DBC Dimensions
Winter 2011

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By: Elisabeth D’Alto, RD

Be passionate.

What are you passionate about? Take this time to really reflect on 2010, and years prior, and ask yourself if you are passionate about what it is you do. Do you wake up everyday excited about your work?

I’ve never met anyone in my life who was as passionate or as excited about their work as my dad. He taught me the true meaning of living life to the fullest and being passionate.

My dad was an entrepreneur in so many ways. As an Italian Chef, coming to America as a young man, and not speaking a lick of English, he made his way to the top. Owning two restaurants during his time, the latter one being named D’Alto Ristorante, he showed me that sometimes it doesn’t matter how much money you make, what your job title is, or if you have the corner office. As long as you are the best at whatever it is you do, and you are driven because you love what you do, then things will fall into place.

For the past two years, my career was put on hold. I needed to take care of my family. My primary concern was being a caregiver to my dad who became terminally ill. All of my energy and time went into taking care of him and our family-owned restaurant, which was his heart and soul. Throughout his battle against Brain Cancer, he taught me so much about life and he didn’t even have to say a word for me to understand. His actions said it all.

I’m looking to embrace 2011 as a fresh start for both my personal and professional life. A few months ago, I started up my own nutrition communications and consulting company called D’Alto Nutrition, LLC, hoping to follow in my dad’s entrepreneurial steps.

The New Year truly is a time to reflect on your goals, your dreams, and your aspirations. Take this time to map out what you hope to achieve this year both personally and professionally. As long as you believe in what you do and you are passionate about it, then great things will follow.

I hope you enjoy the Winter Issue of our DBC Dimensions e-newsletter! Please reach out to me with any comments, feedback, or suggestions. And remember, join DBC on Facebook and Linked In! Happy New Year to You!

Passionately,

Liz D’Alto, RD
Newsletter Editor

Liz is a New Jersey based Registered Dietitian. She enjoys working in mass media communications. She has just recently started up her own nutrition communications and consulting company called D’Alto Nutrition, LLC. At this time, she continues to work as a Clinical Dietitian in a continuing care retirement community. Liz can be reached at elisabethrd@gmail.com
Message from the Chair

By: Marcia Greenblum, MS, RD

It was great meeting many of you during the Food & Nutrition Conference & Expo (FNCE) in Boston. I was thrilled to see such support and enthusiasm for DBC at both the breakfast and networking events. I know I can speak for the DBC Executive Committee (EC) when I say it is truly our greatest desire to offer value that is meaningful and useful in preparing members to reach their professional goals. To that end, DBC Executive Committee members met at FNCE to identify what benefits DBC can offer to members who practice in food service, industry, healthcare, communications, government, education and consulting. We recognize that there are many opportunities to belong to different dietetic practice groups and want very much to give DBC members the skills and opportunities you need, however you choose to apply your nutrition education. The following opportunities were identified:

The EC agreed that:

- DBC offers a variety of value propositions to different segments of business and industry. We are looking for best ways to work with all our sponsors to inform and educate our members.

- As a DPG, DBC should focus on helping RDs to become more business-savvy by providing business skills education.

- DBC needs to broaden its communications on value to garner sponsorship outside of foodservice and make membership attractive to RDs in all business and communications arenas.

The EC created the following focus group teams to create goals, tactics and strategies for the above-mentioned objectives:

- Elevate recognition of RD’s:  T. Raymond; K. Chowdhury; K. Payne
- Increase sponsorship dollars and opportunities: I. Smith; L. Poggas; M. Diamond
- Increase networking and education opportunities: L. Rahavi; K. Byers; L. Last

I urge you to communicate with the focus group leaders and let them know if you have ideas to bring value to DBC’s members. If you know of a presenter, program, or skill that you think would be good for a national or regional group, please let us know. For our contact information please click here. Thanks for your support,

Marcia Greenblum, MS, RD

Marcia Greenblum, M.S., R.D. is the Senior Director, Nutrition Education with the Egg Nutrition Center. Marcia is an active participant in several nutrition professional organizations having held leadership positions in the American Dietetic Association, American Society for Nutrition and the Institute of Food Technologists. Marcia can be reached at mgreenblum@enc-online.org
Cleaning Through the Clutter, 
and Yes, It’s Clutter! By Elana Natker, MS, RD

I love the New Year. For me, unwrapping a new wall calendar and letting it hang heavy with a year’s worth of yet-to-be scheduled events and endless possibilities is exciting. And for the estimated 100 million Americans who make New Year's resolutions, Jan. 1 is the time to make a fresh start. For one, it's a great time to clean off the piles of paper on your desk.

It’s been nearly two months since FNCE, and if you’re like me, you still have notes from sessions and brochures, flash drives, gadgets and other swag you picked up from the expo. So what do you do? Where do you start?

I connected with Carrie Greene, a de-cluttering expert who runs her own web-based coaching business, www.CarrieThru.com. According to Greene, we spend about an hour each day sorting through piles. This is an inefficient, wasted use of time which adds up to 15 days every year in lost productivity, and for many of us, lost income.

If tackling your office piles – or even your online filing system – seems daunting to you, don’t fear. Here are a few tips to help you get started:

1. **Focus on de-cluttering first** – don’t try to organize at the same time. It may seem like it’ll take double the time, but according to Greene we spend an inordinate amount of time trying to organize our lives in ways that simply don’t fit with our working style or lifestyle. Focus on throwing out what’s not needed, and keeping things that are.

2. **Ask yourself why you want to de-clutter.** According to Greene, clearing the clutter and organizing your life is emotional as well as practical. You must have a reason why you want to de-clutter, so identify that goal and keep it in mind as you pull out each paper or gadget and decide whether or not to keep it. For me, I want to get more organized because I think sifting through files and piles of paper is time wasted and potential income lost.

3. **Weigh the alternatives.** As you’re deciding what to keep, throw out, or file, ask yourself these questions:
   a. What would I do if I didn’t have it? Would I find it online, reorder it, or find another way of getting this information?
   b. Would it matter if I couldn’t find it? In other words, is this item critical for my job, my goals, etc.?

4. **Don’t look for an excuse to keep something.** Rather, find a reason why you DON’T need to keep this item.

5. Give yourself just 5-10 minutes per day to focus on de-cluttering. Piles and clutter are overwhelming, but sometimes the thought of tackling those piles can be equally overwhelming. Just like those days you simply don’t feel like exercising but you strap on your running shoes and step outside anyway, promising you’ll just go to the end of the block – same strategy here. Start by committing just 5 minutes toward de-cluttering your space. Set a timer if you have to. Just 10 minutes a day for 6 days can save you an hour of time.

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As for getting organized, you need to find a system that’s right for you. I do like to file, but I’m an out-of-sight, out-of-mind kind of person, so many items that get filed and put into drawers tend to get forgotten about. That’s why I have three different filing systems:

1. A stand-up organizer on my desk that allows me to stagger my files so I can read all the labels at once. I put all my current projects and my to-do-list in that filing system.
2. A drawer system in my desk for recent projects and materials I reference often; and
3. A standalone, large filing system at the other end of my office for older projects, plus receipts I need to keep, paid invoices, and other items I need to keep but not necessarily access.

I’m also very visual and find that using colors is helpful. As a business consultant who works with a number of different companies, I assign one color for each company and buy file folders in those colors, assigning a new file folder per project within each company. My general business files are kept in generic manila file folders. And I always use labels.

The bottom line is to find an organizational system that works for you, and allows you to be efficient and stress-free. In addition to Greene’s website, there are several resources online to give you ideas on organizing your office, such as [www.realsimple.com](http://www.realsimple.com), [www.lifeorganizers.com](http://www.lifeorganizers.com), and [www.hgtv.com](http://www.hgtv.com).

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Elana is a business consultant, working with companies such as FoodMinds, a nutrition affairs and communications agency. She has also worked for public relations agencies in Chicago and Denver. She is a member of the American Dietetic Association and the D.C. Metro Dietetic Association. Elena can be reached at enatker@gmail.com.
Using Your Time Wisely When Working At Home

By Elizabeth M. Ward, M.S., R.D.

As a freelance writer and nutrition consultant who has worked from home for 11 years, I still find it challenging to be as productive as possible, and so do others who are in the same situation.

“Sometimes the lure of grocery shopping when the store is practically empty, hitting up a midday gym class, or running errands in the middle of the day because ‘I can’ take me away from work I could be doing,” says Janel Ovrut, MS, RD, who writes the blog Eat Well with Janel.

No matter what your job as a nutrition professional, chances are you work at home at least part-time. Here’s what others who do the same say about the boundaries between personal and professional time, and maximizing productivity.

**Designate A Work Space**

A comfortable area to work at home fosters better concentration. Developing a system for organizing your books, files, and projects promotes efficiency, too. “I use spreadsheets with multiple tabs to help keep track of projects, invoices, schedules,” and other important matters that need attention, says Michelle Traub, RD, owner of www.WebHealthRider.com.

**Set Boundaries**

A home office or other dedicated space also sends the message to the people you live with that you’re working and shouldn’t be disturbed. You may work from home, but that shouldn’t mean you’re available to others 100% of the time.

“Unless you establish strong boundaries, people may not respect your time,” says consultant and business coach Jean Caton, MS, MBA, RD.

“My biggest challenge is constantly setting limits to help my family understand and respect my work schedule,” says Melissa Joy Dobbins, MS, RD, CDE, Director of Nutrition Affairs for the Midwest Dairy Council.

It’s just as important to draw the line on working, too.

“The Blackberry is a blessing and a curse,” says Elena Natker, MS, RD, a nutrition and communications consultant. Natker actually uses technology to help her avoid distractions that compromise productivity. “I have two email accounts and two cell phones; one each for personal use and the other for professional use,” she says.

**Maximize Your Time**

Get more done by identifying the most important tasks for each day and focusing on those.

“Plan your schedule and stick to it as much as possible,” Dobbins says. “Something always comes up, but try to be choosy about how you spend your time.”

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Limit interruptions by closing your office door, turning off or at least minimize the email screen, and thinking twice before answering the phone, replying to emails, and using Facebook. If you were at the office or in a meeting, you wouldn’t be replying to emails or answering calls until later anyway.

Take Breaks to Stay Sharp

The more time you have, the more work you’ll do. That’s a lesson Caton says she learned years ago. You shouldn’t fill every free minute with work, however. Taking breaks to eat, exercise, and relax, actually makes you more efficient in the long run.

Ovrut’s recommends scheduling “off time” in your day much like you schedule work time. “You’ll probably work a lot more efficiently knowing you have a break to look forward to!”

Elana is a business consultant, working with companies such as Food-Minds, a nutrition affairs and communications agency. She has also worked for public relations agencies in Chicago and Denver. She is a member of the American Dietetic Association and the D.C. Metro Dietetic Association. Elena can be reached at enatker@gmail.com.
Leadership - Step Up or Step Out
By: Jean Caton, MS, MBA, RD

Step Up and Lead:
Let your voice be heard as a RD leader in the local and national health and nutrition conversation.

When you hear the terms leader or leadership what do you picture in your mind? What does a leader look like? How does s/he act? How does a leader sound when s/he speaks? What is different between someone who is an effective leader and someone who is not?

Countless books, seminars and courses attempt to teach people leadership skills. ‘How to’ leadership skills can be taught. It takes more than that to be an effective leader.

Leadership is a mindset and a way of being that comes from the inside. This is why one can lead without a formal title. Internal beliefs about your leadership ability significantly affect whether others perceive you as a leader - with or without a formal leadership title.

Leaders influence others. Leaders have followers; leaders have a vision for the future; leaders take calculated risks; leaders take action. A leader is who you are as much as what you do.

Janel Ovrut MS RD LDN puts it this way, “Being a leader in the profession does not necessarily mean being an ADA spokesperson, or nutrition director of a hospital – though those certainly are leadership roles – but rather setting a good example to other dietitians as a way to help others learn and grow in our field. A leader in our profession could also be someone who takes the time to educate, mentor, or work with a student intern, as they are the next generation of our profession and can learn and grow as prospective member of our profession with support, guidance, and expertise.”

Right now, the profession is in need of creative, innovative leaders with a vision that can take the image and credential of RD to places it has never been before.

“With so many nutrition certifications in existence now, our voice is being clouded by those who choose to practice nutrition without credible licensure and accreditation. ADA leaders need to continue to be at the forefront of any nutrition discussions, and have our voice heard as the experts on nutrition,” says Janel Ovrut, MS, RD, LDN.

It is interesting to reflect back on the history of leadership in the ADA. Founded in Cleveland, Ohio, in 1917 by a visionary group of women, led by Lenna F. Cooper and the first president of ADA, Lulu C. Graves, who were dedicated to helping the government conserve food and improve the public’s health and nutrition during World War I. These women certainly exemplified what it means to be a leader.

Today, RD’s are practicing in a wide array of roles that did not even exist until recent years. From those early days a long list of leaders have earned great respect for Registered Dietitians in technical, medical, and research fields.

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There may never have been a better or more urgent time for RD’s to step up, find their voice and usher in a more expansive role for the RD as the leader in the consumer health and fitness revolution. Each individual RD must assume this responsibility, regardless of their job.

What will it take for RDs to dominate the conversation about consumer nutrition, fitness, childhood obesity, and health care reform? It takes courage and confidence. RD leaders must find their voice, speak out, and lead - not sit on the sidelines and wait for permission. They must learn to look, act, and sound like confident leaders and become a more visible force in the consumer conversation. This will require a new way of thinking, acting, and learning to promote her/himself and the profession by Marketing Me, I am an RD!

Are you willing to boldly and bravely step up and lead the profession into a prosperous and successful future? If the answer is yes, then get involved.

Assess your skills and identify those that need to be developed. Then, volunteer for a role in your district or state association, a Dietetic Practice Group or a Member Interest Group. Instead of taking a role using your strengths, consider a position that will stretch you outside your comfort zone where you can learn new skills. Volunteer outside the profession in a church, community organization or the board of a non-profit where you can learn skills from professionals with business experience. Seek out the support of a mentor or coach to help you with skills and confidence.

Let your voice be heard. Assume the responsibility to be a RD leader every opportunity you get.

Jean Caton is the Business Women’s Coach. She brings a practical perspective and unique insight to her speaking, coaching, and writing because she has learned what it takes to succeed during her 22 years in corporate America and now as an entrepreneur. Jean can be reached at catonjr@sbcglobal.net.
Why a Social Media Presence is Right for Your Business Needs

By: Jeannie Houchins, MA, RD

Most of you likely use social media to network, stay in touch with friends and peers, or keep up-to-date with the latest trends. You may have a Facebook and LinkedIn page. Maybe you’re even more technically savvy and Tweet or have a YouTube channel. But is there a social media strategy behind your efforts? Using social media for personal use is vastly different from business and professional use so it is important to outline clear goals for your marketing efforts to help measure your successes. One of the best ways for small businesses to leverage social media marketing is to use various social networks in combination with each other. While there are plenty of social media sites to cover, we’ll look at the top four most popular within the business community.

Facebook

What’s it all about:
Initially created for college students to keep in touch with their friends, it’s now grown into a marketing machine for businesses and professionals.

How to use:
If you don’t have a Facebook page, consider the purpose of your page and what you plan on communicating. If you already have a page, create or adjust a strategy that includes goals – they could be as simple as sharing five comments or getting X number of “likes” during a certain time period. Give yourself a timeline for your success and modify your strategy accordingly.

Benefits for RDs and our profession:
- The fact that there are more than 500 million active users with an average user having 130 friends allows for exponential potential clients and exposure to your services, brand, and nutrition messaging.
- Connect and engage with current and potential customers; create a community around your business.
- Promote other content you create, including webinars, blog articles, and other resources.

“Rockstar Nutritionist” Jill Jayne, MS, RD, uses social media to establish voice. With her Facebook Fan page she’s able to announce touring news, people she’s performed for, debuting new music, and interacting with fans.

Keys to successfully using this site:
- Take inventory and contribute. Continuously take stock of your page, ensure you have links to your blog posts and related articles; post appropriate videos and photos, and offer up discussions that help elevate your brand and services.
- Monitor others. What are your colleagues and business associates doing with Facebook? Understand their presence and see how you can refine yours.
- Explore other options within the platform. In addition to having a personal Facebook account consider creating a business page to amplify your marketing efforts.

Don’t forget to join DBC on our Facebook Fan Page!

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Twitter
What’s it all about:
Twitter is a real-time information network that allows you to send out 140 characters about what’s on your mind.

How to use:
Twitter is another marketing platform for your business that can be very effective if it’s rolled up into your overall social media strategy and compliments your other efforts. Tweets are sometimes tied to LinkedIn so there’s a surround sound effect. Following influential tweeters, gaining an audience, and actively participating are all ways to use this face-paced medium.

Benefits for RDs and our profession:
• Twitter connects you with your clients and prospective clients in real-time virtually anywhere – from the web to mobile.
• Twitter increases word of mouth marketing by giving your follower the opportunity to re-Tweet.
• You’re able to respond to your base instantaneously – whether it’s a question or some quick advice.

Avid Tweeter Janel Ovrut, MS, RD, LDN (@DietitianJanel) finds that this platform is an instant way to spread and receive messages, and takes you outside of your usual network of people. Through twitter she’s met dietitians (online and in person) from Australia and around the country and has allowed her to educate on various topics from food to local events in her area.

Keys to successfully using this site:
• Edit yourself. Yes, 140 characters can be limiting and provides a challenge to communicate your thoughts, but it can be done.
• Keep up with the tweets. Monitor what other people are tweeting.
• Update, update, update. Consider taking Twitter on the go by using TweetDeck or Tweetie to push your messages, stay connected, and monitor the tweets while you’re not on your computer.

LinkedIn
What’s it all about:
Originally, created for professionals to network, LinkedIn is now also being used for businesses. Currently, there are nearly 50 million users from over 200 countries.
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How to use:
Similar to Facebook and Twitter, LinkedIn should have a social media strategy or be rolled into your overall strategy. Most people have a personal profile but consider listing your business name too. As with Facebook, building your network is key. This is done by constantly growing your connections and being involved in groups and conversations.

Benefits for RDs and our profession:
• LinkedIn allows for richer meaningful discussions within the groups sections.
• Lends credibility among current and former clients is readily seen for potential clients.

Keys to successfully using this site:
• Gain LinkedIn credibility. Answer questions when possible to establish yourself as an expert about specific topics related to your business.
• Give out recommendations – and ask for them too. Recommending and being recommended increases your profile to be more prominent in search engine result ranking.
• Make new connections – regularly. Keep your connections current – every time you meet someone, consider adding them to your network – it helps with your search rankings.

Don’t forget to join DBC on Linked In!

YouTube

What’s it all about:
YouTube is a video-sharing website where users can upload, share, and view videos. It’s no longer amateur home videos since businesses use it as another messaging channel and way to engage consumers.

How to use:
Multimedia is a bit more complicated but can provide excellent social media marketing opportunities. Aside from uploading your own video, you can promote videos via Twitter, create your own video playlist on YouTube, rate videos, and create your own channel to promote your business.

Benefits for RDs and our profession:
• While most people understand that nutrition is a human need, putting a face to the profession helps audiences make it personal and easy to understand.
• Watching a video about the latest in nutrition is more dynamic than reading.
• Posting videos and promoting them increases your visibility both via the search engines and within your audiences.
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Keys to successfully using this site:

• Post your video. Given that the world is increasingly visual if you have the funds and time to create your own video, you should do it!

• Cross promote. Back to your social media strategy, don’t forget to embed the video to your blog, tweet about it, and post the link on Facebook and LinkedIn too.

• Create and customize your channel. Dedicate a section to your content where users subscribe and have the option to search for your uploaded content.

You’re likely to use more than one form of social media. Thus, having a solid social media plan that allows your content to feed into a single, larger platform will enable you to promote and surround your audience with your information so it remains top of mind.

That said, with all that impact, it’s important to make sure you’re:

• Updating your content on a regular basis - consider creating an editorial calendar for updates;

• Managing your messages so that they’re not too promotional;

• Offering value while keeping in mind what you’d like your audience to take away from your communication.

Lastly, social media can be time consuming but consider the return on your investment. If you dedicate time to your strategy you’ll receive a higher success rate. Tina Ruggiero, MS, RD, LD, author of recently published, The Best Homemade Baby Food on the Planet, suggests setting a time limit on using social media, “I spend 20 minutes each day to maintain my pages and network then log off; there’s a finite amount of time you can spend on social media and be productive. After that point, it just becomes an unproductive distraction.”

Jeannie Houchins, MA, RD, is a Vice President of Consumer Food & Nutrition at Edelman public relations in Chicago. She helps companies position their products in the marketplace using sound scientific evidence. Previous to Edelman, she was the Director of Media Relations at the Institute of Food Technologists, working with both media and consumer audiences to ensure that food science messaging was accurately disseminated. Jeannie can be reached at nutritionprgal@gmail.com.
Hard to Handle Strategies for dealing with difficult clients

By Michelle Gibeault Traub, R.D.

We’ve all experienced them. With demands that are unreasonable, requests that seem illogical, and a personality that, frankly, gets on your nerves - the difficult client can be very hard to avoid. Unfortunately, the poor economy has forced everyone to do more with less. Translation – people are cranky! Even clients and colleagues who used to be easy to work with are more likely to drive you crazy. Luckily, there are techniques to help ease tensions, calm fears, and make working together more productive and pleasant. The key is assessing your own work style, along with that of your client to determine exactly what will make your work harmonious. Let’s get started with a review of four challenging client types with simple tips for handling their most difficult demands.

The Nitpicker

The hallmark of the nitpicking client (a.k.a the control freak) is that they typically prefer to do the work themselves. So, when they hand a project over to you it is likely because they simply don’t have the time or the knowledge to complete it. That could mean that they are already frustrated, and possibly even angry – not with you, but rather with themselves. They need reassurance that you’ll get the job done correctly and to their high standards. But, you must accept that there is a very good chance that you can’t make them 100% happy. It’s possible no one can. By understanding that fact, you can relax a bit and complete the project to the best of your ability.

How to handle a picky client:

• Allay their worries by listening to them carefully and explaining to them that you fully understand their need for quality.

• Offer examples of past project successes to gain their confidence.

• Provide ample feedback and project status updates.

• Acknowledge their fears and frustrations with compassion.

The Deadline-Dodger

Missing a deadline isn’t the end of the world (that is if you aren’t a nit picker) but as we all know it can really wreak havoc on a project. More importantly, when your client is a procrastinating deadline-dodger, it impacts not only their project, but your other client’s work as well, because you must spend so much time chasing after them. Procrastination can seem rude and even blatantly disrespectful, but many people who miss deadlines or show up late for meetings have no idea they are perceived that way. They simply don’t respond well to rules or understand the impact of their actions. Besides, if they are paying you, why do they need to follow your schedule? Clearly what a deadline-dodger needs most is education. You must explain that you can’t do successful work for them if they can’t offer their piece of the project on time. If the threat of a poor quality outcome doesn’t work for them, you might need to hit them where it hurts – their wallet – by charging extra for delays.

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How to handle a procrastinating client:

• Establish timelines together, so they have buy-in.
• Propose deadlines (or meeting times) prior to when they are really needed, knowing that they are likely to be late.
• Charge them on an hourly basis or establish contract details that penalize procrastination.
• Remember that the client’s lateness is not necessarily intentional and show appreciation for how busy they must be.

The “I Need it Yesterday” Demander

These days everyone seems to need everything immediately! Some ultra-demanding clients simply don’t understand the notion of an unreasonable deadline. You can write a ten page report by tomorrow without having all of the data, right? Again, like a procrastinator, what a demanding client needs most is education. You must be very honest with exactly what it is you can accomplish for them. Time-crunched professionals are often super stressed and looking to you to simply take away some of their discomfort. The key is to offer your support and empathy while maintaining your own personal boundaries.

How to handle a demanding client:

• Provide guidelines as to the reasonable length of time projects should take.
• Set a clear work schedule (i.e. 9 to 5), so they understand you aren’t available all hours of the day and night.
• Charge extra for “rush” projects or work completed outside of your normal schedule.

The Flip-Flopper

I want this...no I want that...or, how about? The flip-flopping client simply can’t make up their mind. They were the kid at the birthday party that couldn’t decide if they wanted ice cream or cake. What’s the best solution? Give them a little of both. When a client is indecisive, what they really need from you is guidance. They are likely overwhelmed and fearful of committing to a direction. You can offer a few specific solutions, but if that doesn’t work to help them make a decision, you may need to make a choice for them. Using research and evidence can really help in the persuasion.

How to handle an indecisive client:
Hard to Handle Strategies for dealing with difficult clients
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- Offer concrete solutions backed by facts (i.e. 90% of clients do this, so maybe you should too).
- Establish very specific contract terms, so that you are protected from dramatic changes in direction mid-project.
- Acknowledge that you understand how scary commitment can be. Make it clear changes can be made if necessary.

Let’s face it we all have our own personality quirks. What may be acceptable for some is simply inconceivable for others. The bottom line is that as a consultant or employee you must sometimes bend a bit in order to get the job done, while also establishing limits as to just how far you are willing to compromise. If, in the end, a challenging client or co-worker is just too hard to handle, it may be time to move on.

Michelle Gibeault Traub, R.D. is a self-described “nitpicker” who has been working in health communications for over a decade. Michelle enjoys working with a diverse group of challenging, but fun clients through her freelance writing and Web management business, www.WebHealthWriter.com. Michelle can be reached at michelle@webhealthwriter.com.
Moving Up the Ladder -
How to Get the Raise You Have Earned
By: Wolf J. Rinke, PhD, RD, CSP

(Note: This article was extracted with author permission from Win-Win Negotiations: Fail-Safe Strategies to Help You Get more of What You Want, http://www.wolfrinke.com/CEFILES/cepd.html#C184.)

When it comes to employment news, there is good news and bad news. The bad news: although improving, unemployment is still very high, and if you’re currently unemployed then this article may not be for you. The good news: wages are beginning to rise, and maybe this is a good time to ask for a raise especially if:

- You are improving the bottom line
- You are solving lots of problems
- You have assumed new and/or more important roles and responsibilities
- New hires are being paid more than you
- You have continued to invest in yourself to become the best you can be
- You are doing more of the things your boss does not like to do
- You make it a habit to always go beyond the expected
- You exhibit a consistently positive attitude
- You say good things about others or say nothing at all
- Your organization is growing and doing well financially

(Note: For details read Time to Ask for a Raise? at http://www.wolfrinke.com/NPNewsletter/npnJuly2010.htm.)

Assuming that you meet these conditions, here are ten tips to help you get the raise you have earned:

1. Get very clear about how much you enjoy working for this company.
   It will determine how aggressive you should negotiate. If you love everything about this company except the compensation package you might want to wait. If on the other hand pay is just the tip of the iceberg, it’s time to go for it with gusto. (Of course, if you hate everything about this company, it’s time to start shopping now.)

2. Put it in writing.
   Prepare a written proposal that clearly delineates in one or two pages how much money you have made or saved the company, how many groundbreaking ideas you have generated and implemented, how many people you have developed, how many patients you have taken care of, or any other bottom line results relevant to your area of responsibility. Also be sure to include data that identifies how much it would cost to replace you. Then ask for a proportionate raise. Be as specific as you possibly can.

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How to Get the Raise You Have Earned
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3. Reverse the risk.
   The best way to get anything you want is to assume the risk. So identify specific and
   measurable future results in your proposal and offer to revert back to your previous
   compensation if you do not achieve those results by a specified time.

4. Create a win-win proposal.
   One way to do this is to give your boss a range. Knowing full well that s/he is going to pick
   from the low end of the range adjust your request accordingly. The goal is to have you come
   across as reasonable and flexible. Also know in your own mind several compromise positions,
   but do not reveal them at this point.

5. Time it right.
   Set up an appointment with your boss. If at all possible engineer it so that it’s a time when
   s/he is most receptive. (I’m assuming that you know your boss well enough to know when
   that is. If not, it’s high time to get to know them better!) Brief your boss verbally using
   information from your written proposal. Leave the proposal, and ask when it would be
   reasonable to expect a decision.

   Never threaten, give ultimatums or mention that you are shopping around, unless you are
   prepared to walk. Even then, remember the healthcare business, or any other industry you
   are in, is a very small place. And the last thing you want to do is leave an employer on a
   negative note.

7. Leave your ego at the door.
   More salary negotiations get shipwrecked because people attach their self-worth to their
   compensation. Remember you are not what you earn! So be sure to never leave in anger.
   You always want to operate from a position of strength, and getting angry is operating with a
   severe handicap. No matter how indispensable you think you are . . . you are not! When you
   attempt to get even, you will only hurt yourself.

8. Be patient.
   Raises take time, especially during these tough times. Plus the larger the organization the
   longer it takes. Find out how long it typically takes to get a raise in your organization, then
   add one month before you start following up with your boss.

9. Be prepared to compromise.
   If the raise does not meet your expectation offer a compromise. Many people would rather
   get additional free time than more money. So offer a counter proposal that will work for
   both of you. For example, instead of a 4% raise suggest a 2% raise plus one extra week off.
   Whatever you do be creative in generating lots of win-win options.

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10. If all else fails, start shopping ... carefully.

   If things don't work out to your satisfaction keep your current job and start floating your resume. (In this tough economy you don’t want to leave your job until you have a better one.) Heads up: No matter what you decide, be sure to keep your performance at very high levels, if possible even higher than before.

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Dr. Rinke, RD, CSP is the president of Wolf Rinke Associates, Inc. which offers a wide variety of presentations, training programs, and pre-approved home study CPE courses. He is a motivational and management keynote speaker, seminar leader, management consultant, executive coach and author of several books. Wolf can be reached at wolfrinke@aol.com or at www.wolfrinke.com.
The Topline Viewpoint

“Opining on the latest hot spots from research, industry, and government, as a service to DBC members”

By Annette Maggi, MS, RD, LD, FADA

• What was the most talked about session in Boston last November during FNCE 2010? There are two that come to mind, but one session attendees couldn’t stop talking about was “Social Media Boot Camp,” put on by Janet Helm, MS, RD and colleagues. Handouts from the session can be found here (http://fnce.eatright.org/fnce/SessionDetails.aspx?SessionID=334). Whether an experienced blogger or novice Tweeter, there was something for everyone. The session was done brilliantly, with the technology to make it all come together. The question being asked now is whether this can be offered again via webinar or through state dietetic associations. Others are saying a series would be great – 101, 202, 303 to capture every experience level in the social media realm. Will someone take the lead in getting this topic brought to all dietitians across the country?

• It’s not surprising that Registered Dietitians – even those who work in business and industry – can tend to focus on information, on details. Our critical thinking skills are a great asset in our profession. But working in a business world requires that we accommodate our style to that of our environments. In a recent conversation with a colleague, where we lamented the fact that RDs in the business world still often have to fight for a seat at the table, I was turned on to www.extremepresentations.com as a new approach to bringing ideas to the table in the work place. It’s a great tool to help all of us focus our message, tailor it to the intended audience, and in the end, be more successful in ensuring we are the authoritative voice on nutrition. If you’ve found an option worth sharing, please post it on the DBC list serv or the DBC Facebook Fan Page.

• One area where RDs’ expertise in consumer education is definitely needed is related to messaging on front-of-package icons. The regulatory realm is hot these days as manufacturers, retailers, and the policy and regulatory agencies work on labeling options that will work best to help consumers make more nutritious food choices. In a report on Phase I of their work, the Institute of Medicine Committee on the Examination of Front-of-Package Nutrition Rating Systems and Symbols recommended a consistent icon across all food products and packages that focuses on calories plus saturated fat, trans fat and sodium. This is in conflict with what the Grocery Manufacturers Association (GMA) is recommending, which, as of this writing, is calories plus three negative nutrients (saturated fat, sodium, total sugar) and up to two positives (such as fiber, calcium, vitamin D). The policy and regulatory agencies are focused on the negative nutrients in light of the impact

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DBC Movers and Shakers
Jan Patenaude, RD, CLT

Jan Patenaude was recognized as an outstanding alumnus by University of Minnesota, Crookston during Homecoming this year on Friday, September 24, 2010. She graduated with an associate degree in institutional management from the U of M, Crookston Technical College in 1977. She went on to the University of North Dakota, Grand Forks, and then to Viterbo College in LaCrosse, Wis., graduating with a bachelor of science in community/medical dietetics in 1982. She is currently the Director of Medical Nutrition for Signet Diagnostic Corporation in Riviera Beach, FL. She also works as a consultant dietitian and a freelance writer from her home in Marble, CO. Certified as a LEAP therapist, Patenaude has more than 30 years of experience in the field of medical nutrition. Her work as a consultant has involved work with hospitals, nursing homes, drug/alcohol rehabilitation facilities, home health care, employee and corporate health, food companies, and her own private practice. Jan can be reached at jpatenaude@aol.com.

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on obesity and chronic diseases. But for many reasons—the positive nutrients can impact health, consumers are tired of all negative messages, etc—I tend to agree with GMA that positive nutrients are part of the story. The entire dialogue provides an opportunity for RDs to voice their opinion in order to influence a decision in the best interest of consumers. For more information, visit the IOM site at http://www.iom.edu/Activities/Nutrition/NutritionSymbols.aspx or GMA’s site at http://www.gmaonline.org/.

Annette Maggi, MS, RD, LD, FADA is currently the Sr. Director of Nutrition for NuVal LLC, believes the field of nutrition found her, has spent the bulk of her career in food labeling and nutrition strategy in the food industry, and blogs at www.nutritionoutlook.com. Annette can be reached at amaggi@nuval.com.
Winter DBC Sponsorship Article

Can you imagine what DBC would be like without the fantastic networking reception at FNCE? The regional networking events in NYC, Denver, and around the country? Without DBC Dimensions—our quarterly newsletter? We would like to thank our generous sponsors for making all of these wonderful events and products possible. Please thank our sponsors personally by purchasing their products, referring customers/clients to them and/or writing them a note of gratitude.

You’ll find our sponsors listed in the Friend directory on our web site and can link to company websites from our web sponsor pages.
Serving healthy, nutritious, fresh foods is always the primary objective of healthcare foodservice. Increasingly, facilities are also working to reach beyond these basics to create restaurant-quality meals, superbly prepared and gracefully served, that provide patients, staff and visitors with tasteful foods that support their health and well-being. As the needs and expectations of patients change, so too does the foodservice operation and the equipment required to support the kitchen.

Looking at the year ahead, a major trend in healthcare foodservice is increased preparation of food on site. For example, pre-sliced meats and produce are being replaced with foods that are cooked and sliced for each meal. Additionally, hospitals and other healthcare facilities are adding new salads to their menus and replacing fried foods with deli-style sandwiches and lower-carb wraps made with lean meat and fresh vegetables.

Though food safety has always been a focus, expanding on-site preparation calls for closer attention to ensure foods are adequately cooked; food is held at proper temperatures; and equipment, such as mixers and slicers, is kept clean. At the same time, foodservice operations are key elements in facilities’ ever-expanding sustainability programs, looking for new ways to reduce energy use, water use and waste.

The Hobart family of brands, including refrigeration systems from Traulsen and bakery equipment from Baxter, is at the forefront of developing foodservice equipment to help meet the growing demands of today’s healthcare foodservice providers.

On-Site Food Preparation

For 2011 Hobart, Traulsen and Baxter are responding to the movement toward more on-site food preparation with products designed to make that job easier and more economical. Here is a list to highlight several of those products: Hobart Combi® Ovens, Baxter Hybrid Convection Oven, Hobart Salad Dryer, Hobart Legacy® Mixers, Baxter Rotating Rack and Mini Rack Ovens, and Traulsen’s TS Prep Table.

Ensuring Food Safety

According to the USDA Food Safety and Inspection Service, the people most at risk for food-borne illnesses are very young children, pregnant women, the elderly and people with illnesses that compromise their immune systems—in short, patients and residents at healthcare facilities. While safety has always been a primary concern in healthcare kitchens, the growth of on-site food preparation is making this concern even more important. Hobart
DBC Sponsor: A Closer Look

Hobart, Traulsen and Baxter’s Look at 2011
Healthcare Foodservice Trends

Hobart, Traulsen and Baxter support healthcare food safety with equipment that directly addresses three of the most significant factors that contribute to food-borne illness: improper holding temperature, inadequate cooking and contaminated equipment.

Here is a list to highlight several of those products helping to ensure food safety: Traulsen Undercounter Quick Chiller, Traulsen Blast Chillers and Combi Ovens, and Traulsen’s Full-Size Undercounter Refrigerators.

Also, sanitizing Hobart and Traulsen equipment is simple and efficient. All units are constructed of durable, easy-to-clean materials such as stainless steel and anodized aluminum. Many also feature components specially designed for efficient cleaning, such as diwash™ plates on Hobart’s continuous-feed food processors.

Building Sustainability

Hospitals and healthcare facilities, like many institutions, are looking for ways to reduce their carbon footprints. One of the first places to accomplish this objective is in the kitchen. Sustainability can cover a wide range of initiatives for healthcare foodservice, from reducing the use of foam plates and cups to implementing Farm-to-Fork programs that minimize transportation costs and pollution by purchasing fresh foods from local farmers.

One of the easiest ways facilities can build sustainability is by conserving energy through the use of ENERGY STAR® rated equipment. Hobart and Traulsen offer more than 300 ENERGY STAR rated pieces of equipment—including refrigerators, freezers, warewashers, hot-food holding cabinets, steamers and fryers—that can save facilities as much as 45 percent on their energy bills.

Here is a list to highlight several of those products helping with sustainability: Hobart AdvansysTM Ventless Door-Type Warewasher, and CLe conveyor-type and FT900 Flight-Type Warewashers.

As healthcare foodservice facilities across the country face 2011’s challenges of providing safe, fresh, appetizing, meals by contributing to their institutions’ sustainability—and doing it all efficiently and economically—Hobart, Traulsen and Baxter are responding with products to meet those goals.

To learn more about how Hobart, Traulsen, and Baxter products can support healthcare facilities, visit their website at www.hobartcorp.com.
Networking Events

The DBC has an outstanding group of Regional Networking Coordinators (RNC’s) that are working diligently to bring together the many members of our group across the nation. Be sure to reach out to your local RNC for upcoming events for Winter 2011. Don’t see an RNC for your area? Interested in becoming an RNC? Then reach out to Elizabeth Rahavi [elizabethrahavi@gmail.com] for more information on these areas link to http://www.

Geographic Representative Chair

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2010 - 2011 DBC Executive Committee

Meet your 2010-2011 DBC Executive Committee! Kudos to all these volunteers who contribute their time and energy into the DBC. All your work is truly appreciated!

Feel free to reach out to any of the members of the EC with questions, comments, suggestions. We want to hear from you -- our members, so we can continue to improve your membership. For more information, link to http://www.dbconline.org/dbc.cfm?page=dbc_

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