



Due Diligence with Database Nutrition Analysis

Imagine you are working for a restaurant chain. Your job is to create customer-friendly nutrition information per serving for all menu items so that the information can be listed on menu boards, brochures and on the company Web site. Certainly you want your final values to be 100% accurate. Your due diligence will take you to your goal.

Due diligence is a term used in the business world. It refers to the process of performing all necessary steps to arrive at an accurate conclusion and includes thorough recordkeeping to document how the conclusion was derived. As a nutrition analyst, due diligence is your thorough performance of obligatory nutrition analysis tasks. The performance utilizes your deep knowledge of food composition and your professional wisdom. This enables

you to find, or reasonably deduce, answers when facts aren't readily available.

Food Consulting Company president and founder, Karen C. Duester, MS, RD, has performed thousands of analyses for both restaurant items and packaged foods. In this article she summarizes the expanse of the due diligence process for accurate nutrient analysis. In April of this year she presented the information to the National Restaurant Association's Nutrition Study Group meeting, held in Denver, Colorado.

Due diligence begins when you create a database of raw materials from which your nutrient values will be derived:

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“Your due diligence will take you to your goal.”

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2007 FNCE Events • Philadelphia, PA

Executive Committee Meeting

Saturday, September 29 • 7:00am-1:00pm
Courtyard by Marriott (21 North Juniper Street)
Open to Executive Committee voting members, non-voting members and guests.

Networking Reception

Saturday, September 29 – 1:30-3:30pm • Union League (140 South Broad Street)
Join us for food, fun, and networking before the FNCE opening session! See old friends, meet new ones and enjoy appetizers and cocktails. The first drink is compliments of DBC, followed by a cash bar. Attire is business casual.

Membership Breakfast

Monday, October 1 – 6:30-7:45am • Courtyard by Marriott (21 North Juniper Street) Start the day off with DBC to catch up on all of the exciting programs, events and member benefits. Highlights of the morning will include the presentation of DBC awards and delivery of the Chair's Message.

DPG Showcase

Monday, October 1 – 10:30am-1:00pm • Convention Center. Stop by the DBC showcase booth and bring along friends who are interested in becoming members!

DBC Educational Session

Tuesday, October 2 • 8:00-9:30am • Convention Center. Join Ellie Krieger, MS, RD, DBC member and host of the Food Network's "Healthy Appetite," as she presents "Getting Through: Communicating Nutrition Effectively to Inspire Change."



Message From The Chair...*Maureen Leugers, MBA, RD, CD*

Greetings, DBC Members and Friends!

FNCE 2007 is just around the corner. DBC has several great educational and networking opportunities for our members. Please join us at the Networking Reception Saturday afternoon and the annual Breakfast Meeting on Monday. Please remember to RSVP for both of these events. A huge **Thank You** to Debbie Lofley, RD and her awesome FNCE Planning Team for all of their hard work in planning and organizing these events! In addition, DBC is sponsoring our own Ellie Krieger, MS, RD. Ellie will be speaking at the 8:00 AM Tuesday session titled, *“Getting Through: Communicating Nutrition Effectively to Inspire Change.”*

Wanting to get more involved with DBC? Don't be shy. Our Team Leaders are always looking for your expertise and time. Feel free to contact the Team Leaders found on page 7 of this issue. Also, our Nominating Committee is seeking interested members to run for office. Amy Lauer and Cheryl Toner, MS, RD head up this team. Contact them if you are interested or know of a great candidate.

One of our new goals for this year is to host a networking event in a few regional locations. We are seeking both sponsorship for this event, as well as a group of DBC members interested in getting together to share ideas and learn from each other. If your employer is interested in hosting this event, or if you have suggestions for companies that may be willing to sponsor an event in your market, please contact Cheryl Toner, our Geo Rep Chair or Cindy Parker, our Sponsorship Chair.

With the diversity in career paths and the vast experiences we have collectively, this dynamic group has a lot to offer to help us grow as professionals, individuals and as a practice group. I encourage all of you to take the time to meet, network, share and learn together. The DBC Executive Committee is working hard to provide a variety of opportunities to assist you in making this happen. Please take advantage of them, and better yet, suggest new ways for us to accomplish this.

I look forward to seeing many of you in Philadelphia!

Recruiting The Future of DBC

By Marsha Diamond, MA, RD and Jaime Schwartz, MS, RD

The main goal of the DBC Mentor Program is to broaden experiences of members. This is accomplished by pairing a newbie in a certain segment of the market with a more seasoned individual who can share their expertise in that professional area. An additional focus for 2007 this year has been to educate nutrition and dietetic students about the opportunities for RDs within business and communications. DBC Mentor Program Co-Chairs Marsha Diamond, MA, RD and Jaime Schwartz, MS, RD have contacted internship directors in the Northeast and Mid-Atlantic areas, offering to discuss the nontraditional path in a presentation, *“Positioning Yourself as a Dietitian in Business”*. As many undergraduate and dietetic internship curriculums do not explore the nontraditional roles of dietitians, this is a perfect opportunity to showcase what a resource DBC can be for students.

Earlier this year, Marsha spoke to sixty students in a joint program that included Johns Hopkins, Bayview Medical Center, University of Maryland Medical System, National Institutes of Health, University of Maryland College Park and University of Maryland Eastern Shore. In addition, she spoke to thirty students of New York University and the Bronx VA's dietetic internships. Both presentations were well received and excitement for the topic was unbelievable!

In addition, Marsha spoke at the Ohio State Dietetic Association meeting in April, where she discussed, *“How Technology Influences*

Your Career Path.” Included in the session was a discussion about skills needed to pursue a career combining nutrition, technology and business. The session was attended by fifty-six dietitians and student interns.

Jaime secured a booth at a Dietetic Internship Fair hosted by the Greater New York Dietetic Association. Over 200 students attended and twenty dietetic internships from New York, New Jersey, Massachusetts, Connecticut and Delaware were represented. Students were incredibly interested to learn about nontraditional positions and how to *“get their foot in the door.”*

More than a dozen dietetic internship directors have received the presentation to share with their students and three more have requested a live presentation. If you would be interested in presenting in your area and potentially taking part in recruiting the future of DBC, please contact Marsha Diamond (mbd@cbord.com) or Jaime Schwartz (Jaime.Schwartz@ketchum.com).

Written by Marsha Diamond, MA, RD, The CBORD Group, Inc. and Jaime Schwartz, MS, RD, Ketchum Corp.



Marsha Diamond, MA, RD with future DBC members!



Eight Steps to Cultivating Your Creativity

By Jill Jayne, MS, RD

Most dietitians would not include “creative” as a word to describe this profession of macro—and micronutrients, but in a world of information overload, we can’t afford not to. Creative strategies pave the way to your niche, increase your impact, and gain you the attention you deserve. The following steps can help you cultivate your creativity.

1. Try Something New: Redecorate your least favorite room, choose a color for your wardrobe that’s not in your usual color scheme, take an improv comedy class (I highly recommend the UCB Theater in New York City), or dust off the old saxophone. Regular creative expression gets you in touch with your senses. Although you aren’t working directly on the project at hand, you are exercising your creative muscles and can incorporate these same muscles into your work.

2. Understand Your Creative Process: Creative thought is a skill. Like playing chess or playing the piano, you need to learn how to do it and practice it! Discover the strategies that work for you and make them a part of your daily routine. The best way to be creative is not an absentminded desire to come up with something, but rather to structure your creative time. This includes scaffolding your work, scheduling time to think, and establishing structures for your ideas.

3. Scaffold Your Work: Decide on a deadline and put it on your calendar. Work backwards to decide what task should be completed and by what date. For example: “Decide on topic,” “Review literature,” “Make outline,” “Draft script.” I am a huge fan of using old-school post-it notes in my weekly planner for scaffolding, as they can be moved when a task takes more time than I expected. If I am given a deadline, I pick my target date of completion a few days before, so I have some breathing room. This is my ritual for every large task I take on so that overwhelmed feeling stays in busy Times Square.

4. Allow Your Brain Time to Brew: Give yourself time each day to think. This could be during your morning coffee, on your walk to work, during scheduled exercise, or while doing the dishes. Use these mundane tasks to do what I like to call “brew on an idea.” Concept mapping, those spider web drawings from elementary school, can assist greatly as your idea develops.

5. Establish Structures for Your Ideas: The single greatest thing you can do for your creative process is carry a pen and piece of paper for any stray idea you come up with during your think time. Keep this book with you *wherever* you go. Random thought journals can be different for everyone, ranging from photographs to newspaper clippings. This is neither a “Dear Diary” nor a “To Do List;” it is a collection of thoughts, reflections, and ideas.

As a theater artist, I also subscribe to Twyla Tharp’s “box method,” a physical collection of objects and artifacts that are part of my current creation (See *The Creative Habit* by Twyla Tharp). My kids’ show, *Jumping Jacks with Jill*, began as a small umbrella, a giant fork from a 1970s kitchen, and a bucket. I wrote around these kernels of ideas. The umbrella is used to explain how healthy choices “protect our health from the rain,” the fork is used to knight my audience as official Jumping Jill Jumping Beans, and the bucket is the possible future of SuperSized soda.

6. Stay in the Know: You have not been creative if you launch a product that already exists! You need to know what is out there and what people want. Find the “beat” of your areas of interest. Because I spend a lot of time incorporating pop culture references into my show, my “beat” includes the tabloids and annoying fashion magazines. I also follow the trends in entertainment, for example the Neilson Newsletter (www.factsfiguresfuture.com) and *Kidscreen* (a magazine on the trends in kids’ media). For nutrition information, check out ADA’s Daily News (www.eatright.org/dailynews), and for the restaurant industry’s interpretation of these same facts, see The National Restaurant Association *SmartBrief* (www.smartbrief.com/signup). This inbox bombardment can become overwhelming, so start a file in Word™, and copy and paste the relevant news that arrives; then delete these emails permanently. Then when it is time to write that article, scan over the recent trends. This also increases the relevancy to your audience. For example, you could arrive like Rachel Ray in the Dunkin’ Donuts commercial when talking about the amount of caffeine in soda that goes unlabeled.

7. Physically Organize Ideas: As a visual learner, I endorse physically laying out themes and ideas on note cards so I can see which areas require more meat. When conducting a literature review on Medline, write a one-sentence summary at the top of each article and put them all into a binder with tab dividers that classify their themes so you do not have to go back and re-read each one. This automatically starts the outline for your draft. This also helps with the “I know I read that somewhere...”

8. How You Present Is Just As Important As What You Present: PowerPoint™ is not the only way to convey information. In fact, choosing another method can make you stand out from the series of snoozers. People learn more by saying, hearing, and doing, so involve your audience in your delivery.

Being creative means doing things other people are not doing, which involves taking risks. Accept that you will need to do things beyond your comfort zone. It’s all part of the creative process.

Jill Jayne, MS, RD—Rockstar Nutritionist—is the creator of the interactive kids’ nutrition and fitness show, “Jumping Jacks with Jill,” and the lead singer/songwriter of Sunset West. Check her out at www.jumpingjill.com and www.sunsetwest.net.



DBC Spotlight on Cheryl Toner, MS, RD

*Interview by
Jill Parker, MS, RD/LD*

What are the services offered by your firm and the overall focus?

CDT Consulting, LLC works with organizations that have food, nutrition, or health goals in an effort to provide strategic counsel and implementation support for communication and outreach programs targeting health professionals and other stakeholders.

What prompted your decision to launch your consulting firm?

I wanted more freedom to explore the full range of issues that impact food and nutrition. Living and working in the Washington, DC area, I am amazed by the broad array of unique opportunities that are open to food and nutrition experts. For instance, there is a large policy focus in the DC area, and dietitians have opportunities, for example, to act as nutrition advisers for various associations or PR firms.

As a wise woman once said to me,
“put yourself at the top of
your to-do list!”

Do you have a “typical” workday?

No! I sometimes wish I did, as I always crave more time with my family and friends. There are quiet days during which I take the kids to school, spend most of the day on the phone and computer, and then pick the kids up again. On other days I work in DC, juggling back-to-back meetings. I do travel as well, although I try to keep it to a minimum. Some of my work activities include writing articles, conference calls for planning, monitoring meetings and taking notes to report back what I heard, or developing PowerPoint presentations, just to name a few. I really discipline myself to try to work on one thing at a time. In addition, there are also the activities that go along with owning your own business, such as paying bills!

What has been the biggest surprise you have encountered since launching your firm?

I’m not terribly surprised, but am coming to terms with the reality that I am a workaholic! However, I believe all behaviors can be changed with enough desire. I love what I do, but I also love having a life outside of my work. And I am surprised at how hard it is to make such substantive changes.

Any advice for not being a workaholic, especially when owning your own business?

The most important thing for me is balance and making the decision to figure out how to get it. Choices have to be made, even the choice to say no sometimes. You must decide what you want from life, and then make the choices to get it.

What has been the biggest challenge?

Getting at the concept of work/life balance—this is a huge challenge, but I am getting better every day. Project management is also challenging. It is a much more complex equation as a businesswoman than it ever was for me as an employee.

What are some of the differences between owning your own business and being an employee?

When you have your own business, your work is solely your work. As an employee, everyone works as a team to put a product out and there is shared responsibility. I really enjoy teamwork, so I look for ways to still work on teams, such as partnering with other people on different projects.

What are some of the issues facing dietitians with the desire to launch their own business or consulting firm? What advice can you offer?

For women, self-esteem is a huge barrier to many life endeavors. There are many success factors regarding finances, professional skills, and having a strong network. But there is no substitution for loving and believing in yourself. As far as advice, you must make the decision to think differently about life. If you are struggling with believing in yourself, talk with the supportive people in your life. DBC has been a huge support system for me—they have been great. Also, make the decision to find ways to build yourself up. Find time to do at least one good thing for yourself, consistently. As a wise woman once said to me, “Put yourself at the top of your to-do-list!”

In our ever-changing field, what changes do you predict in dietetics over the next few years?

The most promising trend I see for dietetics is the increasing importance in the public’s mind of both nutrition and food safety. The greatest potential backlash to this trend will come if there is a lack of attention to effective communication. Nutrition and food safety information comes to the public from an increasing diversity of sources. Dietitians will help the public to feel good about food and health and make

positive lifestyle choices, if we learn to listen as much as we talk and continually enhance our ability to interpret and communicate science to the public.

What do you see as the biggest challenge to young dietitians who are just beginning their careers?

Dietitians entering the field have more opportunity than ever before. They will need self-confidence, decision-making ability, critical thinking skills, and a strong work ethic to succeed.

Where do you see the greatest opportunities for dietetics in the future?

Society as a whole is paying more attention to food and nutrition,

culinary topics, and food safety. I believe careers in dietetics that were once thought to be more alternative, such as those in communications, corporate wellness, and supermarkets, are becoming more mainstream and will only increase in number in the future due to society's emphasis on food and nutrition. These careers will be easier to break into in years to come.

What advice can you offer to new dietitians who may want to go down this avenue of dietetics?

Network with people both inside and outside of dietetics. Get a mentor. Listen. Do not try to know everything—simply be willing to learn.



Career Book Shelf *Book Review Column by Jean R. Caton, MS, MBA, RD*

Succeed at Work and in Life, One Conversation at a Time *Fierce Conversations Achieving Success at Work and in Life, One Conversation at a Time* Author: Susan Scott, New York, N.Y. : Viking, 2002.

The conversation is the relationship. Think about this statement for a moment in the context of your work or personal life. This simple phrase was the main take-away message for me when I read Susan Scott's book, *Fierce Conversations*, about a year ago.

In her bestselling book, the author explains what causes our conversations to succeed or fail. Scott encourages readers to make their conversations "fierce." While this word may seem negative, the dictionary defines it as "robust, intense, strong, powerful, passionate, eager, (or) unbridled." By choosing the word *fierce*, Scott stresses that we must "come out from behind ourselves" and have real conversations in order to achieve success.

If you want your conversations with coworkers and family to have better results, this is a book you will want to read. Here are some powerful messages from the book:

- Fierce conversations are authentic.
- We fear making our conversations real. Yet, it is the unreal conversations that have the potential of doing the most harm in the long run.
- The fundamental outcome of most conversations is misunderstanding.
- Recognize that everything you say creates an emotional wake... especially when you are a leader.
- Get in touch with the intent of your conversation. If it is sinister, there will be a negative emotional wake, regardless of your words.

- Don't begin a sentence with *honestly* or *truthfully*; it makes others think you weren't speaking the truth before.
- "No" is not the problem; it is often the solution. It is the way you say "no" that gets you in trouble.
- Don't talk incessantly. If your conversations are filled with noise, they will not be effective.
- We are guaranteed to offend others when we present our impressions as THE truth.
- Taking the "high road" as an excuse for being polite or not tackling an issue is often an excuse for avoiding a difficult conversation.

Conversation Coaching Questions:

1. What are the goals of my conversations: Convince (others of my viewpoint), Control (the thoughts or behaviors of others), Cover up (truth, feelings), or Converse?
2. Do I talk "at" others, is my intent to impress others, am I just waiting my turn to talk when I am silent, or am I listening in a curious, open way?
3. What conversation am I avoiding, that if I had the (tough/authentic) conversation, could change everything?
4. What part of me is failing to show up in my conversations that make them inauthentic?

If you want to be more successful in your relationships at home or work, don't read this book—study it!

DBC Member Jean R. Caton MS, MBA, RD is a Business & Lifestyle Coach, Speaker, Marketing Strategist and Certified Print Coach for McKinley Coaching & Consulting LLC. Reach Jean at www.JeanCaton.com.



Dietary Guidelines for Americans: Process and the Role of the RD

By Susan Pitman MS, RD

Dietary Guidelines for Americans (DGA) represent science-based advice for healthy people in the United States aged two years or older. The guidelines are intended to be a primary source of dietary health information for policymakers, nutrition educators, and health providers, based on the latest scientific evidence. Also, the DGAs focus on health promotion and disease risk reduction, as well as forming the basis for federal food feeding programs and nutrition education and information programs. This policy document has been issued jointly by the US Department of Health and Human Services (HHS) and US Department of Agriculture (USDA) every five years since 1980.

The *Dietary Guidelines* are a foundation of MyPyramid.gov (Food Guidance System), which presents the science in a consumer-friendly form. MyPyramid.gov updates the Food Guide Pyramid released in 1992. The MyPyramid educational tool incorporates the updated 2005 *Dietary Guidelines* and is intended to make recommendations on what and how much to eat.

Developing *Dietary Guidelines for Americans* Process

The first two editions of the *Dietary Guidelines* were created voluntarily in response to public interest in having more information on nutrition, diet and health.

In 1990, a five-year review of the *Dietary Guidelines* was mandated by law, via the National Nutrition Monitoring and Related Research Act of 1990. The law requires the DGA report to:

- Contain nutritional and dietary information and guidelines for the general public;
- Be based on the preponderance of current scientific evidence;
- Be promoted by each federal agency in federal food, nutrition, or health programs.

Since the 1985 edition, a *Dietary Guidelines* Advisory Committee of leading nutrition and health experts has been appointed to spearhead the revisions process. Committee selection is based primarily on ensuring a broad range of expertise is represented, and the Committee generally includes nutritional science, cancer, obesity, epidemiology, public health, dietetics, nutrition education, food safety, technology, and physical activity experts.

The Committee is charged with reviewing emerging and recent advances in scientific and medical knowledge and with recommending revisions of the DGAs to the secretaries of HHS and USDA, if the science warrants a change. In addition to reviewing the scientific research, past DGA Committees also translated recommendations into dietary guidelines messages. That changed in 2005, when the Committee was specifically charged to submit a technical report with

recommendations *focused on the supporting science rather than translating the recommendations into a communication document*. They were also charged with using an evidence-based approach.

Typically, the DGA Committee bases its analysis of the current research on authoritative documents. Past sources of information have included Institute of Medicine's *Diet and Health Report*, IOM Dietary Reference Intakes (DRI) reports, and the 1988 Surgeon General's Report on *Nutrition and Health*. In addition, the Committee generally

“Registered dietitians serve a fundamental role to ensure nutrient intakes are translated into food recommendations.”

relies heavily on research published in peer-reviewed literature. It also takes into account information provided by various constituents and stakeholders who provide information on issues of relevance to Committee deliberations, such as consumption patterns, food supply data, and consumer attitudes and perceptions related to dietary advice.

An open, public process as governed by the Federal Advisory Committee Act is used for the DGA Committee deliberations. This means, by law, anyone can participate in the public meetings to listen in on the deliberations of the Committee. In addition, any member of the public, including dietetics professionals, academic researchers, consumer and trade groups, industry, and lay people, can submit comments throughout the DGA revisions process for the Committee and the agencies to consider. All comments must be considered. This process ensures that the DGAs represent broad input and scientific consensus, reduces political influence, and builds public support by allowing everyone to have an opportunity to contribute to the process.

Registered Dietitians Play a Key Role in Setting Dietary Guidance

The dietetics profession itself has made huge contributions to the *Dietary Guidelines for Americans* (DGA). Perhaps most significantly, in the most recent DGA review process, the Committee patterned its evidence-based review process after the American Dietetic Association's evidence-based process. In addition, since the release of the 2005 *Dietary Guidelines*, USDA partnered with ADA in a cooperative agreement to have ADA help them develop an evidence-based library that duplicates the ADA's, Evidence Analysis Library, (EAL) currently under construction.

Historically, registered dietitians have played critical roles both as co-executive secretaries from the departments of HHS and USDA to serving as DGA Committee members. Janet King, PhD, RD,

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University of California, Davis and Berkeley served as the chair of the 2005 Dietary Guidelines Advisory Committee. Commenting on her Committee experience, King noted the critical role that registered dietitians play in the process. "The dietary guidelines advisory committee has had registered dietitians involved for the past several editions," said King. "Registered dietitians serve a fundamental role in providing insights on ensuring guidance on nutrient intakes is translated into food-based recommendations." Dietitians have also played other significant roles in the process as Committee members by providing public health perspectives, consumer advocacy, and specialized expertise, such as pediatric nutrition.

Additionally, registered dietitians on staff at the USDA Center for Nutrition Policy and Promotion were instrumental in developing the dietary patterns that became the new Food Guidance System (MyPyramid). And, perhaps most important, registered dietitians in practice have participated in the open public process by providing comments to the Committee from a frontline perspective on how consumers interpret and use dietary advice.

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Federal Advisory Committee Act. Public Law 92-463, 92nd Congress, 2nd session; October 6, 1972.

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It is well documented that compliance with the *Dietary Guidelines* has been poor, and their impact variable. It has been speculated that this may be due, in part, to a failure to integrate experimental evidence with "real life" situations. Looking forward, the dietetics profession can play an even bigger role in the *Dietary Guidelines* process by serving as a conduit for translating the guidelines into practice for other health professionals and the public. In fact in my opinion, ADA could (and should) lead an implementation plan to move the 2010 Dietary Guidelines from policy to programs and practice.

Because of the significant role and important insights dietetics professionals can provide, DBC members should be aware of the 2010 *Dietary Guidelines* process and respond to Federal Register calls for public comments throughout. In addition, DBC members can monitor developments related to *Dietary Guidelines* in *On the Pulse*, the ADA Policy Initiatives and Advocacy group report on policy developments affecting food, nutrition and health.

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*Voting Member**

Due Diligence with Database Nutrition Analysis

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Establish the list of ingredients used in the menu items you will be analyzing.

Determine the nutrients you will be tracking. Keep these in mind as you work through the steps.

Have at hand a research quality database with USDA data. USDA data is based on multiple sample testing; reported values are statistical averages, unrounded, and for 100-gram portions. (Note: Karen uses Genesis R&D SQL by ESHA Research.)

“...the published nutrition information should reflect what is present in the ready-to-eat product on a per-serving basis.”

Evaluate supplier specification sheets for usability or need for further information.

Ideally you want to see:

- unrounded data (usually reported as “per 100 grams”)
- complete data for all nutrients you are tracking
- data for moisture & ash
- proximates (protein, carbohydrate, fat, moisture, ash) that add up to 100% of the reported weight of the ingredient
- calories that make sense in context of 4-4-9 formula, Atwater factors, or another FDA allowed method for calorie calculation
- fat components (sat, trans, mono, poly) that make sense in context of total fat
- carbohydrate components (fiber, sugar) that make sense in context of total carbohydrate
- the source of the data

Determine best data matches for each ingredient.

- For certain ingredients and menu items,

USDA data will be the best source; examples are fresh produce, foods with a standard of identity, unprocessed raw meats, natural cheese, butter, sour cream, etc.

- Use supplier spec sheet data for manufactured items/ingredients that are in ready-to-use form (such as sandwich spread, cheese sauce blend, cinnamon roll icing). If necessary, find a way to derive reasonable values for missing spec sheet data. There is no single way to get a value that is not reported. Sometimes you can mathematically deduce a value from trustworthy values you already have. In some cases, you will need to go back to the supplier; or it may be necessary to supplement with laboratory analysis.

Enter usable spec sheet data into your raw materials database as a new food item.

Now you are ready to do the analysis:

Produce data per serving and per 100 grams of product. One hundred gram (100g) data is standard for nutrient analysis and allows for quick quality assurance checks and nutrient comparison of foods.

If your data resources were good, you will end up with accurate nutrient values. However, some foods will undergo further processing that will change the values.

Adjust for processing. For example:

- All cooking methods (baking, frying, simmering, etc.) alter the moisture content of food. Consider a cake where the batter weight is 41 ounces and the baked weight is 36 ounces. The difference is the loss of five ounces of moisture (water). The baked cake has more nutrients per 100 grams than did the batter.
- Deep fat frying alters moisture and nutrient content but not weight. This is because as fat is absorbed, moisture is lost. Example: 100g starting weight, plus 10g fat pick-up, minus 10g moisture loss = 100g end weight. The absorbed

fat contributes calories and fatty acids that need to be reported.

- In breading and marinating, the food to be eaten does not take up all of the breading and marinating mixture per recipe. The part left behind should not be included in the final calculated nutrition data.

In all cases the published nutrition information should reflect what is present in the ready-to-eat product on a per-serving basis.

Prepare the final report. The nutrition values you publish for the public should be customer-friendly. This means you should report rounded nutrient values per portion served. FDA has published specific rounding rules for each nutrient.

Finally, **evaluate** the data in side-by-side comparison. For example, you would expect to see higher values for calories, fat, etc., for a Chili Cheeseburger compared to an Original Hamburger, assuming the burger and bun sizes are the same.

Your due diligence through each step of the process will enable you to produce accurate nutritional values for publishing and provide you with corresponding records that will stand up to public scrutiny.



*DBC Member
Karen C. Duester,
MS, RD founded
Food Consulting
Company in 1993.
The company
prepares nutrition
and allergen guides
for restaurants and
provides full label*

compliance services for the packaged food industry. RDs and DTRs who need help to complete a project can purchase support services at varying price points. Contact Karen at 800-793-2844, or via the company Web site at www.foodlabels.com.



- Health news is everywhere these days, but on the morning of June 14th, talk about “oily spotting” wasn’t what I was expecting to hear on the local morning radio show. The context? The nationwide launch of **Alli**, the over-the-counter version of the **weight loss drug** Orlistat. “Oily spotting” happens to be one of the side effects. In the marketing and public relations campaign, the key message—the potential to increase weight loss by 50% compared to changing exercise and eating habits alone—was lost. Day one of the campaign and day one of the launch, and the key message is slotted well behind the side effects. It think this sounds like a repeat of the launch of olestra. ...”

“Consumers are not sure how many calories they need in a day.”

- Looking for a good read? Hit your local library for a copy of **A Whole New Mind** by Daniel Pink. The text focuses on the shift from the Information Age to the Conceptual Age. While employees still need to be smart and expertise is still important, it’s no longer enough. In order to drive success moving forward, you must be able to pair these traditional left brain skills with more right brain skills—seeing the connections, telling a story to get your point across, and finding the metaphor and analogy to make programs come to life. Professionals who master these skills will be successful in a flattened world where technical activities can be set off-shore for highly competitive prices.

- In a Daniel Pink mindset, there are some interesting dots worth connecting in the world of consumer nutrition. During a recent web cast of the International Food Information Council’s (IFIC) Food &

Health Survey, it was shared that consumers are not sure how many calories they need in a day. They don’t know how many they are eating. They don’t know if calories, fat or sugar lead to weight gain. While it doesn’t appear to have any connection to this web cast, the fact that Hannaford Brothers and Hy-Vee grocery stores are back to doing grocery store tours is connected to the IFIC report in my mind. Tied together, it suggests to me that the **typical consumer’s knowledge of nutrition is really very simplistic**. While nutrition professionals are talking antioxidants and nutrigenomics, the average consumer is far behind this pace. There may be a business opportunity in this—back to basics in a whole new way.

- Since the proposed regulations hit the books, organic has been pure, untouchable and held up as the pinnacle of credibility. It started with the largest outpouring of responses to proposed regulation ever. In 1997, more than 275,000 comments were submitted in the effort to maintain strong credibility within the organic movement. But now, the grocery category with the potential to be huge is becoming tarnished. The halo is hanging slightly off kilter. Speculation is creeping in. The reason? Airplane miles. While the product may be **organic**, consumers are growing concerned with the **frequent flier miles some foods are logging**. Yes, the fact that it’s organic is a good thing. But flying it in from Brazil negates and overrides the positive benefit of organic. Watch for this next wave of products to hit your grocery store shelves—organic products that are locally grown. Watch for wind-powered packaging, too—yet another way to increase the “carbon neutral” status of organic foods.

Topline is a column by DBC member Annette Maggi, MS, RD, LD, FADA that highlights the latest hot spots from research, industry and government as a service to DBC members. If you have an idea for Topline, send an email to Annette at Annette.Maggi@target.com

DBC Member Award Winners

Please join us in congratulating the five DBC members who will receive prestigious ADA awards at FNCE 2007!



Georgia Kostas, MPH, RD
Medallion Award



Marilyn Laskowski-Sachnoff, MA, RD
Medallion Award



Idamarie Laquatra, PhD, RD, LDN
Medallion Award



Becky Dorner, RD, LD
ADAF Excellence in Practice Award
for Consultation & Business



Linda Hofmeister, MM, RD, LD, FADA, CHE -
ADAF Excellence in Practice Award for Management

Join Ellie Krieger, MS, RD at the DBC Sponsored Education Session in Philadelphia!



Ellie Krieger, MS, RD

“We dietitians have a lot to say. But are we really reaching people with our messages? In ‘Getting Through: Communicating Nutrition Effectively to Inspire Change,’ I will show you how to make your messages more effective, whether it is one-on-one with a patient, teaching small groups, or through writing and presenting. I will identify common communication pitfalls and help you craft messages that lead to meaningful change. Say less. Mean more.”



Ready for a Raise?

This is the second installment of a two-part article.

By Pat Katepoo, RD

An excerpt from the Ready-for-a-Raise Workbook for Dietitians, a 7 CPEU self-study program from Career Coach RD <http://CareerCoachRD.com/ready.htm>

In the Summer issue of *DBC Dimensions*, we explored possible responses to a boss's assertion of: **"We don't have the budget for (some or all of) your pay raise request."**

In this issue, we gear up for the following objection:

"I'd like to grant you a raise, but it's not my decision/in my authority to do so."

This is a tough one. It might not be true; your boss could be using it as a smoke screen to get you to back off on your request. Now you know better than to do that, right?

But it often has some element of truth to it. Yet even if it is true, your boss usually has considerable influence on the decision; s/he likely submits a recommendation for an increase when the budgets are being developed. Or at the very least, s/he can be an advocate in getting the raise pushed through for a deserving employee.

"Whatever your boss's response maintain a collaborative, not combative, frame of mind."

As part of your pay raise preparation, find out who the real decision maker is far ahead of the time you plan to negotiate a raise. This is one of the key people along with your boss, who should be at the receiving end of your year-round self-marketing communications.

And it's the person who you want to negotiate with directly, with your boss's agreement. Here's a suggested way to proceed:

Yes, I understand [higher authority] has to approve my raise. Otherwise, you would grant my request for a ___% increase if it were in your power to do so. Is that correct?... Thank you. I appreciate your recognition of the value I'm bringing to the job.

As noted last time, this introductory response, or a variation that matches your "voice," should start virtually every reply before you continue. You want to get acknowledgement from your boss of the merits of granting the raise, even though s/he contends there are reasons it can't be granted. This sets the stage for you to move the discussion forward.

Then continue with responses that move your strategy forward. For example:

I'd like the opportunity to talk directly with [higher authority]. Maybe we can arrange for the three of us to meet next week.

I really like working here and want to continue contributing to the department's goals. Would you help me address this issue? What do you suggest? Would it be possible for you to arrange a meeting so we could meet with [higher authority]?

Be gently persistent with your boss in getting to the decision-maker and getting a decision. If you have primed the path ahead of time with the performance + marketing + asking equation, as described in the *Ready-for-a-Raise Workbook for Dietitians*, your boss will be more likely to help you get in front of the decision maker.

Once there, you'll present the same case you did (or would) to your boss and employ the negotiation tactics, techniques and scripted replies you've been preparing.

If your boss puts up a barrier to the real decision maker or that person is otherwise inaccessible, do your best to negotiate with your boss for your Plan B options.

Whatever your boss's response, maintain a collaborative not combative, frame of mind. Craft replies that are problem-solving, not pleading, in their tone.

Use an approach which aims to meet the needs of both parties so that it moves the negotiation along to a mutually-agreeable outcome.

Pat Katepoo, RD, founder of Career Coach RD, equips and empowers dietitians to use career management skills—with an emphasis on negotiation—to advance their pay. <http://CareerCoachRD.com>

DBC Movers and Shakers *Column by Jill Parker, MS, RD*



Meredith Magnini, MS, RD

Meredith Magnini, MS, RD recently embarked on a new career as dietitian in the food industry. Formerly a clinical/community RD, she now works at Rich Products Corporation in Buffalo, NY as a Regulatory Specialist. She primarily works with the international team on regulatory issues. Not only has she been exposed to international culture, business, and food science and technology in her new career, her job also incorporates everything she loves, including tasting of all the products. Good luck to Meredith in her new endeavor!



Laura Thomas, MEd., RD, LD

Laura Thomas, MEd., RD, LD launched Laura Thomas Nutrition Communications in 2003 and has since created and presented learner-centered nutrition and healthy eating education sessions for child nutrition professionals across the US. She also authored *Nutrition 101: A Taste of Food and Fitness* for the National Food Service Management Institute, for whom she continues to consult as a trainer and writer. In 2006, Laura invested in the Field to Plate educational tour, *Comparative Approaches to Nutrition Education and Childhood Obesity Prevention USA and France*, in Challans, France. The four-course edutainment dinner session and the French school lunch she was served were highlights of the tour. Laura's original recipes can also be found in *Cooking Healthy Across*

America, and ADA and Food and Culinary Professionals cookbook. Laura's passion for great tasting food and healthy lifestyle choices can be seen from her many accomplishments!



Gita Patel, MS, RD, CDE, LD

Gita Patel, MS, RD, CDE, LD is a self-employed nutrition consultant, RD, and CDE in private practice. Gita was raised in a vegetarian family in India, and her first experiences with food involved health and medicine. If a child became ill, the answer came from the kitchen. At age 9, she realized her passion to understand the effects of food on the body, and she has followed that passion ever since. Gita has taught vegetarian cooking through many venues, including television, and helps those around her incorporate the health benefits of a vegetarian lifestyle into their own lives. She has recently written a book about the food practices of Asian Indians and the effect that herbs and spices used in their cooking have on blood glucose and lipid levels.

In addition, she has contributed a chapter on metabolism to the *Guide to World Nutrition and Health*. Gita has also spoken for several associations on these topics, including the American Diabetes Association.

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