Greetings and Happy Spring! As this year comes to a close, as your Chair of DBC, I ask myself if progress has been made? Members of this special practice group rarely experience a sense of satisfaction. Why? We are always pushing to do more. Being chair is no different! Every step of the way, I have reminded myself during decisions of leadership, “What is best for the membership of DBC?” It is that question that has helped find the appropriate solution or suggestion. I recently heard someone say, “There is no training manual for chair, or president, or elected official.” It seemed a startling message, however, very true in my opinion! ADA does a terrific job to give us the tools as leaders, but so much is learned as we go through the year!

I was thrilled to attend ADA’s Leadership Institute in February 2006 in San Diego, California. This outstanding experience clearly changes your vision. We experienced superior speakers, networked with amazing leaders, and gained new tools to incorporate into business and volunteering! I would like to encourage all of you to consider the rewards of leadership and volunteerism in DBC and ADA. We have a great profession of amazing people, terrific sponsors, and lots of new members and students. Each of us has much to offer and to learn from one another.

Congratulations to our newly elected Executive Committee and best of luck to the new board starting June 1, 2006. Please extend your support by offering to volunteer. Small or large tasks are so important to bring great and energizing efforts to our membership.

Thanks to each and every one of you for all of your participation and support this year. And, a very special thanks to Lyons Magnus for allowing and encouraging me to lead DBC this year! I ask you to consider where you see yourself in the coming months and how you might offer some of your time to DBC!

—Bonnie Lonbaken, RD

Congratulations to the New DBC Executive Board Members

Dietitians in Business and Communications DPG announces the 2006–2007 Executive Board! A very special thank you to all the DBC members who voted in the election. And a huge thank you to ALL of the candidates for their commitment to DBC. The team of fantastic and energetic people that will lead DBC beginning June 1, 2006 are:

Chair: Annette Hinton
Chair-Elect: Maureen Leugers
Past Chair: Bonnie Lonbaken
Treasurer: Karen Payne
Secretary: Debbie Lofley
Nominations Chair: Paula Williams
Nominations Co-Chair: Jessica Donze-Black

Thank you to the 2005–2006 Nominations Team for their work in assembling a talented slate of candidates: Lisa Poggas and Jennifer Barnhill.
DBC Sponsors: What are they all about?

ECOLAB

As the world leader in premium commercial cleaning and sanitizing, Ecolab has grown to $4.5 billion in global sales. Businesses in nearly 170 countries rely on more than 22,000 Ecolab associates world-wide to keep their operations clean and sanitary.

Our Business Units:
Ecolab provides industry-leading cleaning solutions and services for many industries and challenges:
- **Institutional:** Products, programs and services for the foodservice, hospitality and healthcare industries, including warewashing, on-premise laundry, housekeeping, water filtration and conditioning, food safety products, specialty kitchen and laundry products, and pool and spa management.
- **Kay:** Products, services and training programs for quickservice (QSR) restaurants, food retail markets, movie theaters and convenience stores.
- **Pest Elimination:** Detection, identification, elimination and prevention of pests in commercial facilities, as well as food safety auditing and training services.
- **Food & Beverage:** Products, equipment, systems and services for the agribusiness, beverage, brewery, pharmaceutical, dairy, meat, poultry and food processing industries.
- **Professional Products:** Janitorial products, systems and services for the retail, building services and industrial markets.
- **Healthcare:** Products and services including surgical scrubs, handwashing training, cleaning and disinfection products used in processing surgical instruments, and hard surface disinfection.
- **GCS Service:** Service and parts for the repair and maintenance of commercial foodservice equipment.
- **Textile Care:** Products, programs and services for commercial laundries.

**Vehicle Care:** Products and services for car wash operations and corporate-owned transportation fleets.

**Water Care Services:** Industrial water treatment products and services for boilers, cooling water and waste treatment systems.

Ecolab is a flexible, innovative, responsive and entrepreneurial organization. Through DBC, we have built the opportunity to develop partnerships, share “best practices,” and network with like-minded companies. We share DBC’s focus on leadership development, networking, and information for the health and wellness industries.

**Ecolab’s Mission:**
At Ecolab, our mission is to be the leading global innovator, developer and provider of cleaning, sanitation and maintenance products, systems, and services. We will accomplish this by exceeding the expectations of our customers while conserving resources and preserving the quality of the environment.

For more information, please contact: Allie Niemann, Vice President of Industry Relations: Institutional Division
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370 Wabasha St North
St Paul, MN 55102
www.ecolab.com

SYSCO

SYSCO is the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments, and other customers who prepare meals away from home. Its family of products also includes equipment and supplies for the foodservice and hospitality industries. For the fiscal year 2005, the company generated $30.3 billion in sales.

We at SYSCO believe that the underlying principle for proper corporate governance is a simple one—“Do the right thing.” Ever since John Baugh founded our company over 30 years ago, we have dedicated ourselves to operating our company with strict adherence to the highest ethical standards.

Our business is built upon quality relationships—with our customers, our suppliers, our communities and, of course, our shareholders. Relationships require a strong foundation of mutual trust and understanding that is nurtured day after day, week after week, and year after year. That trust is earned not only by adhering to the letter of the law, but also by acting within the spirit of the law.

SYSCO has been a leader in recruiting/ training and advancing dietitians into leadership roles since 1980. Our operating philosophy with our healthcare customers has been to provide them with professional dietitians that understand their challenges and opportunities.

DBC allows us one more opportunity to support our customers and manufacturing partners. It has been a very rewarding network for SYSCO.

For more information, please contact: Margie McAllister
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1390 Enclave Parkway
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TYSON FOODS INCORPORATED

Tyson Foods, Inc. founded in 1935 with headquarters in Springdale, Arkansas, is the world’s largest processor and marketer of chicken, beef, and pork,
DBC Movers & Shakers

Jaime Schwartz, MS, RD
Jaime Schwartz, MS, RD, is enjoying her new position at Ketchum Public Relations in New York City. She is a Senior Account Executive in the Food and Wellness Group and also has a role in Global Nutrition Strategy. Jaime is author of Understanding Food Labels published by the ADA Books Team in April and is first author of a paper, “Formative Evaluation in Health Education,” published in the Journal of Health Education earlier this year. Her graduate research on Portion Distortion has been accepted for publication in an upcoming issue of the Journal of the American Dietetic Association. Jaime has also recently launched a web site, www.portablenutrition.com, providing resources to empower busy people to make the most nutritious choices when they’re on-the-go.

Jessica Setnick, MS, RD/LD
Jessica Setnick, MS, RD/LD, is proud to report the publication of The Eating Disorders Clinical Pocket Guide: Quick Reference for Healthcare Providers, the first ever pocket-sized handbook in the eating disorders field. Acknowledging that every dietitian does not want or need to become an eating disorders expert, Jessica designed the Pocket Guide as a reference for those of us who may not specialize in eating disorders but need to have treatment information on hand. The Pocket Guide is the most recent product Jessica has designed for this purpose. She also created and teaches Eating Disorders Boot Camp, a workshop for professionals that travels to a different city each month, as well as Jessica Setnick’s Eating Disorders Boot Camp Home-Study Course, for dietitians in other locations. For an upcoming schedule of workshops, to invite Jessica to your dietetic association, or to order the Pocket Guide, visit www.understandingnutrition.com or call Jessica at 214-503-7100.

Maia Dock, MPH, RD
Body Wellness News, a column written by Maia Dock, MPH, RD, in Today’s Health and Wellness magazine, won the Minnesota Magazine & Publications Association Silver Award for best regular column among special-interest magazines with readership of at least 60,000. Body Wellness News covers the latest health research and innovations of interest to consumers, and includes a rating system to educate readers on the quality of research studies. Today’s Health and Wellness is a Minnesota-based magazine with over 200,000 readers nationwide. Maia is a freelance writer in Minneapolis who recently completed her master’s of public health nutrition and dietetics degrees from the University of Minnesota, where she is also completing a master’s in health journalism. She may be reached at dock0049@umn.edu.

the second-largest food company in the Fortune 500, and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products. Tyson is the recognized market leader in retail and foodservice markets, providing products and service to customers throughout the United States and more than 80 countries.

Powered by Tyson™
Tyson Foods, Inc. prides itself on providing industry-proven solutions to the foodservice industry through its tested business building Operator programs:

*Tyson University:* 3 day training—industry trends, plant tours, networking, menu concepts, market updates, product cuttings and more!

*Drive It Up:* Learn how to increase sales through up-selling, bundling, add-ons.

*Custom Point of Sale Material:* Developed for specific accounts, segments/Channels, and operators.

**Limited Time Offers (LTOs):** Sales building tactics through special offers, coupons, materials and promotions.

**Customized Trainings:** For groups, teams, operators, and key segments on sales building strategies.

**Culinary Support:** Tyson has a dedicated culinary and dietetics department ready to serve the foodservice industry needs. This includes menuing support and concept development.

**Tyson Branded Solutions:** Turn-key branded solutions designed to build excitement and drive sales. Tyson branded solutions include sandwich, pizza, Mexican and chicken concepts.

**Tysonfoodservice.com:** Made to Order™ provides operators a spectrum of Tyson Foodservice information, including: recipes, product specifications, nutritional info, menuing ideas, and color photos.

**Dedicated Marketing and Sales Resource Support!**

Tyson Foods, Inc. is very proud to sponsor and work with DBC members on solutions and products geared toward enhancing their businesses and providing the right level of marketing support and materials. Tyson understands foodservice operators who are busy and challenged by today’s competitive environment. Through DBC, Tyson maintains and creates business partnerships, provides marketing support, and is a resource for a wide range of solutions critical to operators in all segments of foodservice.

For more information, please contact: Pamela Lewis, Marketing Channel Manager, Healthcare at Pamela.Lewis@tyson.com www.Tysonfoodservice.com Tyson Foods, Inc. 2210 West Oaklawn Drive Springdale, AR 72762

SPPRING 2006 www.dbconline.org
Dietetics is one of the lowest paying health professional fields. But, did you know that some dietitians are earning “four-digits” a day as a “media spokesperson” promoting the same products and services that many of us name-drop with clients?

My foray into great-paying media spokesperson opportunities began with a phone call from a PR agency, “Is this Dr. Jo, author of Dining Lean?”—and ended with a very lucrative 30-city media tour (radio, TV and print) promoting the (then new) low-fat chicken sandwiches at KFC. Not only was I allowed to promote my book on the air, but also encouraged to do so. Since that time I’ve worked with many other companies and commodities including Yoplait, I Can’t Believe It’s Not Butter, SlimFast, NutraGrain, and Canola Info in a number of different capacities.

What Does a Media Spokesperson Do?

Dietitians perform a wide range of duties as media spokespeople. Many speakers, like me, have their speaking programs sponsored by a food company or commodity. As a Diabetes Care Specialist, Barbara Eichorst, MS, RD, CDE, is on a Speaker Bureau for many pharmaceutical companies. She says, “Pharmaceutical reps usually have an educational budget so I get honorariums for all of my presentations.”

Food booths at trade expos and other events are often staffed by registered dietitians—as are some product demos in grocery stores and malls. This past FNCE, while I was working the Canola Oil Info booth, I saw several other dietitians working. Carol Meerschaert, RD, was working with Coca Cola. Hillary Wright, RD, MED, LDN, was with National Beer Wholesalers Association, Carol Berg Sloan, RD, was at the Walnut Marketing Board exhibit, and Robin Flipse, MS, RD, was working with Masterfoods USA, a division of Mars Incorporated.

A lot of dietitians write print and web articles, author blogs, brochures and marketing materials. Nelda Mercer, MS, RD, FADA, writes a regular food column for a grocery store food ad. Wright’s contract with the National Beer Wholesalers Association involves finding and writing about up-to-date research on the effects of alcohol use on health, including anything specific to beer.

Many of us have done radio and TV interviews where we agree on a couple of messages to deliver—often including the company name, but not always. Maye Musk, MS, RD, told me, “I have done two different half-hour interviews where I wasn’t even allowed to mention the product. One show was for Dannon Yogurt where I spoke about calcium and children; the other on the importance of breakfast for Kellogg’s. The interviews consisted mainly of listeners calling in with questions. As I respected the program hosts’ wishes, they relaxed. They were so pleased with the sessions, that they thanked the sponsors when they said goodbye to me.”

Sandra Nissenberg, MS, RD, LD, did an infomercial with Freeda Foreman (George’s daughter). And Maria Pari-Keener, MS, RD, CDN, did three TV commercials for PepsiCo. She, too, was not allowed to mention the product’s name nor show the product labels. "I've never acted. I was chosen because they were looking for a dietitian who was also a mother of younger children (and they seemed to like that I had brown hair). For the first 30-second ad I talked about the importance of breakfast. The other 15-second spots were about sensible snacking and the organization, America on the Move. That day of shooting was extremely fun—and very exhausting.”

If a company wants to be mentioned in a magazine story, ideas are pitched to magazine editors six months in advance. Dietitians are often used for “desk side” interviews where one meets with the food or health editors one-on-one. Sometimes, companies plan something bigger. Musk was asked to participate in an editor’s breakfast at a NYC hotel, sponsored by Twinings Tea, where she presented a 15-minute program to the 20 editors in the room.

What Credentials, Skills and Experience Do I Need?

There are at least six important considerations for becoming a paid media spokesperson: the proper credentials, being viewed as a subject expert, experience, knowing the right people, having the proper presence, and having the ability to translate nutrition into effective sound bytes.

Regarding credentials, most often being a registered dietitian is adequate, although I’ve been told by some companies that they were specifically looking for a dietitian with a PhD. Some specialty certifications can also help. Eichorst said she gets asked to speak on behalf of the

“Don't plan to be a spokesperson. It's the work you do that will make you a spokesperson, whether it be writing a book or specializing in a particular area. You need to be an expert first.”
pharmaceutical companies because she is a Certified Diabetes Educator.

Nissenberg adds, “Don’t plan to be a spokesperson. It’s the work you do that will make you a spokesperson, whether it be writing a book or specializing in a particular area. You need to be an expert first.” While dietitians are “nutrition experts”—many companies are looking for expertise within a certain niche. Writing a book or articles, doing research, speaking at conferences, and having an effective website and articles online are useful ways to be viewed as an expert. Janet Helm, RD, with WeberShandwick, a PR firm, says it’s important to have a new and relevant book that we can pitch to the media. “Books help to open the door—certainly for national media.”

Don’t expect to become a spokesperson right out of school. Liz Ward says, “Experience matters.” In fact, most of the dietitians I spoke with had at least three years of experience before their first paid “gig”—and most had much more. “It’s beneficial to start small and locally before going on to the ‘big leagues,’” recommends Faye Mitchell, RD, LD. “Media training is very helpful.” But not everyone had past experience. Sylvia E. Melendez-Klinger, MS, RD, LD, NCSF, told me, “The American Heart Association, looking for a bilingual RD, asked me if I was interested in doing a series of morning shows about nutrition! I quickly told them yes, but that I didn’t have any experience (except for playing twice on a game show when I was 13). They said no problem, we will help you, and the rest is history.”

Most of us aren’t that lucky. Being “discovered” is usually the result of a lot of experience—and networking (not from listings on job boards). Eichorst told me, “I have fostered collaborative relationships with pharmaceutical representatives who ask me to speak at continuing education events. “Network with colleagues—even those who are in your own backyard,” suggests Mitchell. “Do not consider those colleagues as competition. My first gig came from a colleague and friend in the DC area. She was too busy at the time to take on the project, so she asked me if I was interested.” And, don’t forget cold-calling to get your next gig. “Be ready for lots of rejection,” reminds Pat Baird. “After 18 years on my own I still do ‘cold-calling.’”

Baird also believes, “If media is your goal, be aware of how you look, speak, and carry yourself—these are all evaluated when companies look for a spokesperson.” Beverly Price agrees, “A lot is looking good on television, overall appearance and personality. You also need to deliver facts in an interesting, personable and conversational way.”

Lastly, you have to translate the message into effective sound bytes. Meerschaert counseled, “This isn’t a little girl job—you’re playing with the big boys. You have to know all the products, all the ingredients, and the science behind the product. Then you have to think on your feet and stay on message. It’s not as easy as it looks.” Musk adds, “With many interviews, you walk a fine line. If you talk too much about product, people get annoyed.”

Any Downsides?

Ward says, “It’s not easy and it’s not for everyone.” Nissenberg advises, “Spokesperson work can be rewarding and it does pay well. But along with it comes lots of ups and downs and you need to be aware of that. You have to be on call, and it’s difficult traveling at the last minute since I have a family.”

Remember, TV and radio don’t stop when you go to bed. I’ve done shows as early as four o’clock in the morning and as late as midnight. And like other consulting work, there are no paid benefits and no vacation. While one day’s work sounds lucrative, it actually represents many hours of marketing yourself and years of experience.

What’s a Media Portfolio and How Can I Build Mine?

Helm says before you will get paid as a media spokesperson, you need a media portfolio. This includes a one-page narrative bio (written not as a resume, but as how someone would introduce you) and a professionally produced demo tape with clips of TV interviews (no more than 5 minutes). If you want to get paid for your writing, you’ll need to have samples of other articles you’ve written—then post PDFs of them on your website. And add the list of your media placements. Helm adds, “We really like being able to view everything, including the demo, right from your website.”

How can you start building a media portfolio? Both Ward and Mercer volunteered for many years (13 and eight respectively) as both state media rep and an ADA spokesperson. Mercer suggests, “I highly recommend it to dietitians who live in major media markets.” Or get some experience by joining your local or state PR committee, or volunteer to do PR for your church, favorite organization, or the PTO. Media training is also important. Melendez-Klinger attends the ADA media workshop almost every year! Volunteer to speak whenever possible. Start with local meetings. If you’re not ready to give a speech, start by volunteering to introduce the speaker. With experience you’ll be ready for regional, state, and then national meetings—and ready to ask for money! If you’re nervous about speaking, join a local Toastmasters group to gain the experience and confidence you need.

Many dietitians are good writers and should do more of it. Meerschaert recommends, “Write anything you can and get published—in magazines, newspapers
DBC Spotlight on Sharon Palmer, RD

Interview by Carol Berg Sloan, RD

Working as a freelance food and nutrition writer sounds fascinating. Please share some of your responsibilities.

I have been writing, primarily about food and nutrition, for the past six years and have over 450 published articles in newspapers, magazines, books, and websites. I have also contributed in books and am a monthly columnist. It took a while to break into writing, but over time I have developed relationships with editors who are interested in covering the most recent topics related to food and nutrition. To write articles on these topics, I perform research and interview experts and scientists to make the article as science-based, yet interesting to read, as possible. I often provide recipes to accompany nutrition articles. I always test and provide nutritional analysis on these recipes. I do whatever I can to include a dietitian expert in my interviews and articles. My goal is to let my readers know that dietitians are the nutrition experts. Part of being a successful writer is marketing yourself; you must constantly keep up with potential markets for your work in order to keep a steady stream of assignments coming in.

What is your educational background?

I received my BS in Dietetics at Loma Linda University. I have taken local college courses on writing in order to help me in my chosen field.

Share an unusual day you have had in your dietetics career.

I was interviewing a celebrity chef and she was driving her car down Santa Monica Boulevard while chatting with me (getting lost, cursing on the phone, remembering something she forgot), as if I were her best friend. It's nice to know that people you see on TV can be down to earth.

What advice or words of wisdom do you have for new dietitians that may want to enter the business/communications area of dietetics?

First of all, you need to learn the business and communications side of the career. The study of dietetics doesn’t often highlight these necessary skills. For instance, I have been told by editors repeatedly that so few dietitians can really write. Even though they may be experts in their field and possess such great knowledge, they can’t translate it well to an audience. Sometimes a dietitian’s nutrition advice comes across as too conservative, stale and old-fashioned (another complaint I hear from editors). Dietitians need to stay in tune with all of the latest nutrition topics and buzzwords and be open to discuss things that are even non-traditional. Seeking educational supplementation to the career through business and writing classes is valuable.

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

There is a real thirst for nutrition knowledge in so many settings. Networking, stepping out of your comfort zone, and becoming a valuable asset in nutrition is an important route to becoming the source for this nutrition information. For example, there can’t be a soul in our country that hasn’t heard about the obesity epidemic, but does the public understand and appreciate that dietitians can present a solution for this problem? Things are starting to gradually change; I am seeing more and more work in mainstream publications written by dietitians or quoting dietitians as experts. I am so happy to see that one of the best selling books on diet right now is written by a dietitian.

How has DBC membership helped your career professionally and personally?

It has helped me make connections. I have found many nutrition experts in various fields that have been excellent resources. I also find the newsletter very interesting, informational and inspiring.

What changes do you predict in the field of dietetics in the future?

I see that an organic and sustainable food supply will be a huge issue to consumers and dietitians can get more involved in this area. I think the media will increasingly report on nutrition science, so that consumers will become frustrated with discrepant studies. Dietitians can be valuable assets on how to figure out the best, most practical solutions for eating in the face of all of this science. When it comes to clinical dietetics, reimbursement is a huge issue and will continue to weigh in on compensation and job future.

FOUR DIGIT DAYS CONTINUED FROM PAGE 5 and websites. Write a letter to the editor. Comment on blogs. Respond to reporters’ requests for comments and information. All of this will get your name out as a credible source who knows how to offer media-friendly comments on hot topics.” The more you do, the more you’ll be asked to do. As Ward says, “one thing then leads to another.”

Any Additional Words of Wisdom?

Keep in mind that PR companies and the food companies and commodities that they represent are in business to promote their products in the best light possible. And just because they ask you to represent their product doesn’t mean you should take the job.

Ward says, “I have to totally believe in the product and want other people to use it as well.” Bonnie Taub-Dix, MA, RD,

CONTINUED ON PAGE 7
• Best Buy, the electronics retailer with over $20 billion in annual sales, has been written up extensively over the past several months for a new workplace initiative called Results Oriented Work Environment (ROWE). Under this program, employees work when they want, where they want. Meetings are now optional. The focus is on the work that gets done. As long as employees are getting work done on time and keep the ball moving forward, there’s no “sludge” – questioning about when you’re working or where – allowed. This program is intriguing because it acts upon what many companies only give lip service to – flexible work arrangements. I recently talked to a headhunter, who had seven open Sr. Manager or Director level positions in regulatory arenas, nutrition strategy, and/or nutrition communications for food and pharmaceutical companies. As I’ve previously mentioned in this column, the tipping point for nutrition in business is definitely here. But the positions required the staff person be on site. To get the experienced talent these companies need to be successful, they need to learn from Best Buy. Top talent and getting the work done to drive success in their businesses is what matters; requiring daily face time in a cube isn’t.

• While originally on their “B” list of priorities, the Food and Drug Administration (FDA) has opened the new year with a quick response to the issue of whole grain claims on packaging. In February, FDA made it clear that claims such as “good source” and “excellent source” of whole grain are not allowed. Package labels can state the grams of whole grain in a serving or indicate they are made with 100% whole wheat. In their comments, FDA also indicated that the sum of the parts can be put back together to equal whole grains. This is the portion of the FDA response that bears comment from the hard science community. The health argument for whole grains has always been about more than fiber. If white flour, wheat bran and wheat germ are combined in a product, is it truly equal to whole wheat itself from a health perspective?

• My latest favorite read is The World is Flat by Thomas Friedman. While many people are running scared because of jobs being outsourced to countries like China and India, the message of this book is that it’s time for Americans to dial it up to the next level. Individuals need to consider how they specialize and leave the mundane work to outsource companies where it can be done much cheaper. It’s a fascinating read all the way around, and definitely can inspire nutrition professionals to consider how they continue to succeed in this flat world.

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

“Top talent and getting the work done to drive success …is what matters; requiring daily face time in a cube isn’t.”
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