

Winter 2014

Dimensions

Theme: Trends in Business, Marketing and Communications

**Dietitians in
Business and
Communications**

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

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Message from the Chair

By: Kathy Wilson-Gold, MS, RDN, LD / @kathywilsongold



Dear DBC Members,

The New Year is well underway and what a great time to focus on the latest trends in business, marketing and communications. The winter issue is a chock full of information that will keep you on "top of your game." Be sure and check out the article by Peggy O'Shea, MBA, RD, LDN on trends for 2014. Peggy does a great job of translating these insights into implications. Connie Diekman, MEd, RD, CSSD, LD, FAND contributes to the discussion with her article about what's trending in our profession and how to take advantage of it. Understanding trends and how to apply them to your business is critical to success.

Since we're talking about success it is always a good reminder to reflect on what characteristics are critical to winning. Doug Conant, former CEO Campbell Soup Company, once said "you can't talk your way out of something you behaved your way into." I love that quote...it brings to life that our actions are what really define us.

Knowledge is critical but it's not the only contributor to success. What else is needed? Several characteristics come to mind...the first is to be enthusiastic. Great performers give it their best effort no matter how big or small the job. Think of each position as a launching pad for your next job. Over-deliver and do more than was expected. Delight your manager and those around you. It is a great way to get noticed.

Keep your word. Simply put, do what you say you'll do. Be a person of

integrity. Stand out by being a person of your word.

Maintain a positive attitude. This can be especially hard with all the down-sizing and the expectation to do more with less. It isn't the "what" but more often the "how" that makes the difference. Think before you say... or better said, "step back, pause a moment before you respond." Take a minute and ask yourself how your actions will be perceived.

I hope you enjoy the winter issue of DBC's Dimensions newsletter. We're off to a great start with a newsletter full of great insights. Make this year your best ever.

Be well,

Kathy Wilson-Gold, MS, RDN, LD
2013-2014 DBC Chair



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Kathy is responsible for healthcare and education sales planning and strategy at Campbell's North America Foodservice. She leads the segment to deliver innovative and customized healthcare business solutions. In addition, she plans and executes Campbell's marketing activities at key national healthcare trade shows and directs/monitors healthcare and education sales initiatives in the field sales organization. Kathy is a member of the Academy of Food and Nutrition (formerly ADA) and has held various national and state offices, including Chair of the ADA Nominating Committee and President of the Texas Dietetic Association. She currently serves on the Meals on Wheels Association of America Research Foundation Board of Directors.

Letter from the Editor

By: Elisabeth D'Alto, RD, LDN / @DaltoNutrition



As busy professionals, we are constantly inundated with information through mail, email, articles, websites, social media and more. The process of sifting through all this information can be overwhelming at times. So, we've decided to devote this winter issue of DBC Dimensions to trends in business, marketing, and communications in order help save our members some time regarding the latest in our field. While the topic of "trends" is constantly evolving, we've tried to capture some of the most current ones that can benefit our members in their day-to-day work.

With National Nutrition Month® just days away, the DBC Communications Team will be featuring 31 Nutrition Tips during the month of March on our Facebook page and Twitter account. Stay tuned for some great tips and best practices to share with clients, customers, and colleagues, as well as tips to enhance your own personal business and communications skills!

Lastly, to all my fellow RDNs, don't forget to celebrate YOUR day on March 12th- National Registered Dietitian Nutritionist Day!

Best,

Elisabeth D'Alto, RD, LDN
DBC Newsletter Editor

Elisabeth works as an In-Store Nutritionist/Retail Dietitian with Martin's Food Markets, owned by parent company, Ahold USA, in Maryland. She provides consumer education through individual consultations, group classes, and community outreach via traditional and social media. She also owns D'Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting. She can be reached at elisabethrd@gmail.com, Facebook, and [Twitter@DaltoNutrition](https://twitter.com/DaltoNutrition).

March



Stay tuned for daily posts in March during National Nutrition Month® from the DBC Executive Committee!
#NNM # DBCDPG #RDN

 Academy of Nutrition and Dietetics

Tour our New Marketing Center Today!

The Marketing Center was developed to **provide free marketing resources** to help promote your services to potential clients and physicians. Included are the following:

- Promotional resources including radio scripts, videos and ready-to-use presentations.
- Customizable handouts and RD/RDN flyers
- Physician marketing resources including flyers and free brochures
- Eat Right Vista Print Solutions: Save 10% on a number of pre-designed customizable promotional pieces including flyers, brochures and posters



Access the Marketing Center today at www.eatright.org/members/marketingcenter.

Keeping Up with the Trends in 2014

By: Peggy O'Shea Kochenbach, MBA, RD, LDN



Perhaps the biggest marketing moment of the year has passed. Let's face it, it could be said that the Super Bowl is the pinnacle of the

mass marketing calendar - or at least it used to be. But gone are the days when companies shell out millions for a coveted 30 second spot during the big game and hope people are talking about it around the water cooler on Monday morning. The marketing landscape has changed, and it's changed dramatically. Television advertising - once the shining star of the marketing mix - is on the decline. Facebook just turned ten, more people get their news online than from newspapers, blogging is big business and a tweet can lead to a top story on the nightly news. It's amazing to think how much the business and marketing world has changed since everyone found out what it was to "friend" someone or send a message in less than 140 characters.

Yes, today social media is embedded in our everyday lives, and it's squarely in the marketing plan for most relevant successful brands. And although there have been predictions that social media is or was a passing fad, it doesn't seem like it's going away any time soon. But layer on top of that new innovation in both content and delivery - the changing media landscape, mobile marketing, "big data", image-driven content - and it's clear the marketing world continues to evolve. So how do you stay on top of it? How do you make sure you're making yourself, a product, or a brand, relevant and impactful through a diverse and integrated marketing mix? Let's look at trends and how to stay on top of things in this marketing world, where change may seem like the only constant.



Marketing Today

Today's marketing environment is complex. Consumers are driven by brands and people that they feel a connection to. The good news for us as nutrition professionals is that most people feel very connected to food, and their health. And this provides a rich opportunity to engage with consumers we may never have had opportunity to just a few years ago. It's amazing the speed at which the marketing space continues to evolve. Overall, content is truly king. Content marketing is the overarching trend in marketing right now. There are increasingly blurred lines between paid and earned content, but the content drives success or failure. Here are a few of the biggest trends in marketing today:

Marketing with Purpose: Not all that long ago, marketers pushed out content in the hopes of reaching a receptive audience. Social platforms have necessitated a critical marketing change from impersonal, one-sided conversations, to more genuine relationship with customers. Today, content creation and direct relationships - often through social media - are primary drivers of success in marketing efforts.



Big data: Marketing will increasingly be driven by analytics - this is going to be a huge trend. Brands are gathering lots and lots of data from different places, and trying to use it to market in a smarter way. There is almost a bewildering amount of data out there, but if used effectively, this information can help companies truly understand a consumer's affinity for their product or brand and use that understanding to get consumers to take action.

Images and video: They say a picture is worth a thousand words, and that couldn't be truer in marketing right now. Video consumption is also poised to increase. (ie. Instagram, Vine)

Social media: Social media isn't going anywhere, but the names and faces will continue to evolve. Facebook is becoming more marketer-driven and may be overwhelming. Twitter too is evolving - driving news and world events, customer service and influence. While consumers may feel they are already drowning in new media, Facebook, foursquare, YouTube and Twitter may soon be giving way to other emerging platforms such as scvngr, tumblr, pinterest, instagram, Google+ and foodspotting.

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Google+: And speaking of G+, it's likely to grow faster than ever. With benefits of Google search coupled with social elements, consumers are swiftly making the move from Facebook to G+. Staying a step ahead is very important in marketing, and if you take one step, take it over to G+.

Real-time Marketing: It's been just over a year since Oreo broke the marketing paradigm by tweeting during the blackout at the Super Bowl. While this is just one example of many, the bottom line is that marketing needs to be dynamic and timely – especially on social media. In the past, an ad may have seemed “old” after months or a customer service response after a few weeks. Today, messages get old in less than a day. Social media is really at a saturation point in terms of marketing messages; to cut through the clutter, brands will have to stay on pace with the rapid conversations happening on various networks.

Mobile: If you feel you use your mobile device for “everything” now, just wait. From payment options to mobile apps to customized targeting, mobile will continue to explode in the coming years. Websites need to be optimized for mobile now, so even if you're a small business, invest in making the change.

Blogging: Blogging isn't going anywhere either! Once looked upon quite differently than “mainstream media”, blogs today are just as impactful – or more so – than traditional media outlets. This consumer-

generated media channel provides tremendous opportunity to reach niche audiences, and ultimately is a great way to drive new business. The key to good blogging, again, is content. Make the decision to curate or create, carve out a clear focus, develop a personality and start blogging! Just make sure to keep the content new and fresh. A stale blog won't be a blog that's followed for long.

Keeping Up With Trends

When it comes to marketing trends, trade publications are a wealth of information. You may find great articles and trend information here and there in more consumer-focused publications like *Forbes, Inc.* and *Fast Company*, and they often drive a lot of discussion and dialogue. But the trades are still the best bet. They generally even link to consumer articles, which make it easy to find the most relevant ones and stay on top of what is going on! Some great trades to follow include:

- *Marketing Daily*
- *eMarketer*
- *PR News*
- *PR Daily*
- *Holmes Report*
- *Bulldog Reporter*
- *Ad Age*
- *PRWeek* (tends to be more focused on companies versus industry trends)
- *Stuart Elliot's In Advertising* (campaign focused)

All of these have newsletters or print editions, but it's also so easy to follow them via Twitter to stay abreast of all of the newest information and trends. Staying on top of trends also means staying on top of your own social and professional networks. Take advantage of the great resources we have within DBC like the newsletter, listserv and LinkedIn group. And look

for other groups and networks on LinkedIn, like Food Industry Marketing & Communication Professionals, Public Relations and Communications Professionals, Nutrition Marketing and Public Relations, and so many more that push out great insights and content.

Marketing Trends and the Nutrition Professional

For nutrition professionals working in – or interested in – the marketing and communications space, tracking hot business trends should be coupled with the latest science and health information. “There is a unique challenge (and opportunity!) for anyone with subject matter expertise, such as nutrition, to layer on proficiency in another field. While the challenge comes from charting unfamiliar territory, the opportunity for RDs is their ability to use their scientific knowledge base to develop a targeted approach in marketing” says Ashley Reynolds, MS, RD, Account Supervisor, Nutrition Communications at Mullen.

Today, Americans digest their information very differently than they did even five years ago. It is critical for our industry to remain on top of the trends and landscape in order to remain relevant and credible. What we do as nutrition professionals is of great interest today – there is so much focus within the consumer and industry landscape on health, nutrition, and everything from food sourcing to labeling, to non-GMO and gluten. RDs need to be savvy on the ways best deliver their messages. Keep in mind that blogging continues to be a highly relevant communication channel. The expertise and passion of the many RD bloggers out there is exciting! Generating great content on a regular basis allows you to become the resource other professionals and consumers look to and source from.

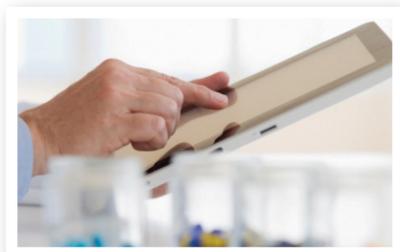
You don't have to be working in a traditional “marketing” world in order to benefit from “being in the know” about the marketing space. Let's face

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Keeping Up with the Trends in 2014

By: Peggy O'Shea Kochenbach, MBA, RD, LDN

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it; most everyone applies marketing to their professional job in one way or another. "Dietitians are employed in many settings and most apply marketing in one form or another. For those seeing patients/clients in the clinical/community environment, marketing skills can be useful for helping drive individual behavior change (e.g. social marketing) or raising the profile of a facility's nutrition program. For example, RDs can be key players in a hospital's marketing efforts by writing articles for local newspapers or promoting healthy eating on social media," says Reynolds.

For anyone in private practice or consulting, marketing yourself and your own brand is critical to your own business success. And for those of us working in the marketing communications space, staying on

top of trends is critical for providing credible but relevant counsel to clients, integrating sound science into communications messages, and optimizing communications channel strategy. "Whether on behalf of a brand or through their own website and social channels, dietitians have a wealth of information to use to their advantage to appeal to prospective patients or brands seeking representation," says Marcia Gray of Gray Communications. "There is a huge opportunity for dietitians to leverage their assets to develop marketing strategies fueled by on-topic, relevant content." So whether you are a passionate foodie with a blog, an expert on eating gluten-free who shares information in a group setting, or an RD who's on TV with the latest nutrition news, it's important to remember that in today's marketing environment the value is not always in numbers as it was in the past. Your reach and presence may be small but incredibly mighty to your key target audience.

2014 – A year to watch!

2014 is going to be an exciting year in business, communications and marketing. And not only is it an

exciting time to be a marketer, but also to be in the field of nutrition. Be sure to stay on top of the trends, and take advantage of the ability to develop your own personal marketing mix to achieve your goals!

With a passion for food and nutrition, a background in science, and deep and broad experience in marketing communications, Peggy has over fifteen years of experience developing programs and communicating health and nutrition messages for companies in the food, non-profit, and healthcare sectors. She is a Vice President at Cone Communications in Boston, and previously was a Vice President at Fleishman-Hillard where she served on the Healthcare Leaders team and provided communications counsel for food and nutrition, corporate and healthcare clients. A former Delegate to the Academy of Food and Nutrition, and past president of the Massachusetts Dietetic Association, Peggy has been the recipient of many industry awards throughout her career and has been widely quoted as a trusted nutrition expert, participating in interviews for local and national media.

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National Nutrition Month®
2014

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The Future of the RDN

By: Connie Diekman, MEd, RD, CSSD, LD, FAND

Food and Nutrition Trends



Food and nutrition are top of mind for most trend watchers. Whether you are looking at what the restaurant industry sees coming

or whether you are looking at the trends dietitians are seeing, food and what's in it, what foods promote health and how to manage what you eat are top-of-mind for consumers and top-of-mind in many venues. The Hartman Group recently looked at "Food and the New Community" and reported that food and beverage have become a foundation of the online community with the website Allrecipes.com being the eighth most used social media site.¹

At the same time a survey by Today's Dietitian and Pollock Communication identified 14 trends for this year.² The survey of 500 dietitians noted a variety of food trends but one trend that impacts the future of practice was a trend called "I'm a doctor... and I play one on TV." While this may say doctor the implication to future practice of dietitians makes it easy to change the word in the sentence to dietitian. Talking about food, having opinions about food and declaring oneself an expert is a growing challenge to the profession.

Future of Practice

The Academy of Nutrition and Dietetics (Academy) has assessed education and practice throughout much of its close to one hundred years of existence. In 2005, the Dietetics Education Task Force released a report that challenged the future of education and practice. In response to a 2008 phase two education task force the Council on Future Practice (CFP) was formed and commissioned to work in collaboration with the Commission on

Dietetic Registration (CDR) and the Accreditation Council for Education in Nutrition and Dietetics (ACEND) to "...project and plan for the future practice needs of the profession of nutrition and dietetics."³

The CFP report - "Visioning Report: Moving Forward - A Vision for the Continuum of Dietetics Education, Credentialing and Practice" became the basis of a plan for education and perspective on practice.³ Jana Kicklighter, PhD, RDN, LD, Chair of the CFP reported that several key outcomes of their work shaped the recommendations in the visioning report. RDNs will need to:

- Possess the knowledge and skills to lead a consumer-centered focus on food and nutrition and their relationship to health and wellness
- RDNs will need skills in leadership, critical thinking, evidence-based practice, cultural competence, outcomes collection and the ability to collaborate within an interdisciplinary team
- RDNs will need to be trend spotters, visionaries and innovators

It is this last bullet that will move RDN's to more opportunities. RDNs currently function in a variety of workplaces but the future could hold an open door, if we stay current on what is going on in the food, nutrition, health, social and the bigger - Global world. All people eat, so all people want to hear and talk about food so make sure you, the RDN, are the one providing that information.

RDNs currently can be found providing food and nutrition information in traditional settings of hospitals, health centers, research and academia but RDNs are expanding to a variety of settings including but not limited to:



- Public Relations firms
- Guiding professional athletes to a Super Bowl or World Series win
- Shaping food choices by being in and providing tips in grocery stores
- Helping food companies design food products that maintain flavor and enjoyment while -improving the overall nutrition profile
- Writing books that provide cutting edge nutrition information
- Working with (or as) chefs in restaurants, schools and universities to develop menus that keep healthy in the mix

The CFP noted that future RDNs will need a graduate degree that provides them with a greater level of skill in order to better protect the public. A graduate degree will provide a stronger skill and knowledge base that will aid RDNs in monitoring trends and leading new project development making RDNs valuable assets to food companies, restaurants, grocery stores, government agencies, corporate wellness, insurance companies and almost any venue that involves food and/or health. In the final report, the CFP identified over 40 job settings as future opportunities for the entry-level graduate degree prepared RDN; are you ready for the future?³

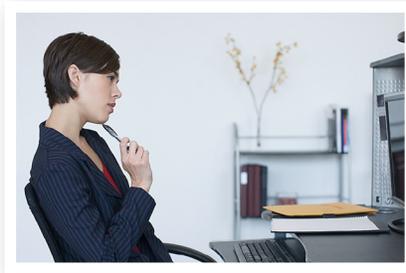
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Implications for Practice

As the world around us grows in diversity and opportunity the RDN needs to stay aware of these changes. Dr. Kicklighter provided a good perspective for staying relevant when she was questioned about what skills RDN's will need – "The most successful nutrition and dietetics professionals of the future will be those who are able to foresee trends, tie innovation to evidence-based research, lead their teams toward the future, and create products, programs and services to fill unmet needs in the market place." Keep yourself ready for the future by reviewing your professional development portfolio regularly, networking with peers in dietetic practice groups that interest you but also those who are in areas where you see future growth and know what resources are available through the Academy.

Harold Holler, RDN, LDN, Vice President, Governance and Practice encourages use of the Dietetics



Career Development Guide as a way to help RDN's move from one level of practice to another.⁴ One of the core tenets of our profession is the importance of practicing based on the science. Academy position and practice papers provide good resources for the current state of the science and in many cases a look at the future, so staying abreast of new papers is another way to be ready for the future. In addition to these tools, the Academy's Online Marketing Center provides tools to aid in branding your business and CDR's website provides information on specialty certification, a good way to identify your expertise.



The future for RDN's is as open as you want to make it. Opportunities abound but staying on top of the science, understanding consumer needs, and knowing how to work within a team setting are key factors that will make an RDN a desired part of the team.

Connie Diekman, M.Ed, RD, CSSD, LD, FAND is Director of University Nutrition at Washington University in St. Louis, Missouri; Former President of the Academy of Nutrition and Dietetics; a former media spokesperson for the Academy and a Nutrition Communications Consultant.

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4. Academy of Nutrition and Dietetics. Dietetics Career Development Guide. Accessed January 26, 2014. <http://www.eatright.org/Members/content.aspx?id=7665>





2015 DBC Communications Camp Update

By: Elisabeth D'Alto, RD, LDN

Planning for the DBC Communications Camp is underway! As the Communications Camp Chair for 2015, I am excited about reading through speaker proposals and creating an agenda that will reflect cutting-edge information and interactive-sessions focusing on essential business and communications skills. The DBC Communications

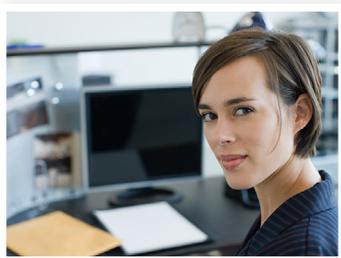
Camp is an excellent opportunity for a variety of nutrition professionals, including but not limited to food and nutrition consultants, foodservice executives, media spokespersons, self-employed practitioners, to learn valuable business and communications skills from the experts in our field.

Be sure to mark your calendars and save the date for the 2015 DBC Communications Camp being held in Lake Las Vegas, Nevada on **January 15-17th, 2015.**



Sharpen Your Skills with our Business Essentials

By: Maureen Leugers, MBA, RD, CD



Next Webinar

Friday, April 18
at 4 pm ET / 1 pm PT

Our Business Essentials 201 series continued on February 3, 2014 with, "It's Not The Person. It's The Situation." Kevin Jurik, the Leadership Development Specialist for Gordon Food Service, led this webinar for more than 55 attendees. The webinar identified the four development stages that everyone goes through for each new task they learn. For each of those stages, the learner requires a different leadership style. The key take-away from this webinar is that leaders need to identify with their team members what level of development they are in, and

what level of leadership they require with each aspect of their role. In doing so, leaders will not only have a team that is productive, but will also find greater efficiencies in their day as well.

On April 18th, we conclude this year's DBC Webinar Series with a presentation on customer engagement. These webinars are offered as a member benefit, so they are free to members. Take an hour and enhance your business skills! We'll also be live-tweeting key takeaways during the webinars – be sure to follow us at @DBCDPG for all of the highlights!



House of Delegates Report

By: Mary Lee Chin, MS, RD



DBC has submitted two DBC member names to The Council on Future Practice nominations for consideration to serve in the 2014-2015-program year. To learn more about the Council on Future Practice, including its purpose, structure, and functions, please visit www.eatright.org/futurepractice.

- The DPG delegates from Dietitians in Business and Communications, Food and Culinary Professionals, School Nutrition Services, Management in Food and Nutrition Systems, Clinical Nutrition Management, Nutrition Educators of Health Professionals, and Dietetic Technicians in Practice submitted a mega-issue related to business and management to Harold Holler, RDN, LDN, Vice President, Governance & Practice at the Academy. He has acknowledged that he received it, and it will be considered for a future HOD Meeting.
- Spring HOD 2014 Virtual Meeting will be held May 3 and May 4, 2014. The mega issues is Engaging Members in Research.
- Do you have an issue or concern to share with the Academy? You may contact the Academy at membership@eatright.org or refer to Mary Lee, MS, RD at maryleechinrd@gmail.com, DBC delegate, and share this issue or concern with the HOD Leadership Team.

Mary Lee Chin specializes in significant food issues and nutrition trends, working with commodity food groups and food industry on nutrition education initiatives. She speaks on some of the most provocative food topics of today, including genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring the science while respecting individual philosophies. Aware that many divisive and emotional food issues ignite a firestorm of debate, she advocates moving from polarizing rhetoric to open and professional dialogue. Mary Lee nationally reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings. She formerly held a six-year term as one of the original national spokespersons for the 70,000 member Academy of Nutrition and Dietetics.



Networking Events

This year, look out for events happening at your local state meetings, conferences and/or informal gatherings. Below is a list of the scheduled events:

International Association of Culinary Professionals (IACP)
www.iacp.com

March 14-17, 2014
Chicago, IL

National Restaurant Association (NRA)
www.restaurant.org
May 17-20, 2014
Chicago, IL

Association for Healthcare Foodservice (AHF)
www.healthcarefoodservice.org
June 3-6, 2014
Orlando, FL

National Association of College and University Food Services (NACUFS)
www.nacufs.org
July 8-12, 2014
Baltimore, MD

Institute of Food Technologists (IFT)
www.ift.org
June 21-24, 2014
New Orleans, LA

School Nutrition Association (SNA)
www.schoolnutrition.org
July 13-16, 2014
Boston, MA

Expect higher visibility at the national level, such as at DBCs Food & Nutrition Conference & Expo™ (FNCE®) events, for these exciting RNC efforts. Most importantly, consider ways in which you can share meaningful opportunities for the food and nutrition professionals who work in business or communications in your community to connect with, learn from, and inspire one another.



MENTOR ME WITH DBC

By: Rayona Baker, RD, LD



As mentor's we want to communicate positive values and cultures to our fellow dietitians. Our DBC mentor's willingly devote time to help better someone else in their career by guiding them to achieve their peak potential while discovering their strengths. Martin Brokenleg stated, "One of the fastest ways to accelerate learning is to involve a person in an experience." Positives experiences create vivid impressions in our memory bank. These memories shape our past and help us to create the path ahead. Mentors channel

knowledge and wisdom to the mentee through many different sources. Some examples include:

- Fun activities
- Exposure to new experiences
- Positive choices
- Promote high self-esteem
- Support academic achievements
- Introduction to new ideas
- Share opportunities
- Challenge each other
- Provide feedback
- Global mentoring through social media

Become a DBC mentoring partner today! Mentoring relationships provide mutual benefits to both members. Visit the Dietitians in Business and Communications DPG website and go to the member benefits tab and go to view an overview of our Mentoring program, to sign up as a mentor, search for a mentor, read success stories and find additional resources. You can also connect with us on Facebook and Twitter @DBCDPG.

[Resource reference: Mentoring for Talent Development invited chapter Leadership for Learning: Tips for Effective Mentoring and Coaching by Ken McCluskey]

DBC Movers and Shakers



Jo-Ann Heslin, MA, RD, CDN

Jo-Ann Heslin, MA, RD, CDN has co-authored two new books. THE DIABETES COUNTER, 5th ed. (Pocket Books), helps the reader manage insulin resistance, count carbs, and set up a diabetic meal plan. With calorie, fat, carbohydrate, fiber and sugar values for over 12,000 foods. THE FAT AND CHOLESTEROL COUNTER (Pocket Books) shows the reader that the kind of fat you eat is more important than how much you eat. With: 12 steps to protect your heart; 5 heart healthy eating goals (lifestyle trumps genes); and making friends with fat. With fat, cholesterol, trans fat, fiber and sugar values for over 10,000 foods. Jo-Ann can be reached at foodscout@aol.com or on her website at www.thenutritionexperts.com.



Melissa Herrmann, RDN, LDN, CDE

As of January 2014, Melissa Herrmann Dierks RDN, LDN, CDE has joined Linda McDonald MS, RD, LD as a business partner for Supermarket Savvy. Supermarket Savvy, which can be found at www.supermarketsavvy.com provides helpful tools and business tips for dietitians. Her role is to manage sales and marketing efforts and to create new tools for the website. She will also be offering coaching for people interested in adding supermarket tour or healthy kitchen check up services to their business. The Supermarket Savvy Supermarket Tour Guide kit and Healthy Kitchen Check Up kit are favorites for dietitians who want to add revenue to their business model. Melissa will be providing free coaching with kit purchase. Melissa also works in sales and marketing for the Animas division of Johnson & Johnson, and is based in Huntersville, NC. Melissa can be reached at Melissa@supermarketsavvy.com.

DBC Member Spotlight: Barbara Ruhs, MS, RD, LDN

Interview conducted by: Terri J. Raymond, MA, RD, CD



Barbara Ruhs, MS, RD, LDN is a Phoenix, Arizona-based Registered Dietitian and Licensed Dietitian/Nutritionist specializing in

retail food & health marketing communications and brand strategy for food companies, commodity groups, public relations agencies and supermarkets. She is an entrepreneur, strategic-thinker, and a leader in the field of supermarket nutrition. She recently re-launched Neighborhood Nutrition LLC, a consulting business offering nutrition counseling and retail-based health promotion solutions intended to help supermarket dietitians sell healthy products and effectively communicate nutrition and health messages to consumers.

As a former supermarket dietitian, Barb is passionate about helping people eat better and has studied and implemented innovative strategies using the supermarket to influence healthier choices. Working with leading CPG companies, she created and executed a turn-key solution for a southwest-based supermarket chain to promote healthy food choices across all categories, driving \$500K sales annually.

Barb launched one of the first Supermarket Dietitian Symposia and continues to develop this event in partnership with Oldways, a non-profit committed to promoting healthy lifestyles. This unique educational and networking event brings together retailers from across the country to share best practices in retail health.

Barbara graduated from Cornell University with a B.S. in Nutrition and Dietetics and has an M.S. in Nutrition from Boston University.

Barbara is uniquely qualified to speak to our focus of this issue of DBC Dimensions! On a daily basis she is in the middle of trends in nutrition, business, marketing and communications.

1. First talk to us about a typical day, week or month as a Supermarket Dietitian?

Dietitians working for supermarkets have varying roles. Aside from a handful of veteran supermarket dietitians, most supermarket dietitians have started in their positions in the last 5-10 years and either work at the corporate level or as an in-store dietitian. I was a corporate dietitian and the day-to-day duties varied, however, I was predominantly focused on making sure that my position was supportive of the primary goal of my retailer – selling groceries.

I spent a lot of time meeting with food industry representatives and analyzing sales data (Nielsen, IRI) to strategize effective promotions. This was probably my favorite part of the job because I got to sample lots of new products. Food companies are constantly focused on innovation. In the last few years, I've noticed a strong trend towards healthier, cleaner products – many companies are focused on reducing unhealthy things, like trans fats, sodium and artificial ingredients and replacing them with all-natural alternatives. There are lots of new gluten-free products and chia, coconut, stevia, probiotics and ancient grains showing up in all sorts of products.

In addition, I spent a lot of time writing ads and copy for supermarket sales circulars, newsletters and other publications. This is what led me to be more involved in social media (Twitter, Facebook and Pinterest, especially) - It's a great way to connect with

shoppers, and a useful tool to stay informed about trends, food industry promotions and connect with other dietitians.

Finally, my job was also heavily focused on building connections – working with my team of category managers, store personnel, pharmacists and working with outside organizations. I was regularly involved in community events and spent a lot of energy developing relationships with academic, non-profits and research institutions to study the impact of retail health strategies to improve public health.

2. In what ways did your previous experience prepare you for your current work? What are your greatest opportunities and challenges?

My previous 10 years of experience working as a Registered Dietitian in public health, business/private-practice and in a University setting prepared me for the job as a supermarket dietitian. In my opinion, supermarket dietitians are on the cutting edge of public health. They're trailblazers. It's a big job and we need leaders working as supermarket dietitians. It takes time to learn the business of retail and to effectively marry the role of a health professional in this environment, but this is what is required to impact lasting change. Ideally, I would recommend that a dietitian gain experience in public health and business prior to taking on a role as a supermarket RD. However, dietitians never cease to amaze me – there are a handful of newbie's out there that are doing a superb job. One of the reasons I started the Oldways Supermarket Dietitian Symposium was to provide a forum for like-minded dietitians to share ideas, network

Continued on page 12

DBC Member Spotlight: Barbara Ruhs, MS, RD, LDN

Continued from page 10

and gather valuable expertise from other experienced supermarket dietitians.

3. Where do you go to find the latest trends in nutrition? How do you stay up to date with the retail industry?

I love to read and I'm constantly reading dietetic newsletters from DPGs, like the DBC newsletter, SCAN and FCP. In addition, I regularly read Progressive Grocer magazine, Supermarket News, Today's Dietitian, Environmental Nutrition and subscribe to a several food, culinary and fitness magazines. I subscribe to multiple online daily news digests focused on retail food, such as the FMI daily Lead. I also use LinkedIn groups and social media to stay on top of trends and news.

In addition, it's also important to network in-person with retail, food industry and other dietitians, so I make it a priority to attend key industry events throughout the year. *I have created a "Recommended Reading List" for supermarket dietitians that is posted on my LinkedIn profile for anyone to download.

4. In your bio you mention the crossroads between food manufacturer, retail grocer and consumer, how do you work with controversial topics or issues? (e.g., What happens if the bottom line in retail is at odds with your professional beliefs?)

This is where work experience has influenced my opinions about how to effect change in public health. It easy to view the food industry

as the "bad" guys, when in reality, they are part of the equation. It's important to build bridges of communication. When you understand how the food/retail business works, as dietitians, I think we have a much higher likelihood of impacting positive change. Perhaps this is my New-York upbringing – I am direct and ask a lot of questions. Sometimes it's uncomfortable, but in my perspective that's when I know I'm making progress. The food industry invests millions of dollars in R & D and marketing. If we work together, it's possible to tap these valuable resources and influence change for healthier, sustainable food products.

5. What are some of the significant trends facing Dietitians in Business and Communication today?

As healthcare costs rise, I think individuals will continue to be more focused on maintaining and improving their personal health. In addition, reality shows such as the Biggest Loser, continue to bring healthy eating and lifestyles to the mainstream. Dietitians will continue to see great work opportunities into the future. Dietitians will continue to face competition to be regarded as "the nutrition experts," so its important for us to be smart, strategic, well-rounded and supportive of others' in our profession.

6. What changes do you see in the future of our dietetics profession?

I'm hopeful that dietitians will continue to seek more positions working in the food industry. It's important that dietitians strive for excellence and diversity in their educational and professional

backgrounds. Gaining experience in business, marketing, public relations, public health, law and government are areas in which dietitians can have use to make an impact. Our profession needs to continue to update the educational requirements and expand opportunities for dietitians-in-training to experience a wider spectrum of employment. As Dietitians, we need to support each other and ensure that employers, the public and other healthcare professionals recognize the value of our expertise.

7. Where can we go to learn more about your work, experience and success?

I'm a big fan of social media and would encourage anyone interested in the field of supermarket health, to join me on LinkedIn. I regularly post updates and keep an on-going log of activities, speaking engagements and articles that I've written. I'm in the process of updating my website, www.NeighborhoodNutrition.com and blog on the site, stay tuned. I'm very active on Twitter and would love for other dietitians to say "hello" - @BarbRuhsRD!



Networking Update

By: Sylvia Klinger, MS, RD, LDN, CPT
@Sklingerrd



As we are getting ready to start another exciting year at DBC, I will like to recognize the wonderful job many Regional Networking Coordinators are doing in your region. Networking is one of the most underrated benefits for growing your career. In fact, while it originated as a social gathering, networking

has grown to be a vital component for advancing your career. Networking meets a real need that we all share for a personal connection. Our business worlds have expanded into the global and virtual world. But we still respond best to a warm hand shake, eye contact, a shared meal, an uplifting conversation, etc... Our Regional Networking Coordinators (RNCs) help DBC to make it happen!

Below is a list of our amazing team of Regional Networking Coordinators. Visit dbconline.org/page/regional-contacts to more read about these exceptional DBC members who are strengthening DBC at its roots.



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Is Networking a Luxury: True or False?

By: Sylvia Klinger, MS, RDN, LDN, CPT /@Sklingerrd



According to the Merriam-Webster dictionary, Networking is “the exchange of information or

services among individuals, groups, or institutions; specifically, the cultivation of productive relationships for employment or business.”

Networking is often perceived as a luxury or something you do when you have money to go out and socialize with the movers and shakers. This perception sometimes inhibits people (who probably need it most) to attend events and use opportunities to meet influential people.

Networking is a skill that is cultivated by committing to making an effort to get out and mingle with people. Because I have successfully managed to grow my business simply by word of mouth, most people believe I have learned to master the art of networking. Therefore, I would like to share with you a few valuable networking tips that I have learned from experience.

Here are my top 4, simple keys to cultivating friendships inside and outside the workplace.

1. **Always have your business cards handy.** Make sure to pass it to anyone who crosses your path - you never know who you will meet or run into on any day.
2. **Really listen.** I have learned that most people want to tell you about themselves before you tell them who you are. So take advantage of this and listen carefully, because this person may have more to offer you than you have to them.
3. **Keep in touch with people.** Successful networks are built on commitment to maintaining the relationships you’ve worked hard to build. If you meet someone of importance, it’s important to make a strong impression and exchange business cards at that time, but it’s also equally important to bring the relationship further than just a simple meet-and-greet.

4. **Exude passion for what you do.** Obviously, it’s exciting to meet other people who are doing what you do or accomplishing things you hope to do. Displaying equal passion and above-average knowledge of your subject to those of importance makes a strong impression, and does wonders for maintaining relationships past your first interaction.

With these four tips in consideration, it’s important to know that networking is something no one can do for you. No one meets his or her best friend or most helpful mentor while sitting at a desk all day. If you want to build lifelong relationships, both in and out of your profession, you have to get out of your comfort zone and make an effort – and using these four tips certainly wouldn’t hurt



SPONSOR ARTICLE



Seven Tips for Menuing Healthier Kids Meals



The annual National Restaurant Association "What's Hot" culinary forecast polls over 1,300 chefs across the country to reveal the nation's collective menu pulse. For 2014, healthful kids' meals hit #4 in the Top 20 Trends; children's nutrition ranked #7; whole grain items in kids' meals landed at #14; and fruit/vegetable children's side items finished at #19. What's more, nearly 30% of chefs polled believe health/nutrition and/or children's nutrition will be the hottest menu trend 10 years from now.*

That the industry's top trends indicator should focus on nutrition and healthier kids meals means that big changes to menus for youthful diners are in process or will be happening soon at your favorite quick service/family style/independent restaurant. With this national nutrition revolution in mind, the National Restaurant Association has some helpful tips for foodservice operators plan-

ning healthier selections for kids menus.** To satisfy both parental and society's demands for more healthful options, try implementing the following strategies.

1. Add colorful fruits and vegetables. Kids love color, so think about the rainbow of colors in popular fruits and vegetables. When it comes to nutrition "all forms count," and canned and frozen fruits and vegetables are always in season and packed at their peak of freshness to seal in taste and nutrition. Kids' favorite fruits like apples, bananas, strawberries, pineapple and peaches are available year round.
2. Add whole grains. In a quandary how to incorporate brown rice, quinoa and whole-grain pasta and pizza crusts? Look for kid-friendly recipes.
3. Offer lean protein. Get creative with fruit salsas and fruit juice marinades.
4. Offer kid-sized portions of healthful drinks using individual cans of juice.
5. Watch out for sodium. Fresh, frozen and packaged fruit is naturally low in sodium.

6. Join the National Restaurant Association's Kids LiveWell program (<http://www.restaurant.org/Industry-Impact/Food-Healthy-Living/Kids-LiveWell-Program>).

7. Keep innovating. Experiment with new flavors and presentations. Ask your suppliers for kid-friendly recipes, products and interactive programs.

As a supplier to school and community feeding programs, Dole offers a variety of fruit solutions which helps nurture and teach children about the importance of a healthy lifestyle. For more information from Dole go to www.dolefoodservice.com.

This article is featured as part of an agreement with Dole and DBC to support DBC programs and services.

* What's Hot 2014 Culinary Forecast, © 2013 National Restaurant Association,

** National Restaurant Association and National Restaurant Association partner Healthy Dining.)

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