



## Message From The Chair...

*Annette Hinton, MS, RD, LD, CEC*

**H**ello everyone. I would like to welcome our 2006-2007 members and executive committee! It is both exciting and exhilarating to be the incoming chair of such an amazing group.

Last year was an outstanding year: DBC experienced a growth in membership, offered new member benefits including educational teleforums, a leadership symposium, and a standing-room-only presentation at FNCE featuring Chair Bonnie Lonbaken and DBC Circle Award recipient and Topline columnist Annette Maggi. Our group also hosted a great party at FNCE St. Louis. Congratulations and many thanks to all of the dedicated executive committee members and other volunteers who made this great year possible. DBC has accomplished all of these things and much more because of you and your involvement and generous donations of time and energy. The best way to derive all of the great benefits of DBC membership is to get involved on one of our committees. The talented DBC committee chairs would welcome working with, learning from, and mentoring new talent. DBC is fortunate to have many of our committee positions filled by returning chairs, but I encourage you to step up and get involved. The personal and professional rewards of this experience are comparable to intensive management training.

While you are deciding how you would like to volunteer, also think about how DBC can better serve the membership and our association. We can learn and grow together through your contributions of ideas as well as volunteer time. Please share your ideas or suggestions with one of the Executive Committee members, as we are always actively seeking to enhance DBC member benefits. Contact information is on the website and on the back of this issue of *DBC Dimensions*.

- Do you like to network and attend fun events? Consider hosting a DBC networking session at a state or affiliate meeting. Our Geographic Representatives can help you plan these great events.
- Enjoy writing or reviewing books and publications? Our *DBC Dimensions* editor is always on the lookout for new material.
- Are you a “Mover & Shaker” or do you know someone who is? We love to feature the successes of our members in our newsletter.

DBC has laid an awesome foundation! As the new Executive Committee moves forward to build upon our many successes, we encourage your support and involvement. We look forward to hearing all of your thoughts and suggestions. Your personal contribution will guarantee DBC’s continued success. Thanks to each of you because you make DBC ADA’s most successful DPG. The best is yet to come!

*-Annette Hinton, MS, RD, LD, CEC*

### Executive Committee Contact Information Update

The contact information for the new Executive Committee can be found on page 10. **In the future, only names and positions will be published, and the rest of the contact information will be listed on [www.dbconline.org](http://www.dbconline.org).**

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Some of the local DBC members got together at the California Dietetic Association meeting in San Diego on May 5, 2006. From left to right front row: *Sheila Dowst, Carolyn Caesar, Eileen Peterson, Carol Berg Sloan* Top row: *Ellyn Luross-Elson, Doris Dereliani, Rita Storey Grandgenett, Susan Kennedy, Tara Cox, Tina Kerrigan*

## Donations for 2006 Student Stipends Due July 20

Each year ADA awards \$100 stipends to dietetics students toward their FNCE expenses. Student members who are registered to attend FNCE are selected through a lottery.

For each of the past two years, DBC has been the biggest contributor (last year we supported 57 of the 133 students receiving stipends)! Let's do it again, DBC!

In the past this has been a great opportunity for us to introduce students to our DPG. We will invite our stipend awardees to our afternoon reception prior to the opening night celebration at FNCE to meet our members and learn more about the wonderful opportunities available in business and communications.

Donations (in \$100 increments) can be from businesses or individuals. Please send your check payable to ADA/DBC DPG 32 to Karen Payne by July 20, so that she can forward them to ADA as DBC's contribution.

Send donations to:  
Karen Payne  
4014 48th Ave SW  
Seattle, WA 98116  
karenpayne26@yahoo.com

## Save the Date!

### Join Us at "A Taste of Hawaii"

FNCE's opening night celebration, "A Taste of Hawaii," Saturday, September 16, promises to be an unforgettable evening. DBC is one of the co-hosts of this fun event, so be sure to purchase your \$35 ticket before July 19 when you register for FNCE. After the 19th, the price goes up to \$50. The event is expected to sell out, so it's best to buy your ticket in advance. Look for your DBC colleagues there! Mark your calendars and watch for more details in the coming weeks.



## Ready, set, get the job!!

by **Carol M. Meerschaert, RD**

A few years back I saw an intriguing email on Dietetics-L, the listserv for ADA members. It was from MotherNature.com, an Internet company that sold supplements and herbs. The post stated they were looking for writers and editors. I immediately sent an email to the company spouting my writing and editing credentials. In that email, I embedded links to articles I had written that were posted on the web, a link to the book I wrote on supplements and herbs on Amazon.com, and a link to articles I had edited for the Vegetarian Nutrition Dietetic Practice Group. Within 20 minutes I got a phone call from MotherNature.com's content director. We did a quick phone interview and by the end of the day I had faxed back a signed contract. I was now an "expert" on the website. Yes, marketing skills were key in landing that contract, but it was the pre-marketing I did that got me in the position to respond at internet speed.

Before you actually start marketing, you have a lot of work to do. When opportunity knocks, you need to be ready to open the door and invite it in for a visit. If you have to yell "Just a minute!" opportunity will move on to the next doorstep.

You know... you may already have written for a website and not know it. Do what I call an "ego search." Type your name in any search engine and see where you come up. Many print publications now post articles on the web. I found an article I wrote for *Vegetarian Times* on the website WebMD. I found a transcript for a segment from CNN's "On the Menu" I did with Liz Weiss on CNN.com. Who would have expected a transcript of an interview with a local ABC news affiliate to appear not only on the TV station website, but also on a meat producers website and on a vegetarian website? Do the "ego search" as a pre-marketing task, so that you can market your internet presence.

When you move from marketing your services to the sale, you will be asked for a resume. Update your resume at least once a month. Add interviews you have done, articles you have written and other professional tasks you have accomplished. Add committees served on and positions held. An up-to-date resume is a key marketing tool.

The next pre-marketing task you need to accomplish is to define in clear, simple terms exactly what service you provide. Develop a one-sentence "sound bite" answer for the question,

"What do you do?" Many of us answer, "I am a dietitian." That answer does not tell people what you can do for them. People do not part with money unless you address their problem or their pain.

Telling someone "I am a dietitian" does not give them information that shows them that you can solve their problem. If you have different aspects to your practice, you may need several of these answers. For example, as a writer of articles for consumers my answer is: "I write fun, practical articles that translate science into what to eat for dinner." And for

professional articles: "I translate scientific research into advice dietitians can use in their practice." After hearing your sound bite, people will then ask how you do what you do. If they don't—you need a new sound bite.

A great marketing tool is only useful if it is sharpened. I was always told that offering free lectures was great marketing for a dietitian in private practice. I found that giving free lectures only served to get me more invitations to give free lectures. I now realize that I had not done my pre-marketing homework. There is a huge leap between teaching the church group about the food pyramid and one-on-one counseling for weight loss. If I wanted to market weight loss counseling services, the lecture should have been based on that. I should have given case studies of how I helped people lose weight.

Marketing is simply the intersection of what you have to offer and what the person needs. If you don't let people know what you do, you can't help them. So help yourself by pre-marketing and be ready to grab the next opportunity that knocks.

*Carol is sharpening her marketing tools as a graduate student in an MBA program.*

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**“When opportunity knocks, you need to be ready to open the door and invite it in for a visit.”**

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## Movers and Shakers



### Shelley Case, BSc, RD

Shelley Case, leading North American nutrition expert on celiac disease, has just released the new expanded edition of her national best seller, *Gluten-Free Diet: A Comprehensive Resource Guide*. In the last year, she has been published in *Gastroenterology*, *Pediatrics*, *Topics in Clinical Nutrition* and *Journal of Human Nutrition and Dietetics*. Shelley is a member of the medical advisory boards of the Celiac Disease Foundation, Gluten Intolerance Group and the Canadian Celiac Association. A frequent speaker at health professional, patient and food industry conferences, and on television and radio, including the NBC *Today Show*, Shelley was awarded the Queen Elizabeth Golden Jubilee Medal for her contributions to educating health professionals and individuals with celiac disease. Visit her site at [www.glutenfreediet.ca](http://www.glutenfreediet.ca).

### Sherée Thaxton Vodicka, MA, RD, LDN

The North Carolina Dietetic Association (NCDA) named Sherée 2005 Member of the Year at the 73rd annual meeting in Winston-Salem on Monday, April 3, 2006. The Member of the Year award is the highest recognition the NCDA bestows. The award is made annually based on professional achievement and participation in national, state and regional dietetic association activities. The winner must demonstrate significant contributions to the profession through employment and voluntary work. Sherée coordinates communications for the N.C. Division of Public Health's Physical Activity and Nutrition Branch. She holds a Master of Arts degree in mass communication from the University of North Carolina at Chapel Hill and a Bachelor of Science degree in dietetics from the University of Kentucky.



### Annette Maggi, MS, RD, LD, FADA

Annette, our fabulous *DBC Dimensions* Topline columnist and manager of Nutrition, Labeling, & Regulatory Compliance at Target, laughs over how often she asks questions on the DBC ListServ, and instead of answers, receives questions on what a dietitian is doing at Target! To clear up the mystery...throughout the country Target has 160 SuperTarget stores; supercenters that include a full grocery store. Additionally, Target has its own private label brands. Annette's team works on all aspects of labeling for private label, health and wellness strategy in the stores, and with the brands and guest relations. Check out Annette's great column on page nine.



### Jackie Mills, MS, RD

Jackie, a culinary and nutrition consultant based in New York City, recently won Grand Prize in the nationwide Cabot Cheese recipe contest for nutrition and health professionals with her recipe for Grilled Cheddar and Roasted Red Pepper Sandwiches. Try the recipe at [www.cabotcheese.com/Recipe05](http://www.cabotcheese.com/Recipe05). Jackie is a former food editor at *Southern Living* and *Redbook* magazines. She has written food and nutrition information and recipes for publishers including Rodale, Oxmoor House, Weight Watchers, *Cooking Light* magazine, *Coastal Living* magazine and *Cooking Pleasures* magazine. She was the recipe developer for the *American Medical Association's Type 2 Diabetes Cookbook: Delicious Recipes for Healthy Living* (Meredith, October 2005). Her forthcoming book, *The Complete Book of Diabetic Desserts*, will be published by the American Diabetes Association in fall 2007.

### Heidi Reichenberger McIndoo, MS, RD

Heidi is excited to announce the publication of her first book, *The Complete Idiot's Guide to Low Sodium Meals*, which she co-authored with Shelly James. Heidi is the dietitian for *Looking Good Now* magazine and also writes for magazines such as *Fitness* and *Woman's Day*. In addition, two days a week she counsels patients of all ages on a variety of nutrition topics at a Boston-based community health center. For more information you can visit [www.appleadaynutrition.net](http://www.appleadaynutrition.net).





## DBC Spotlight on Ellie Krieger, MS, RD

**Interview by Carol Berg Sloan, RD**

**Working as a television host and author sounds like a dream job; please share some of your responsibilities.**

My responsibilities on “Healthy Appetite” are multifold. In pre-production, it involves creating and testing all the recipes, researching and contributing the nutrition content and other content for the script, and consulting on the final scripts. In production, which is a five-week marathon session, I am in demand on the set about 80 hours a week—cooking, performing, consulting, reviewing/studying scripts. In post production, I work on publicity, including magazine interviews, TV interviews and photo shoots. It is more work than I ever imagined. But I love it.

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“In the DBC practice group, I have found a community of inspiring people who are all doing incredible work, and who have been a great support and advocates for my work.”

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**What two or three accomplishments have given you the most satisfaction and why?**

I feel a tremendous amount of satisfaction knowing I have inspired so many people to make changes in their eating and their lifestyle. I just received dozens of e-mails in response to the first episode of my new show, “Healthy Appetite,” each thanking me for making eating healthier more attainable. It is so moving for me to be able to reach people in this way. The two accomplishments that have made the greatest impact in this way have been this show and my book, *Small Changes, Big Results*.

**Many dietitians are looking for a career change within the dietetics field. What would you suggest to an RD looking to enter the media area of dietetics?**

First, start small. Write for a local newspaper or newsletter in your area. Once you get some clips, you can work your way to bigger, national publications. To get on-camera experience, get a press kit (photo, bio, clips) together and pitch ideas to your local news producer. Or start a blog or podcast of your own. The web has made the media open to pretty much anyone! Second, try to get an internship at a media organization. Almost all of the media dietitians I know have done some kind of internship.

**If you could recommend one resource (book, web site, etc.) to a new registered dietitian just out of school, what would it be?**

I love the *Environmental Nutrition* newsletter, especially the online version. I refer to it all the time for the bottom line on all the current nutrition topics. The articles are written by dietitians and it is current and well researched; it is a top-notch resource.

**How has DBC membership helped your career professionally and personally?**

In the DBC practice group, I have found a community of inspiring people who are all doing incredible work, and who have been a great support and advocates for my work. We all elevate each other personally and professionally.

**What changes do you predict in the field of dietetics in the next five years?**

I predict that more and more people will be searching for healthy solutions, and the media will continue to grow as the public's main source of nutrition information. It is our responsibility to make sure registered dietitians are the go-to people for trusted, insightful information presented in a clear, newsworthy way. As a profession, I think we have missed the mark at attaining this in the past, but I believe we can harness this opportunity now and in the future.

**Please share your educational background.**

I earned my bachelor's in Clinical Nutrition from Cornell University and my master's in Nutrition Education from Columbia University.

# The Tension Between Science and Politics

*By Annette Hinton, MS, RD, LD, CEC,  
Maureen Leugers, MBA, RD,  
and Debbie Lofley, RD*

In March, over 450 members of the American Dietetic Association gathered in Washington DC for ADA's Public Policy Workshop 2006: The Tension Between Science and Politics. The workshop included presentations on the mechanics of how a law moves through the legislative system, how to have our voice heard, and ADA's legislative priorities. We also had the opportunity to celebrate the 25th Anniversary of ADA's Political Action Committee (ADAPAC).

The three legislative priorities are:

### **1. Local School Wellness Policies Public Law 108-265, the Child Nutrition and WIC Reauthorization Act of 2004.**

Section 204 requires that each school or agency participating in the National School Lunch Program and/or Breakfast Program develop a local wellness policy that promotes the health of students and addresses the problem of childhood obesity. Plans are to be implemented in the fall of 2006. However, there is not any mechanism in place to measure the effectiveness of the wellness policies once they have been implemented. ADA is seeking funding from the government that would go to the Centers for Disease Control and Prevention to provide assistance to the local school districts to develop and implement effective evaluation tools.

### **2. Aging: Older Americans Act Reauthorization.**

The Older Americans Act of 1965 (OAA), which expired Sept. 30, 2005 is expected to be reauthorized. The largest component in OAA is the Older Americans Act Nutrition Program (OAANP), which consists of both congregate and home-delivered meals. ADA is seeking adequate funding to support these programs, and to ensure that nutrition assessment, education, and counseling are required components of OAA. ADA is seeking to strengthen the role of the dietitian at the state and local levels.

### **3. Medical Nutrition Therapy (MNT) Campaign.**

Under existing law, Medicare covers MNT only for Medicare recipients diagnosed with diabetes and/or end stage renal disease. The MNT cardiovascular bill never passed. Due to the changing political climate, ADA took a different approach and supported bills introduced by Rep. Fred Upton (R-MI) and Sen. Larry

Craig (R-ID) that would give the Centers for Medicaid and Medicare Services (CMS) the authority to broaden coverage using the National Coverage Determination process. ADA members are asked to encourage their members of Congress to cosponsor H.R. 1582 and S. 604, the Medicare Medical Nutrition Therapy Act of 2005. In addition, The Ryan White CARE Act is past due for reauthorization. ADA is in support of amendments to the Ryan White CARE Act that would strengthen the role of MNT and the RD in programs funded by the Act.

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*“We all need to be aware and have a voice in the legislative arena at the federal and state levels.”*

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As members of Dietitians in Business and Communications, the above issues impact us in many ways. The obvious area is in reimbursement for services. In addition, for those members in manufacturing and distribution, the Child Nutrition and WIC Reauthorization Act and Older Americans Act Nutrition Program impact the products that are provided to these markets. If you are interested in learning more, we encourage you to go to: <http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/advocacy.html>.

What can members of DBC do? Listen and know what is happening in your state and in the federal government. When ADA asks you to write your Representative or Senator: WRITE!

There was some buzz at the meeting that some states are considering banning specific ingredients from food. One of these ingredients is high fructose corn syrup. This would have a major impact on food manufacturers, just as removing trans-fats from baked products has. We all need to be aware and have a voice in the legislative arena at the federal and state levels. In addition to providing time to a cause, you may also want to contribute to ADAPAC. This can be done when you pay your annual dues, or by simply sending a personal check, made payable to ADAPAC, to American Dietetic Association; 1120 Connecticut Ave., NW, Suite 480, Washington, DC 20036. To learn more about ADAPAC, go to: <http://www.adapac.org/>.



## Speaking Like a Professional

By **Linda S. Eck Mills, MBA, RD, LDN, FADA**

Many people are afraid to speak in front of a group. Actually, *The Book of Lists* states that the greatest fear is that of speaking with 41% of people having this fear. This is followed by 32% being afraid of heights, 22% afraid of insects, 22% afraid of finances, 22% afraid of deep water, 19% afraid of sickness, and 19% afraid of death. Yet, the skill of speaking can be extremely valuable to your career as a dietitian.

To get started, let's think about SPAM, an acronym for the standard public speaking model: situation, purpose, audience and methods—not to be confused with a luncheon meat or junk e-mail.

**Situation:** What is the situation in which you will be presenting? What is the time and place of the program you are to present? If you don't know this information, you may very well lose impact, no matter how effectively you deliver your speech. In order to be effective, you also need to consider the history behind the need to present this information. Situation also includes the physical, social, psychological, and time element in which the speech takes place. Perhaps the situation is an identified problem or concern.

**Purpose:** What do you hope to achieve with your speech? Your ability to determine the purpose of your speech comes from your understanding of the situation. This is where you determine the goal or learning objectives for the speech. Your purpose may be to make the audience aware of the need for change to remain competitive.

**Audience:** Audience is probably the easiest of the variables to understand and frequently the most overlooked area. Speakers become too busy obsessing about what to say, how to say it, and dealing with timing, that they forget about the most important part—the audience. Where would your speech be without an audience? These are the individuals to whom your speech is directed. The audience's response determines whether the speech is good or bad. The most important tools in audience analysis are common sense and empathy, or the ability to put yourself in someone else's place. Most likely, your audience is not just like you. While your audience may be a group that you have a working relationship with, you may be asked to speak to a group of individuals you don't know as well. Determine how many people will attend the presentation. What is the age span and gender involved? Consider the culture and background of the audience. Select the words and level of diction that suit the audience, purpose, and occasion. Avoid clichés, euphemisms, jargon, and sexist language. Most importantly, match your words

to your personality. Determine what the audience members have in common and what they already know about the subject. Keep in mind there are potentially four types of attendees: Vacationer—"You can't teach me anything. I'm taking the day off." Prisoner—"You can't teach me anything. I was told to be here." Graduate—"You can't teach me anything. I already know this stuff." Student—"I am anxious to learn and am willing to look at anything that will help me be a better person."

**Method:** Once you have determined the situation, purpose, and audience, it's time to consider the method or methods you will use to best convey your message. Consider which methods best fit the situation? Which methods best fit the purpose? Which methods best fit this audience? Which methods could be combined for a better effect? Which public speaking methods am I most comfortable with? Along with method is the development of content. What is the introduction? What will be in the body of the speech? What is the conclusion? The best introductions get the audience involved, provide background information, and create interest in the topic. You need to

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speak clearly and with confidence and establish common ground with the audience. Remember WIIFM—what's in it for me? But, think about this from the prospective of the audience, not you as the speaker. For the body of your speech you will need to organize the presentation into some logical sequence, develop the content, and create and use visuals. You can organize your speech to be chronological, alphabetical, numerical, cause and effect, or topical. There is no one way that works best all the time, but a lack of organization can result in a bad speech. You should present three to five main ideas. More than five points will lead to sensory overload for the audience.

You can involve the audience by selecting an appropriate method. Consider choosing at least one of the following: brainstorming, case studies, games, questionnaires, role-plays. You can also get the audience involved by responding to your information by using one or more of these methods: polling, rating, small group discussions, listing of responses on newsprint, interviewing partners, or sentence completion.

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# Speaking Like a Professional

## CONTINUED FROM PAGE 7

The conclusion should do three things—conclude the speech with emphasis on key points, remind the audience why this topic is important to them, and call the audience to action.

Creating and using visual aids is a key component to a presentation. Remember, there are many visual learners who will remember much more if you show them what you are talking about. Visuals make you more persuasive, help people grasp more information, add variety and emphasis, reinforce your verbal message, help organize your presentation, help you to be concise, and can help to facilitate meetings. You must select the appropriate medium for your situation, purpose, and audience. Visuals can include: flip charts, handouts, transparencies, videos, posters, models, PowerPoint slides. If you are using any equipment, make sure you practice using it, so you feel comfortable during the presentation.

With many professional presentations utilizing PowerPoint slides, you need to remember the rule of six: 6 words per bullet, 6 bullets per slide, 6 text slides in a row. Also, keep in mind that the font size should be a minimum of 24–28 points for text and 28–42 points for titles for visuals.

All effective speakers have one thing in common—they talk to their audience, they don't read to their audience. If your material needs to be read, let the audience read it by providing a handout. You don't need to memorize the presentation. That creates too much pressure to get the speech absolutely perfect. Professional speakers who repeatedly deliver the same speech often memorize their speech, yet with each delivery they adjust the speech to suit the occasion and audience. This takes a lot of skill. Many speakers use notes to keep them on track and prevent them from having the temptation to read their presentation. Notes should be in a minimum of 18-point font. Keep note cards or outline pages numbered. Use colors for different sections or highlight key words in a different color. Keep a back-up copy of notes in a different location for safekeeping. Effective posture and movement also play a role in a good presentation. Remember to stand up straight with your feet slightly apart. Avoid keeping a tight grip on the podium. This does not convey confidence. Keep good eye contact with the audience. If this thought frightens you, look at the forehead of the audience instead of their eyes. This will give the appearance you are looking at individuals behind the person. Putting your hands inside your pockets, or putting your arms behind your back for short periods is acceptable, but refrain from folding your arms across your chest. Be careful not to play with a pen, paperclip, or pointer,

jingle keys or coins, play with jewelry, twirl hair, bite your lip, or stroke your chin or beard when presenting. To be successful remember these points:

- Have a passion for the topic. If you don't, find someone else to present the topic.
- Present the material in a unique way, but keep it relevant to the situation, purpose, and audience.
- Prepare for the speech, but avoid scripts and the temptation to read to the audience.
- Remember the KISS principle—keep it short and sweet with a maximum of five points.
- Get the audience involved—people remember 10% of what they read, 20% of what they hear, 30% of what they see, 50% of what they see and hear, 70% of what they say, and 90% of what they say as we do.

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“All effective speakers have one thing in common—they talk to their audience, they don't read to their audience.”

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It takes time and practice to build these skills. Consider reading some books on the topic, taking a public speaking class at a local college or university, or joining a group such as Toastmasters, the American Society for Training and Development, or the National Speakers Association to learn more.

*Linda S. Eck Mills, MBA, RD, LDN, FADA owns Dynamic Communication Services. She is a member of the National Speakers Association and is a professional speaker who guarantees to keep an audience involved and awake after lunch! She is the author of **From Mundane to Ah Ha—Effective Training Objects**. Contact her at [LSMillsRD@aol.com](mailto:LSMillsRD@aol.com) or [www.theconsultantsforum.com/eckmills.htm](http://www.theconsultantsforum.com/eckmills.htm).*



## The Top Line

a column by Annette Maggi, MS, RD, LD, FADA

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



- I've never been a big supplement taker. Even when I was pregnant, I only took the vitamins I knew I really needed. I always figured that as an RD, if I didn't eat enough variety to get all the nutrients in, who did? But there are a lot of consumers out there who take multivitamins and dole them out to their kids every day. All the news out lately may have many rethinking this philosophy. In professional and lay publications alike, many questions are being raised as to the benefit of vitamins and minerals. The science isn't necessarily bearing out that there's true benefit and only benefit from supplementation. (Remember vitamin A and hip fractures? The negative impact beta carotene had in smokers?) If you filter through all the science, the real message seems to be an age-old one: moderation. And it's an indication of the state of our society: if some is good, more is better. The real message in all of this, though, may be that some is good, just some. Make sure you get some. Moderation. Is it now on the weight of RD's shoulders to convince consumers to hear this message or are consumers getting there on their own?

I think the latter may be true. Consumers know that all fat isn't bad. It's about making the right fat choices. The same holds true today for carbohydrates. They're not all bad. Now it's vitamins and minerals turn – don't megadose, don't overdose, just get some.

- A change in attitude about vitamins may definitely have impact on a significant segment of the food industry – beverages. This category leads when it comes to fortification and novel ingredients with potential health benefits. Vitamin Water brand, for example, touts many varieties aiming to give energy, prevent hangovers, and help the heart. But these beverages and their competitors go well beyond “good” or even “excellent” sources of most vitamins and minerals. While this industry grew 700% between 2000 and 2005 (MarketResearch.com), it may be hit by the recent negative press about the levels of caffeine in beverages in addition to increasing questions on vitamin and mineral levels. Kids – young or teen – are starting to be frequent consumers of these beverages, and concern is definitely being raised on the levels of caffeine that kids may be getting from these beverages.

- I've been to Trader Joes and Whole Foods in various states. Working in the grocery retail industry, it's hard not to have read up on the mystique of both, the store offerings, and the consumers that will drive up to 30 miles just to get their fix. Now it's a question of how far this concept can go. Can stores solely focused on natural and organic truly make a significant dent over the long haul in the grocery market share? SuperValu, a retail network of 2500 supermarket and superstores, is jumping in the game with the launch of their first Sunflower Market, a natural and organic supermarket in Indianapolis. This trend is one to watch to see how great of an impact it will have on the overall grocery industry.

*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](mailto:annette.maggi@dsm.com)*

We are excited to be working with Jennifer Schafer, our new designer of *DBC Dimensions*. Please share your comments and suggestions regarding the layout and content of our newsletter with our editor, Tricia Silverman, at [editordbc@nutrilifestyles.com](mailto:editordbc@nutrilifestyles.com). We are always looking for new writers and suggestions for making our newsletter a valuable resource for you!

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