Welcome to the 2007-08 DBC year! It is an honor and a privilege to serve as Chair of this dynamic and growing organization. Let me start by first thanking Annette Hinton and the 2006-2007 Executive Committee for their leadership and vision. The strategic initiative work that began a year ago will guide us as we move to continuously improve our practice group for you, our members!

Your new Executive Committee met in late May. We reviewed the strategic initiatives, and determined what steps we would focus on this year to move the plan forward. In order to accomplish this, we have segmented into four working teams: Marketing, Membership, Education, and Sponsorship. The beauty of these teams is that committee members can work collaboratively, drawing on the expertise of its members. Also, these teams can reach out to the DBC membership, enabling members to participate in projects that they feel passionate about, or feel they have a contribution to make. For example, Kate Byers, RD, of Chicago, has volunteered to be a part of the Marketing Team. Thanks, Kate!

What are a few of the highlights that we will work on this year?

1. Offering a minimum of two regional networking events hosted by our Geo Reps.

2. Formation of an Industry Focus Group, with the plan of developing an Industry Advisory Council. This focus group will be made up of non-RD industry leaders, with the intent of inquiring about their knowledge of the skill sets of RD’s in business and communications. In addition, this focus group will help us determine how DBC can better market and educate our members, and the industry, to gain leadership positions within the industry.

3. Enhance our Teleforum series. These offer great education and training opportunities for members. If you have not participated in the past, add this to your to-do list for this year.

4. Enhance the benefits and services we provide to the members based on the Member Needs Assessment Survey results. Hopefully, you all participated in the survey!

5. Have FUN! Especially through our networking opportunities at FNCE. Please join us at the DBC reception on Saturday, September 29, 2007, and the DBC Breakfast on Monday, October 1. Don’t forget the great DBC-sponsored educational program on Tuesday, October 2 at 8:00 am. Ellie Kreiger, MS, RD will be speaking on “Getting Through: Communicating Nutrition Effectively to Inspire Change”. Ellie is the host of the Food Network's Healthy Appetite, and a DBC member! For detailed information on our FNCE activities, refer to the accompanying article in this newsletter, or venture to the DBC Web site. “www.dbconline.org”

Do any of these projects intrigue you? If you would like to assist any of the teams, please contact me at maureen.leugers@gfs.com or the DBC office at dbc@quidnunc.net. Your expertise, enthusiasm, and input are welcome and needed in order to make DBC what YOU want it to be!

I am looking forward to a great year.
As the first male President of ADA.... how does it feel to break the glass ceiling?

It’s a great honor and a humbling feeling, especially when you consider that, initially, men were not even welcome as ADA members (read Horton, LE, The boys in the club, J Am Diet Assoc, 1982; 81: 17-25). I am so grateful to the incredible male RD mentors I had along the way, especially Pete Beyer, Jim Halling, and Ken Wear.

What are some of your plans for your tenure as President elect, President and past President?

If there’s one thing I’ve learned after five years on the ADA Board, it’s that “it’s all about the Strategic Plan” … not any particular ADA President’s own agenda. This is a good thing, and helps keep our efforts focused on the most important priority areas so we can continue working to fulfill our Mission and Vision. Beyond that, and in line with the strategic plan, I hope to help increase the percentage of under-represented groups in ADA. Sometimes when I speak to groups within ADA about the issue of diversity, I get the “deer in the headlights” look; we all need to understand how critical this is for our future and for our effectiveness as practitioners.

What are some of today’s challenges for dietitians in general and in the area of business and communications?

We need to focus on other characteristics besides the traditional “nurturing” that’s often associated with our profession. We must ensure that we have the skills it takes to compete in today’s world – we need to be proud of our knowledge base and market these skills with our heads held high, and quit taking a back seat.

What has membership in DBC meant to you?

It’s certainly inspired me, seeing all the amazing careers that DBC members have made for themselves. You have created your opportunities—not just waited for them to come to you, and that is a model for anyone in our profession.

What can DBC members do to support ADA and you as President?

I’m probably preaching to the choir, but here goes: First of all, always value your ADA membership and be proud of it. Second, never accept the status quo—always welcome change. Third, since DBC members are doing things and going places that many other ADA members just dream about, we need to make sure we’re “sharing the wealth” by mentoring others and encouraging students to go wherever their imaginations can take them. Share your skills and resources, and by doing so you will have made a much bigger mark on the profession than if you operated in a silo and used “competition” as an excuse not to share.

“"We must ensure that we have the skills it takes to compete in today’s world...market these skills with our heads held high, and quit taking a back seat.”

Any words of advice to new ADA/DBC members?

I’ll just repeat what I have said previously: Value your ADA membership. Mentor others and share your skills. Recruit and mentor members from under-represented groups. If you think something needs changing, submit your idea to Issues Management. They take all suggestions very seriously and provide a response as well as requesting an evaluation of your experience. I’ve been an ADA member for 26 years, and it just keeps getting better.
By Betsy Oriolo, MS, RD, LD, CDE

Are you considering starting a private practice in dietetics? Do you wonder how you can spread the word about your business? Here are nine sure-fire ways to market success.

Network.
Get to know other dietitians in your area by participating in your local dietetic association. Here you can exchange press kits, brochures or business cards. Be creative! Advertise in DPG newsletters whose member base may be interested in your product or service. This is an affordable way to increase exposure.

Lunch time in-services.
Contact local physicians and offer to provide a healthy lunch while you pitch your services. You will have the undivided attention of the group while you describe your product or service. Bring goodie bags filled with items that market your business. Examples include pens, magnets, mugs or bright colored folders with your name and referral forms. Once you start receiving referrals, maintain contact by providing your brochures or free patient educational handouts. Always communicate with them regularly regarding their patients’ progress.

Advertise in the local newspapers.
Offer to provide a nutrition article to your local newspaper in exchange for free advertising. Ads in smaller community papers can be less expensive than metropolitan dailies.

Contact local gyms, chiropractors, hospital social workers and home health agencies.
Introduce yourself and your business. Provide brochures, business cards or referral forms. Offer to distribute their information in return.

Contact local television and radio stations.

“If you feel your client is satisfied with the services they have received, ask them for referrals.”

Rely on your clients.
If you feel your client is satisfied with the services they have received, ask them for referrals. One of the best referral sources is word of mouth. Provide your clients with extra brochures, magnets, cards, and pens to distribute for you. Send birthday and/or holiday cards to maintain positive contact.

Post an e-newsletter sign-up on your Web site.
Capture your visitor’s information while they’re learning about your services. If financially feasible, list your services in the local yellow pages.

Participate in local health fairs or community events.
This is a great opportunity to network with other organizations and meet members of the community. Pass out your brochures or contact information along with nutrition education material to leave a lasting impression.

Be persistent and don’t give up.
Starting up a new business requires a huge amount of time and effort. Consider a business coach or take a marketing class from your local small business association. Both can help you create both a business and marketing plan.

DBC member Betsy Oriolo, MS, RD, LD is the owner of Total Nutrition Therapy, LLC. For more information visit the RD Product page at www.eatright123.com or call 513-477-4270.
Green is the new black. If you want to stay on top of the latest consumer and business trends, then you need to add eco-literacy to your resume. According to a recent Gallup Poll, 90% of Americans recycle, 83% reduce energy use, 83% use less water, 83% avoid environmentally harmful products, and 73% buy environmentally beneficial products. Thanks to a great deal of high profile media coverage about the ills of our planet, from overflowing landfills and pesticide residues to greenhouse gas emissions and global warming, the public is interested in doing their part to help heal Earth. For those businesses and professionals working in the food system, there is ample room to make a difference. But people are expecting much more than simple green initiatives like recycling aluminum cans. They want to know about an organization’s carbon footprint (the measurement of the impact of human activities on the environment in terms of the amount of greenhouse gases produced measured in units of carbon dioxide) and food miles (the number of miles food travels to get to the dinner plate).

Try out these tips to get going down a greener path.

1. **Think Green**
Get together with your teammates and make a green agenda, identifying eco-friendly opportunities, practices, and goals that are achievable over the short term and long term.

2. **Go Paperless**
Reduce the use of paper products, whether it’s in the office or on the kitchen floor. Use electronic mailings and registrations as much as possible. When you use paper, search for recycled products.

3. **Reduce Energy and Use of Resources**
If you’re in food service, you already know that it can be an inordinately energy- and resource-draining enterprise. Try to optimize practices and equipment to reduce energy and water use. Investigate new appliances that will reduce energy and water use, explore alternative transportation avenues, train staff in conservation, and delve into alternative energy sources.

4. **Reuse and Reduce Waste**
Use reusable supplies whenever possible (think china and silverware over plastic). Avoid the use of Styrofoam, which experts say takes about 500 years to decompose in a landfill. If you must use disposables, try alternative bio-degradable supplies. Cut down on food waste; about 20% of all commercially-prepared foods go straight into the trash. And recycle, recycle, recycle.

5. **Support Local**
From plugging the farmer’s market to buying from local sources, make local your first choice. Not only might you support small businesses within your community, you can cut down on the number of miles goods and services need to travel to get to your business.

6. **Foster a Sustainable Food Supply**
Commercial agriculture is a major contributor to air pollution, water pollution, and habitat degradation. Support organic, sustainable, humane, and free trade practices at every opportunity. Plan menus seasonally and ask yourself if you really need to serve raspberries in January.

7. **Travel Green**
Cut down on your impact on greenhouse gas emissions when you travel, from using energy wise transportation to green hotels and convention sites.

8. **Eco-Smart Construction**
If you’re designing new construction for an upcoming facility project, turn to energy efficient and sustainable building materials and systems.

9. **Team Up**
Join local eco-friendly groups such as the Hunger and Environmental Nutrition Dietetic Practice Group (HEN) or Slow Food USA. List your services in green directories, such as Green Restaurants.

10. **Promote your Green-ness**
Give yourself credit for your eco-friendly ways. List your green practices and affiliations on your Web site and organization materials. Promote the value of environmentalism to your community.

**Eco-Friendly Goals**
- Save Trees
- Improve Soil
- Minimize Waste
- Create Community
- Improve Local Economy
- Conserve Water and Energy
- Support Local Farms and Farmers
- Reduce Contributions to Global Warming

Source: Sustainable Communities Network
10 Tips to Going Green (continued)

Sharon Palmer

Sharon Palmer is a registered dietitian with 16 years of healthcare food and nutrition experience. For the past several years, she has focused on freelance food and nutrition writing and has published over 400 articles in magazines, newspapers, Web sites, and books. Sharon makes her home in the chaparral hills overlooking Los Angeles with her husband and two sons.

Going Green Resources

Green Restaurants, www.greenrestaurants.org
World Centric (eco-friendly supplies), www.worldcentric.org
Sustainable Communities Network, http://www.sustainable.org
BlueGreen Meetings, www.bluegreenmeetings.org
Where Does Your Food Come From? www.foodroutes.org
Organic Trade Association, www.ota.com
Slow Food USA, www.slowfoodusa.org
Hunger and Environmental Nutrition Dietetic Practice Group, www.hendpg.com

Editor’s Note: DBC Dimensions

Carol Berg Sloan RD
is the new editor for DBC Dimensions and looks forward to getting more DBC members involved in contributing to the newsletter. Please contact her with any ideas, comments or questions cbergsloan@ix.netcom.com.

Jill Parker MS, RD, LD
is the new Associate Editor for DBC Dimensions newsletter. In this position she will assist in providing cutting edge articles and interviews that are of interest to DBC members.

Tricia Silverman RD, LDN, MBA
has done an astonishing job as the newsletter editor for DBC Dimensions. The DBC Executive Board thanks her for her dedication and commitment to the practice group and wishes her well as she continues in her professional dietetics career. Thank you, Tricia!
If you’re ready to make a healthy change for your family’s well-being, an excellent tool to move you forward is *Feed Your Family Right!* by Elisa Zied, MS, RD and Ruth Winter MS (John Wiley & Sons, Inc. 2007). Zied, a registered dietitian and DBC member, offers easy tips to help families get on track. She reinforces that even if you can’t eat every meal together, a few weekly family meals make a big difference in eating habits, which also provides a sense of unity and togetherness. Zied shares several ways to create an environment that supports sensible food choices:

1. Always have seasonal fresh fruit available and visible so the family can grab and go.
2. Make a grocery list and stick to it. Many examples are available for best choices in all food categories.
3. A “kitchen makeover” can decrease food staples that may be adding extra calories to everyone’s diets.

To complete this family food and nutrition reference, Zied provides recipes, nutrient and portion size charts, meal plans, and exercise guidance. Available at amazon.com and major book stores.

Snacking can be a useful tool towards the prevention of many chronic disease states such as diabetes, heart disease and overweight Americans. But making the right snacking choice is essential to success. *The Snack Factor Diet: The Secret to Losing Weight by Eating More* (Crown Publishing Group 2007) by New York-based DBC member Keri Glassman, MS, RD demonstrates how, when, and why to eat the right snacks. She describes and provides brand names and recipes for hundreds of sweet, creamy, crunchy, and salty snack foods that will satisfy any palate. Glassman, founder of KeriBars, a nutritional snack bar company, provides a full menu plan that highlights snack options. She also emphasizes the importance of monitoring portion size and being aware of hunger levels. Available at amazon.com and major book stores.
Nice Girls Don’t Get the Corner Office: 101 Unconscious Mistakes Women Make That Sabotage Their Careers by Lois P. Frankel, PhD

The corner office is a metaphor for success. Success to the RD, healthcare employee, entrepreneur, may have little to do with the size and location of their office. Regardless of how you define success, this book provides useful tips. The provocative sub-title, 101 Mistakes Women Make That Sabotage Their Careers, reflects the essence of the book—empowering women to make changes within their control to propel their career. Although some businesswomen thrive in top positions in today’s workforce, many struggle. Frankel describes how some women sabotage their own advancement with unconscious “girlish” behaviors, often blamed on the glass ceiling. The self-assessment in the first chapter helps you evaluate your behaviors. I do not know any woman in the business world, including me, who has not made at least a few of these mistakes. The author notes that any single mistake will not derail your career. The 101 mistakes are divided into sections about how you: Play; Act; Think; Market; Look; Sound; Respond. Each mistake offers three or four coaching pointers.

Here are some examples:

Mistake #3 Working Hard.
Women are like ants: they work, work, work. The truth is no one ever got promoted purely because of hard work. Coaching Tip: Give yourself permission to “waste” a little time during the workday to network and build relationships. Define your work hours and stick to them.

Mistake #16 Needing to Be Liked.
The little girl in all of us wants to be liked. The “mistake” is letting that need overshadow the need to make tough decisions, deal with conflict, or disagree. Coaching Tip: Use self-talk to counter the need to have everyone like you. It is impossible. Likeability is a critical success factor.

Mistake #17 is Not Needing to Be Liked—balance is the solution.

Mistake #44 Perfectionism.
Signs of perfectionism include checking and re-checking again and again, being nitpicky, or not completing work in a timely way because you are spending too much time on “perfecting” a project that could better be used getting something else done. It drives others nuts. Coaching Tip: Strive for 80% perfect. Most people won’t notice the difference. You will accomplish more in less time. Get comfortable being viewed as human.

Making fewer of the mistakes described in the book will help you communicate to the world “businesswoman” instead of “girl,” and will identify you as someone ready for the corner office level of success and advancement wherever you work.

This book is particularly useful for women who work in male-dominated professions, women who are struggling for respect among their peers or managers, and all who want to have a stronger executive presence and more influence. Read the book and follow the coaching tips if you are a woman who is serious about getting ahead in your career.

“Women are like ants: they work, work, work. The truth is no one ever got promoted purely because of hard work.”
### Elected Officers

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Ready for a Raise?

By Pat Katepoo, RD

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

This is the first installment of a two-part article. Look for Part 2 in the fall issue of DBC Dimensions.

If your boss has reasons why you can’t get the pay raise amount that you deserve, will you be ready with replies that will keep the discussion going? Whatever your boss’s response, maintain a collaborative, not combative frame of mind. Craft replies that are problem-solving, not pleading, in their tone. Use an approach that aims to meet the needs of both parties so that it moves the negotiation along to a mutually-agreeable outcome. Let’s look at an example:

“We don’t have the budget for (some or all of) your pay raise request.”

What I hear you saying is that, you would grant my request for a ___% increase if it weren’t for the budget constraints. Is that correct? … Thank you. I appreciate your recognition of the value I’m bringing to the job.

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

Then continue with your solutions. Here is a sampling of the several responses provided in the Ready-for-a-Raise Workbook for Dietitians:

Since we’re not able to bring my salary on par with the market now, how close can we get? If not ___%, would ___% be a fair amount to put into place right away?

Since the organization is not able to bring my salary up to par with the market now, how much of an increase can we build into next year’s budget to get me closer to a competitive salary?

Since we’re not able to reward my job performance now, how much of a merit raise can we build into next year’s budget? OR (less presumptive):

Since you’re not able to reward my job performance now, would it be possible to include my merit raise in next year’s budget?

Since my merit raise can’t be put into place in the near-term, may I suggest a way that my job performance could be rewarded now that won’t add to payroll costs? Because time is money. I have an innovative way to acknowledge my performance with time instead of money. [Present your proposal for 10% fewer hours without a pay cut; that’s a day off every other week, a 36-hour workweek or some other variation. See http://workoptions.com/pt_raise.htm for more information.]

There are other pay raise objections for which you should prepare. Look for scripted replies for one of the following in the Fall issue of DBC Dimensions:

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

“I can’t give you a raise. You know this organization only gives Cost of Living Allowance adjustments.”

“I can’t give you a raise. You’re already at the top of the pay scale.”

Pat Katepoo, RD, founder of Career Coach RD, equips and empowers dietitians to use career management skills—with an emphasis on negotiation—to advance their pay. http://CareerCoachRD.com
Working as the Corporate Dietitian for Advance Food Company, a national meat processor is unique. What are some of the responsibilities of your job?
My primary job responsibilities include verifying, updating, and maintaining nutrition information for more than 2300 products produced by Advance Food Company in an effort to help support sales, brokers, and end users. I work closely with the research and development department to create healthier foods and assist our marketing department with new product announcements. In addition I provide nutritional analysis information for child nutrition and health care brochures. As a member of our employee health and wellness program team, I provide nutrition education and counseling for employees at Advance Food Company. My role also includes being the preceptor for dietetic interns from Oklahoma who spend part of their community rotation at Advance Food Company.

Can you give an overview of the types of products that Advance Food Company produces?
Advance Food Company is a national meat processor that manufactures beef, chicken, pork, turkey, veal and lamb products for the food service industry. We produce both fully cooked and raw products.

Do you track food trends as part of your job responsibilities?
Tracking food trends is a very important part of my job. For example, a hot issue in food manufacturing today is increasing whole grains. To meet this demand, Advance created a product line with a multigrain breading.

Being involved in the DBC practice group allows you to network with dietitians in many different areas of business. Have you met other registered dietitians with a similar position?
I have not met that many dietitians with my specific job description. Most dietitians I have met in business and industry are in sales. I am glad to be able to share my job duties so that perhaps other DBC members will find or create opportunities at other companies for such a job!

What are some of the issues facing dietitians in business in today’s work environment?
It can be challenging to gain the trust and respect that you deserve. It can also be difficult to communicate your abilities to those who do not know what dietitians do. DBC members have helped me define my role and become more successful.

In our ever-changing field, what changes do you predict in dietetics over the next few years, specifically, in business and industry?
I believe that more businesses will begin to realize the importance of registered dietitians and come to depend on them as a valuable resource. With the increasing number of overweight children and adults and the need for healthier foods, the demand for dietitians is going to increase. We must continue to sell our skills and capabilities in the area of business and industry and encourage new dietitians to do the same. Together we can have a significant impact in the industry.

What do you see as the biggest challenge to dietitians who are just beginning their careers in business and industry?
Most dietetic curricula and internships are clinical and food management based. We are not taught how to survive in this area, so new dietitians must network. We need to be willing to take risks and walk the extra mile to gain the respect we deserve.

What advice can you offer to new dietitians who may want to go down this avenue of dietetics?
If you are interested in a specific area, arrange to “shadow” a dietitian in that area so you can gather information to assist in making career decisions. Shadowing can provide reality checks for the many times you think you might want to do something, but then realize that it was not what you were anticipating.

**On a personal note I came to work for Advance right out of my internship and would like to express my gratitude to Katie for being such an excellent teacher and mentor for the past two years. She has provided me with inspiration and support as I embark on my career in dietetics. I can only hope that all young dietitians have the opportunity to begin their journey in “The Real World” with such an amazing guide. Thank you, Katie.

-Jill Parker
Jean Caton, MS, MBA, RD

Jean Caton can now add Business and Lifestyle Coach to her list of titles, with her recent graduation from the Advanced Coach Training Program at Coach U. As a coach, Jean helps women in many professions connect with where they want to be in their careers, but her specialty is working with registered dietitians. What can Jean's coaching bring to you and your career? Coaching can boost confidence levels, assist in overcoming trepidations or uncertainties that may be blocking success, enhance public speaking skills and build vocabulary that will result in increased respect from other professionals. Visit Jean's Web site, www.JeanCaton.com, for an overview of services. The top of Jean's homepage sums up quite eloquently what she can do for each and every one of us, “Inspiring and Empowering the Women of the World…One Woman at a Time.”

Nancy Collins, PhD, RD, LD/N

Dr. Collins is the Founder and Executive Director of www.RD411.com, which launched in August 2006. RD411.com catalogs references in one location, providing an efficient way to find information on many nutrition related subjects. Resources include handouts, slide shows, forms, example contracts, policies, procedures, in-service ideas, and even a salary tool. This vast array of resources can be used as a time saving starting point for dietitians in need of information on a particular subject. Information can be viewed on the screen, formatted into a printer–friendly version, or downloaded into word processing software that can be modified to fit any practice. Resources can be utilized free of charge, provided professional judgment is used and RD411.com is credited as the source. In a recent podcast Dr. Collins states, “The more successful each individual dietitian is, the more successful and respected the entire profession will be as a whole.” With this valuable Web site, Dr. Collins gives us all a jump-start to success!

Student Stipend Donations

Each year ADA awards $100 stipends to dietetic students toward their FNCE registration. Student members who are registered to attend FNCE are selected through a lottery. DBC has been the biggest contributor of any DPG for several years.

This is a great opportunity for us to introduce students to DBC. We will invite our stipend awardees to our reception at FNCE to meet members and learn more about the wonderful opportunities available in business and communications. Donations (in $100 increments) can be from businesses or individuals. Individuals can also pair up to make donations. Please make your check payable to ADA/DBC DPG 32 and send by July 15, 2007 to:

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