Today is the last time I will write a “Message from the Chair.” I will be passing the honor and pleasure of this role over to Maureen Leugers, MBA, RD, our Chair-elect. The idea of transition gives me pause to reflect on the events and accomplishments of the past year.

We began the year with a strategic planning session, facilitated by Roberta Peirick, RD, Owner and President of Dialogs for Business. The work we did was designed to enhance and support the DBC Program of Work and our vision and mission statements. That work led to the formation of Strategic Planning Teams with specific goals and objectives. These teams will continue to keep DBC focused on “being the leaders in business and communications” and “leading the future of dietetics.”

For the first time in many years, DBC hosted our own informal networking event at FNCE Hawaii. The event was well attended, and sponsors and members reported that they enjoyed the casual afternoon opportunity to get to know each other better. A number of students attended thanks to the fantastic efforts of the DBC Mentoring Chairs. And yes, attendees did miss the chocolate fountain from the previous year. Our speakers, Terri Raymond, MA, RD, CD, and Kathy Wilson-Gold, MS, RD, LD, received numerous accolades for their excellent presentation. The Professional Development Chairs put together an awesome year with 10 teleconferences and a leadership development program, “The Brilliance Factor,” produced and facilitated by Kathy Gillen, CPBA, and David Blair, PhD, co-owners of Foodservice Coaching Group.

I don’t have enough space to mention all of the great accomplishments of the past year (don’t you love the new e-Update, our monthly opportunity to touch base and communicate more often?) or to personally thank each of our very committed Executive Committee and membership. It was a year filled with new adventures, friendships, and opportunities to learn and grow personally and professionally. It was a year that makes me feel very proud to be a part of this great organization, and to be able to interact with and learn from all of the exceptional women (and a few men) who work so diligently to make DBC lead the future of dietetics! Many heartfelt thanks to you all!

-Annette Hinton, MS, RD, LD, CEC

Congratulations to the New DBC Executive Board Members

Dietitians in Business and Communications DPG announces the 2007-2008 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 extraordinary and energetic people that will lead DBC beginning June 1, 2007 are:

Chair: Maureen Leugers, MBA, RD  
Chair-Elect: Lisa Poggas, MS, RD  
Past Chair: Annette Hinton, MS, RD, LD, CEC  
Treasurer: Karen Payne, RD  
Secretary: Erin DeSimone, MS, RD, LDN  
Nominating Committee Chair: Amy Lauer, MS, RD  
Nominating Committee Member: Cheryl Toner, MS, RD

Thank you to the 2006-2007 Nominations Team for their work in assembling a talented slate of candidates: Paula Williams and Jessica Donze Black.
**DBC Sponsors: A Closer Look**

**Ecolab, Inc.**

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:**
Ecolab provides industry-leading cleaning solutions and services for the healthcare industry by offering the following services:

- **Institutional Foodservice:** 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.
- **Janitorial Products:** Janitorial products, systems and services for the retail, building services and industrial markets.
- **Specialty Healthcare:** Products and services including surgical scrubs, handwashing training, cleaning and disinfection products used in processing surgical instruments, and hard surface disinfection.
- **Pest Elimination:** Detection, identification, elimination and prevention of pests in commercial facilities, as well as food safety auditing and training services.
- **Kitchen Equipment Repair:** Service and parts for the repair and maintenance of commercial foodservice equipment.
- **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:**
Barbara Kane
Vice President of Industry Relations
barbara.kane@ecolab.com
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**Campbell Soup Company**

Since 1965, Campbell Away From Home has been a trusted food service partner, committed to providing its customers with great-tasting, nutritionally responsible products that are representative of Campbell Soup Company’s 136-year nutrition and culinary heritage. Campbell Away From Home offerings include our traditional canned soup varieties as well as Campbell’s® Restaurant Quality™ soups, V8® soups and entrees, Campbell’s Well & Good soups, V8® beverages, Pace® and Prego® sauces and Pepperidge Farm® snacks and crackers.

As part of our ongoing commitment to health and wellness, Campbell Away From Home has recently relaunched Campbell’s Healthy Request soups. Every soup is created from recipes using high quality ingredients, and is now seasoned with lower sodium natural sea salt. There are six varieties:

- Minestrone
- Vegetable Beef
- Chicken Noodle
- Tomato, Cream of Chicken, and Cream of Mushroom

Campbell’s Healthy Request soups are now certified by the American Heart Association. They meet its criteria for specific levels of fat, saturated fat, cholesterol and sodium. Each 8 oz serving of soup:
  - is 98% fat free
  - has 0 grams of trans fat
  - is low in cholesterol
  - has 480 mg. of sodium or less

Varieties of Campbell’s Healthy Request soup can be served as soup, or used as an ingredient in recipes like Quick & Easy Risotto or Sweet & Savory Salmon. Visit the Campbell Away From Home website for recipe and menuing ideas.

Campbell Soup Company is committed to health and wellness. We have a robust “wellness” section on our operator web site, www.campbellawayfromhome.com. The website includes news, trend information, and a place to “Ask a Dietitian” questions. In addition, Campbell launched the Center for Nutrition and Wellness. This center uses the expertise of on-site dietitians, food scientists and researchers to provide the most credible, scientifically based information on nutrition, diet and physical activity. The website also has a section geared specifically for healthcare professionals.

Campbell is a strong supporter of Dietitians in Business and Communications and the American Dietetic Association and recognizes that the registered dietitian is the trusted expert in the field of nutrition and dietetics.

For more information on the Campbell Soup Company contact:
Campbell Soup Company
One Campbell Place
Camden, NJ 08103-1799
1-800-TRY SOUP
www.campbellawayfromhome.com
Culinary Collaborations: Nurturing a Dynamic Dietitian-Chef Team

By Kitty Broihier, MS, RD (with extensive assistance from Kimberly Mayone)

For those dietitians who yearn to bridge the gap between the nutritional and culinary worlds, there are a couple of typical routes to take. One is to get yourself some culinary training—perhaps get a culinary degree or certification to extend your own reach. Another way is to join up with a chef, recipe developer, or another culinary expert, and work together.

For me, getting some real culinary training is still on my “to do” list, but for now I’m content with an arrangement I’ve been part of for the last five years. Collaborating with my “chefy friend” Kim, has not only brought me expanded work opportunities, but also has increased my competence in a variety of cross- over skills, and has led to great personal fulfillment and friendship. Together we’ve produced two cookbooks and numerous recipe articles for magazines (over 400 recipes created by our team). Many articles I’ve read on creating an effective dietitian-chef team have focused on the business nitty-gritty: contracts, scheduling, etc. Very few seem to focus on what I consider to be the most crucial element: nurturing what could prove to be a wonderful professional and personal relationship. Here are a few of the guiding principles that Kim and I work by; perhaps they’ll be helpful to others seeking to embark on culinary collaborations, too.

Know your strengths before approaching a potential partner. Sometimes it takes age and experience to really know what you’re good at, but as a dietitian, chances are your strengths are more nutritional and less foodie (but of course, there are many amazing dietitians who are exceptions to this generalization). Don’t try to be something you’re not, since in the end it will be obvious to all, and in the interim you’ll be miserable. If you don’t have a good sense of what you’re really good at, ask someone whose opinion you trust. When it comes to chatting yourself up to someone who might be a good work partner, be frank, open and modest. We’re all good at some things and not good at all things—keep that in mind as you interview potential partners.

Check your ego at the kitchen door. Once you’ve tooted your own horn in the previous step, get over yourself. It’s a team effort you’re looking for—you’ve already decided you cannot do it alone (or don’t want to), so keep your team mentality on top; there’s no room in the kitchen for egos a deaux. “There are people who know that they are team players and those who know they aren’t,” says Kim. If you’re not one, then hire someone to help as a subcontractor instead of going the team route.

Choose a partner who can fill in your competency gaps. When Kim and I first started working together, we were up-front with each other about our strengths (and weaknesses). I was the one who could create a readable, “consumerized” recipe from practically anyone’s notes, plus I knew how to make chef recipes more healthful, thanks to my dietetics training. What I lacked was experience in actual recipe creation. Luckily, that’s where Kim’s experience lay (she used to work in food development, plus had a restaurant/ culinary degree), though she admitted a typical chef fondness for complicated recipes and butter. Together, we capitalize on each other’s strengths to put together the best finished product we can. What you need really depends on the project. I’ve worked with some dietitian friends on many print articles, but wouldn’t necessarily want to teach alongside them—for any number of reasons.

Be a generous partner. Let your teammate have the limelight when he or she clearly has the most expertise in a particular area. It seems obvious, but it needs to be said. Overall, the team will look better to the world if you each step in with what you’re best at doing. Take TV appearances, for example. I’m no whiz at television and most people I know will tell you I’m more of a “print person,” but when it came to our first local TV appearance, Kim was much more nervous than I, so I took the lead on-camera. At our cooking classes (where the majority of the recipes are ones that Kim has created) the opposite is true—she shines in front of the students, and I let her. What’s best for your team is to let each other have their share of out-front moments. We’re also generous with each other personally, which may not work in everyone’s situation. We’ve both offered to pick up the slack when our partner is overworked, has a sick kid at home, or is heading out on vacation. It’s the give and take that’s natural with friends, but also goes a long way toward cementing a good working partnership as well.

Kitty Broihier, MS, RD, owns NutriComm Inc., a food and nutrition communications company in South Portland, Maine. Kim Mayone owns WOW Delicious, a recipe development business also in South Portland. Their most recent co-written book is The Big Book of Low Carb (Chronicle Books).
Leadership from the Inside-Out. Finding Your Leader Within

By Jean R. Caton, MS, MBA, RD

Ponder the following questions before you read this article: Am I an effective team leader? Do I want to lead? Do you have to have a certain title or job description to lead? Are men or women better leaders? Are leaders born or made?

But wait a minute…what is a leader?
There are thousands and maybe millions of books, articles, and essays written on the topic of leaders and leadership. Ask 10 people to define essential characteristics of a good leader and you will get 10 different answers. A leader is someone who has followers. They follow the leader because s/he influences them or has an impact in some way. The terms leader and manager are often confused. A leader has a vision and a longer term view. A leader charts the course. The manager pilots the ship (executes the task). A wonderful distinction is in the timeless Stephen R. Covey work, *7 Habits of Highly Effective People.* The essence of the Covey distinction describes the manager in the jungle directing his team to cut down the trees. They are making great progress. The leader climbs up the tallest tree and shouts “wrong jungle.”

Women as Leaders
Women continue to be underrepresented in the top leadership roles of many organizations. The nutrition and dietetics industry, dominated by women, is hungry for RD leaders. Many women shun the role of leader and leave it to others. Do you want to lead? The term “glass ceiling” coined by the Wall Street Journal in the 1980s describes the barriers that appear to prevent women from rising to the top of organizations. This clever yet damaging term has left too many women believing it was not possible for them to become senior leaders. If you believe the glass ceiling is holding you back, it will. Women can choose to point the finger, blame others, or take responsibility for changing the situation.

“If you believe you can…or can’t…you are right! ”
-Henry Ford

It is a wonderful time for women to rise in the leadership ranks. Women often are comfortable with relationship-oriented styles of leadership. Leaders who focus on relationships are well positioned to be the leaders of the 21st century virtual, multigenerational, and multicultural teams. The old command and control, General Patton style, is on its way out.

Finding Your Leader Within
A leader is *who* you are not simply *what* you do. A leader is authentic, has vision, discipline, and a high degree of emotional intelligence. A leader is a catalyst. Leaders are not born and don’t become leaders by reading an article or taking a workshop. Being a leader is about who you believe you are, inside. To be perceived by others as a leader, and to attract followers, it is essential that you assume you are a leader—inside your mind. Leaders who have a severe case of “fraud factor,” i.e., doubting their own ability and asking the question, “why should anyone be led by me?” will struggle to be effective.

Do you believe you are/can be an effective leader?
If you believe inside, without a doubt, that you are an effective leader, what would change about the way you approach leading? If you listen to your self-talk and hear the voice of your inner critic challenging your ability to lead, this is the first place to begin your journey toward becoming a great and effective leader. Take the necessary steps to change your self-talk until it whispers to you, “of course you are a leader.” Once you do this, it will be much easier to talk, act, and look like a leader—outside. This is not easy to do, but it is possible and essential. Don’t get me wrong, leadership is about results. Confident leaders believe in themselves and get results.

Self-coaching tips to create your leader from the inside out:
1. Examine your internal assumptions about *who* you are as a leader.
2. Challenge the assumptions.
3. Discover why your team does/does not follow you. Take a personality assessment to see yourself more accurately.
4. Take steps to confront your inner critic when she whispers doubts in your ear.

CONTINUED ON PAGE 5
5. “Act as if” you are a leader.

• Talk like a leader: Listen to how you speak. Do you use direct, clear, concise language of leaders that gets “heard”? On the other hand, is your communication wordy, weak, and filled with qualifiers and hedges?

• Look like a leader. A leader has a demeanor that says “confident”—the body language and handshake of a leader.

Leadership develops. Our profession needs effective leaders. Accept the challenge to do what it takes to develop the leader within you.

Helpful Resources:

1. 7 Habits of Highly Effective People by Stephen Covey
2. The 21 Irrefutable Laws of Leadership by John C. Maxwell
4. Feel the Fear and Do it Anyway by Susan Jeffers
5. How to Say It for Women by Phyllis Mindell
6. Now, Discover Your Strengths by Marcus Buckingham & Donald O. Clifton
7. Wall Street Journal

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 offices in St Louis, MO, and can be reached at MyCoachJean@JeanCaton.com or (314) 807-6328. Check out www.JeanCaton.com.

DBC Book Nook
Reviews by our members of books (and products) by our members!!

By Betsy Oriolo, MS, RD, LD, CDE
Review by Cheryl Smith, MS, RD, LD

Betsy Oriolo, Registered Dietitian and Certified Diabetes Educator, has developed a set of three CD-ROMs, which contain 44 handouts related to diabetes management. This thorough collection is convenient for RDs and diabetes educators who provide counseling or educational sessions, advise inpatients, or work at community events. The colorful master sheets can be printed and copied for distribution as needed.

CD 1, Diabetes Nutrition Toolkit, deals primarily with dietary concerns, such as carbohydrate counting, diabetes and alcohol, limiting cholesterol, and reading food labels. It contains a 10-page guide to counting carbohydrates, with extensive lists of foods and portion sizes. This CD also contains carb-counting menus for diabetes and gestational diabetes at several calorie levels.

CD 2, Diabetes Education Kit, contains more general diabetes information, such as dental care, foot care, and medications that affect blood sugar. Handouts on this CD are helpful in goal setting and tracking. The Diabetes Goal Sheet allows patient and counselor to check off goals as they are met. The Diabetes To Do’s lists preventative exams and appointments patients need to keep. Educators can use the Diabetes Nutrition Quiz to assess patient understanding of important facts, like an appropriate hemoglobin A1c value.

CD 3, Nutrition Education Handouts & Menus, contains one of the most beneficial parts of the set, the weekly exchange menus. These menus cover every 100-calorie level from 1200 to 2500, so there is no need to add or subtract servings to customize menus to the patient’s needs. Each menu lists a full seven days’ worth of meals and snacks. They contain excellent variety and realistic selections, such as “reduced-calorie TV dinner,” “McDonald’s cheeseburger,” and “diet soda.” These CDs offer a wealth of diabetes information and are practical, organized, and visually tasteful. They can be purchased separately or as a set of three. Individual handouts can also be purchased. See Total Nutrition Therapy, LLC’s web site at www.eatright123.com for more information.
In a recent article you state, "Improving dietary practices among Hispanic Americans requires an understanding of and sensitivity to their culture, beliefs, norms, food consumption patterns, and preparation methods." How can DBC members better prepare themselves to work with our culturally diverse population?

Do the research on whatever cultural group you are working with. For example, learn about goods and services that cater to Hispanic tastes and preferences in cuisine, music, fashion and lifestyle. We must expand menu creations to include more than just rice and beans. In addition:

- Build bonds within the family to gain trust.
- Identify nuances and avoid them.
- Create culturally relevant materials for delivering the message effectively.

“Find your favorite area of dietetics and try to learn all you can, and at the same time tell anyone you meet where you want to go in the future.”

How did you start your company Hispanic Food Communications, Inc.?

I am very passionate about food and nutrition, so when I found myself at home, only one day after leaving my job with the Quaker Oats Company that I had for almost 10 years, I received a call for a project I couldn’t resist. The phone has not stopped ringing since then.

What is your idea of a dream job in dietetics?

I am delivering the health and nutrition spot news with Katie Couric every night! Also, I have my own health talk show. I just love to talk.

Share a couple of success stories with our members and perhaps one not so successful story working as a registered dietitian.

I just love nailing a project and delivering more than the client ever expected! I will say that success to me is when a reporter (or your audience) is so engaged in your topic that they forget where they are! I was recently on a media tour for the Grains Food Foundation talking about the benefits of folic acid, and it was great to actually have the reporters follow me off the air because they wanted to continue talking! And I said bring them on—I love to talk!!

For me, an unsuccessful story is when I do not have the time to research my topic deeply enough, so I can understand everything extremely well, which allows me to talk the “expert talk” at ease. I get very nervous when I don’t know my topic well enough, because I am afraid they will ask me a question I should have known. That is why I take the time, no matter if I have to get up at 4:00 a.m., because that is the only time I have.

Words of advice for new dietetic professionals?

Find your favorite area of dietetics and try to learn all you can, and at the same time tell anyone you meet where you want to go in the future. Basically, tell everyone about your dreams, and then do what you do best, for the love of the game.

Please let our readers hear about your education pathway.

My love for nutrition started at an early age...my mom is a registered dietitian and a physician who took me with her everywhere she went—I was her “assistant.” I liked it so much that during my high school years I took enough nutrition college credits to graduate with an associate degree in nutrition at the same time I was getting my high school diploma! Then I was accepted at Loma Linda University where my teachers helped me (24/7 - no kidding!) to understand everything they were teaching, since I could not speak a word of English when I started college! After graduating from Loma Linda (in four years, thanks to my teachers!), I moved to Chicago to complete my Master of Science in Public Service Administration from De Paul University. After paying for so many years for a personal trainer, I decided to become a certified personal trainer, which comes very handy when you run marathons and have a family that loves sports.

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Gluten is high on the radar screen these days. In my own local market of Minneapolis-St. Paul, three gluten-free bakeries have cropped up. The quality varies among them, but all do a steady stream of business with a varied clientele. In December, Anheuser-Busch launched a gluten-free beer. The trick in all of this is that gluten-free hasn’t yet been defined by the regulatory agencies, and the milling industry in the U.S. hasn’t figured out a surefire way to prevent the cross-contamination of other grains with wheat. FDA, however, has stepped up to the plate, and in January, proposed regulation on gluten-free labeling of food. While the regulatory process and full implementation will take a few years, it’s clear that gluten is a hot topic with consumers, the scientific community, and the regulatory agencies. The question on everyone’s mind is why this trend has been gradually gaining speed over the past few years. While two to three million people in the U.S. may be gluten intolerant, only 50,000 or so have actually been diagnosed. Within the medical community, there is a big push on diagnosis of celiac disease. Additionally, anecdotal information suggests that parents are trying gluten-free diets to manage childhood disorders like ADHD and autism. This is definitely an area to watch, and to see if gluten-free food products remain as a niche or become mainstream enough for the mass market.

Energy drinks and products like caffeine-enhanced Water Joe (manufactured by WaterConcepts) have been including high levels of caffeine over the past few years, but all of a sudden we’re seeing a backlash on caffeine. Certain countries of the world have now banned Red Bull and other energy drinks—partially due to the caffeine content and its pairing with high doses of other ingredients in which the impact of the combined effect is not truly known. In late February, both Pepsi and Coke announced plans to add caffeine content to the food label. Both announcements were made on the exact same day. The action is voluntary and is designed to provide consumers with more information. I believe there has never been clear science to indicate negative health effects of caffeine. Are these recent actions suggesting that caffeine has reached its tipping point and is tumbling over the edge?

I was surprised to see the recent launch of the Flat Earth branded chip products from Pepsico. The claim is that the products contain a half serving of fruit or vegetable per ounce of chips. Okay, it’s chips. Does today’s mom really believe that this is a message that she wants to set as a foundation for her kids – eating chips is the way to get fruits and vegetables? Does this product pass the “consumer gut check” test? The answer will be in how long they last on the grocery store shelf.

Check out the DBC listserv!

The DBC listserv is a great member benefit! To join, send an email to Erika Devore at erikadevore@yahoo.com. Put subscribe DBC in the subject line and include your name and ADA number in the message. Use the email address you would like on the listserv when asking to subscribe or indicate another email address in the message.

To post a message, put DBC_listserv@yahoogroups.com in the “to” area of the message.

Please remember to change your status to no emails when you have an automatic reply message that you are out of the office. The automatic reply goes to the entire group. You may change your status to individual emails, no emails, or daily digest by going to http://groups.yahoo.com/group/DBC_listserv/. You will also find a message history section that contains archived messages.

-Erika Devore MS, RD, LD
Listserv Moderator
Executive Committee List 2006-2007

Visit our web site at: www.dbconline.org for executive committee contact information.

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ADDA Public Relations Team is pleased to announce the debut of the new Internet blog, RDsWeighIn. Entries are written by ADA’s media spokespeople based on their true-life experiences as parents, spouses, friends and neighbors, spiced up with practical advice on eating well and staying healthy. Recent entries have covered topics like “The Truth from a Pregnant Dietitian,” “A Feverishly Good Holiday,” “Where Has All the Food Gone?” and “Miracle at the Dinner Table.” This is an exciting new media relations outreach opportunity for ADA. Visit our new blog at rdsweighin.typepad.com/ or navigate from the Media section of ADA’s Web site. For those who may not be familiar with blogs, the term is short for “Web log,” defined as “user-generated Web site where entries are made in journal style …” Visit en.wikipedia.org/wiki/Blog for more information on blogs.

Jo-Ann Heslin, MA, CDN, RD

Jo-Ann, DBC member, and Annette B. Natow, PhD, of www.thenutritionexperts.com, have released their two latest books: The Diabetes Carbohydrate and Calories Counter, 3rd ed. and The Calorie Counter, 4th ed. Both were released in 2007 and are available from Pocket Books. They have written 28 consumer nutrition books and two college textbooks, and have sold over five million books. They wrote the first Cholesterol Counter, with the sixth edition released in 2004. They have written articles for and served on the editorial boards of Prevention, American Baby, Vitality and Environmental Nutrition Newsletter. For 22 years, they were editor and associate editor of the Journal of Nutrition for the Elderly, a quarterly research journal. Jo-Ann has also been appointed as the Food & Nutrition Columnist for HealthNewsDigest.com, an online daily health news service with worldwide syndication.

Jacqui Gustafson, RD

Jacqui has been promoted to vice president of marketing for Dinex International, Inc., Glastonbury, Connecticut. For more than 35 years, Dinex has been the leader in contemporary, innovative products for healthcare foodservice. In her new position, Jacqui is responsible for developing and implementing the Dinex marketing plan and appropriate tactics to achieve company goals and objectives. Jacqui directs all corporate communication, product management, and product development activities. Dinex is the industry standard for healthcare systems, equipment, and tray-top products throughout the United States and Canada.

ADA Connects to the Blogosphere …