Commodity Communications: Lessons Learned from Everybody’s Nuts!™ Pistachios

Everybody’s Nuts!™: A Dietitian’s Perspective on How to Work with Branded Commodities

By Patricia Bannan, MS, RD

As a public relations professional and nutrition communications specialist, I’ve worked with a wide variety of food and beverage brands to help them gain widespread exposure in print publications and in broadcast outlets.

With major food brands such as Dannon or Yoplait, Kellogg’s or General Mills, it’s easy to understand the importance of obtaining branded messages in communications in order to help your client’s messages and products resonate with their target consumers. Without a specific point of differentiation, your communications may help strengthen the entire category of breakfast cereals or yogurt, but may not provide the return on investment (ROI) for their specific brands that is now demanded by marketers. The competition between food brands is fierce and that helps drive a lot of creative nutrition communications marketing that dietitians can capitalize on.

Global Competition Provides More Opportunities for Dietitians

Due to the global marketplace, we are experiencing the same competition for branded messages for commodities, such as avocados, potatoes or strawberries. You may think that it’s not important to have branding when it comes to an avocado, but California-grown avocados actually compete against those grown in Florida, or Chile, Mexico or New Zealand. And, the same is true for most other US crops. The brand-over-commodity communications is now becoming the norm when working with commodity boards and trade associations. And that’s great news for dietitians, as it opens up many new doors outside of traditional food company positions for savvy RDs who want to work in food and beverage marketing.

I’m one of several dietitians who has worked with federal and state commodity boards (e.g., California Avocado Commission and the Cranberry Marketing Commission) or non-government food trade associations (e.g., Wheat Foods Council, USA Rice Federation and National Chicken Council) on branded commodity communications.

My current client is Paramount Farms, the largest grower of pistachios in the Western Hemisphere. Paramount Farms offers a full range of in-shell and shelled pistachio products that are sold under brand names such as Everybody’s Nuts!™, which is the brand that I help develop strategic programs which in order to communicate branded pistachio messages.

“Paramount Farms and Everybody’s Nuts!™ have a unique challenge in that the pistachio

CONTINUED ON PAGE 8
It is hard to believe that the DBC year is half over! Your Executive Committee has been very involved this year, continually striving to bring more value to you, the members.

It was great to see many of you at the Food and Nutrition Conference Exposition (FNCE) in Philadelphia. We had an awesome Networking Reception on Saturday afternoon at the Union League. Many members and our sponsors attended the DBC Member Breakfast on Monday. We honored Terri Raymond, MA, RD, CD as our Circle Award recipient, Donna Becker, MS, RD as the Founders Award recipient, and instituted a STAR award, honoring Debbie Lofley, RD. Each of these women has contributed their time and talent to DBC over the years. It is members like these that make this organization strong and vibrant. At FNCE, DBC sponsored the program, “Getting Tough: Communicating Nutrition Effectively to Promote Change.” Our speaker and DBC member, Ellie Kreiger, MS, RD was greeted by a standing room only crowd! Thanks, Ellie, for an outstanding program and your ongoing contribution to DBC.

At the Executive Committee meeting, we reviewed the member survey. Thanks to all who participated. We will use the results to guide our plan of work for the remainder of this year, and for our strategic initiative update next spring.

The Membership Team is working on several projects. First, a big thank you to FNCE Chair Debbie Lofley and her great committee. Their hard work and dedication allowed us to have flawless and FUN FNCE networking events. The team is also working on enhancing the regional networking opportunities for our members. We are still in need of a few regional representatives and are interested in assisting anyone wishing to informally organize a DBC group in your area. Finally, this Team continues to grow the mentoring program, reaching out to students, members, and potential members of DBC.

The Marketing and Communications Team has many projects “in the works.” A new member marketing brochure and an update to the DBC Web site will occur in the Spring. Both are being refreshed to more closely match the DBC brand message. In addition, the Marketing Team is reaching out to others in an effort to market the skill set of DBC members. We have been invited by two state affiliates to present, “Nuts and Bolts: How To Become A Dietitian In Business and Communications” at their state spring meetings. Thank you, Ohio and Texas! Finally, this Team is investigating an Industry Executive Focus Group. Plans are being made to conduct the initial group in late spring.

The Education Team will again offer “The Brilliance Factor Leadership Series.” The Team hopes to add a Webinar on Selling Skills For Dietitians. Look for information forthcoming on the Web site and eblast.

Our Sponsorship Team did an outstanding job this year of communicating the value of DBC to our friends in the industry. Please review the list of sponsors found in this newsletter and take the time to personally thank them for their generosity when you encounter them in your day-to-day activities.

Do you think all of this sounds exciting, and you wish you could be more involved? Please feel free to contact any member of the Executive Committee, and we will find the place that best matches your passion!
Filming seems to come naturally to you. Where did you learn about film and media broadcasting?
Originally it began with my father who was a film producer in the fifties. I made my first film for a project in high school when I was 18 years old called “EAT FAT.” I went on to pursue my career path in clinical nutrition and consulting but always felt that film production was in my genes. My interest was piqued again when I began taking classes about film making from production to cameras, lighting, audio, set design, control room and the tedious task of editing. I also had the opportunity to work at a television station where I honed in on my technical skills. I then pitched my idea to a local television station for the show, “Here’s To Your Health,” and as they say, “the rest is history!”

Producing shows for television seems like an overwhelming undertaking. What challenges did you face when you first started broadcasting on television?
The hardest part is the detail that goes into producing a show. I reached out to a director, a technical director and audio person that I had worked with in the past to help me put together the show. I also had to find merchants to donate furniture, window treatments, and flowers for the set. Our first show, “Anorexia…The American Dilemma” took an enormous amount of effort, but we went on to finish eight shows.

How did you decide to use youtube as a way to promote nutrition education programs? What are some of the videos that you plan to launch?
A Web site production company contacted me about producing a series called “Beat The Disease.” I gathered together fellow dietitians that I felt would be the best for communicating our message and who had media experience. After filming, the production company fell behind schedule, so I had to find a way to advance the shows. I spoke with the ADA Times Managing Editor, Liz Spittler, who gave me valuable insight on what I could do with the programs on YouTube. Now that I know shows on youtube can be successful, my next project is to finish editing my next program “Herbs Du jour.” After that, I am teaming up with a professional chef to shoot “Eating Healthy Cuisine in the Caribbean.”

How has the public responded to your shows?
Comments posted on YouTube indicate that the information has been very helpful to the viewers.

Please share a typical work day?
My greatest satisfaction comes from consulting with my clients at hospitals, nursing homes, dialysis centers and other medical facilities. I am based out of my home but most days I travel to various sites. I am able to work on film projects in between my consulting. I also take great pleasure in the volunteer work that I do with organizations such as HeartShare and St. Jude where I offer my nutrition and video services as silent auction items. My job is energizing, and I always come home after a day of work feeling good about what I have accomplished.

You have been working in the field of nutrition for over 30 years. What are some tips that you would give other nutrition professionals?
Pursue your passion, find personal satisfaction in what you do, and promote people around you, and create opportunities for a successful career path.

Where can dietitians and the public go to find out more about your company and services?
By visiting my Web site www.foodandnutritionnetwork.com and on www.youtube.com search Registered Dietitian under rd lipid where you can browse my 15 shows.
What are some of your daily duties and responsibilities?
I plan upcoming cookbooks and magazines, secure recipes, oversee photo shoots, and edit pages.

Do you have a “typical” workday?
Not really. Most books and/or magazines follow similar production schedules, but each is on a different schedule, and I work on numerous projects simultaneously. I might be outlining one project, working on a photo shoot for another, and reviewing pages or indexing another.

What is your favorite part of your job?
I work on many magazines and books, and they have a quick turnaround. I really enjoy seeing the final outcome. It is very exciting to see all of your hard work come together in a finished product.

How did you get involved in your current position?
I worked for the American Dietetic Association (ADA) for about 8-10 years and quit to be a stay-at-home mom. Because of my work with ADA, I became friendly with several members of the Board of Directors. They said they did not want me to sit at home and do nothing and suggested writing a book. I did research for the book, we sent in our proposal, and a small publisher bought our book. Once we had one on the shelf, we decided to try another with another publisher. It was just a snowball effect. I ended up writing 13 books in 16 years. You never know who you are going to meet, what you will do, or what will come up, so it is very important to keep up your networking and affiliations. As my kids are now grown and both out of school, I decided to go back to the workplace and knew of this local publisher – you just never know when your next career will hit.

What has surprised you the most about the dietetics profession and its role in business and industry?
How much it has grown in the 30 years that I have been a member. It was such a unique group back then and there were so few dietitians working in the area. Now, dietitians working for food companies and PR firms are much more common, and they can go into so many different directions. Dietitians have a huge opportunity in so many areas, because the food industry has become huge. It has exploded and is much more appealing now—I think the careers in industry will continue to go that way in the future.

What are major issues facing dietitians in today’s work environment?
Competing with business professionals while staying involved in the dietetics field is one. So many people go into college and focus on business, but dietitians focus on food and nutrition. They may have some business courses, but they have to compete with individuals who have focused solely on business and marketing. If you know that is the way you want to go with your career, it is important to take those additional business courses to be competitive.

In our ever-changing field, what changes do you predict over the next few years?
Foods will always be changing. We must try to encourage consumers to understand the foods available to them and how each can fit into the healthy diet. And, if we can focus more attention to the obesity crisis and take control as the leaders in promoting healthy diets, we can be one step further in conquering this issue.

What is the best way to reach today’s consumers?
Do you have ideas for future communications?
We cannot just preach to people about nutrition — we have to •
find the mechanism that will allow us to focus on our message, something that touches their heart or personal life. Just talking does not work—we need a gimmick or something to get their attention. We must continue to look for the hot new way to get in front of the consumer and spread our message.

What do you see as the biggest challenge to dietitians starting out in business?
There are so many directions for new graduates to move into, but keep your “dietetic hat” on and remember to stay involved with fellow dietitians—networking is key. Practice groups and listservs are great ways to stay connected. Go to local, state, and national meetings and meet people, as it is always nice to have that network. There are plenty of people out there willing to help, so get involved and get to know them. Also, do not get so carried away in the business world that you may forget where you started—remember your roots!

A few words of wisdom to share...........
The opportunities for you are endless—go for it. Dietetics is a wonderful field. Stay involved and follow your passion.

Sandra Nissenberg, MS, RD is a Cookbook Editor at Publications International in Lincolnwood, IL. She also has a Web site you can view at www.kidsliketoeat.com.

CONTINUED FROM PAGE 4

Strengths Finder 2.0 provides a relatively brief case for discovering and using strengths. The real insight is found by taking the brief (30 minute) online assessment that is offered by using the code found in the book (no additional fee). After taking the assessment, you will get a personalized report. Once you know your strengths, you can refer back to the book for action strategies for using your strengths and working with others with any of the 34 identified strengths. The format of the book is short chapters describing each strength followed by ideas for action, if you possess the strength and suggestions for working with others on your team who have this strength.

Relevant Application: This book is a good tool for individuals, business team leaders/managers, as well as volunteer teams and committees. Completing the assessment helps managers assign the right person to the right job. It removes the subjectivity inherent in a personal appraisal of your own strengths or the strengths of your staff. A volunteer group can benefit from discovering their strengths by assigning the right volunteer to the right committee.

As with any assessment, the greatest power is derived from implementation of the learning. For teams and volunteer groups this implementation may be directed by the group leader or with the use of an independent, impartial facilitator.

Recognizing strengths is an important step toward a satisfied, productive, and engaged workforce. A more comprehensive

CONTINUED ON PAGE 15
In 1994, I was a member of a team that opened a facility dedicated to caring for people with Alzheimer’s and dementia. The facility cared for people in the beginning stages through final stages of the disease. A guide like Ms. Robinson’s book, HELP FOR ALZHEIMER’S CAREGIVERS, FAMILIES, AND FRIENDS (Calm Waters Publishing) would have been invaluable. All the information we needed to educate and train staff and family is in this book. Ms. Robinson includes both information from professional organizations (Alzheimer’s Association, AARP, etc.) with her own experiences as a caregiver to her husband and mother.

As I read the book I was impressed with medical terms that were demystified and the examples that were provided. This is written for the non-medically trained person, which family members and friends generally are; however, many people who work in facilities that provide care to those with Alzheimer’s also have limited medical knowledge or challenges with the English language. This book shares what is happening both medically and socially to the Alzheimer’s patient and caregiver. It provides resources, questions to ask and how to manage what is happening in everyone’s lives as the disease progresses.

The book continually reminds us that the person with Alzheimer’s is an individual who still participates in life, just at a different place than they did before. Understanding and knowing how to respond is the key to everyone’s health and happiness. Ms. Robinson provides caregivers the resources, tools and support to understand the process of Alzheimer’s and take care of their loved one.

I especially liked that behaviors, when they were explained, included why the person may be acting the way they are and how to react to the behaviors so that everyone is happy. (The need to always be truthful may go against what a person believes in; however, it may be the best course.) I have experienced this myself in my work. The real life examples on how to manage this were easy and practical. If this had been a presentation, these examples would be great to use for role playing.

Chapter 4, Caring for Caregivers, should be read not just by caregivers, but also by friends of caregivers who wonder how to help. She provides simple ideas, like picking up groceries or running errands. She does not forget to remind the caregiver to take care of themselves and gives them permission to do this without feeling guilt.

Chapter 5, Healthy Eating & Anti-Alzheimer’s and Dysphagia Eating Guides is a must read for dietitians, dietary managers, speech therapists and caregivers. Nutrition and hydration play a key role in keeping the person healthy and happy. Ms. Robinson provides practical advice on nutrition, meal planning, finger foods, and the social aspect of meal times.

Chapter 7, Personal Care is a must read for nurses and nursing assistants. Practical tips are provided on how to provide care. The most valuable part of this chapter is the reminder that the person with Alzheimer’s needs the same respect we all do from caregivers, with perhaps more sensitivity, secondary to their disease state. An Alzheimer’s interpretation and reaction to personal care may be their perception of their body being attached in some way. Ms. Robinson explains how to manage this and provide the care the person needs while still showing the person respect.

Chapter 14, Protecting Memory and Brain is for all of us. Keeping our brains active may be one of the keys to avoiding Alzheimer’s, and this book provides tips on how to do this.

This book, written by a registered dietitian who is a member of DBC, and a caregiver to both her mother and husband, is a must read for all of us and should be on all of our bookshelves. The research and information compiled here is available from other sources; however, no source that I know of is as comprehensive as this one. Ms. Robinson has written an excellent book for the caregiver and how to care for their loved one. As she says in the preface, “This book, I hope, will help you cope, defined as ‘to manage with success.’”

Reviewed by DBC Member Debbie Lofley, RD. Debbie provides consulting to companies that provide products and services in the healthcare industry, customer driven aging, customer loyalty, outcome based strategic planning and time management. She can be reached at dklofley@sbcglobal.net.
Dietitians around the world are dealing with a multitude of issues such as obesity, heart disease, food safety, aging, biotechnology, malnutrition and food labeling. But matters within the dietetic profession are also in the spotlight. Registration and licensure are still not established in many countries around the globe and recognition and regard of dietitians is very low in others. And while issues may vary among worldwide dietitians, one thing remains clear: all dietitians share the common goal of promoting optimal nutrition, health and well-being as well as promoting ourselves as the expert in the area of food and nutrition!

Dietitians from around the world are able to communicate ideas, carry out discussions, share experiences on a daily basis thanks to advances in technology. Interacting with professionals from other countries is an excellent way to network while broadening your horizons.

There are a number of professional organizations that can help you connect and communicate with dietitians internationally. The American Overseas Dietetic Association (AODA) which is the International Affiliate of the American Dietetic Association, is a great place to start. Currently, AODA membership includes over 700 members from 70 countries. AODA offers internationally-focused ADA members, ADA members living overseas and other interested professionals, an opportunity to establish professional contacts and obtain continuing education credits. In addition, AODA serves as an expert resource for ADA members regarding practice and educational opportunities abroad. Each country has an AODA representative which you can contact for additional information of the country you are interested in. You can also visit the International Confederation of Dietetic Associations (ICDA) Web site where you can register to become a member of an international network and communicate with colleagues globally.

Visiting or working in other countries are a great way to meet and learn from other dietitians. If you are able, I would highly recommend attending an international nutrition related conference sponsored by AODA or ICDA. If you are more a “hands on” type of person you may wish to move overseas and experience an international dietetics position. If this sounds like something you would like to do, keep in mind these important points:

**Employment opportunities**
Speaking another language is key to a variety of employment opportunities. If you do not speak the language, your opportunities may be limited to employment in multi-national companies or private counseling to English speaking populations. You can also seek employment as a military dietitian. Dietitians in the military or US government are employed as active duty dietitians (US Army, Air Force, and Navy), civil service employees at military hospitals, Women, Infant, and Children-Overseas Program, distance learning instructors, and volunteers. In addition some countries such as the United Arab Emirates actually prefer dietitians trained in "Western" universities.

**“Interacting with professionals from other countries is an excellent way to network while broadening your horizons.”**

**Credentials**
Registration eligibility reciprocity is extended to individuals who completed all certification requirements (didactic, experiential and examination) in the country with whom the Commission on Dietetic Registration (CDR) has an agreement. CDR currently has reciprocity agreements with the following foreign regulatory boards.

- Dietitians of Canada (DC)
- Dutch Association of Dietitians/Ministry of Welfare, Public Health and Culture (DAD)
- Philippine Professional Regulation Commission (PRC)
- Irish Nutrition and Dietetic Institute (INDI)
- Health Professions Council (HPC) United Kingdom

By providing proof of your qualifications you will be able to be registered in the respective country. Many countries have no board examination or credentialing for dietitians, they may however require you to officially verify your degree as equivalent.
is one of the oldest known nuts—dating back some 9,000 years—so communicating new information about a natural product requires innovative thinking or conducting fresh nutrition-based research,” says Dominic Engels, Vice President of Marketing for Paramount Farms and Everybody’s Nuts™.

Research conducted with healthcare professionals (HCPs) also tells us that they know very little about the health benefits of pistachios, but a lot about other tree nuts, specifically walnuts and almonds.

Based on our insights and research, below are the highlights of how we work with Everybody’s Nuts™. The tactics are ones that can apply to most food and beverage clients that you may have the opportunity to work with.

**The Everybody’s Nuts™ Case Study**

**Create News with Research:**

When you need nutrition news, you often have to pay for it yourself. I work with Everybody’s Nuts™ to help the marketing team develop their long-term research priorities and strategies that provide meaningful advances to the scientific literature, but also provide unique communications opportunities for Everybody’s Nuts™.

We communicate about a number of areas including the studies that quantify the lutein and zeaxanthin, phytosterols, polyphenols and fiber content of pistachios. In addition, we emphasize that the overall nutrient density of pistachios is high because the nuts are good sources of many B-vitamins and minerals. In fact, pistachios are the highest vitamin B-6 nut, offering 20% Daily Value per one-ounce serving. And, unlike other nuts, in-shell pistachios provide 49 kernels in a one-ounce serving, so they are a great snack option for individuals on a weight control diet, since cracking open 49 shells can slow down eating time.

We work to publicize our funded research when it is presented or published. Whenever possible, we strive to have third-party scientists educate consumers, the media and health care professionals about our product or brand, as these researchers provide a more unbiased view and added level of credibility.

**Forge Relationships with Key Healthcare Communicators and Organizations:**

As a dietitian, I evaluate various healthcare organizations and professional associations and make recommendations to my client on those that are the best fit for sponsoring programs or exhibits.

In general, we seek opportunities that go beyond exhibiting at meetings. We look for opportunities to extend our visibility and reach at professional meetings by sponsoring special interest meetings, focus groups, cooking demos or other activities that give us more touch-points with meeting attendees.

We provide pistachio nutrition information through e-newsletters and listserves and are always looking at nutrition blogs and other new media to make sure we are maximizing our reach. We have created a database of HCPs that allows us to have ongoing electronic communication with them. Whenever possible, we find ways to drive HCPs to our Web site, www.pistachiohealth.com. We update the site with current pistachio research, offer downloadable consumer and HP fact sheets, and include embedded video highlighting what other HCPs are saying about pistachios and health.

**Use Technology Communications Tools**

Technology is the future, so as much as possible, keep up with the advances and embrace them with your communications efforts. It’s not only cost-effective it can be very impactful. It’s important to advise food clients on the importance of having a dedicated nutrition or healthcare professionals’ section of their Web site. Try to ensure that what is on the site would be relevant for a HCP that may be a first time user. A great way to ask HCP’s what they want is to survey them to make sure that you’re delivering what they need to successfully communicate to consumers.

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**Patricia Bannan, MS, RD, is a Los Angeles-based registered dietitian and DBC member. She is a senior nutrition consultant with Nancy Tringali Associates, Inc., a public relations and communications agency specializing in food and beverage, based in Washington, DC.**
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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.

Ambassador Level

Diplomat Level

Leader Level

Patron Level
FNCE/DBC Event 2007

DBC Cocktail Reception

For more photos, check out dbconline.org
Can you give us some general information on superfoods?
As more research is done, I believe the idea of superfoods can help show people we need to look at foods as whole packages, not just the separate nutrients found within them. Healthy eating is not about taking a pill with the necessary vitamins and minerals, but rather eating a variety of whole foods that contain these vitamins and minerals, along with fiber, phytochemicals, and nutrients that may not have yet been discovered. These components all work together to improve our health and lives and protect us from disease.

You wrote the Superfoods books and a companion cookbook. Why did you choose to write these books?
Both were brought to me by my agent. I liked the ideas because they allowed me to teach people how much the foods you choose can impact your health. The cookbook followed as a great way to help show the various ways these foods can be incorporated into one’s life. The current book is full of recipes and brief overviews of the benefits of the foods.

What has been the response to the first book and how are people using it?
The response has been very positive. It is being used to update grocery lists and try new foods, or as a reminder that “Oh, I love that food, I should really eat it more”. It is also being used as a reference for how and why to choose a healthy, varied diet.


DBC member Jackie Newgent, RD, a culinary nutritionist, is the author of The All-Natural Diabetes Cookbook: The Whole Food Approach to Great Taste and Healthy Eating (American Diabetes Association 2007). This is the first-ever major whole food cookbook for people with diabetes. What’s more, it’s a cookbook for anyone just wanting to eat fresher, healthier, more natural fare.

The All-Natural Diabetes Cookbook gives readers 150 enticing recipes from which to choose including:
• Blue Ribbon Blueberry Muffins
• Tableside California Avocado-Black Mission Fig Guacamole
• Mesclun Salad with Bosc Pears, Pecans, & Blue Cheese
• Curry Chicken Breast Salad with Red Grapes in Wonton Cups
• Roasted Wild Salmon Filet with Orange-Miso Sauce
• Tequila-Lime Chicken with Spinach Fettuccine in Creamy Jalapeno Sauce
• Whipped Banana Sherbet

What are some of your responsibilities as a nutritionist for Starbucks Coffee Company?

Our day-to-day activities are extremely dynamic as they involve various cross-functional teams and projects. We are highly involved contributors and consultants for everything from product development, to nutrition labeling & claims, to company-wide health and wellness strategies & initiatives. We are the owners of nutrition data for nearly all product platforms including: handcrafted beverages, bakery items, packaged foods, and ready-to-drink items and continually strive to increase nutrition transparency and awareness to all facets of our client base.

Do you see opportunities for registered dietitians in Starbucks or other niche food establishments?

Yes. As customers demand more and more healthy options, it is clear that registered dietitians are needed to provide guidance in menu development and Health & Wellness strategies. Also, as governing bodies continue to enforce Health and Wellness initiatives, food companies are faced with many new challenges. New mandates involving caloric disclosure on menu boards and ingredient banning (i.e. trans fat) are delving into highly uncharted territory, but in turn create an immense need for nutrition and food experts. With general trends aiming toward heightened nutrition transparency, RD’s are going to find plenty of opportunities to become involved in the implementation of these legislations.

“As governing bodies continue to enforce health and wellness initiatives, food companies are faced with many new challenges.”

Starbucks in on the cutting edge of food trends serving reduced-fat baked goods and delicious breakfast sandwiches.

What’s on the horizon for Starbucks?

Starbucks is continually innovating to balance indulgent treats with healthy offerings to respond to customer requests that fit a variety of lifestyle needs. For example, we recently launched several new chilled lunch items around the country. These items, made fresh daily, include whole grains, legumes, lean meats, fresh fruits and vegetables, and healthy fats.

Contact Katie at kthomson@starbucks.com
with the nutrition degrees offered there. This can be a very long process which can take over a year. Without this verification you will be unable to work as a dietitian.

Permits
Many countries require a visa and a work permit. Check with the embassy or consulate of the country you are planning to visit.

Additional Resources
AODA-American Overseas Dietetic Association
www.eatrightoverseas.org

ICDA-International Confederation of Dietetic Associations
www.internationaldietetics.org

EFAD - European Federation of the Association of Dietitians
www.efad.org

CANDi-Caribbean Association of Nutritionists and Dietitians
www.eatwellcaribbean.com

ADA NETWORKING GROUPS
CADA-Chinese American Dietetic Association
www.cada-usa.org

FADA-Filipino American Dietetic Association
E-mail: Betty.Dykes@sinclair.edu

IADA-Indian American Dietetic Association (IADA)
E-mail: krbat1@juno.com

KADA-The Korean American Dietetic Association (KADA)
E-mail: Jkwonrd@gmail.com

LAHADA-Latino and Hispanic American Dietetic Association (LAHADA)
fragaw@netscape.net

National Organization of Blacks in Dietetics and Nutrition (NOBIDAN)
Email: eboard2195@sbcglobal.net

National Organization of Men in Nutrition (N.O.M.I.N.)
Email: steverochrd@yahoo.com
sroch@lsu.edu

Seventh-Day Adventists Dietetic Association
E-mail: stellabro@msn.com
Web site: www.sdada.org

Dietitians for Christ
Executive Director:
Thelma Wilborn, RD, LD
E-mail: Wilborn@hotmail.com

International Issues and the Profession of Dietetics Did you know?

• Many countries including Italy, Greece and Turkey have no official practice license or registration for dietitians. As a result many individuals who have not studied nutrition or dietetics use the term dietitian, the initials RD and provide nutrition services.

• Countries such as Togo, Cyprus, Malawi have no educational programs for dietitians. For example in Cyprus, all dietitians are trained outside of the country. Other countries have nurses and other health professionals provide nutritional care.

• In Japan and India, wages are very low especially in clinical and community dietetics and it can be difficult to fill these position.

Elena Paravantes, RD is the Food and Nutrition Editor for the Greek editions of Prevention Magazine and Men’s Health Magazine. She serves as a nutrition consultant and freelance writer for other publications. Elena is also a dietitian at the Wellness Center of the American College of Greece. She moved to Athens, Greece 6 years ago. You can reach Elena at hpanav@gmail.com.
Linda Arpino, MA, RD, CDN • Rye Brook, New York

Linda Arpino is the owner and CEO of The Life Focus Nutrition Centers of Linda Arpino & Associates, Inc., a private practice that has been in operation for over 28 years. In her practice, Linda counsels children, teens, and adults using interactive participation. She recently spoke to elementary students about the importance of daily physical activity. She showed the useful equation of how much exercise it takes to burn off the calories in certain foods and then demonstrated easy healthy snacks the students could make at home. Linda provides lively lectures to Fortune 500 companies and the RD specific seminar, Mind Your Own Business. She is the author of "Rise to Success: Nutrition Practice Manual," a private practice reference manual for nutrition professionals, and "Eat Fit Be Fit: Health and Weight Management Solutions," which shares over 230 recipes that fuse taste and health dishes into balanced meals. Linda’s books have opened the door for her to embark on other exciting ventures, which include an interactive culinary school cooking class and a radio show.

Jill Nussinow, MS, RD • Santa Rosa, California

Jill Nussinow, a.k.a. The Veggie Queen™ released Pressure Cooking: A Fresh Look, Delicious Dishes in Minutes ($24.95), a 75 minute long educational and entertaining DVD in September 2007. The DVD will be featured on her new Web site, www.pressurecookingonline, along with information on pressure cooking. Following the release of her DVD, Jill attended the Natural Products Expo in Baltimore, MD and helped staff the booth for Natural Food Network, a trade magazine for which she is a contributing editor. At the Expo Jill produced a cooking demonstration for Alter Eco USA (one of her sponsors) showcasing their coral rice from Thailand. In addition to the exciting release of her DVD, Jill also teaches Vegetarian Cooking and Lifestyle in various venues, speaks to groups about nutrition related topics, does cooking demonstrations for various organizations, writes press releases for food businesses, and can help with recipe development using fresh, healthy ingredients. In addition, Jill can help you plan a culinary itinerary through Sonoma County!

Jennifer Seyler, MS, RD, LD, CPT-NASM • Chicago, Illinois

Recently, Jennifer joined Current Lifestyle Marketing as an account supervisor where she focuses on health professional outreach and nutrition communications. Jennifer is an award-winning marketing communications specialist who successfully delivers results to clients in the food and beverage arenas. Her knowledge and expertise range from strategic program development and execution to media relations and special events to client counseling and integrated marketing. She was recently published in the Handbook of Nutraceuticals and Functional Foods, 2nd edition and has been referenced as a health expert in publications like Quick & Simple and ATA World Magazine. Before assuming her role at Current Lifestyle Marketing, Jennifer was a senior associate in the Brand Marketing practice at Burson-Marsteller where she created and implemented strategic programming for numerous companies. She also served as the Corporate Manager of Nutrition Services at Bally Total Fitness and helped develop the company’s weight loss and nutrition Web site and phone counseling with registered dietitian services, was the lead dietitian for the 2006 “30-Day Challenge” commercials, and handled media inquiries and nutrition field marketing needs. Jennifer is not only highly certified in the area of nutrition, but also fitness as she is a personal trainer in addition to being an RD.

Bridget Swinney, MS, RD • El Paso, Texas

Bridget is happy to announce the arrival of her third book—Baby Bites: Everything You Need to Know about Feeding Babies and Toddlers in One Handy Book. (Her other books are Eating Expectantly and Healthy Food for Healthy Kids.) She also launched her Web site, www.healthyfoodzone.com and blog, www.babybitesbook.blogspot.com. This summer she completed a media tour for Baby Bites, appearing on TV in Portland, OR, Seattle, Vancouver BC, Houston and Dallas. She did a live radio interview on CBC, The Canadian Broadcasting Company. Bridget was recently quoted in The Chicago Tribune and Fitness Magazine. Excerpts of Baby Bites appeared this summer in American Baby Magazine and Chicago Parent. She currently works as a health communications consultant, freelance writer and speaker and serves as volunteer chair for her school district’s School Health Advisory Council.
assessment may be required for those looking for greater insights and direction for a new career, changing jobs, or enhancing personal workplace effectiveness.

Anyone who wants more fulfillment and success in their career can benefit from reading this book and taking the online assessment. It is a must have for team leaders providing an excellent and affordable assessment tool for staff development.

Final Note: In case you are curious about the strengths of the author of this article, they are Relator, Strategic, Activator, Responsibility, and Intellection. Happily, I can say they are aligned with my work as a coach and speaker and hence my passion and engagement for my work. Do you have the opportunity to do what you do best every day?

“Hide not your talents. They for use were made. What’s a sundial in the shade?” Benjamin Franklin.

DBC Member Jean R. Caton MS, MBA, RD is a Business & Lifestyle Coach, Speaker, Marketing Strategist and Certified Print Coach for McKinley Coaching & Consulting LLC. Reach Jean at www.JeanCaton.com.