I was excited to learn about the theme of this issue of Dimensions. For a long time, the career path in dietetics that I chose was exactly that – a niche. When I started working as a registered dietitian in public relations about 20 years ago, there were few of us working at agencies. For me, it seemed like the perfect fit. Having parlayed my undergraduate degree in journalism into a career as a business writer for eight years, I knew when I decided to turn my personal passion for nutrition into my profession that it would have to involve some form of communications. At the recommendation of someone I worked with on a freelance assignment, I interviewed with Ketchum and I found my niche.

But sometimes a niche can be a little restricting, particularly if other people can’t see beyond the niche. For a long time, my public relations colleagues didn’t always understand exactly what I did at the agency. To them, I was the person that interpreted nutrition science for the food team. I was the one who did outreach to my RD colleagues and other health professionals. I did “influencer relations.” It took a while to get them to see that I also had the same skills they did. As a former journalist, I understood what it took to tell a great story and, to me, that’s what public relations is all about. As a writer, I could turn a phrase and knew how to think creatively. Covering business for several years gave me a strategic sense and fueled my big picture thinking.

With patience, hard work and the right mentors and internal champions, I was eventually able to break through the niche and demonstrate greater value to my colleagues and clients. But time and again, I saw my junior level colleagues go through the same struggle, often questioning whether this niche they were in would lead to a broader career.

Thankfully the tide has shifted. Changes in the food industry, changes in the role of public relations and hard work by my RD peers have made nutrition communications a whole new career path for young dietitians. So, even though my friends and family still can’t figure out what I do, I say go ahead and find your unique niche. Just don’t be afraid to break out of it.

Warmest regards,
Ilene Smith, MS, RD
2015-2016 DBC Chair

Ilene is the principal of I ON FOOD Inc., a communications consulting firm servicing the food industry. For 15-plus years, Ilene has created communications strategies for leading food organizations. I ON FOOD’s specialties include corporate reputation, brand building, influencer support and media relations. Ilene holds a Master’s degree in nutrition from Columbia University and a Bachelor’s degree in journalism from New York University.
Letter from the Editor

Where Do You See Yourself in 5 Years?

By: Amari Thomsen, MS, RD, LDN

The age old question – where do you see yourself in 5 years? So many people struggle to answer this question. How am I supposed to be able to predict my career path for the next 5 years? How can I find the perfect niche in the field of dietetics that fits both my interests and my personality? What if the kind of opportunity I dream of doesn’t exist? The fear of settling for a job that isn’t a great fit may haunt many of us when we start to think about where we hope to be in our career 5 years from today.

But the reality is that everyone’s journey is different and no two jobs are the same. Which is why I’m so excited to share with you our winter issue – The RDN Career Path – Finding your Niche. This issue features a handful of dietitians who share their career journey and how they landed in a position to do the kind of work they love most. From an RDN student’s advice to a look into the lives of both freshly-minted and seasoned RDNs working in corporate wellness, retail and food policy, I hope this issue inspires you to find the dietetic niche that is right for you!

It only seems fitting to share my own career journey in finding my niche to kick off our newsletter. My career in nutrition communications all began with the start of a small food blog while in graduate school pursuing my RDN credentials. At the time, this online outlet was a way for me to share the nutrition knowledge I had and the healthy recipes that I loved with the world.

Following graduation I continued my blog as a hobby as I bounced among a few different jobs. My interest in consulting and marketing grew with my work as a nutrition coach for Lifetime Fitness, as a member of the Whole Foods Market marketing team and as a social media and newsletter marketing manager for an online RDN community. These opportunities eventually sparked my interest in private practice and encouraged me to pursue a nutrition business of my own - Eat Chic Chicago. What was once just a blog, soon became a full-time business - allowing me to showcase my knowledge and skills in writing, recipe development, nutrition education, private and corporate consulting, and content marketing.

Nutrition-specific contract work through my practice eventually led me to an opportunity in public relations at FleishmanHillard where I develop, market and execute creative, strategic and effective influencer outreach and nutrition communication programs for food, beverage and nutrition-focused clients such as Gatorade, Quaker, Tropicana, Naked Juice and Abbott Nutrition. Opportunities to identify research and translate emerging nutrition trends and research keep me on my toes and continue to enhance my nutrition communication skills and knowledge of the industry.

In addition to managing my Eat Chic Chicago team, blog and social channels, and working full-time for a PR agency, I love to cook and recently published my first cookbook - The Idiot’s Guide: Autoimmune Cookbook in December 2015! I am proud to say that in my first few years as an RDN, I have taken risks, said yes to new and scary opportunities, found ways to learn the skills I needed to take on new projects, and with the help of the DBC community, have been able to surround myself with likeminded people who keep me motivated to push forward.

While I can confidently say that I have found my niche in various forms of nutrition communications (marketing, influencer outreach, writing, recipe development etc.), I wish I could tell you where I see myself in 5 years. But with the RDN field evolving and changing with new and exciting opportunities emerging each and every day, I simply cannot predict what the future holds, but I do know that am excited to be a part of it!

Amari Thomsen, MS, RD, LDN
2015-2016 DBC Newsletter Editor

Amari Thomsen, MS, RD, LDN is the 2015-16 DBC Newsletter Editor. She currently works in nutrition communications at FleishmanHillard and is also the founder of Chicago-based nutrition private practice, Eat Chic Chicago. She blogs at Eat Chic Chicago, Amari resides in Chicago, IL, and can be reached at amari.thomsen@fleishman.com, on Twitter (@EatChicChicago), Facebook (/eatchicchicago), Instagram (@amari.thomsen) and LinkedIn.
RDN Day

The Academy of Nutrition and Dietetics will celebrate Registered Dietitian Nutritionist Day on Wednesday, March 9th to commemorate the dedication of RDNs as advocates for advancing the nutritional status of Americans and people around the world.

National Nutrition Month®

Celebrate National Nutrition Month® in March! The 2016 theme is “Savor the Flavor of Eating Right.”

ACEND Virtual Town Hall

ACEND continues to explore ways to assure multiple avenues of communication with its stakeholders as it develops standards for the future education model. ACEND is hosting a monthly virtual town hall on the second Thursday of each month. Join us for the next virtual town hall on Tuesday, March 10th at 11:30am CT. Information for connecting to the virtual town hall will be posted on the ACEND Standards webpage.

“NEW”Student Executive Committee Member

A new position will open for a DBC student member to join the DBC Executive Committee. Student members are an essential part of our organization. They represent the future of our profession and their ideas create our future success. We both want and need their representation on our executive committee.

This new position begins June 1, 2016. The job description and application will be available March 1, 2016. The new student member will be announced late May. If you are a student or know of a student who has interest in this opportunity, look for the announcement via DBC Update, Twitter, Facebook and/or LinkedIn. Please see a preview of the position below. A full description will be available with the posting of the position.

DBC Executive Committee Student Member Position Overview:

- Coordinate efforts that encourage a diverse and active student membership.
- Work with the Executive Committee (EC) to determine the needs of student members and how best to communicate with students.
- Attract student members to DBC DPG and promote involvement of all DBC student members via volunteer activities.
- Coordinate communication among DBC student volunteers, Student Council, DBC Executive Director and the EC.
Most successful people will undoubtedly mention networking as an important part of their career or business. Many will say it changed their lives. But how important is it, really?

The definition of networking is a process that fosters the exchange of information and ideas among individuals or groups that share a common interest. Traditionally, networking was split into two categories – social or business. One of the implicit objectives of business networking is to form professional relationships that may boost one’s future business and employment prospects. Today, many experts believe there really is no separation of the two types and that social networking actually plays a vital role in business networking.

Ronald S. Burt, a professor of Sociology and Strategy at The University of Chicago Booth School of Business, studies how networking creates competitive advantages in careers and across industries. He focuses on a very interesting concept he calls Network Brokerage. Network brokers are people who bridge gaps (called structural holes) from one social network to another and it’s all about relationships. Burt states that people who maintain and foster open networks have “information breadth, timing, and arbitrage advantages that make them more likely and able to detect and develop rewarding opportunities. Network brokers tend to be high achievers: better compensated than peers, more positively evaluated, more likely candidates for senior positions, and more recognized as leaders in their organization and industry.”

These are some undeniably good reasons you might want to start being a network broker and it makes the act of networking seem pretty important to anyone seeking advancement and overall satisfaction in their career. Below are some other reasons to consider:

- “Belonging feels good. It bolsters confidence, pride and a sense of self. As we each engage in the practice of networking, we will be engaging in the practice of belonging.” Says Alana Muller, author of Coffee, Lunch, Coffee – A Practical Guide for Master Networking.
- You create value for yourself as someone who can bring people together and connect different groups. Think about how many relationships you have in your life that began through an introduction from a mutual friend or acquaintance. Bringing people together is win-win for everyone.
- It opens up opportunities to take your career in a different direction. Within the world of dietetics, there is an endless array of new and interesting career paths and networking can provide some insight into what these might entail. It is estimated that between 50-75% of all job openings aren’t even listed on the big job boards, and these positions are getting filled by people who know someone who knows someone.

The bottom line is that networking is a critical part of business we cannot ignore, but not everyone is wired for “power networking”. Connecting with strangers is difficult for many dietitians and they are not alone. According to Dorie Clark, author of Reinventing You, almost one third to one half of all Americans are introverts. But it is possible to learn how to network effectively even if you dread it.

Become a Natural Network Broker Using the Four P’s

Proactive – Make networking intentional, not accidental.

Highly successful people tend to be curious and actively seek out new information and ideas. Start by changing your idea of what networking means to you. View it as an opportunity to learn something new, put yourself out there, showcase your talents, and meet people with awesome ideas. Where many people run into trouble is when they view networking as a way to “sell”. The best network brokers are those who actually give without getting and they view every new relationship as an addition to their “relationship collection”. Sometimes, it is possible to run into someone by accident that has an impact on your business or your career. However, to earn the title of Network Broker, you have to make networking a part of your everyday life.
Plan – Devise a plan that works for you, write it down and be consistent.

First, put some time and effort into investigating what types of networking work for you by researching the possibilities. In today’s world, networking doesn’t have to mean attending a meeting and exchanging business cards. One-on-one coffee meetings, small dinner parties, participating in leadership roles in your community, and even asking for introductions through LinkedIn or other social media channels can work. Be creative and think outside the box to discover new and interesting ways to meet people. Second, make a list of networking activities by picking three things you will truly enjoy and one thing that might take you out of your comfort zone. Systematic exposure is an effective means of overcoming situational anxiety and it should get easier each time. It’s that old “face your fear” concept. Finally, determine how often you want to do each activity and actually write it down in the calendar. Make time to attend two or three big conferences each year with someone in your network.

Proceed – Take action and proceed with your plan.

The best way to make sure you actually execute your plan is to make the calls and sign up for those events soon after you’ve completed your plan. Do it while the ideas are new in your mind and the excitement is fresh. Taking action right away will make you feel like you’ve accomplished a goal and it will have a positive snowball effect.

Permanent – Relationships require nurturing.

Devising a strategy to grow and maintain the relationships you’ve collected. As you move the relationships along, better connections will form with some and others may fade. Let your gut guide you in determining which ones deserve the most attention.

Strategies to Remember

• When planning to meet someone, try to research their background and accomplishments. It could help you avoid embarrassment and also give you some good ideas to move the conversation along.
• Ask questions, listen, and avoid talking too extensively about yourself. Remember you don’t have to sell yourself because you’re just adding to your collection of relationships.
• Don’t restrict your network. This biggest mistake you can make is focusing only on peers or people within your field. A good network of relationships has a good variety of individuals at all levels and in different fields.
• Give a lot while expecting nothing in return. Karma will be the payoff.
• Show gratitude. After you meet with someone or attend an event, be sure to let people know how much you value the time they spent with you.

It is clear that effective networking can be a life-changer so start thinking about how you can make it work for you. Start by changing your perception and begin thinking of yourself as a Network Broker who is just collecting relationships.

References:

Before attending school for my undergraduate degree in nutrition, I worked as a personal trainer at my local gym. I trained clients while attending school and focused my efforts on understanding how the body works while helping clients push themselves to function optimally. My role as a personal trainer became more challenging when I began training a special needs population, which eventually sparked my interest in medical nutritional therapy for cancer patients.

After graduating with my MBA, my passion for wanting to help others achieve total wellness and my interest in cancer led me to work at an alternative treatment center where I spent my days providing patients with dietary and supplement recommendations to pair with their specific diagnosis and choice of treatment. Although, I hadn’t quite found my niche in this particular area, I gained worthwhile experience in nutrition consulting and was able to increase my knowledge of alternative medicine. As my interest shifted towards preventive nutrition, I eventually found myself searching for opportunities as a health coach in other corporate wellness settings.

A new opportunity in the field presented itself through a friend and I was invited to join the StayWell corporate wellness team. As a part of this team, I have the opportunity to consult privately with clients to help them manage and prevent disease as well as develop and execute health-related events. For example, one of our most recent health initiatives focused on celebrating heart health throughout the month of February. My team developed a series of events including a “Hula Hoop for Heart Health” event which featured an opportunity to either hula hoop or pass a heart health quiz to be entered to win an American Heart Association cookbook, a webinar focused on important foods for heart health, a daily oatmeal giveaway in our café and the development of educational handouts and resources.

To this day, I continue to learn and embrace new experiences as a health coach. My MBA has proven beneficial in my career as it has helped me to better understand the ins and outs of budgeting, marketing and event proposals. In my unique role as a health coach in corporate wellness, I am able to expand my expertise to both the physical and mental aspects of nutrition. I am able to explore my passion for helping others with nutrition while also having fun! I have since concluded my work as a personal trainer in the fitness setting because in working in corporate wellness, I finally feel like I am right where I belong.

Jessica Hicks, MBA, RD, LDN works as consulting dietitian and a program manager in corporate wellness for StayWell, at AbbVie in Lake County, IL. She has been practicing for almost 3 years and assisted in developing the 6 Day RAWK Hard Detox program. She belongs to several DPGs including DBC, VN, ON, and DIFM. Jessica lives in Wheeling, IL with her black lab, Josy. She can be reached at hicks.jessicaA@gmail.com, on Facebook (Jessica Ann), Twitter (@Jessica_HicksRD) and LinkedIn.
It’s hard to believe that I’ve been a registered dietitian for just about 10 years now and I can honestly say that I just recently found my niche when I started working in the retail industry about 3 years ago. Just as the title of this article states, as a retail dietitian I was able to cultivate and nurture the skills I was most passionate about; my culinary, communications, and creativity skills. However, I would have never ended up in this role had it not been for my previous jobs, all those networking events attended, volunteer opportunities at the local, state, and national level, and all those prior work experiences.

Upon graduating from my internship, I worked in long-term care covering maternity leave (thinking it would be temporary), and needless to say, I ended up staying in long-term care for about 5 years! While working in these long-term care positions, I knew that I wanted more culinary, communications, and creativity in a position. Towards the latter part of those 5 years, I decided to create my own nutrition consulting business and go out on my own.

Due to all the networking I did in my internship, in 2006 I landed the opportunity of a lifetime - to work with Ellie Krieger, MS, RD. I worked with Ellie for 3 ½ years in New York City as her Production Assistant working on her best-selling cookbooks, her Food Network television show, Healthy Appetite with Ellie Krieger, and other media-related projects. This job set the tone for my career. Her advice and guidance through the years has helped mold me into the dietitian I am today. The culinary, communications, and creativity skills learned in this role have helped better position me as a retail dietitian.

My advice to any students, interns, or second-career dietitians who are thinking about a career as a retail dietitian is… Network. Network. Network. Sometimes the word networking seems to be over utilized yet undervalued. But I truly feel that meeting new people across different industries, from different walks of life, and with different types of work and life experiences helps to open your eyes to new opportunities that may exist in this world. Networking has helped me land nearly every job and volunteer opportunity that I have taken on as a dietitian and the people I’ve met along the way have been truly remarkable and keep me motivated to always do more in our profession. In addition to networking, resources like Retail Dietitians Business Alliance (RDBA) and Food & Culinary Professionals (FCP) DPG Supermarket Subgroup have been particularly helpful in my continued journey as a retail dietitian.

Elisabeth D’Alto, RD, LDN works as a retail dietitian for ShopRite/Village Super Market in Baltimore, MD. She is the 2015-16 Supermarket/Retail Subgroup Chair for the Food & Culinary Professionals DPG. Elisabeth also represents the Maryland Academy of Nutrition and Dietetics as an inaugural member of the 2015-16 State Media Rep Team. She belongs to several DPGS including DBC, NE, and FCP. Elisabeth lives in Baltimore, MD. with her fiancé Matt. She can be reached at elisabethrd@gmail.com or on Facebook, Twitter (@daltonutrition), Instagram (@ElisabethRD) or Linked In.
Like never before, dietitians have amazing opportunities in the food industry communicating nutrition science. I work with four other Registered Dietitian Nutritionists at Tyson Foods, Inc., and we are the source of evidence-based nutrition information for the company. We have potential to impact product development and to influence the way industry interprets and manages nutrition issues critical to our business.

As a student and new dietitian, I didn’t know what a food technologist was. My career started in a hospital setting and during my first few years I began to learn not only my strengths, but also my interests. Those years were critical to strengthening my basic clinical skills. My love of math translated into a love of tube feedings and TPN. I learned the importance of communication, critical thinking, attention to detail, and something as simple as daily prioritization - all valuable skills that helped prepare me for my next role as a clinical nutrition manager. My role as a clinical nutrition manager appealed to yet another love, organization, and allowed me to experience the ins and outs of management.

Through guidance from mentors, most of my career has included involvement in our local district dietetic association. I am currently the President of our local district and the Social Media Coordinator for our state affiliate. Our local district communicates job opportunities to its members and because of my involvement, I was able to hear about the open position as a food technologist at Tyson.

This role is an obvious fit. It combines my love of math and organization with daily challenges to continue my growth.

I am on our Wellness and Nutrition team that is responsible for managing the nutrition data and messaging for products across the company’s portfolio. We use nutrition data and insights to guide product developers in formulating products to specific nutrition parameters, such as a sodium target for example. As a regulatory resource, I help determine when claims like gluten-free, healthy, or reduced sodium are applicable to products.

My role revolves around communicating effectively, which is one reason I enjoy my DBC DPG membership. One key learning I would share with other dietitians or nutrition students is “everything communicates”. Investing in my communication skills by attending DBC Communication Camp and participating in Toastmasters has really paid off in fueling my growth. Whether I am reviewing and interpreting policy, writing a blog post, or creating a presentation, the ability to craft compelling messages that resonate helps to reinforce my leadership and communication skills, both of which are key to my career success.

Monica Stewart, RDN, LD is a Food Technologist employed by Tyson Foods, Inc. She is an Academy member and currently serves as the President for the Northwest Arkansas District Academy of Nutrition and Dietetics, Social Media Coordinator for the Arkansas Academy of Nutrition and Dietetics, and is a member of the Springdale Coordinated School Health Committee. Monica is also a member of the Kids Eat Right campaign and was awarded a mini-grant from the Kids Eat Right program to help raise awareness around hunger in her community. Monica lives in Springdale, Arkansas with her husband John and daughter Lily. Connect with her on Twitter (@MEstewartRDN) or Linked in.
By Amari Thomsen MS, RD, LDN

In our 2015 Member Survey, we asked you the following question: What advice do you have for RDN’s venturing into the world of Business and Communications? Here are 20 pieces of encouraging advice from our DBC members to inspire and motivate you to do what you love!

1. **Look for niche dietitian** opportunities that fit your personality.

2. **Don’t be afraid to pave your own way** - dietetics is still a growing field.

3. **Be an expert in something** and build your practice around that.

4. **Find a mentor** and don’t be afraid to ask for help from a seasoned professional.

5. **Keep an open mind** and try to learn something new each day!

6. **Be flexible and open** to new opportunities.

7. **Make networking a priority** and network with professionals outside of dietetics.

8. **Build relationships** and personal connections.

9. **Don’t be afraid to reach out** and introduce yourself.

10. **Surround yourself** with the people and resources you need to keep yourself motivated and inspired.

11. **Figure out what skills you need** to develop in order to manage projects that interest you.

12. **Practice public speaking**.

13. **Sharpen your social media competencies** and business acumen.

14. **Take a writing class** and write as much as possible (even if it’s for free!).

15. **Read!** Always have your finger on the pulse of what is going on in the world of health and nutrition.

16. **Create a daily checklist** to manage your efforts so they don’t manage you!

17. **Don’t undervalue yourself.** Feel confident in asking and negotiating for what you are worth.

18. **Take the initiative**, ask questions, be organized, and dress and act professionally.

19. **Have perseverance** - grow thick skin and don’t give up easily!

20. **Remember that hard work pays off!**
In the wake of last year’s response to the Kids Eat Right and Kraft Singles public education campaign, an Academy Sponsorship Advisory Task Force (SATF) was convened. The SATF recommendations summary was presented at the Fall 2015 House of Delegates meeting in Nashville, TN.

Dietitians in Business and Communications DPG sent a letter to the Academy’s Board of Directors (BOD) to express our thoughts and constructive recommendations regarding the summary report. In January 2016, the BOD met to review SAFT guidelines, the responses received from the Fall HOD discussion, as well as comments and letters received from Academy units including the DPG’s. The Board has issued the following guidelines for Academy sponsorship approval, which will also apply to sponsorship development at the DPG level.

**Sponsorship approval requires that:**

- The sponsor’s vision and mission align with the Academy’s Vision, Mission and Strategic Goals.
- The sponsor’s product portfolio is broadly aligned with the Academy’s Vision: *Optimizing health through food and nutrition*.
- The sponsor relationship and sponsor product portfolio are broadly aligned with official Academy positions.
- All aspects of the sponsorship (such as research, consumer messaging or professional education for members) align with the Academy’s Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy’s name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.
- Relevant facts and important information are included.

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.
My passion for good food and love of animals began at an early age. Cooking from scratch allowed for creativity and was more fulfilling, and becoming a veterinarian was the only thing I ever wanted to be. It wasn’t until I started pre-vet school that I realized I loved animals but did not want to work on them. What next? I love good food and nutrition so why not study Food Science and Nutrition? Definitely, the right move! And, it was my food science internship at Rubio’s that really sealed the deal.

However, young as I was, I didn’t think I needed to become a dietitian. Why? I loved my job at Rubio’s and didn’t need the credentials. But, life happened and a couple jobs later realized I didn’t want to be stuck or limited. So, I quit my job and went back to school to complete my dietetic internship and become a registered dietitian.

In desperate need of a job, I was hired to create and teach hands-on cooking classes at WIC. This was a very rewarding job and doing what I loved; cooking. As a bonus, I even wrote and published a cookbook titled, WIC Tested, Dietitian Approved.

Now, at Taco Bell as the in-house dietitian and product developer, I am making a difference on a much larger scale creating food that people can feel good about eating. Throughout all of this, I’ve always had an interest in business and marketing – an area I never studied, which is why I initially joined DBC. As a dietitian working for a large food corporation, understanding broader business goals and why decisions are made are just as important as promoting nutritional improvements. Through it all, I followed my heart and instinct. Everything I did and every decision I made has paved the way for where I am today and where I’ll end up in the future. No regrets.

Connect with DBC on our social channels, Facebook, Twitter, LinkedIn, EML, and DBC Online to stay informed and connected.
Happy New Year from DBC Education!

On January 28th, Kerry Cowart, DBC Education Committee member, moderated an expert panel on “What Keeps Us Up at Night: The Hot Topics Facing RDNs and the Food & Beverage Industry.”

We were very fortunate to have a dynamic group of panelists from across the food and nutrition industry. Deanne Brandstetter, MBA, RD, CDN, FAND, Vice President of Nutrition & Wellness for Compass Group, North America, discussed the evolving menu labeling space. Connie Diekman, M.Ed., RD, CSSD, LD, FAND, Nutrition Communications Consultant and Director of University Nutrition at Washington University in St. Louis, shared her thoughts on how RDNs can translate evidence-based recommendations in 140 characters or less. Lisa Carlson, MS, RDN, Research & Development Manager of nutrition, technical insights and compliance for Unilever Food Solutions, North America, shared her thoughts on where to go for information not found on food labels. Mary Lee Chin, MS, RD, consultant for commodity food groups, food industry and nonprofits, addressed some of the most provocative food topics of today, including genetically modified foods and environmental and sustainability issues.

Thank you to our volunteer panelists! It was an insightful hour and we were thrilled to have such an esteemed panel share their expertise and perspective on what food and nutrition topics keep them up at night.

Upcoming Events:

Registration information can be found on the website event calendar.

DBC Webinar: Going Out on Your Own – RDNs as Consultants
Thursday, February 25th @ 1pmPT/4pmET

Speakers: Chere Bork, MS, RDN; Cheryl Toner, MS, RDN; Neva Cochran, MS, RDN, LD, FAND; and Donna Shields, MS, RDN.

Have you ever wanted to strike out on your own as a consultant in the food industry? DBC’s February webinar features several RDN’s who have successfully ventured out and started businesses as consultants. Learn the insider’s tips on how they became a consultant, the skills you need to master, and how they keep their businesses flourishing.

DBC TED Talks Club

Meets every 3rd Tuesday of the month at 5pmPT/8pmET

The club meets monthly after reviewing informative TED talks to discuss key learning and application opportunities. After watching the talks and discussing on the monthly call, DBC member participants are eligible for 1 CPEU hour.

Check the DBC website event calendar for registration details and links to the TED Talks for the monthly discussion.

Kristen Stoehr MBA, RDN, LD
2015-2016 DBC Education Chair

Kristen is a Registered Dietitian and Nutrition, Health & Wellness Manager for Nestlé USA where she supports nutrition strategy development and implementation. She is a proud graduate of Miami University and the Pennsylvania State University and has been an active member of the Academy of Nutrition & Dietetics and the Miami University Alumni Association.
Always volunteer for opportunities both to learn new skills and add to your knowledge base. Whether you work for a large corporation or a small entrepreneurial venture, step up, say “yes”, expand your skills and knowledge and open the door to endless opportunity.

For our winter issue, we asked our executive committee to provide one piece of advice that they would give to RDNs venturing into either their own field of expertise or into the world of business and communications in general.

Find more information about our team on the Leadership Page of our website. (* = Voting Member)

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It’s important to know what your Brand is – no matter what line of work – what do you stand for? What do you want your legacy to be? Then follow your passion.

Get yourself out there and host one of our Twitter Chats and start conversations on the DBC EML to get your voice heard and receive peer feedback.

Education Team Chair
Kristen Stoehr, MBA, RD
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Venturing into business? Learn key finance and sales terms to understand the drivers of your business and add credibility to your recommendations.

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Surround yourself with likeminded people you aspire to be like and learn from them.
Always stay up-to-date on the latest trends. Understand your target audience and know what works for them.