Happy New Year! As we look forward, your membership in Dietitians In Business and Communications is more important than ever before! Our industry is changing with further potential changes on the horizon! The Executive Board of DBC continues to strive to bring more value to you as a member of DBC.

I encourage you to digest this amazing Winter Issue of DBC Dimensions! I am so proud of this organization and the great talents shared from authors to our co-editors. Tricia Silverman will be acquiring the responsibilities as Editor of Dimensions from Dina Aronson in June 2006. Tricia will work with Dina for the remainder of this DBC year. Please extend a welcome to Tricia Silverman and a special thanks to Dina for her past efforts as DBC Dimensions Editor for five years.

FNCE St. Louis was a great success! Our student stipends exceeded all other years—54 of the total 110 ADA stipends were from DBC members and sponsors. Our events continued the reputation DBC is known for...throwing great parties! Thank you to every one of you who volunteered, helped, and shared in the memories!

You asked for Professional Development opportunities and DBC delivered! November 9, 2005 in Houston, Texas was the first Leadership Symposium orchestrated to bring you just that! Three great speakers presented: Hope Hale and Margie McAllister, both past-chairs of DBC along with Emory Austin, our featured speaker. Everyone thoroughly enjoyed and was inspired by four hours of professional development!

It’s Election Time Once Again!

The DBC Ballot for the 2006-2007 Executive Board has a FANTASTIC slate of candidates. You have until February 28th to vote—do it today! Cast your vote at www.dbconline.org. And please note the following outstanding DBC members who are running for office in the ADA elections:

Nominating Committee
Pamela S. Brummit, MA, RD
L. Charnette Norton, MS, RD, FADA
Mary Jo Feeney, MS, RD, FADA

Board of Directors
Connie B. Diekman, MEd, RD, FADA
Christine M. Palumbo, MBA, RD

House of Delegates
Cynthia Broadhurst Facemire, MS, RD
Linda B. Godfrey, MS, RD
Hope S. Hale, MS, RD
Ellen R. Shanley, MBA, RD, CDN

Commission on Accreditation for Dietetics
Nora K. Nyland, PhD, RD

Cast your vote in the ADA elections at www.eatright.org. THANK YOU for voting!
Each year DBC bestows the Founders Award and the Circle Award, honoring two members for their outstanding contributions to our organization. The Founders Award is given to an individual that has impacted the inner structure and foundation of DBC, our strategy and direction. The Circle Award is given to an individual that has made a difference in many different ways to DBC, truly providing an all-around service to the organization.

**Founders Award Recipient:** Margie McAllister, MS, RD, LD
Margie has been a central figure in DBC/DIBI for 18 years! Margie has been a DBC fundraiser, treasurer, geo rep, nominating committee chair, awards committee chair, and professional issues delegate.

**Circle Award Recipient:** Annette Maggi, MS, RD, LD, FADA
Annette has been a DBC member for 7 years, was a geo rep for 4, writes *The Topline* for this newsletter, and presented with Bonnie Lonbaken at FNCE to a standing-room-only audience!

Thank you and congratulations to both!

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**Chair’s message continued from page 1**

wonderful ideas and exposure to new leadership tools!

Have you thought about encouraging your friends and contacts to become members of DBC? Our new DBC sparkle pins were introduced at FNCE in St. Louis. Becoming a new member of DBC not only provides you our newsletter, web site, job opportunities, and many other rewards, but also a sparkle pin to proudly wear!

How about encouraging your company to become a Sponsor of DBC? We had great feedback from our sponsors this year at our FNCE events. I would encourage you to assist our sponsorship committee in sharing company suggestions for our ongoing sponsorship campaign. It is the support of our sponsors that allows us to offer more benefit to YOU, our valued membership!

As we begin to make history in 2006, I ask each of you to consider our eager students. Many of you know how passionate I am towards our students. Today’s students are tomorrow’s dietitians! Please seek a dietetics program near you. Offer to share your career path with them. The message will be so inspiring for them to hear, but the rewards personally for you as a leader in business and industry are even more gratifying! Just think of the difference we might make if each of you shared your story just once for the remainder of the DBC year!

Please let me know if there is something that you wish to share by notifying me at BLonbaken@lyonsmagnus.com. I look forward to hearing from you and hope that you continue receiving enjoyment and benefit from your membership as a valued DBC member!

-Bonnie Lonbaken, RD

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**Congratulations to ADA and DBC Award Winners!**

This year at FNCE, many of our DBC members were recognized. We would like to congratulate them for their outstanding leadership and work in the dietetic profession.

Roberta L. Duyff, MS, RD, FADA, CFCS
*ADA Medallion Award*

Ellen Rosa Shanley, MBA, RD, CDN
*Award for Excellence-Dietetic Education*

Lisa M Drayer, MA, RD
*ADA Media Excellence Award*

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A lovely time was had by all at the DBC/NCC Cocktail Reception...

...and the DBC Networking Breakfast was a huge success!

THANK YOU TO ALL THE TERRIFIC DBC VOLUNTEERS AND OUR GENEROUS SPONSORS, WHO MADE THESE EVENTS POSSIBLE!

Hope Hale and Bonnie Lonbaken present Margie McAllister with the DBC Founders Award.

Annette Maggi accepts her Circle award as she poses with Bonnie Lonbaken, Peggy O’Shea, and Rita Grandgenett.
DBC Sponsors: What are they all about?

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 Campbell's® Restaurant Quality™ soups, V8® soups and entrees, V8® beverages, Pace® and Prego® sauces and Pepperidge Farm® snacks and crackers.

Campbell Away from Home has recently launched a health and wellness initiative. This initiative is geared to help our customers satisfy the needs of today’s health-conscious consumers. Away from Home completed extensive research to understand customer’s needs in the area of wellness. We were able to identify specific needs, areas of interest, and where our products and resources can offer support and solutions.

As a result, Campbell Away From Home launched Well and Good soups, a new line of great tasting frozen soups designed to help consumers manage their weight by controlling the calories, fat and carbohydrates in the soups. Each 8-oz serving of the Campbell's® Well & Good soups contains less than 100 calories, 3 grams or less of fat and no more than 15 grams of carbohydrates. Campbell's Well & Good soups include: Rustic Beef & Mushrooms with Cracked Peppercorns, Red Ripe Tomato & Three Cheese, Rosemary Chicken & Dumplings and Homestyle Sweet Peppers & Beef. The varieties were designed with spices, herbs and ingredients like all white meat chicken, spaetzle dumplings, red skin on potatoes, button mushrooms and burgundy wine to help accentuate the flavors of the soup. The soups are not only good for you, but also taste great!

Kathy Wilson-Gold, MS, RD, LD, Senior Manager-Healthcare (and loyal DBC member) states that Campbell Away From Home is proud to support its customers by serving as a resource for information and educational programs through the Campbell Center for Nutrition & Wellness. Campbell’s Center for Nutrition & Wellness uses the expertise of on-site dietitians, food scientists and researchers to provide the most credible, scientifically based information available about the role of Campbell brands in a healthful lifestyle.

To further assist customers with their health and wellness efforts, Campbell Away from Home offers a “wellness” section on its new operator web site, which includes news and trend information. The wellness section invites customers to “Ask a Dietitian” questions about nutrition and wellness opportunities and solutions. 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

THE CBORD GROUP, INC.

Did you know that CBORD® employs over 20 registered dietitians (RDs)? We utilize their skills in a variety of capacities, including implementation, product and project management, client services, quality assurance and sales.

Having dietitians involved in all facets of our company is a tremendous benefit to our clients. Whether we are developing new features in our software, or working with a client to install a system, our RDs always understand the client’s perspective.

All of our clients utilize our systems in different ways. Therefore, it is helpful that CBORD RDs are familiar with many aspects of the clinical, managerial, and foodservice operations of their facilities.

Margaret Dittloff, RD, CBORD’s product manager for clinical systems, explains it best: “The traditional software development process involves requirements analysis, design, project planning and estimation, coding, documenting and testing. Sounds a lot like the basic steps we all learned while becoming an RD: assessment, planning, implementation, and evaluation.”

CBORD RDs, like all RDs, are required to keep up-to-date with practical training requirements. These educational opportunities provide our RDs with an intimate familiarity of the newest food and nutrition trends and information.

We serve a wide variety of clients in healthcare facilities, colleges and universities, corporations, chain restaurants, corrections facilities,

Continued on page 11
The Topline

WINTER 2006

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

DBC TopLine

● It’s Let’s Dish in my market, Dinner by Design in Chicago, or Dream Dinners in California. Estimates indicate that over 500 of these meal assembly outlets are now in business throughout the United States, making it the hottest growing food trend today. One article I read coined these locales as “Rachel Ray meets the auto assembly line.” The concept is brilliant, and yet simple. Interested consumers sign up on the web, choosing anywhere from 8 to 12 meals that they’d like to prep, a date, and time. On the designated day, they follow in assembly line fashion through stations where all the ingredients are chopped, diced and sliced. Everything goes into a plastic bag or tray, which the consumer takes home to freeze. Presto, she has dinners ready to go for any day of the week. While it would appear that these outlets are designed for overscheduled, two income families, even stay-at-home moms and empty nesters are trying them out, providing a fairly broad market. It’s clear that these companies are successful and provide a needed service. The business-savvy dietitian would be smart to consider a tie to these locales - with nutrition materials, messages on the packages, or short soundbites of training during the meal prep sessions. After all, it’s a captive audience who undoubtedly is interested in health and wellness.

● Celiac disease and gluten intolerance aren’t new to any of us in the nutrition profession. For that reason, I have been more than surprised by the recent heightened interest by consumers in foods that don’t contain gluten. Colleagues in the food industry indicate that their Guest Relations departments are receiving record high numbers of consumer calls looking for lists of foods without gluten. Grocery stores are dedicating more and more space to this dietary restriction. Delving into this phenomenon shows some interesting insights. As it turns out, while there are up to three million people in the U.S. with gluten intolerance, only 60,000 or so of them have been diagnosed. The NIH has funded a grant to increase education for physicians on testing for celiac and gluten intolerance. Additionally, there is some anecdotal evidence to suggest that meal plans free of gluten may benefit kids with autism and/or attention deficit disorder. This trend is definitely one to watch, but can be a bit tricky when it comes down to manufacturing foods that are truly free of gluten. Wheat is very prevalent in our food supply, and finding mills and supply chains that handle no wheat is very difficult. The Food and Drug Administration (FDA) has begun to examine the entire issue of gluten free labeling, which isn’t currently defined or therefore legally allowed, with a first step of defining tolerance levels for gluten. This is definitely an area to stay tuned in to . . .

● Speaking of trends, all those 100 calorie packed products are flying off the shelves. While to date, the movement has primarily been in the snacks category (cookies, crackers), the word in the industry is that we’ll soon see 100 calorie messaging on juice, ice cream, dairy items, and even the eight-ounce cans of Coke. Consumers love these packs as it allows them to easily control portions - clearly the newest movement in the weight loss world. The packs are easy to throw into kids’ lunches, too. It seems consumers are finally beginning to understand the age-old, boring message that calories in have to be equal to or less than calories out to manage weight. If these little 100 calorie packs help consumers to accomplish this, bring ‘em on!

● I’ve said it before in this column, and I’ll say it again . . . as dietitians, some of whom are media professionals, we’re not giving enough play to McDonalds and the corner they’ve turned. They’re doing a lot right these days. Buses covered in advertisements for their salads, and now the announcement that they’ll start providing nutrition labeling on their products. They’re definitely taking a stand, moving in the right direction, and they should be applauded for it.

● It appears as though the arrival of nutrigenomics is here . . . or is it really? A company called cellf has five cheek swab kits available that consumers can use to determine if they’re at risk for diseases like osteoporosis and heart disease. The tests are sold from behind the counter in pharmacies, primarily it would seem, due to the cost, which runs around $100 per test type. The consumers receive the results and can then, in theory, change their lifestyle based on the results. There are some issues in this, however. Can the data indicate a pre-existing condition and create issues in insurability? With the data going straight to the consumer and not a medical professional, could it impact decisions consumers make about medications they are currently taking? While the technology for nutrigenomics may have arrived, a process for how this information is used most effectively for individual health hasn’t.

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 Annette an email at annette.maggi@dsm.com.
Have you picked up a piece of fruit recently and noticed it was from Asia or purchased farm-raised salmon from Chile? Food eaten by North Americans comes from all over the globe, and as a result there is a greater variety of food available than ever before. Food travels from 1500-2500 miles on average to reach the table. It is not just food production that has gone global, but brands have also gone global. Coke may be the most famous global food brand, but McDonalds, Nestle, Kraft and even Starbucks are all global brands. It is not just U.S. brands going global either, a Guatemalan fried chicken chain, Pollo Campero, has begun to open stores in the United States.

While the world has grown smaller, enabling greater sharing of food and culture across countries, it may become more difficult to preserve local eating practices or cuisine.

The United States spends the lowest percentage of income on food in the world, around 10%, compared to about 16% on average for other high-income countries. Much of this is due to large efficient farms and free trade. While the United States has benefited from the globalization of the food economy, it has had drastic effects in countries where cultivated land often produces little food for local consumption. In Argentina, small family farms that were agriculturally diverse have all but disappeared in favor of large corporate farms that grow mass quantities of soybeans, a marketable commodity. This in turn has impacted the diet of the poor rural Argentines by limiting the foods that are available to them. Similar situations are observed with bananas in Ecuador and beef in Brazil. In low income countries, food costs can be as much as 55% of total income, as they lack the infrastructure needed for transportation, processing and distribution.

In the past forty years, the tonnage of food shipped between countries has increased 400%. With global food trade the threat of bioterrorism has increased, as has a fear of a “super bug” that could wipe out entire crops. Other threats include the introduction of non-native parasites or plant diseases that could cause crop destruction. While these fears have yet to be realized, the possibilities have spurred much debate among government, food industry leaders and consumers. There has been a growing desire among consumers wanting their food labeled with the country of origin. The 2002 Farm Bill included a provision for mandatory country-of-origin labeling but has faced an implementation delay until 2008. Food companies are also looking at innovations that can meet this consumer need. Recently an egg manufacturer announced that they had found a way to code an egg so that it could be traced back to the chicken that laid it. Many feel that knowing where food comes from and buying locally decreases the likelihood that such threats are realized.

As a dietitian, you can draw consumer’s awareness to the global nature of food production. Note the positive result by the increased kinds of foods available. Think about plantains, pomegranates, kiwi and star fruit that were almost non-existent in mainstream America twenty years ago. The downside of global production is the decrease in variety among types of foods. Apples, tomatoes, turkey and beef have all received press for the unique varieties that are endangered in favor of the more easily cultivated species. Also, draw attention to locally produced goods and services. Look for local farmer’s markets (the USDA offers a great resource at www.ams.usda.gov/farmersmarkets/map.htm), which have doubled in the last decade to over 3700, signaling that eating locally is going mainstream. Enjoying locally grown food helps keep money and jobs in the local economy. “Eat local” is the latest student movement, as about 200 universities have begun to purchase food locally to be used in campus dining halls. Some 45 universities and colleges have taken it a step further and started campus farms.

Is eating locally better for you? Many feel that local produce is superior, as food harvested at the peak of ripeness tastes better than that which is forced to ripen. Also, because nutrients are lost as food ages after being harvested, the less time it spends in transport the more nutritious it would be. Keep in mind that purchasing local food may be more expensive, as local farmers lack the economies of scale advantage that exist for large corporate farms.

Living in a global environment is exciting. There are few barriers that limit the ability to share information and learn from each other. The impact that globalized food production and marketing has on the consumer and society is still being determined. By educating our clients and ourselves we can take steps to enjoy the benefits of globalization while still appreciating local food and practices.

Leah Flanagan is an associate manager with the Kraft Kitchens at Kraft Foods in Glenview, IL. She is currently completing her MBA at the University of Chicago.
Building an online presence is important, and you may already have a web site showcasing your services, but you could be doing more. To expand your presence and make yourself an opinion leader in the industry you may want to try blogging. By blogging, you will connect with people beyond a single webpage or email.

What is blogging?
A blog is short for weblog, which is a series of internet posts. These posts can be daily, weekly, monthly - whenever you have something to say. It was once used for thoughts on the mundane, like journaling, but is now used by business and consumers alike for a variety of reasons. From selling or commenting on a product to unveiling a launch of an event, a blog can be anything you want it to be.

Who’s blogging?
Everyone is! It used to be that blogging was used by technophiles and savvy users, but today, many businesses like GM (fastlane.gmblogs.com), Disney (the disneyblog.typepad.com), Whole Foods (www.wholefoodsmarket.com blogs/jm) and many more use blogs to communicate between the company and the world. Consider these astounding numbers:
- There are over 20 million blogs today
- 70,000 new blogs are created every day (1)
- 1.3 million comments daily; 33,000 posts hourly (1)
- Over 11 percent or 50 million people are regular blog readers (2)

Blogging has not only impacted major companies, but it’s officially gone mainstream. In the past year, media coverage about blogging stepped out of the techie publications and jumped into pedestrian reads. The New York Times, The Wall Street Journal, and Business Week, have all featured articles on the business of blogging.

How does it work?
Blogging is easier than you think! If you have a web site, then you can certainly have a blog! A couple of web sites offer free access and development for your blog. It’s as simple as signing up and writing your thoughts. Some key features to having your own blog include:
- Updating information as often as you’d like (every hour to every couple of months, the choice is yours).
- Interaction with your readers! Your blog readers will be able to leave you comments about your posting—and you can respond back too!
- Show your expertise to the world. Writing a blog provides not only writing confidence, but also shows that you’re tuned in to a world outside of nutrition.

Who’s blogging from DBC?
Check out a couple of DBC members that are bloggers.

Dina Aronson, DBC’s newsletter co-editor, blogs for Glenny’s Healthy Snacks. Read about what she says about good snacking. glennys.blogs.com/nutrawiz

Nadine Fisher, a fellow DBC member, runs a blog for nutrition professionals that are interested in new technology. www.nutritionnetworks.com/techtalk/17.htm

Nutrition and the Blog
Blog about what you know—your expertise is wanted more than you think. Remember that blogging should be short and consumer friendly. Depending on your audience and expertise, write about what’s new in nutrition research, products, recipes, or tips that can help your clients succeed in their nutrition goals.

So now that you have a blog, you might be curious: is there anyone else out there who has a nutrition blog? Yes, of course. Just like nutrition web sites, there are hosts of nutrition-based blogs. However, not all of them are written by nutrition experts. Use the search field on blogger.com and you’ll find over 400,000 nutrition posts, most of which are written by non-experts.

Having a blog is great for your business, but don’t just limit yourself to creating your own blog.

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Interview by Carol Berg Sloan, RD

Carol: I ran into Laura in St. Louis at FNCE and we started talking about where we had met. Turns out we both immediately joined the Dietitians in Business and Industry Dietetic Practice Group (DIBI) upon graduation. I asked Laura, why did you get involved in this (at the time unusual) practice group?

Laura: It was the only practice group where the members were in “alternative” careers, basically atypical of dietetics. My very first job after graduate school was at a public relations (PR) agency. My responsibility was to read everything and anything in the nutrition field that would possibly impact the food accounts that the agency serviced and to translate the information for the food account team. It was the perfect assignment for someone fresh out of a graduate program in nutrition education. At the time, there were very few RDs working in the arena of communications.

Carol: Why were there so few RDs in these positions?

Laura: Dietitians were primarily trained to work in healthcare-oriented or foodservice-related facilities. The primary, alternative business positions were as sales representatives in a handful of companies. It was the early ‘80s and nutrition was starting to heat up. Food companies were waking up and smelling the coffee, so to speak. In-house nutrition people were being hired more often, not solely in the labs and test kitchens, but in the marketing departments, too. For PR agencies to remain competitive they needed to have an RD on the payroll. Soon RDs were being showcased as key members of the account teams. As a totally novel team member, the professional food and nutrition communicator (aka: the RD) created her own position and job responsibilities. The dietitian frequently became the lead account person. It was an exciting time.

Carol: How did you end up in PR?

Laura: I was very lucky. The head of my nutrition graduate program, Joan Dye Gussow at Teachers College (TC), Columbia University was both a journalist and a nutritionist. I had written a Letter to the Editor at The New York Times and it was published. She read it in class (and I was mortified) and immediately encouraged me to pursue a career in writing and hooked me up with a recent TC grad Gail Levy, who was a pioneer dietitian in communications and one of the original ADA spokespersons—before a formal program was instituted. Gail helped to arrange a communications field placement for me and the rest is history. PR seemed like a natural to me. Instead of educating consumers on a grassroots level, I was communicating on a mass level. It was an opportunity to influence a huge number of Americans about eating right.

Carol: What are some of your job responsibilities?

Laura: The most important aspect of my job is staying current in several areas of nutrition. Of course, it’s key to stay abreast of nutrition topics as they pertain to your clients. If you’re working with a manufacturer of a blood glucose monitoring system, you must think like a diabetes educator. It’s imperative to have an answer—a professional, accurate answer—to every food and nutrition topic in the news. And your answer must be backed by science and data. It’s an opportunity to position the RD as the food and nutrition expert. The vast majority of my work is some form of communications—written or spoken. The writing ranges from basic, consumer-driven to highly technical. Presentations can be for lay people, healthcare providers, or in a spokesper-
son capacity in the media. In PR, whether in an agency or as a freelancer, you’re always looking for more work. So much of your time is spent on “working” current accounts or presenting new ideas or proposals to prospective clients.

Carol: When did you become a freelancer and what were the biggest challenges?

Laura: I went out on my own in 1988. I was young enough and single and childless not to be afraid. And, of course, the climate toward the mass communication of nutrition was wide open. Other than the obvious issues of organization and business acumen, two topics come to mind immediately. The first is pitching business. Time is valuable. Any time you spend trying to get work is unpaid. You must be able to distinguish between potential clients and dead-end non-clients. Who will eventually give you work and who will never give you work—regardless of the amount of free nutrition advice you provide? It can be very disillusioning when you spend weeks researching and writing a proposal, flying across the country to make a presentation, and nothing materializes. When projects come to you through referral where your name and reputation are enough to garner business, it more than makes up for time spent spinning your wheels. The second major challenge concerns money—charging and collecting. Not only can this be daunting, but it can also be time-consuming. Several RDs in business and communications use agents to negotiate and manage fees. If you cannot afford the percentage that an agent warrants, take a negotiation course.

Carol: Who are your clients?

Laura: My clients have been food companies, trade organizations, pharmaceutical manufacturers, healthcare facilities, schools, magazines, sports teams—just about anyone who needs a food and nutrition message communicated.

Carol: What advice or words of wisdom do you have for new dietitians or DBC members in particular?

Laura: You only get out of something what you put into it. Get involved with DBC and don’t limit yourself to elected and appointed positions that are listed on the back of the newsletter. There are always committees and projects. Contact your area geographic rep or the nominating person for direction.

Carol: How has DBC membership helped your career professionally and personally?

Laura: DBC has been invaluable as a human resource—literally. I’ve met dietitians over the years who have been colleagues and become great friends. Whenever I need professional advice, I contact several of them... and they happen to be the women I met through DIBI a long time ago.

Blogging... continued from page 6

There are bloggers who get paid for writing on other people’s or company’s blog. The nutrition industry employs folks with nutrition backgrounds to write about their products or comment on the latest studies.

Here and Now
Nutritionists are not generally known for being technologically knowledgeable, but by having your web site and weblog, you are creating more credibility not only as nutrition professional, but also as a forward thinker. You can make blogging work for you and your clients by keeping your information current, checking your comments, and responding back as necessary. Don’t forget to archive as your audience will most likely be interested in past topics.

Start Blogging!
Here’s a quick reference to sites that will host your blog:

www.blogger.com
www.blogsourse.com
www.typepad.com

1 Technorati.com
2 Pew Internet study, www.pewinternet.org/PPF/r/113/report_display.asp
Jeannie Houchins works for food and nutrition clients in the public relations industry in Chicago, IL. She may be reached at nutrition@sodalogic.com.
Elizabeth Ward, MS, RD, is the author of two new books. *The Complete Idiot’s Guide to Feeding Your Baby and Toddler* provides the latest nuts-and-bolts feeding advice from four months to four years, and includes more than 200 nutritious, family-friendly recipes. The book also tackles issues such as promoting a healthy weight, food safety, heading off food allergies, and eating on the run.


Roberta Duyff, MS, RD, FADA, was honored with ADA’s 2005 Medallion Award as a food/nutrition author, spokesperson, and consultant to the food industry, media, educational and government organizations. Roberta has written for ADA, including the *ADA Complete Food and Nutrition Guide* and *365 Days of Healthy Eating*. She is a DBC mentor and Past Chair, Food & Culinary Professionals DPG, has guided development of the ADA’s *Cooking Healthy Across America* cookbook, and coauthored ADA’s food/nutrition misinformation position paper. She’s developed many food industry communications; USDA Team Nutrition’s yourSelf, Power of Choice, and Nibbles for Health; textbooks, including Glencoe/McGraw-Hill’s *Nutrition and Wellness*; and several children’s books. She writes for *Today’s Health and Wellness* magazine and the *St. Louis Post Dispatch*. Roberta promotes “the power of positive nutrition” and “the tastes of good health.”

Kathleen Stefancin, MS, RD, has written her first children’s picture book, *The Fruit Flies’ Picnic* and won the 2005 Dr. Toy’s Best Children’s Vacation Products Award and the 2005 iPARENTing Media Award for Children’s Books. Her adorable book teaches the health benefits of each of the colors of fruit and is the first in a series of nutrition stories for children. Kathleen is founder of an internationally renowned game company called Smart Picks, Inc., that creates award-winning games and products. Food Pyramid Bingo has been her top selling game for 10 years and has gained national recognition by receiving nine awards. This outstanding game, which teaches basic nutrition, has been updated with the new MyPyramid Food Guidance System and is now available. Visit www.smartpicks.com for more information.

Linda S. Eck Mills, MBA, RD, LDN, FADA, has just released her new book, *From Mundane to Ah Ha!—Effective Training Objects*. The 196-page book provides physical metaphors using common objects for teaching and training. Included with the book is plenty of space to write your ideas and a CD containing 96 colored pictures of the objects in the book. More information is available at www.theconsultants-forum.com/eckmills.htm. Linda is a professional speaker, freelance writer, educator and the owner of Dynamic Communication Services in Bernville, PA. She has a national reputation as a speaker who will keep your audience involved and awake after lunch. Linda guarantees this or you don’t pay her speaking fee—just the travel expenses!

*Nutritionvision™—A Guide to Cable Access Television Production for Dietetic Professionals* was recently written by Catherine Bricker Frederico, MS, RD, LDN. Formerly an award-winning renal dietitian, and president of Apron Strings, a parent and child nutrition resource, Catherine first started producing cable access “Nutrition Spotlight” segments in the late 1980s in Wellesley, MA. *Nutritionvision* is a compilation of her recent work writing, directing, editing, and producing nutrition public service announcements for cable television on Cape Cod. A natural outcome of her cable experience has been the launching of a new nutrition video web site, www.Nutritionvision.info. With web pages titled Nutrition Channel, Food Pyramid Explo and Cooking Studio, Catherine continually adds new content, and hopes to develop Nutritionvision.info as a contemporary, global, multimedia nutrition resource.
supermarkets, and gaming locations. CBORD’s products are used in foodservice, catering, nutrition services, campus ID card privilege control, housing services, cashless dining, and other institution-wide activities.

CBORD is constantly developing new products to make our clients’ facilities run even better. We pride ourselves on the fact that we work closely with our clients and User Advisory Council to develop new products to improve their operations, increase their satisfaction, and establish them as leaders in their market segments. Some of our most recently developed products are Webfood® online ordering, an Internet-based dining application, designed to improve the service quality, efficiency and profitability of foodservice operations; and NetNutrition®, a slick, quick-and-easy web-based nutrition communication tool.

Why does CBORD support DBC? We have been proud to sponsor DBC and its mission for many years, and have found numerous benefits, especially the networking events, sales opportunities, and recruitment connections with RDs from all types of industries. Many of our business partners are members of DBC, as well, and this has allowed us to develop even more synergy in the field.

CBORD is proud to participate in DBC initiatives such as developing leadership, business and communication skills for dietitians, student dietitian FNCE stipend funds, mentoring, the National Speakers Bureau, and cutting-edge member publications.

CBORD is delighted to have recently celebrated our 30th anniversary of providing unparalleled products and services to over 5,000 clients worldwide. We are looking forward to the future, and the opportunity to continue our mission of growing and learning with our customers to build upon our strengths as an organization.

Please visit our web site at www.cbord.com to see all of the innovative solutions we have to offer, and the opportunities that await you!

THE SCHWAN FOOD COMPANY

The Schwan Food Company, headquartered in Marshall, MN, is one of the largest, branded frozen-food companies in the US and the second largest privately held firm in Minnesota. Schwan is a global leader in the production of frozen pizza, frozen egg rolls and frozen desserts, and in-home delivery of frozen food. Schwan businesses include:

- Schwan’s Home Service, Inc. provides home delivery of Schwan’s® fine frozen foods throughout the United States.
- Schwan’s Food Service, Inc. is a leader in frozen food offerings to schools, deli’s, chain restaurants, vending, college/university, healthcare and c-stores.
- Schwan’s Global Consumer Brands, Inc. provides branded frozen food products in grocery and retail outlets throughout the US and Europe.
- Schwan’s Bakery, Inc. provides frozen pies and desserts through retail and foodservice channels.
- T&N Foods, Inc. provides private-label frozen pizza and bread products to grocery and retail outlets in Canada and the U.S.

Popular brands marketed by businesses of The Schwan Food Company include: Schwan’s®, Tony’s®, Red Baron®, Freschetta®, Mrs. Smith’s®, Edwards®; Chicago Town™, Asian Sensations™, Larry’s®, Minh®, Heidi’s Gourmet Desserts®, Coyote Grill®, Zings®, and Impromptu Gourmet®.

Schwan is pleased to sponsor and work with DBC members in building member services. Through DBC, Schwan maintains and creates business partnerships, discusses cutting edge nutrition issues, and builds a network for future endeavors.

The Schwan Food Company is committed to providing high-quality frozen foods that meet the needs of our customers. For more information, please contact Hope Hale at Hope.hale@schwans.com or check out the company web site at www.theschwanfoodcompany.com.

KUDOS to the chairs of Professional Development Venesa Strong and Lola O’Rourke!

Lola, Venesa, and Hope Hale spearheaded the Leadership Symposium on November 9th in Houston, Texas. Bonnie Lonbaken, chair of DBC, introduced the accomplished speakers and two past chairs, Margie McAllister and Hope Hale. Each presented her creative solutions to being a dynamic and successful leader. Emory Austin, an internationally recognized speaker and a member of the Speaker Hall of Fame, wowed the audience with the motivational topic of “An Ounce of Different.” Attendees learned that unique and different experiences, styles, and actions can lend to powerful leadership.

Thanks to all that participated in making this Symposium a success!
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Visit Our Web site at: www.dbconline.org

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