Hope you are enjoying a beautiful winter! I want to share some of the FNCE happenings and our many plans and successes.

Terri Raymond and Kathy Wilson-Gold presented to over 250 ADA members and received glowing evaluations for their awesome leadership session. Our FNCE Events Committee hosted a DBC-only beach-side party for our members and sponsors in the afternoon, and all agreed it was a huge success. The ADA party (co-hosted by DBC) was a great venue, with well over 1500 members and vendors enjoying food and music in the open air. The Professional Development Committee was busy at the DBC showcase signing up members for our Brilliance Factor program. The program is filled, but you can contact Venesa Strong at vstrong@impulse.net for details on the next time it will be offered. Our Mentoring Co-Chairs signed up

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2006/2007 DBC SPONSORS

Many thanks to our generous DBC sponsors. DBC recognizes the sponsors whose support makes much of our plan of work possible. We encourage DBC members to support the companies that support DBC.

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DBC AWARDS

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: Hope Hale, MS, RD, CD

Hope Hale has been an active member of DBC for the past 20 years. As a member of the executive board, she held positions as treasurer, secretary and chair. Under her leadership, DBC members now enjoy educational programs via webinar, teleconference, etc. Hope states, “DBC has provided me with a strong network of dietitians across the United States who I call friends and professional affiliates. We all share a common thread—a focus to provide nutrition in the business environment.” She has been active within the dietetic profession and is a past chair of the Washington State Dietetic Association. Hope works for OmegaPure, an ingredient manufacturer of omega-3 fatty acids from menhaden fish, as the Senior Marketing Manager.

Immediate Past Chair: Bonnie Lonbaken, RD

Bonnie Lonbaken has been a dedicated DBC member for nine years. She is the immediate past chair, has served as secretary, and was responsible for planning past FNCE events in Philadelphia and San Antonio. DBC enjoyed an exciting and productive year under Bonnie’s leadership. She has a special place in her heart for students and during her tenure, DBC provided almost half of all the ADA stipends given to students for FNCE! Bonnie is Corporate Dietitian for Lyons Magnus, Inc. with corporate offices in Fresno, CA. She is responsible for healthcare multi-unit and group purchasing organizations. Her duties include sales and promotion of Lyons Magnus’ products, specific to chains and group purchasing organizations, and speaking and training.

Editor’s note: In June 2005, Bonnie welcomed me to DBC as co-editor with open arms and a great big smile at my first board meeting in Texas. What a beautiful way to be introduced to the executive board of DBC. Bonnie is a wonderful mentor, an admirable leader, and a truly inspiring person. Her enthusiasm is contagious! I congratulate Bonnie on her wonderful accomplishments.

Circle Award Recipient: Tricia Silverman, RD, LDN, MBA

Tricia has been a DBC member for three years. She served as co-editor of DBC Dimensions for one year and has been editor since March 2006. On her role as editor, she states, “It’s a wonderful opportunity to work with such amazing idea-generators from across the country!” Tricia’s article, “Dynamic Nutrition Presentations: How to Captivate Your Audience,” appeared in the Fall 2006 newsletter. She has helped arrange fun local DBC networking meetings in the Boston area. As the Massachusetts state liaison to the Nutrition Entrepreneurs practice group, she sets up exciting and informative networking meetings for local entrepreneurs. Tricia is a motivational nutrition speaker and writer and owns NuTricia’s Lifestyles (www.nutrilifestyles.com), a nutrition and business consulting firm.

The DBC “Friend or Life” Award: Cindy Parker

Cindy has attended and actively participated in Executive Committee planning and FNCE meetings for the past two years and has been an integral part of the DBC Sponsorship Committee, raising approximately half of our yearly sponsorship revenues. She also serves as the Friends of DBC representative. Cindy has worked for Basic American Foods for 22 years, and has been in her current position as a National Account Sales Manager, focusing on healthcare, for the past eight years. Cindy is pictured on the left with Annette Hinton, our current DBC chair.

Bonnie Lonbaken was honored at the DBC FNCE networking event for the outstanding job she did as the 2005-06 Chair. The DBC “Friend for Life” is a special award that was granted this year to Cindy Parker for her significant contributions to the DBC organization.
DBC members enjoyed FNCE Hawaii!!

DBC members and sponsors had a great time at our networking event. Special thanks to Marsha Diamond, MA, RD, Mentoring Co-Chair, who volunteered as a photographer for *DBC Dimensions*!

Nominations for ADA Awards and Honors

Calling for nominations of DBC members who are leading the future of dietetics! Are you, or do you know of a DBC member who has made significant contributions to the dietetics profession and who meets the qualifications for ADA awards and honors? ADA is seeking individuals who have advanced the profession through their work as dietetics professionals and who have exhibited leadership in other food/nutrition associations, outstanding research and/or publications, and service to government agencies or nutrition-related organizations. Nomination instructions can be found on ADA’s website at http://www.eatright.org/honors. The deadline is March 1, 2007.
There is no clear, straight career path for successful dietitians working in the world of business and communications. We are not necessarily trained to transition to the business world upon completion of a dietetic internship. Since we are not guided into the business sector by entry-level training, we have to think outside the box if we want to work outside the usual dietetic parameters.

So how do you respond when students or dietetic colleagues ask, “How did you get your job?” or “How can I get a position like yours?” Or maybe you are considering a career change? This is the time to identify the pyramid of skill sets necessary for success in the business and entrepreneurial environment.

What skills are necessary for success in business and industry?

The following sage advice comes from dietitians who have forged successful careers in the food manufacturing industry.

- **Consider training opportunities (paid or volunteer) beyond nutrition.** Whatever the first entry-level job is, look for ways to enhance skills critical to business—marketing, written and verbal communications, public speaking, advertising, training and sales. Be willing to ask questions, know your resources, and always be willing to learn from those around you.

  Jane Rieger, MS, RD—National Account Manager—Healthcare, Kellogg’s Food Away From Home, reinforces this advice:

  “Be focused in what you want to do in the business sector and garner skills to achieve that role—be it sales, marketing, PR, innovation, etc. Lighten up—the business world is very different than working in a hospital. Most RDs are ‘too strict’ and need to think more openly about food and its role in our culture/society.”

- **Secure management skills—managing people, budgets (profit & loss experience, etc.) and/or projects.** Know the importance of the bottom line. Strong analytical AND interpersonal skills are a must. Know what you don’t know.

Jessica Hoffman, MS, RD, CD—Healthcare Account Executive, SYSCO Food Services, Indianapolis, reinforces the need for flexibility, networking, and continued development of skills:

“I never wanted to work in long term care (LTC), but when it came time to job hunt, LTC was the only opportunity I could find. I stayed at the nursing home for about a year and met contacts that brought me to my position at SYSCO. I continue adding to my bank of skills by teaching nutrition classes at local universities. I am confident this will lead me to my next career path!”

What mindset is necessary for success?

Business savvy dietetics practitioners are creating non-traditional roles both within and outside the healthcare market. Financially successful dietitians exhibit passion and a can-do attitude. They advise us to:

- **Be adventurous!** Be willing to try a new project that may not be directly related to dietetics. A dietitian’s knowledge and understanding of food and nutrition can be applied to many areas. The business world is very different than working in a traditional healthcare position.

- **Be willing to travel 25% to 50% of the time.** Job success may require long work hours during the week and on many weekends.

- **Be a risk-taker!** That risk might be changing jobs and entering a whole new practice area. Be willing to ask for what you want, be willing to start at a lower salary if there is growth potential in the position, and be willing to relocate if you have to.
Carolyn Caesar, RD—Editor/Publisher, Jobs in Dietetics, has talked with employers and counseled job seekers for over 25 years. She advises that in order to advance our career, we must be willing to take risks:

“Career risk-taking can take many forms. It includes embarking on a new career path, asking for a raise or more responsibility at your current job, being willing to leave the comfort of a job you’ve been in for years to take on a new challenge, or starting your own practice or business, just to name a few. Risk taking can provide rich rewards, but it must be done after careful planning and consideration because, as its name implies, there can be a downside.”

How do you know you picked the right area of dietetic practice?

Carol Pratt, MS, RD—Director, Regulatory & Scientific Affairs, Kellogg Company, has held successively greater responsibilities in many different departments during her 32 years in the food industry. Over this time, she has observed changes in expectations by employers and employees, including dietitians. Her response to the question of whether this is the right job for you is straightforward:

“When you have spent many hours on a project and feel gratified by the results without the need for daily feedback, you know you are in the right profession. If you enjoy working with many people in as many disciplines, you are in the right field. Every day is different. Some days are exciting. Some are calm or even frustrating. But at the end of the week, you know you’ve accomplished a lot!”

The bottom line is: There is a great fit when your work engages your mind, your talents and your heart! When the right skills are coupled with the right mindset, there is passion…there is success.

Rita Storey Grandgenett, MS, RD, has worked in several dietetic practice areas during her long career: medical dietetics as an acute care clinical dietitian; education as an instructor at Los Angeles Community College and in the CUDP at California State University at Los Angeles; and business as nutrition director at ConAgra Frozen Foods and most recently nutrition manager at Kellogg Company. Through her current company, RD Associates of Michigan LLC, she continues to lend her expertise to contracted nutrition education and marketing projects. She can be reached at rdgrandgenett@comcast.net.


DBC Book Nook  Reviews by our members of books by our members!!

Eat Fit, Be Fit: Health and Weight Management Solutions
By Linda Arpino, MA, RD, CDN
Review by Phyllis F. Liebert, MS, RD, LDN

At first glance, Linda Arpino’s book looks like another quick and easy diet book flooding the marketplace, but after a closer look, the difference emerges: this is a well researched, easy-to-read book geared to people who want to manage some of today’s chronic diseases, i.e., obesity, diabetes, hypertension and cardiovascular disease.

In the first section, Arpino cites several problem areas that she addresses: controlling portion sizes while reducing sodium, fat and sugar; increasing fiber, phytonutrients and vegetable protein foods; and improving calcium intake. She shows how our food patterns develop at home and continue to be influenced by social environment, including the media and food industry. Arpino walks the reader through the steps needed to gradually adopt healthier food patterns. She begins with the lifestyle survey to identify problem areas and gives suggestions on how to make positive changes. She shows how to read food labels; identifying nutrient dense foods as “gold,” and calorie dense ones as “dirt.” The book is packed with useful information including: My Pyramid food patterns, BMI charts, and a variety of tables to help readers understand the role nutrients play in maintaining good health and their best food sources. Current topics such as glycemic index and load are also briefly discussed. Additionally, Arpino stresses the importance of including a variety of physical activities to achieve good health.

Recipes make up the second section of the book. Each of the more than 250 familiar, but easy-to-follow recipes is accompanied by nutrition information and diabetic exchanges. Interesting additions are the icons that accompany each recipe, indicating the nutrient benefits.

This book is a rich source of good information for everyone seeking to learn how to live a healthy lifestyle.

Have you written a book? Have it reviewed and highlighted in the DBC Book Nook! Send an inquiry to Tricia Silverman, Editor, at: editor@nutrilifestyles.com. If accepted, a copy of your book will be required to be sent to one of our book reviewers.
A “City-User” Experiences the Supermarkets of Venice, Italy

By Cindy Silver, MS, RD, LDN
Corporate Nutritionist, Loves Foods

I learned the term, “city user,” from a Venetian friend the other day. With an incredible opportunity to live in Venice, Italy, for 12 weeks this fall, I consider myself very lucky to be a city user rather than a tourist. City users do, of course, enjoy soaking up the art, architecture, and wine of Venice, as do tourists. But, we have the added privilege of living day-to-day among the unique sounds, sights, smells, and wonderful foods of the city. City users give back to the city, too, as we establish relationships with, and fully appreciate, Venetians and their world.

So, what about the supermarkets of Venice? I am by no means an expert, though I am a very interested and inquisitive soul where business is huge. If I come in early morning, or at the afternoon rush between 6 p.m. and 7 p.m., all four checkout lines are backed up 10-15 customers deep. If, however, I shop at midday, the store is only lightly crowded and checkout is very quick. By the week, I consider myself very lucky to have the added privilege of living day-to-day among the unique sounds, sights, smells, and wonderful foods of Venice, as do tourists. But, we have the added privilege of living day-to-day among the unique sounds, sights, smells, and wonderful foods of the city. City users give back to the city, too, as we establish relationships with, and fully appreciate, Venetians and their world.

So, what about the supermarkets of Venice? I am by no means an expert, though I am a very interested and inquisitive soul where supermarkets and their products are concerned. A remarkable sight greeted me a couple weeks ago while I walked to Billa, my neighborhood supermarket. There, docked up on the Zattere (a very wide street along the Guidecca Canal in the Dorsoduro section of Venice) was a large, flat barge carrying the Billa tractor trailer of foods (see photo) to “my store,” just across the street. The waterways and canals of the Venice lagoon do make it a challenge to supply goods of all sorts to its markets. My neighborhood Billa, a supermarket company based in Austria, has only a tiny sign out front; however, it bustles with activity inside. When I’ve shopped in the early morning, I share the aisles with mostly women, of all ages. I also share the aisles with what seems like dozens of staff members stocking up the store for the day. This is a small square footage store by any American standards, yet the volume of business is huge. If I come in the early morning, or at the afternoon rush between 6 p.m. and 7 p.m., all four checkout lines are backed up 10-15 customers deep. If, however, I shop at midday, the store is only lightly crowded and checkout is very quick. By the way, I bring my wheeled cart to Billa to pack up groceries for the walk home. If I anticipate a load that I can carry in my arms, then I can bring my own bags or buy them at checkout. Also, I take care to always remember my Billa Club Card, the customer loyalty program, so that I get as many discounts as possible.

In other areas of Venice, I have taken notice of several other supermarkets and have dropped in to take a look and/or make a purchase. The Campo Santa Maria Margherita area offers Punto, a small supermarket with a full-service meat and poultry department, and a large deli with prepared foods that could make anyone’s mouth water for a taste. As I walked to the meat/poultry counter recently, I watched the young staff member prepare a fresh chicken for a customer by whacking off the head and neck with a large cleaver and then cutting it apart into serving pieces. Now, that’s customer service! Some of the items I have decided to taste from the deli/prepared foods of Punto are salt-cod salads, fresh mozzarella with olive oil and herbs, fresh pesto, and the awesome varieties of olives. Trying these local specialties, little by little, is a fun and tasty adventure. Two other supermarkets that I have come across are PAM and COOP. The latter is the largest food retailer in Italy and the former is a company that I have seen in Venice and several other Italian cities that I have toured. Last but not least is Panorama, a kind of Italian Wal-Mart that is located in Mestre, just a 15 minute bus ride from Venice. Interestingly, the Panorama Bus (land bus) picks up its customers at the final vaporetto (water bus) stop of Venice and transports us for free to and from their store. Panorama offers everything from clothing and electronics to a full supermarket. On a Saturday afternoon, the crowds were fairly heavy and shopping carts were full at checkout. Everything is on a large scale at Panorama compared to the food markets of Venice proper. The International Foods Aisle caught my attention, as did the jar of peanut butter located there. Okay, it was a splurge for 5,50 Euro’s (about $6-$7 US), but a real comfort food of home. All supermarkets that I have experienced in Venice carry a wide variety of wonderful foods. As expected, there are some categories such as fresh produce, dry and fresh pasta, olive oil, freshly baked bread, cheese, pesto, wine, yogurt and prosciutto, that are in great abundance. I was surprised to find other items, however, such as fresh rabbit, horse meat, pre-packaged minestrone vegetables, pumpkin stuffed ravioli, eels and octopus.

Supermarkets provide Venetians and city users with our staples, as American supermarkets do in the USA. Perhaps more
interesting, however, are the open air markets. For the very freshest seafood choices, the Rialto Fresh Fish Market of Venice is spectacular, with just-off-the-boat species of fish and shellfish that could fill a marine biology textbook. And, brightening up the streets all around the city are numerous vendors selling the very freshest fruits and vegetables of the season. My favorite of these is the Vegetable Boat (see photo), near Campo San Barnaba. The raw artichoke hearts, arugula, zucchini, apples, pears, clementines, radicchio, eggplant, tiny purple artichokes, and tomatoes are full of color and flavor, as is Venice!

Ciao from Bella Venezia!

Cindy Silver, MS, RD, LDN, has been the corporate nutritionist for Lowes Foods (www.lowesfoods.com), Winston-Salem, NC, for the past 10 years. She directs all nutrition education programs for the 110-store supermarket chain. She is spending 12 weeks this fall in Venice, Italy, and is soaking up the opportunities to learn about Italian foods, markets and cooking. Cindy can be reached at Cindy.silver@lowesfoods.com.

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all of the Executive Committee (EC) to be mentors and have worked diligently to involve our student members (see Jaime Schwartz’s article in the 2006 fall DBC Dimensions issue). The EC voted to form new strategic planning teams to move DBC action plans forward. Chairs have been selected and the groups are busy at work on DBC initiatives. Look for great things to come from these interactive work teams.

DBC honored several members at the Informal Networking Event. Past Chair, Hope Hale, received the Founder’s Award for her many years of active service. The Circle Award was presented to Tricia Silverman, member and DBC Dimensions editor. Cindy Parker was awarded “DBC Friend for Life” for her active involvement in DBC and her role on the Sponsorship Committee. Bonnie Lonbaken, Immediate Past Chair, was honored for her many contributions to DBC. All of our DBC sponsors were recognized for their contributions to the success of our organization (see our list of sponsors on page one).

Many thanks to the EC and members who made our FNCE experience one of sharing and growth. You are too numerous to name, but we honor you for your exceptional contributions! DBC is moving and shaking. Contact any EC member to get involved in one of our great programs or teams. Healthy Regards!

-Annette Hinton, MS, RD, LD, CEC

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The Vegetable Boat!

Close-up: U.S. Foodservice, a DBC Ambassador Sponsor

With sales in excess of $18 billion, and over 27,000 employees in more than 70 divisions, U.S. Foodservice is America’s second-largest broadline distributor of food and related products, as well as the leader in serving the healthcare industry. We are designed to help you succeed, whether you’re an individual facility or a national group. Our system has been fine-tuned to meet the unique operational needs of healthcare organizations of all types, sizes and locations. We are a values-driven organization whose goal is to be the industry leader in customer service, food expertise, innovation, quality, food safety and corporate integrity.

To U.S. Foodservice, the benefits of a DBC sponsorship include the opportunity to network with dietetic professionals from businesses and other organizations in the food, nutrition, communications and healthcare industries.

Dietitians have many roles at U.S. Foodservice that include sales, marketing, consulting and education. Our company recruits dietitians through executive search firms, websites and newspapers. U.S. Foodservice believes that we can build stronger relationships with dietitians through participation in healthcare associations and other networking activities.

For more information on U.S. Foodservice, contact:
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Taking Training From Mundane to Ah Ha!

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

We’ve all heard the saying, “A picture is worth a thousand words.” I have discovered that objects are worth a whole lot more and make learning an “Ah Ha!” event! How many times have you tried to get your point across and your audience just didn’t get it? Would an object or picture make the point stick and make it memorable? Many times we forget that everyone doesn’t think the same way we do or grasp a new concept on the first try. I have found using a common object helps tremendously.

My collection of objects is stored in a large tub and everywhere I shop, I’m keeping an eye open for ideas. I have found objects in dollar stores, toy stores, hardware stores, drug stores, office supply stores, department stores, gift shops and grocery stores. You can also find objects in catalogs like Oriental Trading or Trainer’s Warehouse.

Let’s back up to dollar stores for a minute. They are fantastic sources of inexpensive items, but they are not all the same. In my area, we have Dollar Tree, Dollar General and Family Dollar stores. Each of them carries different items and Dollar Tree is the only one of the three where items are only $1. Some dollar stores will even order quantities of an item for you.

Many times individuals remember something because of the object used to make it memorable. For example in the movie “Forrest Gump,” we all remember the moment that revolved around a candy box…in Forrest’s words, “My momma always said, ‘Life was like a box of chocolates. You never know what you’re gonna get.’” If your audience cannot relate to this movie, you can still use this example to discuss diversity, customer service, products, etc.

Some examples that have received rave reviews:

• **Slinky**: Use a metal and variegated colored Slinky to illustrate the change in something. For example, do you feel old, plain and boring (metal), or does your life feel new, vibrant and exciting (colored)? Was our business going in too many directions (colored) or is our business focused (metal)?

• **Acronyms**: For example, FAB—for some it’s a laundry detergent and for others it stands for Features, Advantages and Benefits. What a great way to talk about a product line you represent. All you need is an empty bottle of FAB on the table and then begin by saying, “Today I’m going to talk about FAB, oh sorry, I don’t mean the laundry detergent, I mean XYZ product!” And then show your product.

• **Rubber bands**: Use three rubber bands the same size. Do not stretch one at all. Stretch one so it is somewhat out of shape. Stretch the third rubber band so it is really out of shape and almost ready to break. You can ask the group which rubber band they feel like, or show what can happen to employees when they are stretched too far. This is a great way to summarize a session on time management, delegation or staffing.

• **100 Grand® Bars**: Use these candy bars to thank participants for their great participation or ideas. Many times organizations have planning sessions or meetings to brainstorm ideas. Managers many want to “pay” participants for their ideas. What a great way to thank them and give them “100 Grand” tax free!

• **Drinking Glass**: Use a drinking glass with water in it as you tell the following story: In the beginning years I was hesitant to take the vacation time allotted because I thought I was too important to leave. A manager sat me down and stuck his finger in his drinking glass. He said, “This is the office with you here today.” Then he pulled his finger out and said, “This is the office with you on vacation. What do you see?” I told him I saw the water fill in the space where his finger was inserted. Exactly! He showed me that with me away, things would proceed just as well as with me there. I never forgot that lesson and never hesitated to take the time off that was allotted.

If you don’t have the actual object, a picture of it may be just as effective and provides a visual image that remains with participants. Giving everyone in the group a copy of the picture in handouts can be quite effective. This is only the tip of the iceberg. I hope it has started the wheels turning for you to do something memorable in your work. A key point to remember is that any object you use has to serve a purpose. Make sure you tell your audience what the purpose is, so that everyone understands where you are going by using the object.

Resources:

• From Mundane to Ah Ha! – Effective Training Objects, by Linda Eck Mills — to obtain ordering information go to www.theconsultantsforum.com/eckmills3.htm
• Oriental Trading Company, Inc: www.orientaltrading.com, 800-228-2269
• Trainers Warehouse: www.trainerwarehouse.com, 800-299-3770
• Dollar Tree: www.dollartree.com
• Dollar General: www.dollargeneral.com
• Family Dollar: www.familydollar.com

Linda Eck Mills, MBA, RD, LDN, FADA, is a professional speaker who works with trainers and facilitators who are frustrated by participants forgetting their key training points. She is available to speak on this and other topics with a guarantee to keep an audience awake and involved, even after lunch, or you don’t pay her speaking fee! Contact her at LSMillsRD@aol.com or at 610-488-7010. Check out her website at www.theconsultantsforum.com/eckmills.htm
DBC Movers and Shakers

Jaime Schwartz, MS, RD, DBC Mentoring Co-Chair
Jaime has been getting great press on a study she conducted on portion distortion while in graduate school at Rutgers University. She was quoted in the December issues of Elle Magazine and Today's Dietitian, a WebMD article, and an Associated Press story that went over the national wire and was picked up by online media over 150 times. The study, which was published in the September 2006 issue of the Journal of the American Dietetic Association, was also featured in the December issue of Men's Health, and will appear in an upcoming issue of Life Magazine. Jaime works with food and nutrition clients at Ketchum, a public relations agency in New York City. She can be reached at Jaime.Schwartz@ketchum.com

“Dr. Jo” Lichten, PHD, RD
Dr. Jo has just signed a year-long media, speaking, and writing contract with Benefiber. In addition, she has released two new books: How to Stay Healthy & Fit on the Road (2nd ed.) and Dr. Jo's No Big Deal Diet. Her research on "How to Make More Dough in Dietetics" appeared in the October issue of Today's Dietitian and is currently being developed into a self-study program for dietitians. Check out her web site at www.drjo.com.

Linda Eck Mills, MBA, RD, LDN, FADA
Linda, of Bernville, PA, has been appointed by the National Restaurant Educational Foundation as an Item Reviewer for the Committee for Examination Excellence for ServSafe. In this role, Linda will work with 12 other professionals from business and industry from around the country to make sure the ServSafe exam questions relate to all types of food service operations. Linda owns Dynamic Communication Services and teaches for Lehigh Carbon Community College. See Linda's fabulous article on the opposite page.

DBC Election Information

DBC Members Running for ADA Positions
The following DBC members are running for ADA positions. We wish them well! Support them if you can! The ADA election polls are open from February 1-March 3, 2007.

President Elect
Martin M. Yadrick, MS, MBA, RD, FADA

Director-At-Large
Constance J. Geiger, PhD, RD

HOD Directors
Rita Storey Grandgenett, MS, RD

Professional Issues Delegate/Food & Nutrition Management
Elizabeth (Liz) Marr, MS, RD

At-Large Delegate (Three positions elected by House of Delegates)
Katryn Soltanmorad, RD

Nominating Committee (Four Positions)
Donna Smith Becker, MS, RD
Nancy Siler, MS, RD

Commission on Dietetic Registration
Erica Gradwell, MS, RD

Vote Online for 2007 – 2008 DBC DPG Officers
Participate in the ballot process by voting for 2007-2008 DBC DPG elected officers. Online voting goes live January 15, 2007 (12 a.m. CT). The last day to vote is February 28, 2007 (11:59 p.m. CT).

Paper ballots are available upon request only at practice@eatright.org or by calling ADA's Practice Team Coordinator, Carl Scott, at 800/877-1600 ext. 4815.

For Paper Ballot requests: Please include the following information in your requests: Name, Member #, DPG(s) for which you would like to vote, and address. Paper ballots must be postmarked or faxed by Feb. 23, 2007.

Visit http://www.eatright.org/elect and cast your vote, polls open January 15th!
We hear of more dietitians working in supermarkets across the country. What happens in a typical day on your job?

Well, there is no such thing as a typical day! I work in marketing and PR for Central Market, so each day is a mixture of managing projects, writing and editing marketing materials, interfacing with the media, making sure our health and wellness strategy is consistently “on brand,” developing and delivering educational opportunities for our customers and our staff, etc. One of the beauties about this industry is that no two positions are alike, so if you were to ask 50 supermarket RDs this same question, you would probably get 50 different answers! There is no cookie cutter position.

How can other dietitians prepare for such a job?

Get experience and education in food, business and communications. Those are the three keys that you can “acquire.” It is also important that you have some inherent personality traits—such as being a creative, detail-oriented self-starter with excellent communication skills, and having passion for food and people.

What would be your dream job?

Right now, my dream job would be heading up a creative food education company that utilizes new forms of media to bring targeted educational experiences to very specific market segments. Clear as mud? I’m still trying to define this myself.

Name three fantastic things about being an RD and three not so great things...

Fantastic things:
1) Knowing how to feed myself and my family well.
2) Feeling like I’m in the right field at the right time—lots of great opportunities.
3) Flexibility—I like that our field affords us the opportunity to work in different industries and different areas of business.

Not so great things:
1) Getting asked if I can make someone a “food plan.”
2) Others feeling uncomfortable when they eat “unhealthy” food around me.
3) Others not having a clear vision of our value.

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

One of the most significant issues, in my opinion, is broadening our vision for ourselves. Our field has a tendency to perpetuate tunnel vision so that we only think of ourselves as being “dietitians.”

“What if I could go back and do a few things differently, I would have minored in marketing as an undergraduate, taken more food science and culinary classes, traveled abroad, and worried less about organic chemistry.”

Unfortunately, this way of thinking narrows our opportunities by limiting how others perceive us. When we learn how to tap into our talents and skills and become something MORE than “a nutrition expert,” doors open and, curiously, salaries improve.

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

The demand for dietitians to become more food-savvy is going to become more intense. In many circles, our profession has the reputation of not being very knowledgeable about food. While this seems oxymoronic, it is often the case. It just so happens that some of the most exciting opportunities for RDs are in the food and culinary world and it will be up to us to define those roles.

What is your educational background and what would you have done differently in college if you “knew then what you know now”?

I have a BS in nutrition from Texas A&M and an MS in nutrition from Boston University. If I could go back and do a few things differently, I would have minored in marketing as an undergraduate, taken more food science and culinary classes, traveled abroad, and worried less about organic chemistry.
WINTER 2007

“What lowering trans fat doesn’t do, however, is address the weight problem that is impacting every layer of our population.”

- It’s strange timing. Trans fat was required to be added to the Nutrition Facts panel on food packages as of January 1, 2006. But all of a sudden, almost a year later, I’m seeing trans fat crop up everywhere. From trans fat claims on packages, to fast food restaurants going trans fat free, to proposals in New York City and Chicago to ban trans fat in restaurants, it’s a media hot button. What strikes me is that the mark is being missed. Either that or companies are trying to divert attention away from the fact that they’re not sure how to approach the real nutrition/health issue. This isn’t to say that removing or minimizing trans fat from foods isn’t a good thing. As we all know, it is. What lowering trans fat doesn’t do, however, is address the weight problem that is impacting every layer of our population. Wouldn’t time and money be better spent in New York and Chicago getting restaurants to moderate the portion size of their meals? Or for fast food restaurants to completely abolish “supersizing”? Companies should take notice of the latest trend in high-end restaurants—“flight” meals or desserts which consist of appetizer-sized portions. It’s about prioritization, looking at the big picture, really trying to have an impact on moving the dial toward a healthier population. While trans fat is important, it isn’t the big picture.

- I’m beginning to feel old, and it’s not my chronological age that’s doing it. It’s the repeating of nutrition programs that I remember from my college days. Recently, Hannaford Brothers, a New England grocery chain, launched a grocery nutrition navigation system called Guiding Stars. In the 1980s, these were called “shelf talker” programs. Products are given one to three stars based on their nutritional value. The grocery chain has evaluated over 27,000 products based on criteria established by a team of health professionals, including dietitians. While consumers are definitely looking for simple, healthy solutions when it comes to food, a star rating system dictating good, better, and best foods isn’t going to significantly change consumer behavior. Hannaford Brothers and others have a greater opportunity to drive purchase of healthy foods: over-advertise the good stuff, create in-store scavenger hunts for kids all tied to healthier options, put the healthy stuff on sale more often than the chips and pop/soda, start “buy five pounds of fruit, get one pound free” deals. These common marketing and sales tactics could truly impact buying behavior of “better for you” products.

“Just think how convenient it would be for time-starved working moms to get a ten-minute weight loss coaching session at the local CVS.”

- It’s one of the hottest trends in health care. Walk-in health clinics are cropping up everywhere. Minute Clinic is partly owned by CVS, Target is testing a version, and even Winn-Dixie stores have announced their own in-store medical clinics. Some health professionals worry about the long-term impact on people’s health if consumers begin relying heavily on these sites. But what a great opportunity to jazz up nutrition counseling in a more consumer-friendly format. Just think how convenient it would be for time-starved working moms to get a ten-minute weight loss coaching session at the local CVS. Or for the individual with high blood cholesterol to hear what foods can help lower the number from a trained nutrition professional while walking to the oatmeal section of the store? This trend definitely provides new business opportunities for our profession.

**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.**
Movers and Shakers Corrections

In the Summer 2006 Movers and Shakers column, we printed the incorrect pictures next to the information listed for Sherée Thaxton Vodicka, MA, RD, LDN and Jackie Mills, MS, RD. We apologize for any inconvenience and have placed the correct photos and names below, along with excerpts from the summer column.

Sherée Thaxton Vodicka, MA, RD, LDN
The North Carolina Dietetic Association (NCDA) named Sherée Thaxton Vodicka, MA, RD, LDN, 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.

Jackie Mills, MS, RD
Jackie Mills, MS, RD, 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.

Medicare Tip Sheet Regarding Diabetes Available on our Website

We have posted a tip sheet on Important Updates to Medicare’s Diabetes-Related Covered Services in 2007 in the member’s only section of our web site. For direct access, go to: http://www.dbconline.org/members/files/2007/Medicare_Diabetes.pdf