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MESSAGE FROM THE CHAIR

By: Becki Holmes, MS, RDN, LDN

Welcome to 2018!

Each year, we use the turn of the calendar to reflect on renewing ourselves, our health and our career aspirations. But why do we wait for the new year to reflect on these priorities when we could be working toward being our best selves year-round?

Many New Year goals also tend to be introspective and isolated to self-improvement. In this issue, we are encouraging our readers to stretch beyond self-improvement and ask the question: What problems are we solving as a profession?

Shaping the future of the dietetic profession is a large and ambiguous undertaking; especially considering recent economic conversations about machine-learning and automation. Some are hypothesizing that robotics and artificial intelligence will replace tens of millions of jobs over the next decade, and task-based work and narrowly defined jobs will likely be the first to go. What does this mean for dietetics, and how do we empower practitioners to be more than a job title and set of defined tasks?

Empowerment starts with an invitation to think creatively. It means inviting colleagues, superiors and mentees alike to think beyond the job title, diagnose problems, and propose solutions. It’s easy to fall victim to day to day transactions of life and work, so I challenge you to take a few steps back and re-envision what contributions you’re going to bring to the field of nutrition and dietetics. Imagine being no longer limited by a job title, what problems are you going to solve? What solutions are we going to develop?

Shaping the future is something for which we are all accountable, and DBC has long been recognized as a collection of members pushing the practice to develop and share invaluable skills. Get involved, and help us clear the runway for the future of dietetics.

We hope you find inspiration in this issue, and as always we welcome feedback!

Best,
Becki Holmes, MS, RDN, LDN
2017-2018 Chair, Dietitians in Business & Communications Practice Group

About Becki:
Becki Holmes is the Founder of Foodwit – a scientific and regulatory consulting agency serving the food, restaurant, life sciences, and e-commerce industries. She has held scientific and regulatory leadership roles at Red Bull North America and Starbucks Coffee Company with accomplishments including deployment of compliance strategies for nutrition labeling, trans fat, sodium reduction, menu labeling, and caffeine initiatives. Becki is an active member of the Academy of Nutrition and Dietetics and has served in a variety of elected and appointed positions within the Dietitians in Business & Communications practice group and the Academy’s Legislative and Public Policy Committee. In her spare time, Becki enjoys spending time with her husband and two kids in Portland, OR.
LETTER FROM THE EDITOR

By: Nicole Arcilla, MS, RDN, LDN

Welcome to our Winter Issue, DBC!

Last year we celebrated the Academy’s Centennial year at FNCE® in Chicago. We took a look back and discovered the roots of our profession - feeding our soldiers and nation as a whole during a time of war. Nourishing those who are sick and are in need has been the foundation of our profession. Today as we look back in more recent years, we now know that this is not the only role we play as dietitians. As the needs of the population have changed, we’ve expanded our reach and become leaders in the health and wellness industry, as well as the food industry. Our profession has grown immensely and will only continue to do so. In this year’s Winter Issue we take a look at some career trends in our profession and what to expect in the future - from growing our presence in the media, to incorporating mindfulness exercises into our practice, to going beyond nutrition recommendations and becoming subject matter experts in where our food comes from too.

CONSIDER BEING THE STUDENT REPRESENTATIVE TO THE EXECUTIVE COMMITTEE!

This position will 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. Find complete information on this position here.

Applications are now being accepted until March 15th. Click here to apply. Good luck!

GOOD LUCK!

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TRENDS IN FOOD SYSTEMS AND AGRICULTURE

By: Jennie Schmidt, MS, RD

As experts in food and nutrition, more dietitians are finding themselves amidst discussions with clients and consumers about food systems and the means by which food is produced, with little foundation with which to respond. A growing number of consumers and RDNs are interested in how food is grown, where food comes from and just who is it that produces those tomatoes, or green beans, or tofu. In the years since I stopped practicing clinical dietetics and became a full time farmer, I’ve seen changes in the farming practices that we use on our own farm, how farmers across the nation have embraced new and different markets, and how consumer demand can drive things either closer to or further away from the sustainability continuum. We as RDNs know that people can be fickle when it comes to food preferences, and that has been amplified with the use of social media and misleading headlines. To a lesser degree, farmers like me have also jumped on the social media bandwagon in order to provide transparent and authentic stories about what we do and don’t do on our family farms, to share our farms with folks who don’t often encounter a #actuallivingfarmer (a hashtag that trended on social media last year!)

Only 1% of the US population is a farmer like myself. That’s no different than an RDN writing an individualized plan for a patient. Follow some actual living farmers on social media – there are a lot of us out there. Most importantly, stretch your preconceived notion about agriculture – if you believe indoor barns are factory farms, arrange to visit one, easily done by connecting with your county’s extension service; if you have questions about GMOs, find farmers who speak or blog about them and ask questions; visit small and big farms, ask questions that challenge your belief systems. Our dietetic profession is an important voice in the food and nutrition conversation and food and farming is part of that discussion.

Reference 1. https://www.usda.gov/media/blog/2017/07/20/diverse-family-farms-are-important-us-agriculture

About Jennie:

Jennie Schmidt is part of a 3rd generation family farm growing grain, vegetables, and wine grapes at Eastern Shore Maryland. When she’s not on a tractor, Jennie is active in several agriculture organizations. She is passionate about connecting people with food and farming, emphasizing the importance of global food access and sustainability in our food supply. Jennie holds a BS in Human Nutrition and International Agriculture from UMass and an MS degree from the University of Delaware in Human Nutrition with a focus on Food and Agricultural Biotechnology. Follow her Facebook and Blogspot at The Foods I Farmer. You can also follow her on Twitter @FarmGirlJen and Instagram @JiffyJen.
THE FUTURE OF NUTRITION PROFESSIONALS IN SOCIAL MEDIA

By: Libby Rothschild, MS, RD, CDN

The field of dietetics is fast changing. In America, consumers’ interest in nutritional science has never been greater. Registered Dietitian Nutritionists (RDNs) can direct their career into private practice, writing, speaking, consulting, personal training, culinary work and beyond. Where dietitians were once pigeonholed into focusing on the three rotations of our dietetic internship: food service, clinical and/or community—that expectation is rapidly expanding.

Modern RDNs have expanded their roles from traditional clinical work into now representing private practice, corporate wellness, diabetes education, and lucrative public media opportunities.

Libby Rothschild, MS, RD, CDN, is a social media influencer and academic content creator. As an educator, Libby believes in creating an ongoing interactive dialogue about nutritional science using videos to create an experience which appeals to multiple learning styles. Libby creates an authentic and highly engaging dialogue on social media reaching more than 10 thousand individuals, mainly registered dietitians and nutrition students. Libby monetizes her brand by creating online courses which are approved for continuing education. She currently works as an outpatient registered dietitian helping undernourished communities in the South Bronx, New York City. Follow her on social: IG: @libbyrothschild, LinkedIn: @Libby Rothschild, Youtube: @libbyrothschild, Email: amrothschild@gmail.com

About Alexis:
Alexis Ray is a Wellness Specialist for Plus One Health Management where she provides nutrition counseling, group presentations, and oversees nutrition operations for the onsite gym. She is the DBC Take 5 Editor and Creative Content Co-Chair. She received her MS in Exercise and Sports Nutrition from Texas Woman’s University and her BS in Nutritional Sciences from Texas A&M University. Alexis is also a Registered Yoga Teacher in the Dallas area. She enjoys combining her passion for both nutrition and yoga into her career. Connect with Alexis via email (alexis.rajay@gmail.com) and on Instagram (@livelnspiredRD)

GOING BEYOND NUTRITION AND LEADING THE WELLNESS INDUSTRY

By: Alexis Ray, MS, RD, CSSD, LD, RYT

Over the past several years, corporate wellness programs have seen the focus shift from ‘wellness’ to ‘well-being’. While both words are similar in meaning, there are some differences. Wellness focuses on health while well-being is more holistic in nature. We know what we do with our physical body (this includes our dietary choices, how much we exercise, and our daily posture) could affect our overall health, but more research is showing that our thoughts, feelings, beliefs, and attitudes could also play a part. By examining well-being, it tells us how others perceive their life is going.

The corporate wellness industry is growing and dietitians are finding themselves in a prime position to pave the way. Job duties can differ depending on what the client, company, or school is focused on in their wellness program. You might be asked to analyze health and wellness trends within the company, develop wellness programs, present at lunch and learns, coordinate and staff health fairs, and work with chefs to ensure healthy options at an onsite cafeteria. I work with clients who are mainly consultants and corporate executives, whose work hours can be extremely demanding and often accompanied with high levels of stress.

Two topics my clients want to discuss more often during consultations are mindful eating and intuitive eating. During these conversations, we could discuss nutrition, but we also talk about how they view food and exercise, and ways to incorporate mindfulness-based practices into their daily routine.

With additional training and certifications, you might also be asked to teach activities like yoga or meditation classes. Mindfulness-based activities are increasing in popularity as people look for ways to create more balance and focus at work. Mindfulness-based activities like yoga and meditation can help to create greater awareness. I started doing yoga almost five years ago to help combat stiffness and a lack of flexibility that was becoming more prevalent in my life. What I got from yoga was so much more! Yoga helped me to reframe how I view and handle stressful situations. What I have learned and continue to learn on my mat, has begun to translate into my life as well. By integrating these other areas of well-being alongside nutrition, we can help our clients create more balance and be satisfied with the foods they are choosing to nourish their bodies. As dietitians, we have the training and knowledge to support them on their well-being journey.

References

STUDENT CORNER SEEKING MENTORS TO SHAPE YOUR FUTURE

By: Shu Feng Tsao

Mentors are defined as experienced and trusted advisors, who usually volunteer their time, knowledge, experience, and expertise to provide individuals with advice and guidance in a specific field. Many of us would not be where we are today without mentors: a teacher in school, a supervisor at our job, or someone guiding us with support, education, and direction. When my journey in nutrition started, I wondered: “How do I find mentors and how do I build a relationship with them?”

4 Tips to Identify Mentors
Know your wants and needs
A mentee should be precise in what he/she needs assistance with, so the mentor can be matched up with a mentor that best fits him/her. Defining what your goals are is important to determine the direction

About Libby:
Libby Rothschild, MS, RD, CDN, is a social media influencer and academic content creator. As an educator, Libby believes in creating an ongoing interactive dialogue about nutritional science using videos to create an experience which appeals to multiple learning styles. Libby creates an authentic and highly engaging dialogue on social media reaching more than 10 thousand individuals, mainly registered dietitians and nutrition students. Libby monetizes her brand by creating online courses which are approved for continuing education. She currently works as an outpatient registered dietitian helping undernourished communities in the South Bronx, New York City. Follow her on social: IG: @libbyrothschild, LinkedIn: @Libby Rothschild, Youtube: @libbyrothschild, Email: amrothschild@gmail.com

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Seeking Mentors

1. https://www.takingcharge.csh.umn.edu/what-is-the-mind-body-connection
Know the difference between a mentor and a coach

A coach is someone who instructs, trains, and acts like a tutor. Mentors are meant for guidance. In Jean Caten’s article “Mentor Me - How to Select and Use a Mentor to Enhance Your Career Success,” she states that it is certainly not a prerequisite. We websites and profiles and see what you admire and respect. Review their management, public policy or more, a mentor in communications, private Academy’s eMentoring does not outgrow or abuse the mentor/consortship relationship. In Jean Caton’s article “Mentor Me with DBC: http://www.dbconline.org/members/page/mentor-resources/”

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2. Academy of Nutrition and Dietetics’ Mentoring Resources: http://www.eatright.org/membership/student-member-center/mentoring-resources/
3. How to Build a Strong Mentor/mentee Relationship: https://www.eatright.org/2017/02/03/how-to-build-a-strong-mentormentee-relationship/
4. 8 Ways a Mentor Will Help You Find Career Success: http://www.budbilanich.com/mentor-career-success/
Looking Out to Innovate in Our Profession

By: Sonja Stetzler, MA, RDN, CPC
2017-2018 DBC Education Chair

Roger von Oech, author and creativity expert, has stated, “Nothing will make a field stagnate more quickly than keeping out outside ideas.” In my work life, as a communication strategist and public speaking coach, I get the opportunity to meet professionals from many different fields with expertise in areas that I am not familiar with. As a result of this, I read books and articles that I would not have thought of reading, or attend educational events outside of dietetics. This gives me a better understanding of how our world is changing - exponentially! These opportunities shed light on the creativity and innovations that can be used in our profession to help us become more creative in how we provide value and service to our clients.

I challenge each of our members to look outward and engage in at least one activity this New Year that takes you out of your comfort zone. You might be surprised at the insights and growth that occurs, and perhaps what a better practitioner you might become.

In this webinar, participants will listen in as Amanda Foti, MS, RDN, LD, focuses on how we as dietetic professionals can help improve global health through food and nutrition. This is our guiding light as we continue relationships with sponsors and build new relationships.

Upcoming Events:

March 21st, 4-5 PM EST - DBC Webinar “Three Trends in Nutrition Communications”. The landscape of nutrition communications is changing! This webinar from the DBC DPG will explore three growing areas of nutrition communications, including tele-health and virtual counseling, online webinars, and smartphone applications. In this webinar, participants will listen in as Amanda Foti, MS, RDN, CDN talks about how client experience and provider/client relationships benefit from the flexibility and communication of virtual counseling, how online webinars can increase business reach and growth, and how apps strengthen provider/client relationships and nutrition communications.

April 11th, 5 PM EST - DBC Book Club “Ask Outrageously: The Secret to Getting What You Really Want” by Linda Swindling. Book Description: Based on Linda Swindling’s original research and her experience helping people make high-stakes requests in everything from business negotiations to marriage proposals, this book offers proven approaches to improve your asking and boost your chances of success.
The future of any field is shaped by its leaders, and thanks to those who voted, the next leaders of DBC have been chosen:

Chair-Elect: Deanne Brandstetter  
Treasurer: Sarah Hendren  
Nominating Committee: Jackie Schultz (NC Chair-Elect), and Sherry Coleman Collins

Congratulations to our new leaders! Thank you again to everyone who had a voice in the future of our organization.

The Academy continues to support the RDN through their regulatory and legislative agendas. Currently the Academy is actively involved in a member Action Alert: Urge Your Members of Congress to Co-Sponsor the Cost-Saving Treat and Reduce Obesity Act (TROA)

The bipartisan Treat and Reduce Obesity Act of 2017 (H.R. 1953; S. 830) would allow a registered dietitian nutritionist or other qualified nutrition professional to provide intensive behavioral counseling services for Medicare beneficiaries with obesity. TROA offers clinically- and cost-effective solutions to addressing the nation’s obesity crisis. Let your members of Congress know where you stand and urge them to support this bill to improve health care access and reduce health care costs!

DBC BUSINESS INSIGHTS | WINTER 2018

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I like to focus on quarterly goals that build into annual ambitions. If you set goals too far ahead, you may lose out on opportunities right in front of you.

Every day is a new day filled with opportunity and distractions. To keep my eye on the future, in the evening I create a plan for the next day. When I get to work I work on the most difficult things first and in my car to remind me daily where my focus should be. Seeing this list throughout the day serves as a reminder, if it doesn’t fit the focus areas then I must decline whatever it is being asked of me. This past year it was difficult to keep on track with my goals due to taking too much on. As I begin 2018, I have done a lot of soul decisions that I face.

As I face the last few months of my career and face my professional retirement, I am often reflecting on my favorite part of my current position, least favorite, what I do well and where I struggle. Great questions for any stage of your career. But as I think about what I will do next, my fundamental goal is the same: be the best version of myself...I keep it as a reminder for pursuing all activities and decisions that I face.

I have been using the BestSelf Co journal for the past several months and it really helps me plan out my day for the immediate tasks as well as carve out time for self care and working on smaller tasks that drive me towards my longer term goals. I also use Notion, an online tool, to help me keep track of projects and collaborate with coworkers for short term and long term business goals.

One strategy that has worked for me is to post my goals on flip chart projects as my space only allows for 7 post-its at a time. I have a planner with the expectation that everything is going to be just fine, I do not want to take part in, the decision is clear and still on par with who I am as a professional, a mom, a wife, and...me.

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MARKETING & COMMUNICATIONS CHAIR
Sarah Hendren, MS, RDN, LDN, CD
Sarahnicole0046@gmail.com

Staying on top of my professional development portfolio at work and having frequent check-ins with my boss about my goals helps me accomplish my professional goals. For my personal development, I listen to Podcasts, keep quotes in my daily planner and make a screensaver with a quote I really like. This helps as a constant reminder of what I’m trying to accomplish.

ASSOCIATE NEWSLETTER EDITOR
Allison Stock, RDN
allison.stock@qfs.com

I rely heavily on Google Calendar to stay on track with my goals. I set personal deadlines for myself and block time to work toward long term development goals, to make sure that my time doesn’t get gobbled up with daily tasks and other things that pop up unexpectedly. I love that I can access my calendar on my phone or laptop - so no matter where I am, I can stay on top of my goals.

STUDENT MEMBER CHAIR
Shu-Feng Tsao, MS
shu-feng.tsao@uconn.edu

In a world full of distractions, staying focused on my future goals has never been easy. I create a vision board that serves as a constant reminder of what I am working toward. The “why” behind these goals is crucial as it will serve as motivators.

TAKE 5 EDITOR & CREATIVE CONTENT CO-CHAIR
Alexis Ray, MS, RDN, CSSD, LD, RYT
Alexis.neal.ray@gmail.com

In early January, I write down my short term goals for the year and then update my long term goals from the past year as needed. Educational opportunities, books, to do lists, and motivational quotes keep me on track and focused throughout the year. This year, I also purchased a calendar that has more space to write. I added stickers and used colored pens to keep me inspired every time I look at my calendar.

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ACADEMY DPG RELATIONS MANAGER:
Susan DuPraw, MPH, RD
sdupraw@eatright.org

I stay focused on future goals by recognizing my core values in each of my goals. For instance, I have a future goal of getting another degree to further my career in the field of dietetics. Within this goal is my personal core value of a willingness to learn. If my goals are driven by my values, that’s what keeps me focused. It’s been super fun and inspiring!

CREATIVE CONTENT CHAIR
Tyler Rolling, MS, RD
tyler.e.rolling@gmail.com

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DBC OFFICE:
Barb Pyper, MS, RD, SNS, FAND & Jan Oliver, RD
dbc@quidnunc.net / @DBCDPG

WINTER WISHES FROM OUR TEAM TO YOURS!

Thank you for catching up with DBC Business Insights. We hope you will check out our next issue, coming this May.