Dear DBC Members:

I’d like to share a few comments overheard during the second DBC Communications Camp, January 15-17 in Lake Las Vegas:

• “What a jam-packed meeting. I walked in thinking I knew a lot about communications, but I left with new information that I can put into practice immediately.”

• “Communications and DBC go hand-in-hand. There is no other DPG that could have pulled off this successful event.”

• “This was exactly the type of value-add activity I need from my DPG.”

In short, it was an amazing three days; you could almost reach out and touch the excitement and energy generated by the attendees, speakers and sponsors. A special thanks to Liz D’Alto for her leadership in the Communications Camp over the past 18 months.

Another comment I heard repeatedly was the intimate nature of the group. Almost 100 participants had the opportunity to engage in small groups, 1:1 activities and dedicated networking activities. Attendees caught up with old colleagues and new friendships were formed. We also learned about proper business card etiquette (yes, there is such a thing!). As cards changed hands, I couldn’t help but wonder if many of these would result in future mentoring relationships. While there are always efforts to actively seek out mentors, often times these relationships just naturally happen. And no matter where you are in your career – just starting out or a seasoned executive – everyone can always learn and benefit from having a mentor. Please read on to learn about the different facets and benefits of mentoring/mentors...

I’ll close with one of my favorite quotes:

“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

Steven Spielberg

I encourage all of you to keep your eyes open and look for opportunities to mentor others and be mentored yourself – it’s truly a win-win situation.

Warmest regards,

Erin DeSimone, MS, RD, LDN
2014-2015 DBC Chair

Erin is an Associate Partner at FoodMinds, a food and nutrition consulting company that specializes in food, beverage, nutrition, health and wellness communications. A registered dietitian by training, Erin has almost 20 years of experience in developing, implementing and managing health and nutrition-related marketing programs for health professional, thought leader and consumer audiences. Erin has been active in DBC for more than 17 years and is currently Chair of DBC. (edesimone@foodminds.com, LinkedIn).
Mentoring is such an interesting concept where two people benefit from each other’s experiences to improve themselves and further grow in their professional fields. It’s a win-win situation. So why aren’t more of us involved in either being mentors or being mentored? The main reason I hear so often is that people just don’t have the time. However, if you think about the world we live in today – mentoring can be done through so many different platforms from Twitter to texting and LinkedIn to video conferencing from the comfort of your own home – there really are no excuses. In this winter issue, you’ll learn about how mentoring has evolved over recent years and how several members have benefited from our Mentor Me with DBC program. As long as you have the desire to learn and grow as a professional, then there is always the opportunity to be mentored, and then return the favor to share what you have learned with a mentee. It’s a continuous cycle that will not only benefit you, but our profession at large.

Also, I wanted to give a quick shout out to all the attendees, speakers, sponsors, and the DBC Communications Camp Planning Committee for making this 2015 #DBCCommCamp a success! All the evaluation results are in and we can collectively say that attendees were very happy with the agenda, the speakers, the venue, the networking event, amongst other things. I think one of the best highlights of the camp was the camaraderie among the group of attendees – it was such a positive and exciting atmosphere to learn and network – so thank you for that! We’ve included some pictures from the camp on page 7 – be sure to check them out here and on our DBC Facebook page. Again, a big thank you to our sponsors…

Best,
Elisabeth D’Alto, RD, LDN
DBC Newsletter Editor
2015 DBC Communications Camp Chair

Elisabeth works as a Retail Dietitian with ShopRite in Maryland. She provides consumer education through individual consultations, group classes, and community outreach. She also owns D'Alto Nutrition, LLC, www.daltonutrition.com, a nutrition communications and consulting company. Elisabeth resides near Baltimore, Md. and can be reached at elisabethrd@gmail.com.

Tech Bytes Corner

CamCardFree – An app to tame your business card chaos

Ah, the business card. That tiny piece of paper that is your palm-size resume - a snapshot that details who you are, what you do, and how to contact you. In return, you get them by the handfuls. The problem is, the modern world really isn’t made for paper business cards. So instead of stashing them away by the handfuls, you scan it into your mobile device and save it in your contacts by using something like the CamCardFree app. It’s free as the name suggests and can be used on both Android and IOS devices.
The Evolution of Mentoring in the Digital Age

By: Jaime Schwartz, MS, RD, VP Director, Nutrition - Ketchum

It’s no secret that social media has transformed the way we live and communicate, but a little told story of the changes brought on by the digital age is the evolution of mentoring. If one was to pinpoint a watershed period for mentoring, I argue it would be 2006. On March 8th of that year, LinkedIn reported rapid adoption of their premium service, the first tweet was sent on March 21st, and Facebook opened its registration beyond college campuses on September 26th. 2006 was also the year that I first served as DBC Mentor Chair. I kept an Excel spreadsheet of members who requested via the website to be paired with a more seasoned RD and tracked a separate tab of members who agreed to serve as mentors. I then matched members based on their reported interests and made introductions by email. Just 9 years later – where each of our own Twitter feeds replaces the need for a spreadsheet – this initiation of a mentoring relationship seems completely antiquated.

After reflecting on how mentoring has evolved in the digital age, below are five insights and observations.

**Take it offline.**

There is no denying that social media has opened the floodgates for mentoring. But it’s important to get to know colleagues IRL (internet speak for “in real life”) too. One of my New Year’s resolutions is to connect in more than 140 characters with RDs I follow on social channels. At the end of January, I used Twitter hashtags to identify who would be attending a local dietetic association conference and arranged to meet those who responded during the snack break. In early February, I planned a virtual coffee date over Skype with an RD a thousand miles away. Social channels are an important means for making connections, but don’t stop there. Commit to taking relationships one step further by using digital and social tools as the conduit for facilitating a deeper connection with RD colleagues.

**Experience does not equate to years.**

I recall that my spreadsheet of mentors consisted of RDs mostly in their 20’s and 30’s and the tab of mentees were in their 40s, 50s and 60s. “Back then,” it was less common for a newer RD to feel experienced enough to mentor peers and elders. But now, the youngest generation of RDs is the most sophisticated digital experts. It was surprising to me to hear a well-known and respected RD at the DBC Communication Camp express concern about her relevance, as the traditional conferences she often speaks at that are a core part of her business have waned over the years, being replaced by web-based education. And another esteemed RD, a recipient of the Academy’s prestigious Medallion award, wondered if she needed to establish an Instagram presence to keep up and be considered for the same freelance opportunities as RDs with a large following. These seasoned RDs needed some perspective from those newer to the field. The mentoring dynamic has shifted, and each of us has something important to learn and teach no matter one’s age or years in the profession.

**The community is the mentor.**

Mentoring is no longer a 1:1, one way dialogue. While people do still have trusted advisors whose tutelage they seek for specific matters, the majority of mentoring is now provided by one’s online community. Whether through a Twitter chat, responses to a Facebook update or a LinkedIn post, our friends, family and colleagues provide the type of support and guidance that in the past was reserved for a mentor. And while conversations with traditional mentors are private, the community responds in an open forum, building on each response and providing different viewpoints. The community as the mentor also provides access to all different backgrounds and perspectives. In the past few months, I not only participated in a Twitter chat with RDs about how to most effectively spend time at a networking event, I also joined a chat among the Public Relations Student Society of America (PRSSA) about advice for new professionals. The beauty of turning to one’s online community as a mentor is there is no limit to the personalities and expertises you can tap into, learn from, teach and touch.

**Mentoring in real-time.**

When I passed the RD exam, the DBC mentor I had been paired sent me a congratulatory email with dozens of happy-faced emoticons and added “I hope that this is not inappropriate to send.” While this was years before text messaging and tweets made it easy to express an emotion through a sharable icon, my mentor’s initial apprehension was rooted in our communication being the traditional mentor to mentee exchange. When a mentoring relationship is more on the formal side, with scheduled discussions and a specific agenda, it becomes difficult to truly connect. But having more access

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The Evolution of Mentoring in the Digital Age

Continued from page 3

By: Jaime Schwartz, MS, RD, VP Director, Nutrition - Ketchum

The intersection of mentoring and networking.

As I began to ruminate about how mentoring has evolved in the digital age, I realized that many of my observations could use the words “mentoring” and “networking” interchangeably. Social media has provided a forum to constantly connect with others and expand one’s professional circle. You could be at a networking event, chatting with someone whose blog you follow or who commented on your recent Instagram post. Those you are networking with may not be your mentors today, but you could very well seek their professional guidance — and they yours — in the future.

Jaime Schwartz MS, RD, is VP, Director, Nutrition, based in Ketchum’s New York office. When she’s not providing nutrition communications counsel to her clients and consuming food and nutrition news, she’s practicing portion control to satisfy her sweet tooth and finding balance with running and yoga. Jaime was a 2014 Ketchum Global Scholar, spending time with London, Amsterdam and Brussels colleagues last summer. You can find her on Twitter @JaimeSchwartzRD where she is known to share #shortyproblems and #Bride2BeRD posts.

Future Trends in Membership

By: Terri Raymond, MA, RDN, CD

What are your requests as a member in Dietitians in Business and Communications? — Networking, learning and mentorship. Where do you find all three wrapped in a beautiful resort with great food and fantastic weather in the middle of winter? — Communications Camp 2015!

Communications Camp 2015 fosters networking, learning through best practice exchange and professional development. It offers an intimate setting supporting one on one and small group dialogue. Camp provides an opportunity to learn from the experienced pros, to meet colleagues relevant to your career and to your professional development. It also presents the perfect chance to find your ideal mentor.

Communications Camp offers great speakers who freely offer their experience and thoughts on everything from “Social IQ” to “Becoming a Nutrition Detective”. It gives you a chance to sit back, take in information and enjoy an opportunity to actually “give it a try” through experiential learning. There are no rights or wrongs, just new ideas and time to create a personalized scenario for your own professional setting.

When you look around the room during any of the sessions you see seasoned professionals, new graduates, colleagues changing jobs and even a student or two. Everyone is represented as you settle in to listen and learn and interact. And the opportunity is wide open to meet a potential mentor. In this intimate setting, one-on-one is the norm and those few minutes of contact can lead to an opportunity to learn from the best, create a lifelong friendship and even the potential of a new business partner.

Do you want to network, to learn and perhaps to find a mentor who can create bridges over those challenges you face in your everyday professional work? Yes, then membership in DBC is right for you. Anytime members of DBC gather, you learn, you network and you find treasured friends and business colleagues you will appreciate throughout your career! Don’t miss the next opportunity!

Terri has worked in dietetics and business for more than 30 years. Currently she owns and operates a consulting business, employing more than 30 registered dietitians, serving healthcare and business clients in the Pacific Northwest. Previously she worked in contract food service as President for a regional corporation of 750 employees with clients in five western states. Terri has been active in DBC for more than ten years. She is currently membership chair and is also serving as the Academy Foundation’s Chair.
The Mentor Me with DBC program has opened up many doors to connect with unique individuals who are eager to become more engaged in DBC. This issue, I thought I’d take a new approach to the mentor update, and instead of speaking from my own vantage, we would feature a new DBC member, Michelle Mudge-Riley.

Michelle comes to DBC from a medical background as a Doctor of Osteopathy turned business woman. During her medical training, she realized there was more to being a doctor when it comes to the amount of influence and impact one can have on patient outcomes. It was at that point she decided to pursue a degree in business. After B-school, she found corporate wellness as a natural landing point, and began coaching doctors on wellness and career trajectory. During that time, she began noticing that the real impact on health came from the food one consumed and the choices people made around food consumption. She is now pursuing RDN credentials, and continues to drive her own business as a physician coach and entrepreneur.

As driven as we are to accomplish our own dreams, it’s hard sometimes to stop and ask for help. When I first met Michelle over the phone, it was when she reached out for DBC mentor advice. I was impressed by her enthusiasm and clarity of career vision. She seemed to have her aspirations locked down and a clear path set out for her, and yet she was seeking guidance on how to best leverage the DBC network and services. I was inspired by her achievements, as well as her experience designing and measuring successful mentoring programs. So I connected with Michelle in preparation for this article to ask her a few questions about how she has maximized mentoring relationships to help her be where she is at today.

What does mentoring mean to you?

Michelle: To me, mentoring is a cross between coaching and teaching. Mentoring empowers people and inspires confidence and positive action or growth, through practical means such as resources, advice or networking contacts. Mentoring usually involves some level of peer-to-peer interaction but two parties don’t necessarily have to be the same age or at the same life stage. The mentor is almost always someone who has already “been there” and can help the mentee to approach and move through some sort of life stage or transition. The process of mentoring involves authentic interaction (talking), non-judgmental attitudes, support, gratitude, respect and trust.

Can you tell us a bit about your experience designing mentoring programs?

I began designing mentor programs about 5 years ago because I saw a huge need for mentoring within the physician community. Many doctors have never had a mentor and have trouble designing their career path. One hospital system in particular came to me after learning about my work of coaching physicians and asked me help them design a program to help recruit and retain physicians. I took my experience with mentoring individual doctors and applied it on a larger scale. Their results were measured by decreased turnover, and other hospital systems began hiring me to do the same thing. So now I design, implement and evaluate individual and group mentor programs.

In what ways have you personally leveraged a mentoring relationship?

Michelle: I’ve always believed in the power of mentors. My first mentor was my high school history teacher. He coached me and supported me through all kinds of decisions in high school. After business school, other mentors were prominent guides for me as I carved my own, unique career path. These mentors were instrumental in helping me get jobs, start my own business and meet others who could help me with specific tasks along the way.

What do you think is the most important aspect of a successful mentor/mentee relationship?

Michelle: The most important aspect is the empowerment between the two. A mentee is empowered to move forward in the best way possible and the mentor is empowered to provide guidance and wisdom and see the fruits of that guidance.

What advantages do you see with remote mentoring relationships?

Michelle: Remote relationships add so much flexibility to the equation. People are free from travel and economic constraints that might otherwise weight them down and prevent authentic and energetic connection and communication. It doesn’t seem possible but some of my deepest coaching relationships have been developed through phone and e-mail communication and connection. I think it’s because people sometimes feel freer to be themselves when they don’t feel judged by their appearance.

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How do you think mentoring has changed over the past decade?

Michelle: I think it’s become more important to seek out and find mentors and to serve as a mentor because the business world is so driven by networking and relationships. A mentor can really help with that and in some companies, a mentor is known as a champion, helping someone with career guidance and achievement.

What would you like to see in the future with DBC and mentoring partnerships/services?

Michelle: I’d love to see more transparency with where members work and what they do. For example, I’m really interested in regulatory affairs and corporate nutrition within food industry so knowing about individuals who work for Nestle, General Mills or Schwann would be helpful for me. It would also be helpful for individuals to make themselves available for questions/advice.

Any last thoughts or advice for the members of DBC?

Michelle: I try to talk with almost everyone who asks me about my career path. You never know who you might meet! There should always be some element of networking realizing that when you offer a hand to someone else, at one point someone else may offer that hand to you.

I’d like to thank Michelle for taking the time to answer all my questions! I was personally very inspired by her drive and passion for helping others discover their career trajectory. Even more inspiring is that despite being a mentoring expert herself, even she relies on a mentor network of her own.

Need a mentor? Want to be one? Check out: Mentor Me with DBC. Connect with DBC members, and volunteer to become a DBC mentor. Alternatively, contact the DBC office, or Becki Holmes - DBC Mentor Chair.

Becki is Director of Scientific and Regulatory Affairs at Red Bull North America. Prior to joining Red Bull, Becki led the Global Regulatory and Nutrition team at Starbucks Coffee Company. In addition to executing regulatory and scientific programs, Becki has served integral roles in the development and implementation of mandatory and voluntary policies pertaining to the food and restaurant industries including trans fat, sodium, menu labeling, and caffeine initiatives. Becki also serves on the Board of Directors for Nutritionix, a nutrition software company.

Top Tips for Getting the Most Out of a Mentor Relationship

Stephanie Perruzza MS, RD, CDN @StephPerruzzaRD

- Respect your mentor’s time but take initiative in the relationship; follow-up to share recent successes, challenges and new opportunities.
- Connect with more than one mentor both inside and outside of your organization to gain multiple perspectives.
- Enjoy the experience! This is a time to learn, listen, laugh and build relationships with talented professionals.

Alex Oppenheimer, MS, RD, CDN @AlexOppRD

- Comfort is key! Your mentor is a wealth of knowledge. If you have a question, don’t be afraid to ask it!
- Work on a project with your mentor, it’s a great way to get hands-on experience, observe how your mentor works in the situation and receive constructive feedback that will help you grow professionally. This can also be a way to dip a toe in a new area.
- Learning is a two-way street. As mentors, remember that mentees can provide a unique perspective that may be different from your own. Be open to what you can learn from them.

Rita Grandgenett, MS, RDN, FAND

- Identify similarities that the mentor and mentee have in common, i.e. favorite foods, places to visit, ways of exercising, etc.
- Encourage the mentee to identify/discuss his/her career goals.
- Identify volunteer opportunities for the mentee at the Academy district level.

Terri Raymond, MA, RD, CD

- Set up your call or meeting based on a mutually agreed upon subject(s) and timeframe. Be focused and prepared. Respect both your time and the mentor/mentee. If you find yourself moving on to different subjects or run over on time, mutually agree to either add time or reschedule.
- Take a few minutes to evaluate the call/meeting together. Be honest with one another, what works, what would be most helpful in the future.
It’s hard to believe that DBC Communications Camp has come and gone so quickly. It seems like yesterday I was just being asked to be the Communications Camp Chair – fast-forward two years and now we’re already thinking about the next one. With that said, we sent out a comprehensive survey to our attendees, speakers, and sponsors of the camp to see how it compared to 2013’s Communications Camp and also to give us feedback for moving forward. Here are some of those top line results...

- 81% of attendees gave an “Excellent” overall rating to the 2015 Communications Camp as compared to 78% of attendees in 2013

- Our opening keynote speaker, Paula Lawrence, received an overwhelming “Excellent” rating by the majority of attendees, as she spoke on the topic of “What is your Social IQ?”

- Attendees really enjoyed the optional pre-conference workshops that were available.

- Attendees like the fact that Communications Camp changes locations but would like to see it possibly move to the East Coast

- Timing of Communications Camp is also up for discussion, as some people preferred February/March better than January.

- Attendees commented that it might be a good idea to have different tracks from beginner, intermediate, and advanced to better target our camp attendees

- Attendees noted that it was difficult for them to pick which 2 out of the 3 breakout session they wanted to attend and that they would like the opportunity to attend all three breakouts.

We will definitely take this feedback, plus all of the responses from the evaluation surveys that were sent out to attendees and apply it towards the planning of the next DBC Communications Camp! Be sure to check out Julie Alessi’s article on page 10 where she highlights some of the attendees tweets made during the camp.
The House of Delegates will be discussing the mega issue “Engaging Members in the Need to Address Malnutrition Across Nutrition and Dietetic Practice Settings” on Saturday, May 2, 2015. The House of Delegates will also discuss a current membership issue discussion on the Academy’s corporate sponsorship program on Sunday, May 3, 2015. Closer to the May HOD meeting I will be soliciting membership input on both topics.

The HOD Backgrounder and supporting materials on Malnutrition are currently available here. Spring 2015 HOD Backgrounder material on the corporate sponsorship program is being developed and will be posted soon.

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: genetically modified foods, environmental and sustainability issues and alternative sweeteners, exploring 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 reaches businesses, non-profits and health professionals, and has served as an expert witness on food related issues in federal and legislative hearings.

On behalf of the DBC Education Committee, we hope you have enjoyed and gained insight and skills from our Business Essentials webinar series so far during this membership year. At the time of this writing, we are preparing for the third webinar in the series, “Interpreting and Communicating Science and Research Accurately” with speaker Dominik Alexander, PhD, MSPH, who also just recently presented at our 2015 DBC Communications Camp. You can find a recording of this and all of our webinars in the Educational Resources section of the DBC website.

The fourth and final webinar in the Business Essentials series will take place April 8 from 4:00 – 5:00 p.m. EST. The topic is “Planning for Success: Building a Strategic and Analyzing a Business Plan.”

We are also planning additional webinars for the Spring, so make sure to look for additional detail and dates in upcoming communication.

Webinars are FREE for DBC members and we encourage you to share with and invite non-DBC members, too!

Sarah is a registered dietitian who has worked in the area of nutrition communication for the past 14 years in both the food and publishing industries. She currently works in the Nutrition Marketing department at the Kellogg Company in Battle Creek, Michigan. As part of this role, Sarah provides nutrition insight and communications to the marketing teams. Sarah has been a member of the Dietitians in Business and Communications Dietary Practice Group (DPG) for 3 years and is currently the Education Chair. She is a past editor of the Food and Culinary Professionals DPG’s member newsletter.
Meet Amaris Bradley, Manager of Strategic Initiatives at Partnership for A Healthier America. Amaris had been with the Partnership for over 8 months. PHA was founded in 2010 in conjunction with, but independent of the First Lady’s Let’s Move. Their mission is to make the healthy choice the easy choice for busy families. That is accomplished by working with the private sector to secure commitments that will help end the childhood obesity crisis. Amaris works with staff on commitments with food companies, analyzing product portfolios and identifying potential commitment approaches. She also manages the Hospital Healthier Food Initiative, which includes over 700 participating hospitals across the U. S. that work to offer healthier food to their patients, staff and visitors. For more information on anything about PHA go to healthieramerica.org.

Prior to PHA Amaris worked as a Senior Account Executive with Porter Novelli and prior to that as a Lifestyle Medicine Registered Dietitian for the Orlando Health Network. Not only has Amaris enjoyed a variety of fascinating jobs, but she has also lived in a variety of locations. She went to school at the University of North Carolina at Chapel Hill, also in Florida and currently works in Washington, DC.

Let’s see what a day looks like for Amaris in Washington, DC:

How does your workday begin at home?
My workday mornings are pretty ordinary; after a quick shower and a hearty portion of overnight oats and cold brew coffee, I’m out the door for my mile-long walk to the office.

Fill in the blank: You would turn around and go back home if you forgot your iPhone, office keys, or Macbook…the essentials!

Fill in the blank: You get to the office and the first thing you do is toss my packed lunch in the fridge and check my work e-mail.

What app(s) do you check constantly throughout the day? Twitter and Spotify are my most frequented apps during the work day, but I tend to check others—like Instagram (my favorite) and Pinterest—more heavily outside of work hours.

Everyone is squeezing the most out of each day, do you usually take lunch or is it a working lunch? I take a working lunch 99% of the time, sometimes squeezing in lunch during conference calls or meetings with colleagues. Fortunately, when schedules allow, our team encourages physical activity breaks. So, I have gone kayaking on the Potomac and taken yoga classes during the lunch hour, which trumps a standard lunch break in my opinion!

What is the most important skill to have in your current position?
Agility. Brokering commitments with private sector companies means things change fast and often. Being able to tackle curveballs and be exceptionally time-efficient is critical to the success of our partnerships.

How do you stay up on trends? What are some of your favorite resources?
Aside from following @WashingtonPost, @NYTimes and @NPRFood on Twitter, I get daily health, nutrition and food trend news from Food Dive and Smartbrief’s daily email newsletters, which put shouldn’t-miss headlines in my inbox.

How much traveling do you do? I travel far less for work than I did in my previous position; just a few times a year to meet with potential partners or visit current ones. My personal life, however, is a different story. My husband and I travel internationally whenever we get the chance.

Are those travel days more or less productive and why?
Much to my disappointment, they’re never quite as productive as my days in the office. The unreliable internet connection on planes and trains, or the time lost waiting in the taxi line or boarding lane are all factors. If readers have tips for increasing productivity while traveling, please send them my way!

In what ways does technology support your travel days?
Tech is essential. Whether it’s checking the weather in my destination city or fielding work emails on my phone or booking an Uber, I would be lost without it. Literally, I’m terrible with directions. GoogleMaps is a lifesaver.

What is a “must have” item when you travel? Aside from the obvious Macbook and business cards, I’d have to say snacks. Whether it’s a granola bar, apple or handful of almonds, I never leave home without some. I’d hate to stand in line for a less-healthy, overpriced option at the airport or train station!

It is getting late and time to head home, what are you doing on that commute home? Unlike many of my colleagues in D.C., I have the luxury of walking to and from work. If I’m not catching up with family on the phone, I’m listening to my go-to podcasts on Sticher: The Moth, This American Life, or Serial (I’m eagerly awaiting season 2).

And finally, time for you, well almost – how do you wind down in the evening?
What are some of your favorite stress-relief strategies?
Often times, the evenings are my time to make it to yoga or grab a happy hour in the District with my husband or girlfriends. Also, I’m always on the lookout for cultural events.
A Day in the Life Of...Amaris Noguera Bradley, MPH, RD  
Interview conducted by: Terri J. Raymond, MA, RD, CD

in the city, whether it’s an author reading, film release, or live music show.

**How has DBC helped you in your career?** One word: connections. DBC has catalyzed a number of networking connections that have linked me to other dietitians working in the District or food industry, which has helped me expand my professional network and meet a number of phenomenal people. In this business, that’s invaluable.

Lastly, what advice do you have for RDN’s venturing into the world of Business and Communications? Get experience wherever you can. When I first started working in public relations, I had minimal communications experience. In my current position, that PR expertise has been critical. Seek out opportunities in your current role or in a new position that will stretch you and build out your marketable skill set.

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### #DBCCommCamp: a Buzzed About Event

**By: Julie Alessi Pappas, RD / @JuliePappas_RD**

About one hundred dietitians chose to attend DBC Communications Camp to hone and expand upon their communications knowledge base. Given that most dietitians are not formally trained in this area, the content provided by speakers during this conference is valuable and often hard to come by. Though, not everyone has the capacity to attend DBC Communications Camp, but thanks to the social media savvy group of attendees at this year’s 2015 event, those who were not in attendance were able to follow along as the tweets streamed heavily throughout the entire event.

The social media buzz surrounding #DBCCommCamp was on fire! Some attendees chose to ditch their notebooks and use social media as a way to document what they’ve learned and share the knowledge wealth with others. With hundreds of tweets shared throughout the 3-day event, dietitians from coast to coast were able to listen into the social media conversation, gather tips and advice as told by the talented group of speakers, and engage in conversation with dietitians in the room.

So what was all the buzz about? Here’s what #DBCCommCamp told us:

**Social IQ**

@JacklynRDN: What’s your Social IQ? Learning about posture, eye contact, listening, and etiquette  
@JaimeSchwartzRD: Paula Lawrence, master etiquette expert, encouraging #DBCCommCamp to buy new purse! Size of handbag important to consider for social IQ.  
@ElanaRD: Awesome! Great tip. RT @JaimeSchwartzRD: Crossing ankles helps posture. Side effect of great posture is great abs #DBCCommCamp

**RD Disclosure**

@fiberfriendly: RDs gotta ABD: always be disclosing! Outstanding presentation on disclosure in communications by @ReganJonesRD @RachelBegunRD #DBCCommCamp  
@ChrissyTheRD: Brain is overflowing with ideas from #DBCCommCamp sessions today! Can’t wait to implement tips about pitching, networking, & disclosure.  
@BuildUpDietitians: @JaimeSchwartzRD: FTC very clear that 140 char is no excuse not to disclose explains @ReganJonesRD. be transparent #DBCCommCamp

**Food Evangelists; how to be heard in the food conversation**

@JeanCaton: Productive consumer conversation with food evangelists Listen first. Engage. Build trust. Acknowledge Find common ground #DBCCommCamp  
@mlatinskyRD: Transforming nutrition messages from “blah” to “ah-ha!” Engage, acknowledge & share rather than drawing conclusions for others #DBCCommCamp

If you haven’t already, be sure to check out #DBCCommCamp to take a more in-depth look at the conversation.

Julie is an Account Supervisor at FoodMinds, a food and nutrition consulting company that specializes in food, beverage, nutrition, health and wellness communications. Julie has spent nearly five years in food & nutrition public relations, specializing in consumer communications, media relations, digital strategies and influencer activations. Connect with Julie [email: jpappas@foodminds.com or linkedin]
2014-2015 DBC Executive Committee

(* = Voting Member)

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