nutrition manager for the public relations agency Current Lifestyle Marketing, which represents Seeds of Change. We had been discussing partnership opportunities as the organic food line reflects well the simple and sustainable message of my cookbook. Connecting with Seyler on social networking sites was also helpful in keeping me top of mind.

Q: Can you describe your experience acting as a company spokesperson at FNCE?

A: I completely enjoyed the experience... though my feet didn’t enjoy it quite as much. At the booth, I discussed a product I thoroughly believe in, provided samples (most attendees were pleasantly surprised by the great taste), and spread the word of “green” eating that I feel so strongly about. The bonus: I met so many RDs, students and other food and nutrition professionals. Booth spokesperson work is ideal for someone like me... I’m a people person and I love to talk!

Q: Was the experience worth it – relationship wise as well as monetary?

A: Yes, for me the experience was worth it. However, working as a spokesperson in a booth has one big drawback: less time to attend sessions and peruse the Expo. So you do need to assess your career goals and decide whether an exhibit booth spokesperson project is right for you.

Q: Would you recommend this type of opportunity to other dietitians?

A: Absolutely, I also suggest that if you do decide to pursue this type of work, that it be with a company, commodity board or product that fits your personal nutrition message or mission—so it’s an extension of what you do, there is no conflict of interest, and you are viewed as a true expert for the information you’re sharing. It should be a win-win for both you and the client.

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Career Book Shelf

Book Review Column by Jean R. Caton, MS, MBA, RD

Speak Up! A Woman's Guide to Presenting Like a Pro

Authors Cyndi Maxey, CSP, and Kevin E. O'Connor, CSP

Speak Up! is a comprehensive chronicle on speaking skills for career women in situations ranging from one-on-one with your boss to a conference setting with a room filled with hundreds of people. The book is not for professional speakers only. Rather, it offers speaking pointers for circumstances every career person will encounter. There are sections on presenting to influence, have impact, and impress; selling your ideas; handling tough situations; surviving when the audience is 'just not that into you'; using audiovisuals (or not); and creating a lasting impression.

The authors address how women's beliefs affect their communication and emphasize the impact of communication skills on credibility and respect in your career. Although many useful tips, the book often strays from the central theme to excess background related to reasons women may have challenges and is a little heavy on the male female distinctions, at times.

The book is an easy read with key points from each chapter summarized at the end, along with an informative quote from a businesswoman. Just about everyone will find some information in the book to strengthen their communication skills. However, the book is best suited to those who are less comfortable speaking up and sometimes struggle to be heard when they do.

Here are a few of the points from the book that are worth highlighting:

- ❖ Find your voice, be authentic, and develop a personal communication style that is both effective and suits you. That style can then be adapted

for different settings. For example, bottom line communication eliminating detail may work best for C-suite conversations but not as well for your staff.

- ❖ Don't communicate to - connect with the audience. Talk to them about what they want to know. Not what you want to tell them. (I always ask at them for their burning questions at the beginning of a presentation.) Ask them to think about a personal example that will make the point individually relevant.
- ❖ Begin with something meaningful. Signal you are getting down to business right away. A strong opening on the topic has dramatically more impact than a thank you for having me here. You can always say that later.
- ❖ Words matter. Use strong words and 'hard' examples. Assert your authority and knowledge with words but never come off as a know it all. "Look the part, right from the start." Before you open your mouth to speak people have formed an opinion of you by what they see. Body language, dress, and ease with the logistics says experience and confidence.
- ❖ Never give a presentation without gathering as much information as possible by pre-interviewing a few participants. Not only will you be able to target your talk more effectively you can develop a few champions in the meantime.
- ❖ Always be prepared to speak, even when you are not on the agenda. You never know when an opportunity may arise to showcase your knowledge and strengths. When you go to a

meeting prepare by asking your self, what is my knowledge or opinion on this topic? Do I have a relevant example or resource to contribute?

- ❖ Essential messages are never on a slide. They are instead your wisdom, stories, and examples. The audience wants to hear and be inspired by you. Data and audiovisuals can't do that.
- ❖ Don't be so dependent upon your Power Point that if it fails, your talk does also. Stay calm when things don't go well. Never apologize - just move on. This may be a time for some appropriate humor and to really connect with your listeners. You are the talk, not your slides. Besides, people love flip charts.
- ❖ Don't attempt to know it all. No one does. You can always pitch a question back to the group, write it down on a flip chart to address later, or ask the person to speak to you at the end of the talk.
- ❖ Nonverbal communication "tells on you." If inside you feel panic, everyone will know. Do what is necessary to feel confident and in control.

Communication counts. Pay attention to everything you say and how you say it, in every circumstance. Strong and effective communication is your greatest career asset. Study the topic of communication, practice one skill at a time, ask for feedback from trusted colleagues, and most importantly, work on the inner conversation with yourself to be sure it is strong, confident, and supportive. When all is said and done, if you believe in yourself

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Robyn Flipse, MS, RD • Bradley Beach, NJ

Robyn was accepted to present a paper at the 17th Symposium on Australian Gastronomy sponsored by the Research Center for the History of Food and Drink in Adelaide, Australia on November 12-16, 2009. Her topic, "Language Barriers to Good Nutrition. An illustration of how terminology used in dietary guidance may impede selection of more healthful foods." During her trip "down under" she toured many of the great vineyards in South Australia.

Vote Online for 2010 – 2011 ADA and DBC DPG Officers

**Participate in the ballot process by voting for
2010-2011 ADA and DBC DPG elected officers.**

**Online Voting Goes Live February 1, 2010
(12 a.m. CT).**

**The last day to vote is March 3, 2010
(11:59 p.m. CT).**

Visit <http://www.eatright.org/elections> and cast your vote!

Career Book Shelf

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and your message, you will be well on your way to communicating effectively with others.

If you want to master the art of using speaking skills to enhance your career success, this book is worth adding to your library. If you are working to

perfect your public speaking skills there are a lot of good tips in the book for you.

Jean R. Caton, MS, MBA, RD is a Business and Lifestyle Coach, Speaker, Marketing Strategist and Certified Print Coach for McKinley Coaching & Consulting LLC. Reach Jean at www.JeanCaton.com.

Building Your Personal Brand by Blogging

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- ❖ **Choose a blogging platform.** There are a number of different blogging platforms available to choose from. The most popular platforms are WordPress, Blogger, LiveJournal, TypePad and MoveableType. I use WordPress and it seems to be the platform of choice for many new bloggers. In fact, many people who started off with Blogger (operated by Google and perhaps the easiest to use) are moving their blog to WordPress. It offers several design themes, but is highly customizable with an established community behind it and resource sites dedicated to WordPress users (WordPress.com). WordPress, Blogger and LiveJournal are free, most of the others require a yearly fee.
- ❖ **Get help if you need it.** If you're not technically inclined, hire a Web consultant to get you set up. I'd also suggest having a consultant help you design a customized masthead – something that will give your blog a professional look. I personally think too many blogs use the standard template from Blogger and they begin to look generic. It doesn't have to cost a lot. I had help with the header for Nutrition Unplugged using inexpensive stock photos I found on PunchStock.com.
- ❖ **Study other blogs.** Spend time on other blogs to get inspiration. Get a feel for the design you like best. I prefer a clean, uncluttered look with a white instead of a colored background. It's easier and more inviting to read. Look at the different elements featured on the blog, including the pages and items featured in sidebars. Some of the blogs that I think do a particularly good job include 101 Cookbooks, Orangette, Chocolate and Zucchini, David Lebovitz, Dorie Greenspan, Gluten-Free Girl, Wednesday Chef and Smitten Kitchen.
- ❖ **Be visible.** Be sure to create an "about" page with your picture. Here's your opportunity to showcase your expertise, credentials and experience. When I find a blog I like and want to know more about the author, the first thing I will look for is an about page. A big turn off for most people is finding a great blog and not knowing anything about the person behind it. More importantly, this is a missed business opportunity for you. Be sure to include a way to contact you via email and feature links to Twitter, Facebook, LinkedIn and your other social networking profiles (and use those platforms to promote your blog by posting links of new articles).
- ❖ **Be prepared.** Spend some time on your blog before it goes live. Think through the direction you want to take, the topics you'll be blogging about and the approach you'll take. Include a section on your site that articulates your focus or mission. Be sure you've written about five posts before you officially launch. You only have one chance to make a good impression. If new readers arrive at your blog and all they find is a single "Welcome to my blog" posting and little else they see of value, they won't know enough about you to come back or subscribe.
- ❖ **Get your voice heard.** Make it easier for people to find you. Leave thoughtful and constructive comments on other blogs. This gives you an opportunity for more exposure and additional places for people and fellow bloggers to discover your blog. Be sure you establish a Feedburner account and promote your RSS feed on your site. Or you can add an email subscription form for people who do not use RSS. Also give people the tools to promote your blog. Install plug-ins to make it easy for people to re-tweet, Digg or Stumble your posts.
- ❖ **Be searchable.** Learn the basics of search engine optimization or SEO to make your blog easy to find. You'll find that as your blog gains visibility, a lot of your traffic – and reputation – will come from search engine traffic (primarily Google). There are things you can do to make sure your blog comes up on a search: Make your headlines short and clear, fill out the "tags" field with relevant terms and be sure to categorize your blog posts.
- ❖ **Know the rules.** Familiarize yourself with copyright, Fair Use and Creative Commons before using photographs and other content you find on the Web. For example, Flickr is a great resource for photos, but read the Creative Commons agreement to know the rules. Don't assume the images you find on Google Image are free to use.
- ❖ **Be transparent.** "Ethical" blogging has become a major issue, particularly now that the FTC has proposed new rules for bloggers. It's important that you disclose any arrangement you have with marketers, including free products to review and payments to post.
- ❖ **Never fly blind.** It's helpful to know where your traffic is coming from,

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Building Your Personal Brand by Blogging

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so be sure you know how to evaluate your blog stats. You may also want to consider installing analytic software such as Google Analytics. Set up Google Alerts to track mentions of your blog. In addition to alerts, you need to be doing Google Blog and Twitter searches. If you get traffic from a blog you're not familiar with, check it out and thank the blogger for the link.

❖ **Build relationships.** Get to know other bloggers, especially nutrition bloggers. Supporting our community of RD bloggers will help all of us succeed. One tool that may help with this is the *Nutrition Blog Network*, a new site that I've helped create with the support of Weber Shandwick. This will be an aggregator of RD blogs – serving as a one-stop-shop for reliable nutrition information on the Internet. Stay tuned for more



information on how to include your blog in our directory of nutrition blogs.

Helm is the Chief Food and Nutrition Strategist, North America for Weber Shandwick. Blog: Nutrition Unplugged, Twitter: @JanetHelm. Contact Janet at jhelm@webershandwick.com

Interview with Melissa Joy Dobbins MS, RD, LDN, CDE of the Midwest Dairy Council and National Dairy Council

What are some of your responsibilities for the Midwest Dairy Council and National Dairy Council?

As the Nutrition Communications Manager for the Midwest Dairy Council, I am responsible for media interviews, health professional outreach and consumer events in Chicago and Northern Illinois. I am also a spokesperson for the National Dairy Council, where I serve as an expert resource to the media; key thought leaders such as health professionals, teachers and other school officials; and community leaders. I provide them with the latest news on dairy's role in health and wellness, as well as current dairy research, insights and trends.

What led you to the role you are currently in?

After spending 8 years practicing clinical and community nutrition, focusing on outpatient counseling (primarily obesity, cardiac disease and diabetes), in a hospital-based setting, I made the leap to business and communications. My first step was joining the leading grocery and drug store chain in Chicago (Jewel-Osco/SUPERVALU – formerly Albertsons) and launching their consumer nutrition education program. While there, I built upon the skills I had learned in clinical and community nutrition by doing in-store and community events. In addition, I also gained a great deal of both on-air and behind the scenes media experience, such as writing press releases and pitching the media. I collaborated with various manufacturers and commodity groups (including the dairy council), using their product information in nutrition brochures and store advertisement circulars. Having worked together so well in this capacity, the dairy council approached me for an interview when they were looking for a spokesperson in Chicago. It was a welcomed opportunity for me to shift my focus to one important food group, delve into the science, and support nutrition educators with tools and resources for their patients and clients.

Tell us a little bit about your blog, www.TheDairyReport.com.

The National Dairy Council recently launched its blog, "*The Dairy Report: News, analysis and opinion on nutrition and health research*," which you can visit at www.TheDairyReport.com. This is a forum for health and nutrition professionals to read about and share expertise and opinions related to current trends and events in dairy foods, nutrition and science. As a

National Dairy Council Ambassador, I join a team of dairy health and nutrition experts, as well as some guest bloggers, and write blog posts on a regular basis – usually commenting on Chicago area health professional activities, events or media interviews that might spark discussions about topics such as child nutrition, nutrient-rich foods or the recent ADA FNCE meeting in Denver.



Melissa Joy Dobbins,
MS, RD, LDN, CDE

Can you comment on the chocolate milk debate going on in the National School Lunch Program?

School lunch is a very hot topic right now. While there have been many steps toward making school lunch healthier, there's also been some discussion about taking chocolate milk out of schools, a move that many health experts agree could do more harm than good. Now is the time to educate parents and health professionals about the role flavored milk plays in a healthy diet for growing kids and teens. As dietitians, we know that flavored milk offers the same essential nutrients as white milk, and research shows that children who drink flavored milk meet more of their nutrient needs, do not consume more added sugar, fat or calories, and are not heavier than non-milk drinkers. Leading health and nutrition organizations recognize the valuable role that milk – including flavored milk – plays in meeting daily nutrient needs. And, consistent with the Dietary Guidelines, health experts recognize that the small amount of added sugar in flavored milk is an acceptable trade-off for the nutrients provided. The American Dietetic Association position paper "Use of Nutritive and Nonnutritive Sweeteners" states that "by increasing the palatability of nutrient-dense foods/beverages, sweeteners can promote diet healthfulness." For more information and resources visit www.nationaldairyreport.org.

You serve as a mentor for DBC – what do you think is the biggest advantage to having a mentor in this field?

What an advantage to have a seasoned professional to field your thoughts and questions! Having been a mentee myself, I can truly say there are so many incredible mentors in this DPG that can provide inspiration, information, direction,

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Interview with Melissa Joy Dobbins MS, RD, LDN, CDE

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guidance, networking and more. Even if you are not a “new” dietitian, you can benefit from this incredible resource.

Looking back on your role in business and communications, what was one thing that surprised you most about this avenue of dietetics?

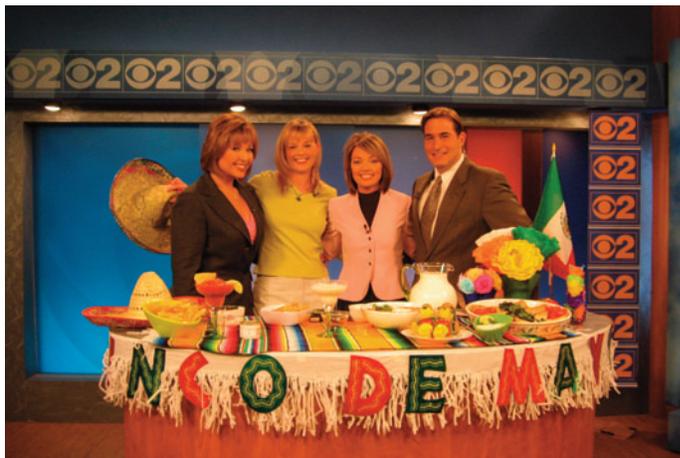
Communicating with patients came naturally to me. Sound bites did not! I am constantly amazed at the amount of work that goes into making sound bites and media-ready nutrition messages. Also, it is important to stay true to your personality and find your own style. This helps you remain authentic and credible.

Do you predict any changes in our role as dietitians over the next few years, specifically, in business and communications?

Social media is certainly changing the communications landscape. More and more online interactions will replace face-to-face interactions. This can pose a risk to old-fashioned networking. We'll have to make this transition carefully in order to maintain good relationships.

What do you see as the biggest challenge to dietitians who are beginning a career in business and communications?

One of the biggest challenges is the need to excel in so many different areas of communication – written, verbal and electronic. Also, real world experience with patients or clients is crucial to succeeding in most areas of business and communications. Therefore, I'll pass along sage advice from my own mentors: get that experience first, then build on that foundation when you transition into business and communications.



Melissa and the Chicago CBS TV anchors enjoy a nutrient-rich, reduced-fat Cinco de Mayo including “moo-garitas”.

What advice can you offer to new dietitians who chose business and communications as their career path?

If you work hard and build solid relationships, anything is possible! Seek out opportunities that interest you and this will lead to the experience you need to develop and grow in that direction. Get involved, support others by being a team player, and aim to exceed expectations. Through visibility, relationships and quality work, you are sure to succeed.

Don't forget to check out Melissa's blog at www.TheDairyReport.com.

Registered Dietitian Company Spokesperson Opportunities at FNCE

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Q: What was your favorite experience at FNCE this year?

A: My favorite part of FNCE is getting to network with food and nutrition professionals from all over the country. Throughout the years, so many of my professional connections have turned into true friendships. That, of course, is priceless.

Michele Powers

Q: What was your company spokesperson role at FNCE this year?

A: I conducted cooking demos for Uncle Ben's and Seeds of Change (both Mars, Inc Brands). The demo focused on healthy and gluten-free recipes using products from both brands.

Q: Can you describe your experience acting as a company spokesperson at FNCE?

Being a spokesperson at FNCE was easy because everything was so well organized. I was in constant contact with the marketing company for several months before the demo, so I was able to practice my script and know how things were going to go. The convention center prepped all of our ingredients, so the demo moved along smoothly and we were able to demonstrate three recipes and share great information on whole grains in just one hour. I always get a little nervous before going on stage, but I think a bit of nerves is a good thing! I also love seeing the reaction of the audience and talking with them after the demo.

Q: How did you get the opportunity to act as a company spokesperson at FNCE?

I have been working with Current Lifestyle Marketing, who represents Mars Food U.S., for many years. Through our continued partnership, my role with Uncle Ben's has expanded and includes not only the cooking demonstration, but my participation in other public relations tactics such as audio news releases, color food pages and mat releases.

Q: Was the experience worth it – relationship wise as well as monetary?

A: The experience was definitely worth it. I felt like I challenged myself, learned along the way, and met some wonderful people. Monetarily, I also thought it was worth it because I get to do something that I love to do and make a bit of money as well!

Q: Would you recommend this type of opportunity to other dietitians?

A: I would recommend that other dietitians look into being a spokesperson at FNCE. It is a great growing experience and encourages you to step out of the box of your regular work.

Q: What was your favorite experience at FNCE this year?

A: My favorite part of FNCE was actually conducting the cooking demonstration and seeing it come to fruition after months of preparation.

I also enjoy seeing friends from different walks of life – my dietetic internship, professors from school, friends from former jobs, and folks from Uncle Ben's and Current. Having dinner and exploring in Boulder was fun too. I had a delicious Bison burger!

Julie Upton

Julie Upton, nationally recognized journalist, author and spokesperson, suggests exploring the following opportunities to become more active as a spokesperson at FNCE:

- ❖ Sign books that you authored at exhibitors' booths
- ❖ Provide research reviews/presentations to specific Dietetic Practice Groups
- ❖ Conduct local media interviews on behalf of a company, commodity or other interested group

Take Away Message

Building and maintaining relationships with a variety of professionals with similar interests is a great way to propel your career as there is always opportunity for connections to provide future jobs. This is closely related to the article entitled "The Importance of Networking" published in the Fall 2008 issue of the DBC newsletter - networking, networking, networking will keep you on the forefront.

Jennifer Seyler MS, RD, CPT-NASM is the Nutrition Manager for Current, a marketing agency with expertise in food and beverage communications, where she provides client counsel, account management and staff education on nutritional issues, opportunities and projects. Seyler serves the American Dietetic Association and the Illinois Dietetic Association (IDA) Bulletin Chair and is the recent recipient of the 2009 Illinois Emerging Dietetic Leader Award. In addition to her leadership role with ADA and IDA, Seyler is also the 2009-2010 President of the Chicago Nutrition Association. She can be contacted at 312-929-0507 or jseylernutrition@hotmail.com.

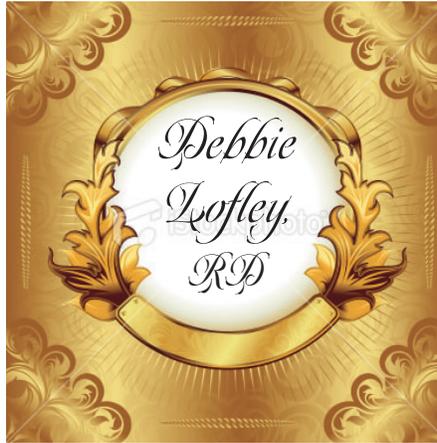
DBC Circle Award Thank You

From Debbie Lofley, RD

I received a priceless gift this year. Lisa Poggas, past-Chair of DBC called to share the news that I was being recognized with the Circle Award for my contribution to DBC and ADA. I was surprised and honored. I wish I was in Denver with all of you – please know I am there in spirit.

There are many people to thank. First, thank you to the Executive Committee for singling me out of all the many members who also deserve this award. It is an honor to join this awesome group of women who have also received this award that includes many good friends including Terri Raymond and Linda Schuessler.

DBC introduced me to many fabulous women and men who are my friends including, however not limited to, Annette Hinton, Hope Hale, Marsha Diamond, Donna Becker, Terri Raymond, Linda Schuessler, Maureen Leugers, Lisa Poggas, Cheryl Toner, Dina Aronson, Ellen Hird, Roberta Peirick, Jane Dunn, Margie McAllister, Mary Anne Hogue, Audrey Wettach, Cindy Parker (Friend for Life to DBC), DBC Sponsors: Pete Cunningham, Dick Hynes and Phil Hockemeyer. And now for the usual disclaimer and I do mean this sincerely: I am grateful to ALL the members, friends and sponsors of DBC.



Actively participating in DBC is a valuable part of my success in my career. It has allowed me to develop and sharpen skills that I use in my professional life such as how to lead virtual teams – DBC was a virtual team before the concept existed, working with members from diverse backgrounds to set strategy and goals for the organization, providing education opportunities to members, and opportunities to build relationships through networking. I am especially grateful to all the members who have stepped up and volunteered in DBC. It's you who makes DBC successful.

I have always said that volunteering for DBC is a selfish activity for me. I do it because of the rewards I receive. The

friendships I have today, the connections to people I have yet to meet and the opportunity to develop skills in a safe environment. It's a win-win for me and DBC. We all have time to volunteer. It can be an hour a year working at one of the FNCE or regional events, 5 or 6 hours a year working on a committee, 1 or more hours a month as a member of the Executive Committee. If you are interested, talk to a member of the Executive Committee. To get the greatest return on your dues investment in DBC and ADA you must also actively participate!

I would like to share this quote from Desmond Tutu, who received the Nobel Peace Prize in 1984. It is called...

Belonging...

"In my part of the world, we have something called ubuntu. It is the essence of being human. We say a person is a person through other persons. I can't be human in isolation. I need you to be all you can be, so that I can become me and all that I can be. It is not "I think therefore I am." It says rather: *"I am human because I belong. I participate. I share."*

I am truly honored to receive the Circle Award. Thank you.

Networking at FNCE 2009





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