



dbc DIMENSIONS

DIETITIANS IN BUSINESS & COMMUNICATIONS®



Message From The Chair... *Annette Hinton, MS, RD, LD, CEC*

Here it is, nearly time for FNCE Hawaii! Can you believe the great location? In addition to all of the excellent educational opportunities, there will be super networking events in fabulous locations with island music, tropical breezes, and sunsets like only Hawaii can provide. Come early to attend our education session with DBC members and expert speakers Kathy Wilson-Gold and Terri J. Raymond. Check out the Spotlight column on page 8 to learn more about our fabulous speakers. See the box below for a complete listing of the program session and events sponsored by DBC.

The Executive Committee spent a planning day in June working with DBC member Roberta Peirick, an organizational leadership development consultant. Roberta helped us identify and define the action plans to move DBC quickly and successfully to

our shared **Vision** (DBC members are leaders in business and communications for the dietetics profession) and **Mission** (Leading the future of dietetics).

The Executive Committee voted to focus on a few initiatives. Emphasis will be placed on providing resources to enhance membership communication skills (look for exciting programs in the near future), increasing the number of geographical representatives to provide more regional opportunities for DBC members to gather and network, and creating an Industry Council to strengthen industry partnerships and provide guidance for an executive leadership program.

DBC is for and about you. Join a committee, write an article for the newsletter, plan a local event for members, and contact the Executive Committee members with your ideas and suggestions. **We look forward to seeing everyone at FNCE Hawaii. Aloha!**

-Annette Hinton, MS, RD, LD, CEC

DBC EVENTS AT FNCE HAWAII

DBC Board Meeting: Saturday, September 16, 7:30 a.m. to 1:00 p.m., at the Sheraton Waikiki Hotel in the Kahuku meeting room. All members are welcome to attend.

DBC Informal Networking Event: Saturday, September 16, 1:30 to 3:00 p.m., in the Esprit Patio overlooking the water, at the Sheraton Waikiki Hotel. Please watch the listserv and web site for information on how to register for this complimentary, **reservation-only**, member and sponsor event.

ADA opening night party "A Taste of Hawaii": Saturday, September 16, immediately following the opening session. The event, co-hosted by DBC and ten other dietetic practice groups, is being held at the Sheraton Waikiki, on the lawn facing the beach. Tickets are available from ADA on the FNCE registration form at www.eatright.org or through Compusystems at (866) 451-6444. Ticket price is \$50. Over 2000 members and guests are

expected to attend this open-air event featuring traditional island music and food. Look for our group to be identified on signage listing DBC with balloons attached.

DBC Program Session: Sunday, September 17, 11:30 a.m. to 1:00 p.m., at the Hawaii Convention Center. "Values, Vision, Determination: Creating Success & Satisfaction in Your Career," Speakers: Kathy Wilson-Gold, and Terri J. Raymond. Don't miss this exciting session; Kathy and Terri have something for all members, early, mid- or late-career.

DBC Showcase: Monday, September 18, from 10:30 a.m. to 1:00 p.m., in the Ala Halawai Concourse (level 3) of the Hawaii Convention Center. Come check us out and bring your business cards to have personalized luggage tags made.

***Note: DBC will not be hosting a breakfast networking event this year, due to the early start time of FNCE program sessions.**

In This Issue

1 Chair's Message

1 DBC Events at FNCE Hawaii

2 How Do I Rate as a Marketer?

4 An Inside Look at the DBC Mentor Program

5 Creative Ways to Boost Your Pay Power

6 Dynamic Nutrition Presentations

8 DBC Spotlight

9 DBC Movers and Shakers

10 Mimicking Media to Teach Nutrition to Kids

11 The Topline

12 Executive Committee



How Do I Rate as a Marketer?

Essential Elements of Effective Marketing

By Jean R. Caton, MS, MBA, RD

Marketing is an essential skill for everyone—whether you are applying for a job or promotion, work in a large corporation, own a small business, are employed in a hospital, seeking a loan from the bank, or “speed dating.” The fundamental concepts of marketing apply in all of these situations.

“Effective marketing is about understanding the target market needs of your business and satisfying those needs better than the competition.”

Many people think that marketing is about advertising and selling goods and services. It is much more. Effective marketing is about understanding the target market needs of your business and satisfying those needs better than the competition. If you work for a company, your skills and passions are your product, and the company management is your target market whose needs you must satisfy. Growing a small business or advancing your career in the corporate world requires effective marketing.

How do I Rate as a Marketer? After reading each of the following sections, check **Yes or No** to the statement in bold. Tally up your responses and see how you rate below.

Marketing Plan: When you map the route for your vacation, it is essential to *know where you want to go*, or else you may arrive at a place where you do not belong. The same is true for your career or small business. A clear vision of where you want to be in the future will pull you toward your goals. Your vision might be to be a vice president in the company where you work or to develop a small business that operates virtually across the globe. Clarify your vision, assure it is consistent with your values, and then document the mission, goals, and strategies for your business or self-marketing plan.

I have a clear vision for my business or my career, and a marketing plan to achieve that vision.

Yes No

Target Market: A common marketing mistake is lack of a clear understanding of WHO your customer is and what motivates them

to be willing to buy your product. (People are motivated to buy on emotion and perception; not logic.) Carve out a distinct target that demonstrates a need or problem that you satisfy better than your competition. Too broad a target—being all things to all people—leaves you without a clear and distinct position. You will not stand out among your competition, you will not be able to design an effective marketing strategy, and you will be spread too thinly. If you work in a large company and want to advance in your career, your target market is everyone inside the company and in your external network who can influence your career, be an advocate for you, or provide positive word of mouth.

I can specifically describe the needs, problems, wants, or desires of my target market and define how my product/service satisfies that need better than the competition.

Yes No

Product (Service): A product is successful only if it **satisfies a customer need** in a way **superior to the competition**. Always describe your product in terms of its benefits to the customer and not the product features. If you work in a company, YOU—your skills and abilities—are your product. Feedback from others in your organization on the perception they have of you is essential. A 360° Feedback Assessment tool is an effective way to get honest and accurate feedback.

I understand the difference between product features and product benefits and always use customer benefits to describe my product/service.

Yes No

Brand: A business or personal brand reflects your expertise and communicates a perception of what you are the best at doing, what you/your business stands for, and how you contribute value. Your brand creates an image in the mind of your employer or customer. Tom Peters says, “Be distinct or be extinct.” Develop a strong personal or business brand that makes you distinct.

I have a distinctive, memorable brand that reflects my unique strengths, and creates a positive impression about me and my business.

Yes No

Elevator Speech: An elevator speech (E-Speech), sometimes called a 30-second commercial, is a short, effective way to answer to the question that we have all been asked thousands of times—“What do you do?” Often we answer with a long and complicated response or a job title. An E-Speech is a short, effective way to answer that engages

the person asking the question in a conversation, develops a relationship, referral, and new business. In the corporate world, an e-speech describes to others exactly how you bring value to the company. It is far more effective than answering with your job title or business name.

I can answer the question “what do you do?” in a clear, concise elevator speech (30-second commercial).

Yes No

Confident Impression: You may be the best small business or the most capable employee in your department, but if you don't communicate that to others, they will not be aware that you have a product (skills and abilities) they want to “buy.” An individual who does not create a self-confident capable impression is often passed over for promotions, raises, and key assignments despite her actual ability. External impression comes from internal self-image. You convey a strong and self-confident impression only if that is the way you feel inside. Talk to the “self-critic” in your head if she is not being unconditionally constructive. Polish your verbal and non-verbal communication until you radiate confidence.

“Mastering essential marketing skills will significantly enhance your ability to develop a thriving small business, or get the promotions, salary and job progression you deserve.”

When I meet others, I create a confident and competent impression that makes them feel certain they want to do business with me.

Yes No

Networking Skills: Whether you enjoy or avoid networking, it is a vital part of your marketing strategy, so it is important to do it well. Exchanging a few business cards, the “cardboard connection,” is not effective networking. Neither is sitting in the corner with a friend eating the snacks and drinking the wine. Networking allows others to get to know you, and creates good “buzz” or word of mouth for you. Effective networking requires that you mingle and meet new people, ask them questions, listen to them, offer to be a resource for them, and create relationships.

I use networking effectively to develop relationships that are good for my business or career advancement?

Yes No

Score:

6-7 YES Great job! You are on the success track.

4-5 YES Good job. Take steps to convert the No's to Yeses

0-3 YES Lack of marketing most likely is hindering your advancement.

Your business and career success will skyrocket when you convert all No answers to Yes.

Mastering essential marketing skills will significantly enhance your ability to develop a thriving small business, or get the promotions, salary and job progression you deserve. Good marketing essentials are the difference between surviving and thriving in business. If you are serious about succeeding in business, you must overcome fears and doubts about marketing yourself or your business. Take action to fill gaps in your marketing skills by reading, attending teleclasses or seminars, and seeking out a mentor, or coach.

*Jean R. Caton, MS, MBA, RD, is a Speaker, Coach, and Marketing Strategist for Small Businesses and former marketing executive for several Fortune 500 companies. Jean's coaching niche is businesswomen, especially RDs. She is author of the E-Book **Marketing Me! ... A Woman's Guide To Business Success By Self Marketing.***

Jean manages McKinley Coaching and Consulting LLC from her virtual business from offices in St Louis, MO, and can be reached at MyCoachJean@JeanCaton.com or (314) 807-6328. Check out www.JeanCaton.com.

Join the DBC Mentor Program!

Do you want to help a fellow member reach their maximum career potential? Are you looking for some career guidance from a colleague who has “been there, done that”? Whether you are a mentee, a mentor or both, there is much to be gained from joining the program. If you are inspired by the story on page 4, now is the time to express your interest. Sign up on the DBC web site or contact the Mentoring Co-Chairs with any questions or ideas for the program. The program is growing, so get excited for new great things to come! Contact Marsha Diamond (mbd@cbord.com) or Jaime Schwartz (Jaime.Schwartz@ketchum.com) with your ideas or your interest. **We can't wait to hear from you!**

An Inside Look at the DBC Mentor Program

By Jamie Schwartz, MS, RD, and Roberta Duyff, MS, RD, FADA

The Mentor Program gives DBC members who are looking to focus their career paths toward business and communications, an opportunity to be paired with skilled members who have an expertise to share and tutelage to offer. Here is an example of a relationship between a new member of DBC and the dietetics profession, looking to get her foot in the door, and a seasoned professional who helped guide her on her way.



The Mentee:
**Jaime Schwartz,
MS, RD**

I completed my Dietetic Internship in May 2002 and was ready to jump head first into my career. I was full of energy and optimism for my future in a non-traditional RD role, but the inevitable catch-22 of “it takes experience to get experience” was a major obstacle. As a student member of ADA, I was just learning about the resources available to me and came across information about a group of RDs who were in positions I hoped to hold one day. I was so excited to learn that DBC existed and that I had the opportunity through the Mentor Program to be paired with someone who could answer my millions of questions and give me advice. I emailed Linda Schuessler, Mentor Chair at the time, who provided me with the name of a member who had signed up to be a mentor whose interests were similar to mine.

In my first email to Roberta Duyff on June 15, I introduced myself and my goals, asked for her perspective on what step I should take next, whether I should go to graduate school, and requested she share a little about her own career path. I did not know exactly how or even if she could help me, but it was comforting to know that I had someone to whom I could ask questions. Roberta’s encouragement and outlook was

just what I needed! She reassured me that even in my clinical position, there would be lots of opportunity to start writing and be entrepreneurial and that being in a traditional setting would give me context for my future direction. She suggested that I join groups and participate in activities that bring together careers that appealed to me and that would give me an opportunity to begin to network with others. Roberta reminded me that getting well grounded in my first job while starting to position myself by networking with other industry and communications professionals would prepare me to make the move when the right opportunity came along.

There wasn’t any formal structure to our relationship. I would email Roberta for advice and she would respond with supportive words and guidance. She even sent me a cute congratulations e-card after I passed the RD exam that September. We’d keep in touch over email and she always seemed to have an ear out for opportunities that would allow me to get more involved. When FNCE was around the corner, she forwarded my name to a colleague who was looking for an extra set of hands at an event. When Roberta (from St. Louis) was chatting with a colleague (from New Jersey, where I lived) who mentioned she was looking for a graduate research assistant, she recommended me. Two years later when I was graduating with my master’s degree, Roberta checked in to see how my job search was going. And now, two years later, we cross paths from time to time through our professional roles. The DBC Mentor Program provided this motivated yet naive dietetic intern with hope and encouragement for my career. I likely would have eventually found my own way on my desired path, but having a mentor who provided such incredible perspective certainly was a critical piece and will always be invaluable to me.

Jaimie Schwartz, MS, RD, works for food and nutrition clients at Ketchum, a public relations agency in New York City, and also does

consulting work through her company, Portable Nutrition. She can be reached at Jaime.Schwartz@ketchum.com.

The Mentor: Roberta Duyff, MS, RD, FADA

What a joy to mentor the next generation of nutrition professionals—and how exciting to help a young professional follow her passion and take those early career steps in today’s world of nutrition! When Jaime Schwartz asked me to be her mentor, I was honored and impressed. Her goals were focused. She was taking charge of her career. Not only was she open to advice, she was ready to listen, to act, to take risks and opportunity, and to look at the big picture of her career. As her mentor, it’s been rewarding to offer perspective, provide guidance, and watch Jaime’s career evolve and blossom ... as she walks in her own shoes.

As professionals, what a satisfying opportunity mentoring gives each of us! As part of a professional support team, we



“As mentors, we easily get back as much as we give ... and likely much more! As mentees learn from our experiences, we also learn from their fresh perspectives.”

not only help other professionals reach their potential and goals, but also take moments to reflect on our own career path, knowledge, skills, and insights—and perhaps the bigger context of career opportunity—something

CONTINUED ON PAGE 7

Creative Ways to Boost Your Pay Power

By Pat Katepoo, RD

"We don't have the budget for your raise request." This was the main reason supervisors denied a raise request, according to 73% of 168 dietitians responding to a Career Coach RD online survey conducted earlier this year. Whether budget woes are a reality or an employer smoke screen, dietitians can apply creative ways to boost their pay power in the form of time. Here are a few examples.

Amy is a nutrition communications manager for a small food company. She has been there for three years and enjoys her job, but since getting married last year, she had been wanting more personal time outside of work. Amy's manager does have a budget for pay increases, and at her most recent performance review, she was offered a 4% merit raise. While accepting her boss's recognition of her achievements, Amy negotiated to "trade" her raise for a flexible work schedule of every other Friday off. In other words, she exchanged the 4% increase for a 10% reduction in work hours (eight fewer hours in an 80-hour pay period = 10%) without a reduction in pay.

Keeping 80-hour pay for 72 hours of work translates into a hefty raise. Yet, while a raise of 10% in real dollars is outside most employers' parameters for pay increases, the time exchange costs them nothing in hard dollars. Amy's proposal was accepted and she now enjoys 26 three-day weekends a year. With her work flexibility in place, she plans to accept future raises in dollars.

Several years ago, while working as a full-time outpatient nutritionist in a public health setting, I proposed a four-day workweek without any cut in pay. The executive director stridently opposed. During the same negotiation session, I suggested a 5% reduction in pay to go along with my request for a 20% reduction in hours (i.e., a 32-hour workweek). He agreed—with employee benefits fully intact. (I believe trimming even a fraction of my salary appealed to him; in a non-profit setting,

"Keeping 80-hour pay for 72 hours of work translates into a hefty raise. Yet, while a raise of 10% in real dollars is outside most employers' parameters for pay increases, the time exchange costs them nothing in hard dollars."

any amount of savings looks good!) If such a request sounds gutsy, it is! Pulling it off depends on timing, your perceived value, how supportive your manager is, and which key responsibilities you will retain. In any case, present your job restructuring in writing, detailing how you'll continue to get the job done. An added bonus: figured on an hourly basis, these time-for-money trades are a jump in remuneration which sets the stage for much higher pay in future jobs.

You may conclude that a 40+ hours-a-week schedule is your only practical option. Yet many DBC members are "knowledge workers" who have several portable work tasks that can be done from a wired home office. Telecommuting on two days out of the workweek can boost your pay power through dollar savings. For starters, you save money on gasoline, dry cleaning, and meals out (drop four time-draining commutes and you'll have more time and energy to prepare meals). Telecommuting can also whittle down workdays that stretch for 10+ hours as you plow away on a crucial project or a pressing deadline. How?

Double-digit productivity gains are well-documented among employees who work from home as it virtually eliminates all socializing and many interruptions. (That's a strong selling point to your boss.) You will enjoy greater concentration, better workflow, less time wasted, and more productive work output in fewer hours. Result? You recoup some lost family-time hours a couple of days a week.

Recognize that negotiating a flexible work arrangement gets you more time. "Time is money," so start a plan today to apply these creative ways to boost your pay power.

*Pat Katepoo, RD, is a certified career coach who owns two career web sites, WorkOptions.com and CareerCoachRD.com. She is the author of the **Ready-for-a-Raise e-Workbook for RDs**.*

Helpful Resources Suggested by Pat:

Web Sites:

<http://WorkOptions.com>

Flex Success Proposal Template: An e-workbook for negotiating telecommuting and other flexible work arrangements.

<http://www.getflexappeal.com>

Flex Time - A Working Mother's Guide to Balancing Career and Family.

<http://familiesandwork.org/3w/toolkit/web-page-toolkit.html>

Workplace Flexibility Toolkit.

<http://www.worklifevisions.com/>

Work + Life "Fit" Blog.

<http://workfamily.com/>

Work & Family Connection, A Work-Life Clearinghouse.

<http://careercoachrd.com/clinic.htm>

Free Call-in Negotiation Clinic for Dietitians.

Book:

A Woman's Guide to Successful Negotiating, by Lee Miller and Jessica Miller



Dynamic Nutrition Presentations: How to Captivate Your Audience

By **Tricia Silverman, RD, LDN, MBA**

Are you looking to make your presentations more catchy and interesting? There are many fun strategies you can utilize to dazzle your audience and have

them asking you back for more presentations. I call them the *Eight Great Captivation Factors*. Throughout the following factor descriptions, I list helpful resources that can enhance your presentations. These are in bold lettering.

Captivation Factor #1: Create an Attractive Display

There is no need to spend tons of money to create an eye-catching display. I used to secretly call my display “the traveling garbage display” because it was a collection of the boxes, containers and wrappers from foods that I had previously eaten. Having performed more presentations, I now choose to use some real boxes of foods (they don’t fall down as much). One very successful display focuses on whole wheat. I purchased a great whole wheat poster from **Food and Health Communications**

(www.foodandhealth.com) and mounted it on a cardboard stand. Surrounding this poster, I arrange various packages of whole grain items such as cereals, oatmeal, pasta, quinoa, millet, brown rice, frozen meals that use whole grains, and whole wheat flour, among other items. At **JoAnn’s, Michael’s, or your local craft store** you can find inexpensive fruit and vegetable models that add a bright colorful touch to your display. Relevant books also are a part of my displays. Other themes I use for displays are Fruits and Vegetables, and Omega-3 Fatty Acids.

Captivation Factor #2: Fun Food Ideas

Food draws a crowd! In fact I have purchased a great apron that states, “I am just here for the food,” from www.coolaprons.com. I wear it to some of my presentations and cooking demonstrations. Food really reinforces your message. It allows people to try foods such as almond butter that they may never have tried due to its price, and the fear of wasting money on a product they may not like. A great treat to share is apples or vanilla nonfat yogurt with nut butter (cashew, almond and peanut, etc.). Trail mix stations can be fun, and easy for you to set up, too. Sometimes I put out a bowl of whole grain cereal like *Kashi Heart to Heart*, a bowl of mini-boxes of raisins, and a bowl of almonds. I provide baggies and have measuring cups and spoons available, so people can measure out and pack up a healthy snack.

Captivation Factor #3: Dynamic Demonstrations

What great fun it is to see people’s eyes widen and mouths drop when I show them how many packets of sugar are in soda with an idea I learned from Pat Sullivan, MS, RD, LDN, Grant Manager of the Pennsylvania Dietetic Association Foundation. I line up a soda can, a 20 oz bottle, and one of the extra large size cups from a popular convenience chain. I then drop down from my hands the taped together sugar packets representing the amount of sugar in each container of soda. Then I show them how many calories and pounds just one soda a day can add up to over a year (Yikes! Around 15 pounds for just one can!). I also like to demonstrate portion sizes by having people pour out how much cereal is in a typical bowl. I use granola for this to show that many people are pouring out three or more times as much cereal and therefore

three times as many calories than they think they are consuming from glancing at the label.

“It is critical to work on your most important asset: YOU! Change the volume and tone of your voice to emphasize points. Have passion for your subject. Capitalize on your unique style.”

mug or glass of wine ([see www.greatbigstuff.com for some great nutrition props](http://www.greatbigstuff.com)). If I ask them to grind flax at home—a request that is so foreign to many people—I bring in the flax and a coffee grinder and show them how it’s done. I often do this in my *Healthy Breakfast* lecture where I serve cereal and yogurt, so they can try a sprinkle of the flax. I also bring in real foods to demonstrate weighing and measuring. We always tell people meat portions should be the size of your palm, however I find the audience finds it more useful when I show them an actual 3-4 oz. cooked chicken breast. I keep it in a see-through baggie to avoid any mess.

Captivation Factor #5: Humor

Using humor generates interest in your presentation, highlights ideas, creates memorable visuals, makes your lecture more enjoyable, fosters relationships, and ultimately repeat customers. Poking fun at yourself is best to avoid offending the audience. Nutrition cartoons can generate smiles. One of my favorite sites for purchasing cartoons is www.cartoonstock.com.

Captivation Factor #6: Prizes

Do not underestimate the power of prizes! It keeps the participants interested and electrifies the atmosphere with increased excitement. I use samples from food companies. **US Mills is a wonderful**

company that produces healthy products and offers samples of tasty oatmeal packets and Uncle Sam's cereal that can be given out as prizes. Contact Katy Schuler at 1-800-422-1125 or kschuler@usmillsinc.com to request samples. Sometimes I purchase inexpensive prizes to give away such as a can of beans. People are so happy to win a prize, no matter what it is.

Captivation Factor #7: Audience Audit

Interaction with the audience is critical. Ask questions, use a flipchart to record answers, and have them fill out handouts. Know about the audience beforehand. Ask the person who invited you to speak questions that can make your visit more meaningful. Where do they shop for groceries? What restaurants, health clubs, and walking trails are in the area? If visiting a new town, I often check out their local health food store, so I can offer great tips and suggestions for healthy foods to try locally.

Maintain eye contact with your audience members. If you give yourself enough time and show up early, you can meet and greet the audience beforehand. This makes it easier to interact and make eye contact with the people you are there to help. Watch for nonverbal cues. If people are snoozing, it may be time to inject another captivation factor.

Captivation Factor #8: The YOU Factor

It is critical to work on your most important asset: YOU! Change the volume and tone of your voice to emphasize points. Have passion for your subject. Capitalize on your unique style. Are you dynamic, humorous or friendly? When I think of dynamic, I think of Susan Powter, famous in the 1980s for telling us to, "Stop the Insanity." She really created a buzz in the diet and fitness world with her infectious spirit and high energy. When I think of humorous, I think of Richard Simmons running around with his famous shorts and big hair inspiring us with funny and heartwarming stories. When I think of a famous friendly person, I think of Al Roker from The Today Show. Do you notice that he is the host that is most often interacting with the crowd outside? I believe this is due to his friendly nature. If you are friendly, you may want to capitalize on your strength by making your presentation more interactive (focus on Captivation Factor # 7). If you are more like Richard Simmons, capitalize on your strength in humor, and if you are more like Susan Powter, use your electrifying energy to wake people up and catch the spirit of good health.

Captivation Timing

"Use at least one attention-getting device [i.e., captivation factor] every six to eight minutes..." says, Tom Antion, author of one of my favorite books on speaking, *Wake 'Em Up! How to Use Humor and Other Professional Techniques to Create Alarmingly Good Business Presentations.*

Using the Captivation Factors to spice up your lectures will keep your audience energized and inspire them to make your nutritious suggestions a part of their lifestyle.

Tricia Silverman, RD, LDN, MBA, is the Editor of DBC Dimensions and the owner of Nu Tricia's Lifestyles, a nutrition and business consulting firm in Massachusetts. She specializes in delivering high-energy, fun and informative nutrition presentations. She recently shared her tips with other RDs and received great reviews of her presentation, "Dynamic Nutrition Presentations: How to Captivate Your Audience," at the Massachusetts Dietetic Association Spring Meeting. To book Tricia for your meeting, contact her at (781) 381-0154 or tricia@nutrilifestyles.com. Check out her website at www.nutrilifestyles.com.

CONTINUED FROM PAGE 4

we often overlook in our busy workdays. Our network can help open professional doors for mentees. (What fun I had knowing that Jaime's graduate assistantship that I'd suggested was so successful for her and the university.) The advice and resources that mentors share can be leveraged in so many new ways, in helping mentees gain a better foothold for establishing their career paths—especially when they are as enthusiastic and have the "can-do" perspective that Jaime has. As mentors, we easily get back as much as we give... and likely much more! As mentees learn from our experiences, we also learn from their fresh perspectives. Together we grow both professionally and personally. Jaime and I have been each other's "cheering squad" as we've both celebrated professional milestones. And what could be more rewarding than knowing that the passion we have for food, nutrition, and dietetics will continue to grow and develop in the accomplishments of others!

My relationship with Jaime has come full circle – not only as mentee-mentor. Four years after our first conversation, our paths cross in different ways. In her new professional position, Jaime has become my client – currently working as a nutrition expert in a public relations company with whom I consult. Now as professional peers – and supportive friends – I look forward to our relationship developing in many new directions throughout our careers. I suspect Jaime and I will always be mentee-mentor ... but as the years go by, who will wear which hat? Thank you DBC for this wonderful opportunity!

Roberta Duyff, MS, RD, FADA, is a food and nutrition author, spokesperson, and consultant to the food industry, media, educational and government organizations. Roberta has written for ADA, including the ADA Complete Food and Nutrition Guide and 365 Days of Healthy Eating.



DBC Spotlight on Terri Raymond, MA, RD, CD

Interview by Carol Berg Sloan, RD

Our members would love to hear about your company, Dietitian Consulting Service (DCS), that you own and manage.

My company employs registered dietitians who provide nutrition and dietary consulting to long term care facilities. We serve the entire spectrum of population from children to seniors. In the future, we are hoping to expand our service to include individual counseling. In addition, I have a degree in organizational design and renewal, and through a service I call *Renewed Dimensions*, I work with organizations to create strategic plans that support healthy work environments.

What is one of your most memorable days?

Previously, I worked in contract food service and eventually became part owner of a northwest regional company serving five states. As a “hands-on-manager,” I enjoyed and appreciated the opportunity to serve our clients and their guests. One of our colleges hosted many

“The members of DBC offer great support and unique ideas and answers to any questions. They have challenged the status quo and believe in themselves and their competence.”

dignitaries including past presidents. When Jimmy Carter visited, we gathered a team of our local chefs and production specialists to provide a northwest dining experience. The entire staff worked diligently throughout the day preparing for the event. The facility sparkled including the plate glass doors leading to the service area. Former president Carter was just stepping from the limousine as we attempted to push a cart of hors d’oeuvres through the plate glass sliding door, which had been locked shut for security. Quickly and without any hubbub, the team righted the cart, straightened the displays, and we were set and ready at service time. The gift of teamwork is priceless.

What advice can you share with students or newly minted dietitians who want to work in business and communications?
Use your membership in DBC, communicate and network. You can meet RDs who work in many different areas of business and communications. You can learn about what they do and how they created or discovered their current position. The members of DBC offer great support and unique ideas and answers to any questions. They have challenged the status quo and believe in themselves and

their competence. In addition to contacting other RDs, get involved with DBC. Contact your geographical representative and volunteer to help on a committee, or work on an event. The more energy you put in your membership, the greater the rewards.

Job opportunities seem endless for DBC members. What are some of the highlights and challenges they face in today's job market?

There are a myriad of job opportunities in the business and communications arena. And with today's technological advances, you can work independently of brick and mortar. You can live anywhere and have your dream job. However, with this type of working scenario, there is the potential for additional travel, which presents a challenge to finding that balance between work and family life. As well, this is a time of knowledge-based economy. The more you know, the more you are worth. It is important to learn from each job and take every opportunity to advance your skills. Life-long learning is no longer a choice, but necessary to remain competitive. Increased knowledge equals increased marketability and opportunities.

Share three things DBC membership has meant to you?

Membership in DBC means inspiration, education and collaboration. Every DBC event is an opportunity to be inspired by the work and accomplishments of fellow members. Career-supporting education is always available via the newsletter, annual and local meetings, and teleforums. Many members are published and there are booklists of important business books to read that support cutting edge knowledge. The listserv and the members-only section on the web site are quick and easy ways to find fellow members who can collaborate with you on a new project, issue or challenge. DBC has it all!

Tell us a bit about your upcoming session at FNCE.

I am looking forward to speaking together with Kathy Wilson-Gold in our presentation titled, “*Values, Vision, Determination – Creating Success and Satisfaction in Your Career*. ” I will explain how recognizing your values, creating a personal vision, and using critical communication skills combine for career satisfaction and success. We will also explain how volunteering for DBC and ADA can further enhance these skills and provide networks and pathways to even greater success and financial compensation.

See Terri and Kathy’s presentation, “*Values, Vision, Determination: Creating Success & Satisfaction in Your Career*,” on Sunday, September 17, 11:30 a.m. to 1:00 p.m., at the Hawaii Convention Center.

DBC Spotlight on Kathy Wilson-Gold, MS, RD, LD

Interview by Carol Berg Sloan, RD

Tell us about your position as Senior Manager - Healthcare for Campbell Soup Company, and some of the responsibilities.

As the Senior Manager - Healthcare for Campbell Soup Company, I am responsible for the management, growth, and development of key healthcare national accounts in the US. Other responsibilities include development and marketing of new products, healthcare promotions, and marketing, including tradeshows and customer meetings, as well as strategic healthcare planning.

Work days can be fun, interesting or stressful. What is one of your most unusual days thus far in your career?

As you might expect, every day is different and that is what I like about my job. One of my more unusual days in my career was the day I flew with a group of senior level hospital administrators to my corporate office on the company jet. On the way home I was allowed to fly in the "jump seat" and watch the plane land. It was awesome!

What advice can you share with students or newly minted dietitians who want to work in business and communications?

There are some key attributes that are important in your success, most of which are not learned in a book. My personal opinion is that you must have passion for what you do, as well as a positive attitude. The other important nugget I can share is to remember to check your ego at the door. There isn't room for

"There are some key attributes that are important in your success, most of which are not learned in a book."

both of you at the table. Too many times we let our personal feelings get in the way of our business.

What are some of the significant issues facing DBC members in today's work environment?

The healthcare landscape has changed dramatically over the last five years. I believe that one of the most difficult issues facing DBC members is understanding all the intricacies in the marketplace, and then communicating this information upward to senior management.

How has DBC membership affected your career?

DBC is important to me for two reasons. First, it is one of my key networking groups. I have several mentors and confidantes in the group that I can turn to for advice, counsel, and sometimes even for support when things get tough.

Tell us a bit about your upcoming session at FNCE.

The session at FNCE is a "must attend." Terri and I will be discussing how to enhance your career success and increase your personal satisfaction throughout your career lifecycle while adding value to your employer/organization. We will also be discussing how to use volunteer experience as a vehicle to provide skills development and networking, which create opportunities for increased financial

compensation. I think the key take-away from my portion of the presentation is how to strategically plan your career.

Movers and Shakers

Kate Geagan, MS, RD

Kate co-hosted the Field to Plate Comparative Exchange Forum on Childhood Obesity and School Lunch, in Challans, France, in April 2006. The conference brought senior level health and nutrition experts from across the spectrum of childhood obesity, school lunch and nutrition policy together (including USDA, foodservice management, food industry, culinary, retail, and private practice areas) for a week of presentations, roundtables, and visits to a successful French school lunch pilot program. There were presentations from leading French public health experts as well. Fellow DBC member Hope Hale was one of the keynote speakers. Field to Plate is planning two Comparative Exchanges: France in April 2007 and Rome in September 2007. Visit www.fieldtoplate.com for more information.



Field to Plate Exchange Forum participants taking a day to tour cultural places of interest in the Loire Valley, France. Shown here, Azay le Rideau.

CONTINUED ON PAGE 12



Mimicking Media to Teach Nutrition to Kids

By Jill Pakulski, BS

'A' is for Apple.
'A' is red. 'A' is
drawn like an
upside-down hat.

When teaching a preschooler the alphabet, we say it, show it, draw it, and ask them to do the same. Soon we have a literate second grader, now doing the same techniques with words and sentences. Clearly, we understand that we learn in many ways, and that offering the same information in many ways increases its retention. In particular, we learn by doing.

To reiterate the daily newsflash, national statistics say 30% of kids are overweight, and 15% are obese. In New York City, 43% are overweight, and 24% are obese. Obesity statistics are highest among minority groups, with one-third of Hispanic children classified as obese.¹ The war to fight the epidemic is on, with a spectrum of advocates from communities to federal governments mobilizing to create programs targeting childhood overweight like VERB, SPARK (Sports, Play, & Active Recreation For Kids!), and Activ8kids. These programs use media to promote their programs and have the research to document their effectiveness. The current trends in overweight prevention are recommendations by organizations to ban advertising to kids, limit television watching, and encourage more physical activity. The programs follow what we now know is effective at changing behavior: considering barriers, benefits, health threats, and outcomes to health behavior change, as well as readiness for change, and teaching skills to make the change. But nutrition education **competes** with an intensely pervasive and persuasive media environment. Health professionals are reacting to childhood obesity, but is anyone listening? Ronald McDonald continues to serve over 47 million per day. Unlike teaching the alphabet, which doesn't have to compete against any other foundations for the English language, nutrition education is one of many messages.

Our efforts face a tough crowd: media-savvy kids. Kids watch an average of three hours of television a day, promoting sedentary activity and mindless munching to unhealthy ads. Of the 40,000 commercials a year, 10,000 are for food. Eighty percent of these food ads are for unhealthy foods.² And the tactics used prey on a child's love of excitement and imagination, using thrilling cartoon characters, slogans, songs, and repetition to communicate their message. Prove the effectiveness of these tactics yourself by singing "Ba-da-ba-ba-da" to any child. They will unconsciously croon back the McDonald's, "I'm lovin' it!"

If healthy foods and messages could follow the same model as their unhealthy counterparts, how would we do it? Kids are far more advanced with technology than any previous generation. Companies no longer fight for the product rights, but the rights to release in alternative media like film, television, video games and web content.³ The popularity of alternative media may be due to the interactive element, missing from typical television. The popularity of these media reinforces that kids are choosing to interact—they have a desire for independence, yet still have an imagination. The recent success of Disney's *"High School Musical"* TV movie proves this formula. High school must not be so bad if everyone ends up together, happy and singing. Before the show even aired, cast appearances told of future success in downloads. The single, "Breaking Free," rose from 84 to four on the Billboard charts, the steepest rise in 48 years.⁴ *"Deal or No Deal,"* originally targeted at women from age 18-49, is one of the hottest programs on broadcast among 2-11 year olds because it draws on family stories and is unscripted fun.⁵ Like advertising, an otherwise uninteresting message comes to life through the medium.

Kids speak media. Speak their language:

- **Cross the Spectrum of Media:** Sing songs, create skits, make interesting visuals out of

household things, create voices to deliver information. For example, use a British accent when discussing "the research shows..."

- **Icon Recognition:** Create a character that is distinctive, exciting, and identifies with kids.
- **Repetition of Slogans:** Sum up your point in a few words and repeat it throughout your lesson.

- **Teach by Doing:** What better way to teach the benefits of exercise than to *DO* the benefits of exercise? Hopscotch is weight-bearing exercise!

- **Teach in All Learning Styles:** Say it, show it, and do it!

- **Step Up to the Plate:** Film your work, place it onto a DVD, and then on your website for downloading.

- **Shift a Social Norm:** Break down the "everyone is doing it" phenomenon about body hating, poor exercise, and eating habits. Using the above techniques establishes that learning about health is cool and fun.

It is important to bring nutrition education out of academia and into the mainstream media world. This is the say and do of teaching health to kids.

Jill received her BS in Nutrition from Penn State and is an MS, RD candidate at Teacher's College, Columbia University. She is the creator of **Jumping Jacks with Jill** (www.jumpingjill.com).

Resources Suggested by Jill

www.jumpingjill.com

Jumping Jacks with Jill: An interactive kid's exercise show that teaches nutrition through movement and about exercising while exercising.

www.tc.edu/centers/life

Linking Food and the Environment (LiFE) An inquiry-based science and nutrition program.

www.fruitandveggiefun.com

"Shake It Up!": An award-winning collection of 17 fruit and vegetable songs as part of the Nutrition Network of Los Angeles

CONTINUED ON PAGE 11

Highlighting the latest hot spots from research, industry, and government, as a service to DBC members.



- It's official. Organic is no longer a niche market. It is now mainstream, mass market. What pushed it over the edge? While the organic growth rate running about 20% annually in a grocery industry which hasn't seen significant growth in some time enticed many food companies and grocers to get in the business, Wal-Mart's entry into this arena has now made the category mainstream. The retailing giant is suggesting that they can offer organic at typical Wal-Mart prices. They have started advertising aimed at the group most likely to start purchasing organic – new parents. But Wal-Mart's move into organic at low prices raises questions for those steeped in the organic world. Top of the list is whether Wal-Mart's well publicized strong arm tactics of forcing down prices with their vendors are going to compromise the true integrity of organic product. There is also the well-publicized concern over supply of organic ingredients. With Wal-Mart's grocery power in the U.S., will there now be enough ingredients available for all the players who sell and make organic products? If Wal-Mart truly can bring organic products—with their lack of pesticides and synthetic ingredients—to the masses, there appears to be obvious benefit for consumers and the environment. But the question to think through is whether it's really a benefit for the industry and consumers in the long run...?
- There's been much debate in our professional community as to whether glycemic index/load will really catch on as a consumer trend. It is complicated to communicate and expensive to test for. Questions remain such as, is it index or load that will be the industry standard, and is there really efficacy behind glycemic index for weight control? Many good questions are being asked, but its movement up the trend curve is a given in my mind. NutriSystems is now using it as leverage in their weight management program. Even The Zone, formerly touting the perfect blend of carbs, protein and fat, has moved on to the glycemic index/load.
- Soft drink volumes fell in 2005, for the first time in over 20 years. That's great news, from a health perspective, right? Not necessarily so. It appears that these soft drinks are not necessarily being replaced

with water. According to Beverage Digest, sales of energy drinks are expected to jump dramatically in 2006—as much as 70% from \$3.5 billion in sales last year. *Red Bull*, *Monster* and *No Fear*—the names appeal to a young audience—are loaded with sugar, caffeine and a variety of other nutrients, supplements and botanicals. They make outrageous claims—from weight loss, to boosting energy, to performance enhancement—that are not supported with science. Eventually consumers will catch on that these drinks are not any better than soda. Hopefully it is sooner rather than later.

- The benefit of omega-3 fatty acids has been around for a while, and these good fats have gotten plenty of positive press over the past few years. But the difficulty has been in getting omega-3s into the food supply. A key source is fatty fish, and once extracted, the oil is fairly unstable. But it appears that this trend is about to change. General Mills recently signed a 15-year agreement with Martek for DHA (docosahexaenoic acid). In February of 2005, Martek signed a similar agreement with Kellogg. If either of these food giants launches products (and don't assume it will be cereal) fortified with omega-3s, it could definitely have a snowball effect, driving a trend that is long overdue and making this important nutrient readily available for consumers.
- Looking for the latest "must read"? While not on any best seller list right now, *The Secrets of Word-of-Mouth Marketing*, by George Silverman, and *Buzz Marketing*, by Mark Hughes, are well worth the time. These types of reads can drive nutrition professionals to really examine how to be successful in communicating health in a whole new way.

Annette Maggi, MS, RD, LD, FADA, is the author of two books and multiple magazine articles. Her expertise is in food labeling, nutrition strategy, project management and communications. If you have an idea for the Topline, send an email to annette.maggi@dsm.com

CONTINUED FROM PAGE 10

Unified School District.

www.cfrcnyc.org

Cookshop Program: A hands-on approach to better nutrition.

[www.dole5aday.com/MusicAndPlay/
M_Home.jsp](http://www.dole5aday.com/MusicAndPlay/M_Home.jsp)

5-a-Day Fruit and Vegetable Tunes by Dole.

www.foodplay.com

Foodplay: Live theater show developed by

Barbara Storper, MS, RD, that combines juggling, characters, music, magic, and audience participation with motivating health messages to help children take charge of growing up healthy and fit.

Sources:

1 Frieden, Thomas and Adam Karpati. New York City Department of Health and Mental Hygiene. Health Disparities in New York City. Based on the NYC DOHMH Survey of Elementary School Children. 2003.

2 Lynn, Andrea. TV ads market junk food to kids, new study finds. *News Bureau*. University of Illinois. October 24, 2005.

3 Schiller, Gail. Licensees looking to go multiplatform. *The Hollywood Reporter*. June 20, 2006.

4 Gundersen, Edna. 'High School,' the musical. *USA Today*. Feb 27, 2006.

5 Fitzgerald, Toni. Younger viewers: for the wee ones, it's 'Deal or No Deal.' *Media Life Magazine*. June 9, 2006.

Executive Committee List 2006-2007

Visit Our Web site at: www.dbconline.org

CHAIR
(Joyce) Annette Hinton, MS, RD,
LD, CEC

CHAIR-ELECT
Maureen Leugers, MBA, RD

PAST CHAIR
Bonnie Lorbaken, RD

SECRETARY
Debbie Lofley, RD

TREASURER
Karen Payne, RD

NOMINATING COMMITTEE CO-CHAIRS

Paula Williams, RD
Jessica Donze Black RD, MPH

GEOGRAPHIC REPRESENTATIVES:

GEOGRAPHIC REPRESENTATIVE CO-CHAIRS

Robie Wright, MA, RD
Dana Luyet, RD

BOSTON AREA
Peggy O'Shea, MBA, RD, LDN

CHICAGO AREA
Sylvia Meléndez-Klinger, MS, RD,
LD, NCSF

HOUSTON AREA
Robie Wright, MA, RD

LOS ANGELES AREA
Carol Berg-Sloan, RD

KANSAS CITY AREA
Andy Grove, RD, LD

MINNEAPOLIS AREA
Alicia Baird, RD, LD

NEW YORK AREA
Elie Krieger, MS, RD

PHILADELPHIA AREA
open

WASHINGTON, D.C. AREA
Lisa Kelly, MPH, RD

COMMITTEE CHAIRS:

COMMUNICATIONS CHAIR
Linda Schuessler, MS, RD

FNCE COMMITTEE CO-CHAIRS
Hope Hale, MS, RD, CD
Debbie Lofley, RD

SPONSORSHIP CHAIR
Maureen Leugers, MBA, RD

SPONSORSHIP COMMITTEE
Cynthia Parker
Karen Chowdhury

LEGISLATIVE & PUBLIC POLICY CO-CHAIRS
Cindy Wolfgram, RD, LD
Kimberly F. Stitzel, MS, RD

MEMBERSHIP/MARKETING CHAIR
Marcia D. Greenblum, MS, RD

MENTORING CO-CHAIRS
Marsha Diamond, MA, RD
Jaime Schwartz MS, RD

PROFESSIONAL DEVELOPMENT CO-CHAIRS
Venesa W. Strong, RD, MNS, MBA
Jane M. Dunn, MS, RD, CD

FRIENDS OF DBC REPRESENTATIVE
Cindy Parker

NEWSLETTER EDITOR
Tricia Silverman, RD, LDN, MBA
editordbc@nutrilifestyles.com

WEB SITE MANAGER
Cheryl Robinson, MS, RD, LD

SPEAKERS' BUREAU CHAIR
Melissa Joy Dobbins-Buoscio MS,
RD, CDE

VOLUNTEER COORDINATOR
Terri Raymond, MA, RD, CD

DBC LISTSERV MANAGER
Erika Devore, MS, RD

PAST CHAIR COUNCIL
Hope Hale, MS, RD, CD
Bonnie Lorbaken, RD
Margie McAllister, MS, RD, LD
Donna Smith Becker MS RD LD
Naomi Watanabe Kakiuchi, RD, CD

ADA SUPPORT & DBC STAFF:

ADA/DPG MANAGER
Susan DuPraw, MPH, RD

PROFESSIONAL ISSUES DELEGATE
Margie McAllister, MS, RD, LD

DBC ADMINISTRATIVE OFFICE
Kathy Miller

***Note: Visit our website at www.dbconline.org for Executive Committee contact information.**

Movers and Shakers

Jill Pakulski, BS

Jumping Jill has landed! Jumping Jacks with Jill, an interactive kids' exercise show where kids learn about and develop healthy bodies, has officially opened. Jumping Jacks with Jill, created and performed by nutritionist Jill Pakulski, employs tools of mainstream media to make learning about health as exciting as American Idol! Rather than waiting for a theater to house the project, or a grant to find Jill's lap, Jumping Jacks with Jill opened as a street show among the magicians and jugglers in Central Park, New York City in June 2006. To Jump with Jill, visit www.jumpingjill.com. Jill holds her B.S. in Nutrition from Penn State and is an MS, RD candidate at Teacher's College, Columbia University. Jill can be reached at jumpingjilljackson@gmail.com. Check out her fascinating article on page 10.



Cynthia Kazanjian, MA, RD, LDN

As a fun experiment, Cynthia visited Rome, Italy, in February. She went to a Montessori school, a public elementary school, and a vocational culinary school. "Although my Italian was not proficient, I did get an opportunity to teach a one-hour nutrition segment to 5th graders. The presentation was based on '5-a-day.' The students were very receptive and quite avid in the games and quizzes I prepared for them in English/Italian verbiage. It was amazing how thorough their understanding was about fruits and vegetables and the importance of the relationship of food and exercise." Cynthia found it hard to find an overweight child at the elementary schools. At the culinary school, she got to work with the students while preparing a gourmet meal and talked about ways to lower the fat in some of the preparations, while still executing a very sumptuous meal! Cynthia is a past DBC Chair and currently the Director of Child Nutrition Programs and Foodservices at Burlington Public Schools, Massachusetts.

This newsletter is a regular publication of the Dietitians in Business and Communications (DBC) Dietetic Practice Group of The American Dietetic Association (ADA). Viewpoints, statements, and advertisements should not be construed as endorsements by or reflections of policies/official positions of DBC or ADA.
©2006 Dietitians in Business and Communications, American Dietetic Association. All rights reserved.



DBC Office
8200 So. Quebec Street, A-3, #279
Englewood, CO 80112

