Welcome to a New Year! This is a time for new beginnings which means change – a constant in all of our lives. We face change every day. It may be the weather, our schedule, what we eat, a change in leadership, and planning for our Second Century.

This is the time of year when DBC prepares for our changing needs. Our membership team with Elaine Farley-Zoucha, RD, LD, LMNT at the helm, is busy planning networking opportunities across the country. In addition there is a new focus on mentoring and creating improved support and communication and the sharing of experience. The education team, under the direction and support of Sonja Stetzler, MA, RDN, CPC, has many awesome programs to enhance our professional growth and learning. Both membership and education work hand in hand to help meet the challenges of change – new jobs, changing work expectations, and/or a decision to rejoin or leave the workforce.

Missy Nelson, RDN together with her amazing communications team will let us know what, where, when, how and enhance communications and learning with this newsletter, eblasts, Twitter chats, contests and more! Mary Lee Chin, MS, RD needs our feedback for the House of Delegates (HOD) – her questions are always about change and all input helps create the future for our profession. As we read this newsletter, enjoy the amazing editorial work of Sarah Hendren, MS, RDN, LDN, CD and the opportunity to meet and hear from all Executive Committee members. Let’s welcome change together and create understanding around this constant in our day to day living.

Planned or not, change is part of our lives. Whether it is a decision to change jobs, residence, or a company is sold or moves headquarters - change occurs. And regardless of the reason, it is important to remember change is a process. There are many change management models to support the transition that change requires and create optimum results. These models are based on both experience and observation:

Kubler-Ross is a well-known model that illustrates change through the emotions experienced.

Kurt Lewin is a model that helps the transition with easy to understand and sensible step by step processes.

Appreciative Inquiry (AI) is another model currently being used by our own Academy leadership team. AI builds on what is currently working well in our lives and organizations, and builds on that positive base through the change process.

There are many options to explore, learn and experiment. Always remember that during the changes process there will be a surprise or two. Be flexible and creative to enhance the transition and remember this is a process and be prepared to Live It!

L – Let go of the past and embrace the present
I – Investigate all possibilities
V – Visualize the future
E – Energize efforts with creativity
I – Implement the change
T – Trust the results

Take Care, Terri

About Terri:
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 has served on the DBC Executive Board for several years and served as the Academy Foundation’s 2014-15 Chair.
Hello DBC Members!

The theme of our winter newsletter is about effectively dealing with change. Our personal and professional lives are in a constant state of evolution and we are tasked with the challenge of adapting faster than our competition. This newsletter is full of strategies to effectively and confidently embrace change from multiple facets in life.

Growing up my father used to preach the common proverb: The only constant in the world is change. He encouraged me to embrace change, and the more I viewed change as an opportunity rather than a burden, I saw the benefits in my work life, professional development, and personal life. I attribute much of my success to embracing change and being comfortable with the unknown.

Change is difficult. It is uncomfortable. It is vulnerable. Embracing change has transformed my life and I am confident it can positively impact your life too.

Enjoy this issue! Sarah

By: Sarah Hendren, MS, RDN, LDN, CD

Academy Resources

Career Toolbox
Launching Your Career in Nutrition and Dietetics: How to Thrive in the Classroom, the Internship, and Your First Job, 2nd Ed.

About Sarah:

Sarah Hendren, MS, RDN, LDN, CD is the Nutrition & Quality Assurance Manager for Culver’s, a quick-service restaurant franchise. Sarah is responsible for Culver’s nutrition and quality assurance strategy and provides brand direction as part of Culver’s Menu Strategy Team and Agriculture Council. She works closely with marketing, public relations, supply chain and legal, providing thought leadership and regulatory counsel. Connect with Sarah at SarahHendren@culvers.com
As the economy ebbs and flows and career paths evolve, choosing to leave a job for a better opportunity is an inevitable part of everyone’s professional life. But the act of leaving a job can feel like a juggling act when it comes to professional etiquette. You want to manage your reputation, retain important relationships and show gratitude to colleagues who have helped you grow - all while carefully scripting that awkward breakup speech.

Having personally transitioned from one job to another just last year, I am familiar with the intersection of excitement and fear that comes with having a new opportunity on the horizon. While the art of leaving your job certainly depends on your personal situation and history with the company, below are a few best practices I implemented in my recent job departure:

**Notify your boss in person.** Once I had my new position locked into place, I needed to notify my boss. I scheduled time to meet, allowing plenty of time for her to react and digest the information, but also time for us to openly discuss and share questions. During my resignation speech, I was calm and gracious – beginning by acknowledging the positive experiences that the company and team had given me and articulating that a new opportunity had presented itself. I shared how I truly felt my new job was the next logical step to help me grow professionally and not a negative reflection on the company for which I had proudly been a part of for the past couple of years. While you shouldn’t feel obligated to explain your departure, I encourage you to anticipate the questions your boss might ask and be ready with answers to ensure you leave his or her office with a positive and mutual understanding of your decision.

**Give plenty of notice.** After breaking the news, I anticipated questions from my boss on timing. When was my last day? I had strategically requested a start date at my new job that would give me at least 2 weeks to close up shop at my current position. I made it clear to my boss that I was committed to making the transition of my work as smooth as possible for the team – offering to train my replacement and spending time developing status documents so that others could seamlessly pick up on projects right where I left off.

**See it through to the end.** Show dedication and pride for your work every day until your last. Slacking off during your final hours will only burn bridges with your colleagues. Maintain positive relationships and leave a good impression; you never know when you might need a reference in the future. On my last day, I made sure to thank each of my colleagues, in person, for their teamwork and positive influence on my professional growth. For those who were out of the office, I left hand-written thank you notes. I also sent out a company-wide email to communicate my departure, show appreciation and share my future contact information so that I could stay in touch.

While there is no one-size-fits all approach to quitting your job, a successful exit is generally bittersweet. Show genuine gratitude for the past and excitement for the future. It’s expected that not everyone will be happy that you’re leaving, but how you leave can make all the difference.

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**About Amari:**
Amari Thomsen, MS, RD, LDN is a nutrition communications expert at FoodMinds, freelance writer, cookbook author and the founder of Chicago-based nutrition private practice, Eat Chic Chicago. Amari resides in Chicago, IL and can be reached at athomsen@foodminds.com, on Twitter (@EatChicChicago), Facebook (/eatchicchicago), Instagram (@amari.thomsen) and LinkedIn.
“Could it be that women don’t get more of the things they want in life in part because they don’t think to ask for them?”

That’s the question posed in the introduction to one of my favorite books, *Women Don’t Ask*. The authors unfold a fascinating look at the research surrounding women’s “asking behaviors” and the tendency toward “compliance” which keeps them from asking for what they want.

Could it be you’re not getting more of what you want at work because you’re not asking for it? Or not even thinking to ask? Do you conform to the rules and accept the status quo? Maybe you crave a new work responsibility that would help build your career capital, but because it’s not in your job description or because your manager hasn’t suggested you take it on, you assume it’s not an option for you.

Or say that *having Fridays off* is the margin you need to better manage career and family. But because your employer doesn’t have a policy for a reduced workweek, you assume your only options are to continue to work full-time or quit and find a new job with more flexibility.

Yet asking for what you want could turn it all around.

Monique had been working in nutrition communications for a small food company for several years when she called me in the Fall of 2015. She knew it was time to move on and up in her career, and I helped her prepare for the scheduled second interview with a prospective new employer. Soon after, Monique was offered the communications position with a small, national non-profit connected with the food industry, having beat out four other candidates. But the organization was almost 600 miles from her home and Monique didn’t want to move.

What do you see as her options? Move anyway? Decline the offer? Those options weren’t agreeable to Monique, so what else? What else could she ASK for that would allow her to say an enthusiastic Yes to the new job? After all, that’s the negotiated outcome both she and the employer wanted.

A job offer opens the opportunity to negotiate salary and other work terms, and Monique was ready. As with any “ask,” the degree of preparation before the meeting drives the degree of quality in negotiated outcomes.

- Consider the other party’s interests and motivations, and make an exhaustive list of options that could create value for both parties and meet mutual needs.
- Anticipate possible objections and how you’ll respond.
- Be ready to ask questions which uncover more interests and needs so you can develop even more creative options for mutual agreement.
- Embrace a collaborative problem-solving approach to the negotiation conversation, not a ‘me vs. them’ mindset.

Such was the nature of Monique’s thorough negotiation preparation. And the results? Not only did the new employer meet Monique’s salary requirements, they agreed to a full-time remote work arrangement so she wouldn’t have to move, and she got Fridays off, with full benefits.

When we met up in-person at FNCE® Boston about 10 months later, Monique said that she was learning and liking her new role, glad that she’d made the job switch, and pleased at how much the work terms she negotiated impacted her overall job satisfaction.

What about you? What’s on your wants list that would further your professional path? I challenge you to expand your list of options, then plan and prepare to ASK for more of what you want at work to reach your career goals.

**About Pat:**

Pat Katepoo is the founder of Pay Raise Prep School for Women. Through her online training courses and coaching, she equips RDNs and other professionals to get ready to ask for a raise with confidence. Pat is a former RDN and current member of the Academy and DBC. Find her online at PayRaisePrepSchool.com/rdn. Connect with her on linkedin.com/in/patkatepoo.
5 THINGS TO CONSIDER BEFORE ACCEPTING A NEW JOB

By: Maeve Guidera, MBA, RD, LDN

Once the interview process has come full circle and a job offer is presented, it’s important for the interviewee to closely evaluate the career move as it relates to career development, goals and professional satisfaction. I recently experienced the process of accepting a new position, and before accepting, I considered these five things:

1. LOCATION: Whether the new job would be in a different neighborhood or an entirely different state, any sort of change in location could impact length of commute and overall commuting budget. In my previous role, I took the train to work. In my new role, the office is located outside of the city and requires me to have a car. Therefore, when negotiating my salary, I considered the additional expense I would incur owning a car and driving daily.

2. POSITION/JOB DESCRIPTION: It is important to consider the daily responsibilities and to understand what the role looks like day-to-day. Some positions are more meeting focused while other roles might require cross team collaboration and travel. Be honest and consider if these tasks or responsibilities are aligned with your skills and your preferred style of work.

3. ROOM FOR GROWTH: During the interview process, ask questions about growth opportunities specifically related to the position. When discussing room for growth, I always ask myself, “Would I want my boss’s job and the job beyond that?” These types of questions will allow you to learn more about the opportunities as well as provide further insight about the company’s outlook on career development.

4. COMPANY CULTURE: Company culture is important in that it will affect your happiness, productivity and satisfaction within the company. Understand the company’s values and mission, and reflect on how closely you agree. Personally this is highly important to me when accepting an offer, so when I was offered my most recent position, it was an obvious, “yes” because I was aligned with the company’s core values and through the interview process, I could sense it was a natural fit. Other items to consider, especially for working parents, are flexibility in work hours or options to work remotely.

5. PROFESSIONAL DEVELOPMENT: As Registered Dietitian Nutritionists (RDNs), we must maintain our credentials. In our profession, there are additional certifications, memberships, continuing education credits and conferences to attend. Ask about company programs so you can better assess the overall support the organization offers, such as reimbursing continuing education fees.

Once you consider these 5 aspects before accepting a new job, you will be equipped to evaluate the position and decide if it’s right for you.

About Maeve:
Maeve Guidera, MBA, RD, LDN is an Associate Project Manager for Kettle Cuisine, LLC, a food manufacturing company in the greater Boston area. In her role, she acts as the liaison between Regulatory, Sales, Marketing and Culinary departments in new product development. Maeve can be reached at mfguidera@gmail.com, Instagram @maeve_rd and LinkedIn.
LEAP INTO A NEW ROLE & NEW RESPONSIBILITIES WITH AN OPEN MIND

By: Katie Barnes
Technical Sales Coordinator for Foodservice & Retail with Mérieux NutriSciences

Walking away from one job into another is a time for optimism and opportunity. It can be also be a time of heightened stress in a world of unknown. So how do you stay forward-thinking in your new role with an open mind? Having recently leaped into a new position as a technical sales coordinator, I developed the following list to keep myself open and on track for success:

KNOW YOUR PATH. Define your overall career goal and how to achieve it. This was my first crucial step upon being presented with my new role. Sales was not a direction I saw myself going in, but after some reflection, it became clear that what I really wanted was to make a positive impact on the food industry by creating and providing healthy, safe and quality products to consumers. Through my new position, I was going to have the unique opportunity to connect and work with many different brands discussing the very things that made me passionate about the food industry. Examine your new role and responsibilities and relate it back to your overall career goal.

OPEN THE LINES OF COMMUNICATION. Ask questions and communicate your needs, goals and areas of concern to your boss. Uncovering miscommunication can lead to easier workflow and a better relationship with your superior. A weekly call with my boss to summarize the week’s progress has also led to a mentor-type relationship. Finding that trustworthy figure, within or outside your company, who can mentor you through the development in your role can be a great source of advice.

BE BOLD. Make a point to schedule one-on-one meetings with new colleagues, get involved and integrate yourself into the company and profession. Getting a feel for the company helped me to make those personal connections leading to success and confidence.

STAY ORGANIZED. Make a daily list of what you wish to accomplish—sticky notes are my best friend! Keep your calendar up to date to manage the hustle of the workday.

OWN YOUR ENVIRONMENT. Make your workspace a place you feel comfortable working in, whether you’re in an office, clinic, or working out of your home. A relaxed environment will keep your mind open to new ideas and help to make strategic decisions about your tasks at hand.

Keeping an open mind led me down a new career path I did not expect…sales. Within the first six months of the job, I have already done business in 10 cities, dealt with over 100 foodservice companies and have the daily pleasure preparing companies for upcoming nutrition regulation. Leaping into a new role with new responsibilities may seem daunting, but if you wake up every day ready to embrace the adventures and opportunities in our industry, it might lead to a change that can be the driving force to your progress and growth.

About Katie:
Katie Barnes is the Foodservice Technical Sales Coordinator with Mérieux NutriSciences and resides in Atlanta, GA. She attended the University of Georgia and graduated with a B.S. in Dietetics and Consumer Foods. She completed her dietetic internship through Southern Regional Medical Center in Atlanta, GA with an emphasis in culinary marketing and sensory, and is preparing to take her RD exam this spring. Katie currently serves as the Co-Fundraising Chair for the Georgia Academy of Nutrition and Dietetics and the Membership Committee Chair for the Greater Atlanta Dietetic Association. Connect with Katie at katie.barnes@mxns.com.
HOW TO TURN YOUR INTERNSHIP INTO A JOB OFFER

Interview with Taco Bell Dietitian Marissa Thiry, RD
By: Reilly Brown
DBC Student EC Member

Marissa Thiry, RD
is currently a full time Registered Dietitian Nutritionist working on the Food Innovation Team at Taco Bell Headquarters in Irvine, California. Marissa graduated from San Diego State University in 2014 with a B.S in Food and Nutrition, and completed her dietetic internship with Aramark in May 2015. Before starting at Taco Bell in 2016, Marissa worked on the nutrition team at a PR firm in Chicago. During her time as an undergraduate student at San Diego State, Marissa was the first nutrition intern in Taco Bell history and left a lasting impression, making her an easy choice when a second Registered Dietitian position opened up in the company.

RB: How did you first land your internship at Taco Bell headquarters?
MT: It is kind of a crazy story! During my junior year of college, I was flying back home to Chicago for the holidays when I started talking to the lady sitting next to me on the plane. As we talked throughout the trip, I explained to her how hard it is to obtain a position/internship in the nutrition field without an RD credential.

Little did I know, she was a PR employee for Yum! Brands (parent company to Taco Bell, Pizza Hut and KFC) and gave me her business card. I followed up with her the next day and she sent me the contact information for Missy Nelson, the head Registered Dietitian at Taco Bell. I contacted Missy and found out she was starting a nutrition internship program. I became the first nutrition intern for Taco Bell and worked there for 3 months during my junior summer.

RB: What is it like working in nutrition at Taco Bell headquarters?
MT: Amazing! No two days are the same. As an RD in the food industry, you are required to work cross-functionally with many different departments (product development, legal, PR, marketing, operations, and finance), allowing you to build a unique skill set. The thing that I like best though, is being able to combine my food science background with my creative side. Taco Bell really inspires you to innovate and propose new concepts and ideas. I am honored to work at such an innovative, relative and cool brand that values nutrition.

RB: What are three interview tips for students to help obtain an internship in the food industry?
MT:
1. COME PREPARED! - Do your research before the interview. Know about the brand, the menu, the mission of the company, the job description, and the company’s competitors. To make sure I got a true understanding of the Taco Bell menu, I ordered 10 menu items the night before my interview to ensure I was properly prepared.

2. EXPRESS INTEREST AND YOUR VALUE – Make sure to express to the interviewer why you want to be there, and make sure they understand why you deserve to be there as well.

3. IT IS OKAY TO SAY “I DON’T KNOW” - If you are asked a question you don’t know the answer to during an interview, never make something up that can be fact checked by the potential employer. For example, if you are asked about the current sodium regulation in New York City and do not know the answer, do not simply make up something just to have a response. Instead, state that you do not know the answer but will follow up with your response when you send a thank you note.

RB: What tips do you have for current interns who are looking at turning their internship or volunteer position into a full time job?
MT: Learning should be the top priority during your internship, but it is never too early to demonstrate your significance and take charge to prove your worth. Showing your value throughout the internship will leave a lasting impression on the company and allow you to keep your lines of communication open after you’re done with your position. Express your desire and talk to your boss about a long term position early on in your internship. You can plant the seed about a future with the company even if a position is not currently available. In addition, keeping in touch with the company after your time there is valuable because you never know when a job will open up.

About Reilly:
Reilly is a graduate student at San Diego State University where she is completing her dual master’s in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor’s degree in Human Biology and Nutrition Science. Follow her on Instagram @thedivergentdietitian for fun recipes, nutrition tips and as she eats her way through Southern California.
Attention Students! Are you part of DBC’s mentorship program yet? Mentor Me with DBC is a resource to facilitate connections between DBC members for career enhancement in business and communications. The field is ripe with possibilities for non-traditional careers, and there’s no better way to explore new opportunities than by connecting with your peers to learn from their experiences. As a member of DBC, you have the unique opportunity to benefit from the guidance of experienced mentors through Mentor Me with DBC, our self-matching mentor program that enables you to find the best mentor to meet your individual interests, needs and goals.

STUDENT BENEFITS

• Get connected with mentors who have “been there, done that” in areas you’re interested in exploring
• Develop professional skills not focused on inside the classroom
• Identify professional development needs and formalize your goals
• Create a larger and more strategic professional network

HOW TO FIND A MENTOR

1. As a member, you can search for registered volunteer mentors on the DBC website
2. Mentors may have both a primary and secondary interest area. You may select one or both.
3. If you select the “Find Now” button, you’ll retrieve all registered mentors.

Any further questions about the mentoring program for students can be directed to reillybrown19@gmail.com

About Reilly:

Reilly is a graduate student at San Diego State University where she is completing her dual master’s in Exercise and Nutrition Science alongside the DPD coursework. Prior to attending SDSU, she graduated from NC State University in 2014 with a dual bachelor’s degree in Human Biology and Nutrition Science. Follow her on Instagram @thedivergentdietitian for fun recipes, nutrition tips and as she eats her way through Southern California.
The House of Delegates (HOD), as the voice of members, governs our profession and develops policy on major professional issues. The HOD Board of Directors governs the Academy, and Academy staff are charged with implementing the decisions.

The Member Services Advisory Committee (MSAC) has recommended that qualifications for Academy's Associate Members be updated. Recommendations include eliminating the Bachelor's Degree minimum requirement for those trades that do not require a Bachelor's Degree, adding new professional types and degree areas for Associate membership, and decreasing dues for Associate Members.

WHAT IS AN ASSOCIATE MEMBER?
Practitioners in a wide variety of fields related to health care, sports and fitness, culinary, and school nutrition may join the Academy of Nutrition and Dietetics as an Academy Associate. Associates have access to extensive benefits, including the Academy's Evidence Analysis Library, professional publications, networking opportunities and preferred pricing on resources and conferences.

The current qualification requires a minimum of a Bachelor’s degree granted by a US regionally accredited college/university or foreign equivalent, and training, certification, or license in one of the specified professions.

SUMMARY OF DBC SURVEY
A survey was conducted among DBC membership January 3-8th 2017. Forty-two responses were received and results were forwarded to the HOD for discussion. While DBC results expressed moderate agreement with MSAC recommendations, individual comments were similar to comments posted from all HOD delegates which skewed very negative.

BACHELOR’S DEGREE REQUIREMENT BE REMOVED: There is moderate agreement the bachelor’s degree requirement be removed for certified dietary manager, certified professional-food safety and certified culinary professional. However, 17 of 42 felt the BS requirement should not be removed overall.

ADDING ASSOCIATE CATEGORY MEMBER PROFESSIONS: There is majority agreement to add these professions for Associate Members: certified in comprehensive food safety; clinical psychologist; clinical social worker. Eight of 42 of responses indicated none of these should be added.

ADDING ASSOCIATE MEMBER DEGREE AREAS: DBC respondents were most positive about adding these degree areas for associate members: agriculture; biochemistry; microbiology; family & consumer science; home economics, hospitality & tourism; hotel restaurant & institutional management. They were not supportive about adding computer science.

Eighty percent (80%) of DBC survey respondents agreed that Associate member dues should be reduced from $232 to $170. Rationale - $170 mirrors the rate for Academy membership in other categories with similarly scaled back benefits. The financial impact on the Academy most likely will be minimal due to the current small number of Associate Members. In 2014 there were a total of 56 members, primarily physicians and registered nurses.

Overall, 81% agreed an expanded Associate Category would be of benefit to the Academy. Members are interested to recruit medical doctors, medical specialists, nurses and environmental and agricultural specialists/researchers to elevate our respect in the profession.

Click HERE for a copy of the MSAC recommendations.

The review phase of the motions to amend the Associate Membership category was Friday, January 27-February 13. Later in the process, delegates will have the opportunity to speak for or against the motions, and then vote. I will continue to update DBC membership as process progresses. Should you have any questions, please contact me at maryleechinrd@gmail.com.
Effectively dealing with change through negotiation or interviewing can take you to the next level or phase in your career. What’s important is how you position in. If you have a unique role within a company that is not historically accustomed to what you do, you have to constantly and uniquely sell yourself. Here are a few things to consider as you navigate the workplace.

**CHANGE** – Every year change brings a new set of challenges and opportunities. Change is inevitable and sometimes necessary for individuals and companies to thrive. 

*Position yourself through change by overcoming the fear of change and instead embrace it.*

**NEGOTIATION** – It happens every day. It’s how you influence and navigate the space that surrounds you to come to peaceful compromises that consider the needs, interests and expectations of all. Whether it’s corporate politics, playing the game, colleague personalities, or knowing your audience.

*Position yourself through negotiation by understanding your value to the organization, are prepared to deal with pushback, and can be creative about addressing new opportunities.*

**INTERVIEWING** – Isn’t just left for job interviews. One on one meetings with your boss/coach/mentor/colleagues are opportunities to interview and ask questions on expectations, evaluation, and constructive criticism in order to move on to the next level.

*Position yourself through interviewing by being prepared with supporting documentation for your “asks” and always be your most authentic professional self.*

Whether you’re dealing with change, negotiating for a raise or interviewing your current boss to understand what it will take to move to the next level, it’s important to uniquely position yourself in each setting. It takes research, time, and practice. In the end, always be true to yourself and you’ll come out on top, but sometimes that means moving on to the next opportunity.

Stay connected with us on Facebook, Twitter, LinkedIn, member-driven list-serv EML, and subscribe to our monthly and quarterly online newsletters through DBC Online.

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**UPCOMING EVENTS:**

**MONTHLY DBC MEMBER-HOSTED TWITTER CHATS**
- Join us in robust conversations around key topics of interest in the field of business and communications.
- Check the DBC calendar for details
- Interesting in hosting a Twitter Chat? Contact us!

**NEW! PHOTO CONTEST**
- Show us how you #DBCatWork! Details [here](#)
- Watch our video [here](#)

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**About Missy:**
Missy leads nutrition strategy and is part of the Food Innovation Team at Taco Bell Corporation. She is responsible for regulatory and scientific affairs, and nutrition communications and marketing, working closely with executive, legal, brand marketing, and public relations teams on internal and external outreach. Prior to joining Taco Bell, she taught women and children essential culinary nutrition skills, and published a cookbook called WIC Tested, Dietitian Approved for the WIC Program.
Job interviews and related negotiations are an opportunity to demonstrate who you are as a professional and a person – your mission, vision and values – which may not be easy. As a DBC member, you are in the unique position to demonstrate this to potential employers a little easier than others. Not only are you a food and nutrition expert, you are also a business and communications leader – a DBC member. Leverage DBC to help you find and fine-tune your mission and how your actions can impact and provide added value to the potential employer and the respective company.

Similar to what the DBC Sponsorship Team does when pursing a sponsor, look at what is important to your potential employer. Determine what they see as a value and highlight your respective skills, how you can help fulfill their needs and why you can do it better than others. Look at ways you and the company can work together to help each other achieve respective goals, making the relationship a win-win situation for everyone. Sharing this information during the interview will help the potential employer see your ability to be strategic and your business acumen.

LET YOU SHINE THROUGH

By: Jennifer Seyler, MS, RD, CPT
Sponsorship Chair

You will never get what you don’t ask for.

UPCOMING DBC EDUCATION EVENTS:
March 21, 2017, 4 pm EST – DBC TED Talks
April 12, 2017, 4 pm EST – Webinar: “Eating beyond the Headlines: Sorting Evidence from Emotions”

YOU MIGHT GET WHAT YOU ASK FOR...

By: Sonja Stetzler, MA, RDN, CPC
Education Chair

Sonja is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to senior level leaders within organizations. Sonja is a national speaker, and in her 30-year career has held positions in food service management, food industry sales, sales management, and quality assurance. She currently serves as an adjunct faculty member at Queens University of Charlotte. Sonja has been a member of DBC for over 20 years. Connect with Sonja at sonja@effectiveconnecting.com.

About Sonja:
Sonja is the president and founder of Effective Connecting, providing executive coaching and communications-centered training for mid-to senior level leaders within organizations. Sonja is a national speaker, and in her 30-year career has held positions in food service management, food industry sales, sales management, and quality assurance. She currently serves as an adjunct faculty member at Queens University of Charlotte. Sonja has been a member of DBC for over 20 years. Connect with Sonja at sonja@effectiveconnecting.com.

About Jennifer:
Jennifer Seyler has nearly 15 years’ experience within the nutrition/fitness marketing and communications space. She has provided US and global counsel to 40+ brands, including Abbott Nutrition, Mars brands, Gatorade, and Clorox brands. Jennifer currently serves as the immediate past president for the Illinois Academy, and as a Board of Director member for the Chicago Food and Nutrition Network. She lives in Elmhurst with her husband and two children.
The membership survey conducted earlier this year asked what member benefits you, our members, found to be most valuable. Networking and mentoring topped the list. The membership committee felt we could enhance both of these benefits, and we set forth to do so.

Networking is an essential business tool, but not everyone is good at it. It isn't always easy to walk into a room full of people you barely know and initiate a conversation. So how do you become proficient with your networking skills? Network of course! DBC would like to help you build these skills in a casual, no expectation environment. We are excited to announce that we are bringing back our DBC Regional Networking opportunities. We would love for you to join us as a host or a guest. If you are interested in hosting, email ezoucha@eznutritionconsulting.com and we will assist you in the details.

These events will be pop-up style events, set in a non-formal atmosphere and provide our members with an opportunity to network with other RDNs. Visit the DBC Website, Facebook, or Twitter for upcoming events.

The Mentor Me with DBC program will also be getting a facelift. Our goal is to be able to provide Mentees a list of mentors with specific skill sets that they are in need of at a specific time. This would allow the mentee to access multiple mentors for a specific skill, i.e. interviewing skills. Watch the website for more information. Email ezoucha@eznutritionconsulting.com if you are interested in being a Mentor.

MEMBERSHIP BENEFITS – LOOK WHAT’S NEW!

By: Elaine Farley-Zoucha, RD, LD, LMNT
Membership Chair

Elaine is the owner and President of EZ Nutrition Consulting, PC & Associates, specializing in Food Service Systems, Geriatric Care, and Quality Management for long term care facilities. As a national speaker on nutrition and culture change in long term care, she inspires her audience to lead and empower their staff to enhance the dining experience for the clients they serve.
Know your worth – early on I learned that companies benefit from both bottom line and goodwill (solid customer base and excellent customer relationships). My worth in addition to managing the “bottom line” was attracting new business based on a history of responsibility and results – goodwill. Having this knowledge made it easy to request higher income and eventually buy into the company. Understand the value that you bring – Whether you are providing clinical services, management, sales, education or the many other areas that RDN’s provide professional service, understand what you do and your worth to the organization.

Regardless of what you’re negotiating for (a new job, a raise, or promotion), go in with the facts. Be prepared to discuss why you bring value to the organization. Have you brought in a significant amount of new business, improved efficiencies, or started new programs that benefited your employer? Whatever it is you’ve accomplished, make sure you can point to that while you’re negotiating. It’s hard to argue with someone who’s contributed to the bottom line.

When negotiating a raise or salary, be sure to do your homework! Determine what others in your position are making to build your case. I’ve used PayRaisePrepSchool.com and Guidestar.org to benchmark salaries and create a framework to prepare for the conversation. Develop a Plan A, B and C, so you still walk away with what you view as a “win,” even if it isn’t 100% of what you wanted.

When interviewing for a new role, it is important to understand as much as possible about your employer so that you can identify their ‘pain points.’ What is it about the role they are looking to fill that will help them solve an internal problem or challenge, and how can you help them with that? Be sure to have examples ready from prior experience at work or school that will highlight relevant skills and demonstrate that you are the right person for the role.

Keep in touch, even after a contract is completed. I will forward pertinent articles, reports, research, and send holiday greetings (Chinese New Year’s is one of mine). Frequency depends upon the relationship. It keeps you visible for future work.

Doing a personal and professional SWOT analysis will give you confidence and allow you to stand out among other candidates. Be truthful and true to yourself.
When asked about your weaknesses, respond with a skill-based answer rather than a personality-based answer. For example, saying, “My public speaking skills could use polishing, which is why I regularly attend Toastmasters” is better than saying, “I’m a perfectionist.”

Don’t be afraid to counter-offer. If the other party in the negotiation sets the anchor (gives the first offer), then counter with what you are thinking is a fair offer and be sure to back it up with facts as to why you think it’s fair.

Go into the interview prepared, spend the time to research the company and have a list of comments and questions ready.

Be aware of your body language - it speaks more loudly than the words you use. Pull your shoulders back, hold your head high, and be your best self - this projects confidence. If your body language suggests that you are tentative, you have lost your power in your negotiation.

Walk into your interview with confidence. When I am nervous my body shows it with slouched shoulders, head leaning forward, and that general nervous aura. When I find myself with this body language I immediately lift my head, throw my shoulders back, and stand up straight. That triggers my “I’m fabulous” mode. I walk into the meeting feeling confident, eager to learn more about my interviewer, share my strengths, and solutions to their problems.

Take initiative and be assertive. Only you can carve out your destiny: I was not hired to be Taco Bell’s dietitian, but as their product developer. After a short time, I realized there was a significant value to my background at work. After building up courage through the help of a mentor, I marched into the head of the department’s office and said, “I want to own nutrition at Taco Bell. I don’t know what that means or what that looks like but I know I can take it to unprecedented levels.” 6 months later, I got the expanded role and have never looked back.

When negotiating the terms of a new position, think big picture. For example, if the company can’t provide all the vacation days you ask for, ask them how else they can compensate you for not giving you all those days. The first time I tried this, the company added $5K to my salary in exchange for the additional one week of vacation I requested – we went to Mexico!

Your annual performance review is a great opportunity to negotiate for a raise. Document your work, highlight your accomplishments, and have an open conversation with your boss. By demonstrating how your work and skill set helps achieve the organization’s strategic priorities and bottom-line, your boss will be hard-pressed to say “no” to a raise and risk losing a valuable and effective employee.

When you’ve been offered a new position and you’re wondering if you should ask for more -- just go for it, especially if you’re a new dietitian starting out. Your first salary can determine your future salaries as you gain more experience. A good rule of thumb is to aim for 5k more than the original offer. Speak to your strengths and even leadership positions you may have in professional groups (like DBC!). Most likely the employer will come back and accept your terms or at least meet you halfway. If not, discuss other areas for negotiation such as reimbursements for continuing education. At the end of the day, know your worth and have confidence in your capabilities!”
Online and virtual interviewing is becoming extremely popular and a common trend in interviewing for a distance or out of state DI. For these interviews, make sure that you approach it like a traditional interview. This is a mistake I have made in the past. Make sure to dress to impress, prep your questions and treat it like an in person interview! Just because the interview is “virtual” does not make it any less important to potential employees/ preceptors.

In order to secure my current job, I made sure to do my research on the position, as well as find out more about other people working in the department. That way, there were no surprises when I arrived for my interview. I also made sure to ask questions about not just the position, but also how I will work with others in the department. This showed my willingness and interest to work with others -- a big part of the position.