

Dietitians in Business and Communications

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

Making Meaningful Connections



Dietitians in Business & Communications
BUSINESS INSIGHTS

**FALL
2022**

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MESSAGE FROM THE CHAIR

Tori Schmitt, MS, RDN, LD

Hello!

Recently, a friend introduced me to an insurance agent. Our first phone meeting was all business: we shared information, answered questions and accomplished the goals of the call. We each moved forward satisfied because we finished the work we set out to do.

Afterward, the agent sent me a follow-up email with a few family pictures and personal messages. Then, it happened...a connection.

In today's 'connected' world, it is easy to 'add a friend' or 'share a photo.' But at that moment, when I viewed the happy pictures sent only to me in an email and not in a social media feed for all to see, I wondered: have we (society, in general) replaced the value of personal connections with the value of having a large number of followers? Are we truly 'connecting' with others when we engage in business and life online?

In our virtual business environment, it is easier than ever to make contact with someone from across the globe to do business. However, gathered around Zoom links (and not around the desk adorned with photos or the break room taking a snack break), it can also be more challenging to form a meaningful connection.

Connections are the start of relationship building – the discovery of shared interests and shared values. They remind us that our work is more than a simple transaction, but rather that our endeavors involve more than just ourselves.

This fall, I encourage you to explore new connections with DBC. Participate in DBC's virtual networking events and connect with someone you meet there afterward. Post questions on the Discussion Board and answer others. Join the Leadership Team and make new connections while you collaborate alongside others.

Nurture those deep-rooted connections, too. Connections begin and continue with communication – and an extra, personalized step can often mean a lot. Beyond social media likes, send a card to congratulate a client on a big win, give a Happy Birthday phone call to a colleague instead of a short tweet, and offer help to your connections when you get the chance.

I look forward to a year full of rich connections for you, facilitated by your connection to DBC!

Thank you for your membership,

Tori Schmitt



Hi, I'm Tori! I'm a strategic nutrition communications specialist with experience connecting with consumers on trending and often contentious nutrition topics to help brands enhance consumer engagement experiences and build trust. As the Director of Nutrition Services at Nature's One, I provide nutritional science and communications expertise within all functional areas of the pediatric nutrition company, including the Marketing, Regulatory, Research and Development, and Quality Assurance teams. I'm a graduate of The Ohio State University (go Buckeyes!) and live in a small town in Ohio with my husband, David, and our children, Liam (3) and Ella (1). You can connect with me anytime at torischmitt@natureone.com.



LETTER FROM THE ASSOCIATE EDITOR

Monica Stewart, MS, RDN, LD

Hello DBC members!

Working with the DBC leadership team, and more specifically on this newsletter, has allowed me the privilege of making several new professional connections this year. I am thrilled to share this content with you on the topic of “making meaningful connections,” and my hope is that you find it helpful in expanding your network!

Jesse Itzler, a popular entrepreneur and network builder, recently posted this on Instagram:

“Very often you only need a handful of people that can change your entire life trajectory. The one person (buyer) that can impact your business, the one person that can give you a referral, the one person that can give you key advice. STAY ON THEIR RADAR. Even if you don’t have a direct need today...you have to stay relevant and connected.”

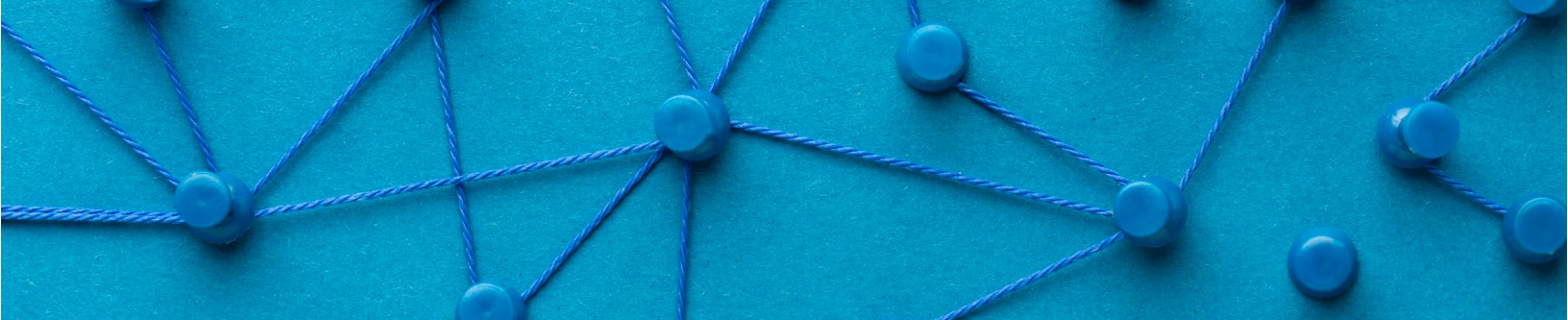
Relevant and connected. I love the simplicity of this message and absolutely agree with this idea: It’s not who you know, but how connected you are to them.

I challenge you to look deeper at the connections you make with others and to use the resources and tools provided today to help you stay relevant, stay connected, and stay on the radar!

Monica Stewart



Monica Stewart, MS, RDN, LD is a Registered Dietitian employed by Tyson Foods, Inc. In her role as a Sr. Food Scientist, Monica is responsible for creating and reviewing nutrition facts panels for packages, evaluating products for relevant nutrition claims, and works closely with the regulatory and law teams to ensure nutrition related communications are substantiated in science and facts.



BUILDING CONNECTIONS THROUGH STORYTELLING

Jean Storlie, MS, RD

Sitting in the back of the ballroom, I was getting ready to speak at a state dietetic conference, only half listening to the opening remarks of the keynote speaker about working with older adults. When she started telling a story about taking her elderly father to the grocery store, my head sprang out of my notes. Here’s how I recall her story:

When we entered the supermarket, I let Dad take his own cart and wander the aisles because he was persnickety about his independence. After finishing my shopping, I got into the checkout line behind him and noticed that he was flustered and upset. I asked, “Dad, what’s wrong?” He pointed to the clerk. “Did you hear what she said? She just told me to ‘Pay up, bastard.’” Then it dawned on me: “No, no, Dad! She was asking if you want paper or plastic.”

I heard this speaker several years ago, and I wish I could remember her name. Needless to say, her story stuck with me. It vividly portrays the communication challenges associated with hearing loss. She also used other themes from the story to underscore key points of her talk. Through the “Paper or Plastic” episode, she distilled theories and research into simple and memorable principles.

Years later, I still remember her key messages because of her effective use of this simple, amusing story. She told a great tale and also modeled how to weave a story into a professional presentation.

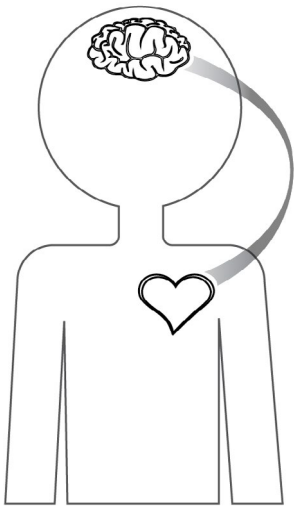
Stories Capture the Heart and Mind

Well-crafted, meaningful stories can leave audiences pondering a new truth or reflecting on an old one. They create

fertile ground for facts and data to take root and stimulate the cognitive and emotional responses that help people make sense of data. Combining accurate scientific information with a compelling story is a powerful way to deliver nutrition messages.

Not only do people like stories, stories even alter brain chemistry. Paul Zak, a leading neuroscientist, has shown that the brain produces more oxytocin in response to a good story. Oxytocin triggers feelings of compassion, trust, and empathy. Zak’s research also reveals that a story needs the following narrative elements to produce this change:

- A character (a relatable character is better)
- An obstacle, conflict, or tension (may or may not be overcome)
- A pivotal insight or moment of truth
- An emotional transformation and (maybe) a universal truth



BUILDING CONNECTIONS THROUGH STORYTELLING (CONT')

Story-Based Communications

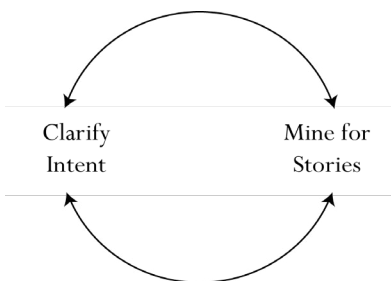
As the “Paper or Plastic” story illustrates, a strong opening story can capture the audience’s attention, set a positive tone, and establish credibility. The story also embodies Zak’s narrative elements.

Stories sprinkled throughout a presentation can emphasize key messages, explain complicated concepts, and persuade others to take action. A well-chosen and well-told story can enchant audiences, leaving a lasting and moving impression that changes how listeners think and feel. Skilled speakers make it seem effortless, but likely they put a lot of thought into selecting the story and practicing their delivery.

Weaving Stories into Presentations

While an appropriate, well-delivered story can punctuate a presentation and leave an audience reflecting on your messages long after they leave the room, long-winded or irrelevant stories can turn off audiences and undermine your credibility.

To avoid derailing your message, think carefully about the purpose a story will serve in the presentation and find suitable stories. It might help to brainstorm stories related to the topic and then tease out what role a particular story will play. Or you might prefer to clarify the intent of an opening story before seeking out a story that fits. It’s often a circular process.



Media Communications

Journalists seek the human angle on news and information. By embedding nutrition content into narratives that reveal a character struggling through an obstacle and experiencing an emotional transformation, your messages stand a better chance of breaking through to reporters and their audiences.

1-2-3 Steps to Craft a Good Story

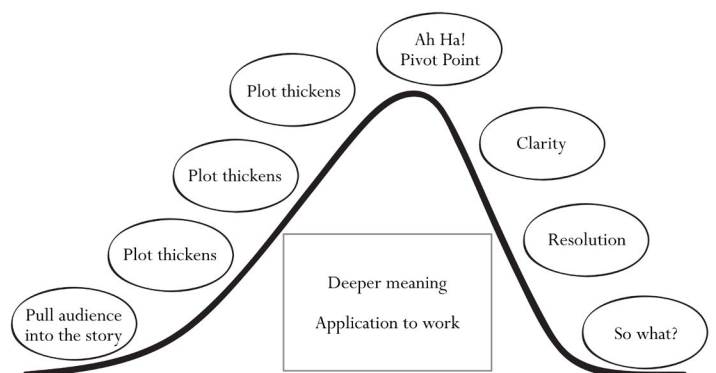
In *Once Upon an Innovation*, we offer a three-step approach to turn episodes from your own life and the people you’ve observed into meaningful narratives for professional communication.

Step 1: Discover Story Gems

Everyone’s life contains a treasure trove of experiences that can be turned into stories for professional and personal communications. Get started by finding your story gems—raw ideas that have potential to become a story. Unearth a variety of story gems and then examine them to find their deeper meaning and potential applications to your work.

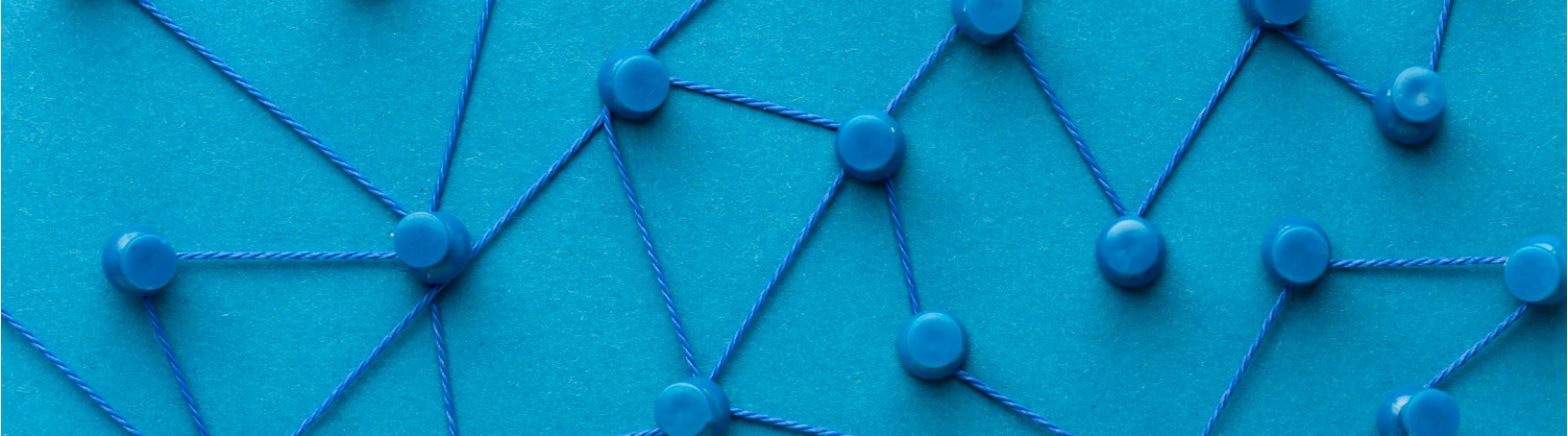
Step 2: Develop Plot and Meaning

When listeners travel with your characters through a struggle—even if the obstacle is not overcome—they experience the same pivotal insights and emotional transformation. If you tease out important narrative elements, your stories stand a better chance of connecting with your audience. While it’s not the only way to develop a plot, the classic narrative arc provides a way to begin crafting stories. Use this framework to plot out your stories.



Step 3: Polish with Salient Details

Vivid language brings characters and settings to life for the audience. The final step in developing a story is to incorporate sensory details to describe people, places, and events. Most people default to visual descriptions of



BUILDING CONNECTIONS THROUGH STORYTELLING (CONT')

people and situations. Stir your audience's imagination by including sound, smell, taste, and touch. Details that evoke images, smells, and sounds bring the listener into your story and make them feel like they were there.

Let's say you wanted to describe an obnoxious man who was rude to you. "Cheap cologne burned my throat as he stepped in front of me and blocked my view of the parade. His spittle sprayed my face as he turned to holler 'Over here!' to his buddies, motioning them to wedge into the space." These two sentences convey the smell, sound, and behavior of a character, as well as the scene where the story takes place.

Some colorful or bizarre details make a story memorable. But, at the other end of the spectrum, too many details and tangents can bore and confuse your listeners. Striking the right balance is the art of storytelling.

Storytelling is an advanced communication skill that involves crafting tales of human struggle and transformation. By incorporating storytelling into nutrition communications, dietitians can connect to their audiences with greater compassion, empathy, and emotional context. Storytelling skills can also be applied to other professional situations where human connections are key, like networking, job interviewing, employee coaching, and leading others.

{Article derived from Jean's book, *Once Upon an Innovation*}

Jean Storlie



Jean Storlie, a retired Dietitian, designs and facilitates story-based problem solving and leadership training sessions. Her experiential workshops help participants develop storytelling skills and apply them to business communications and leadership.



CONNECTING WITH YOUR FOLLOWERS THROUGH IMAGERY

Sara Haas, RDN, LDN

“A picture is worth a thousand words.” The familiar adage isn’t new, but it seems especially pertinent today. We can easily replace the word “picture” with “video” and it becomes even more relevant. That’s because we live in a time when entertaining content prevails and short-attention spans reign. Therefore, having the ability to educate and inspire with imagery has become an important business skill.

Social media platforms such as TikTok and Instagram are popular because they capitalize on our need for entertainment and our demand for quick information. They allow users to post brief, often fun, glimpses into their lives and the topics we love. This means you can watch your favorite celebrity make their go-to lunch or that popular TikToker organize her refrigerator, whenever or wherever you want. Brief snippets of images and video are engaging and connect us, even if the bond is small.

This connection is crucial because we as humans love feeling like we’re not alone. Capitalize on that connection to take your business to the next level.

While there isn’t a magic formula for connecting with your audience when it comes to content, here are some things to keep in mind.

1. Be true to you! Stay on-brand and on-topic so that you resonate with your audience. They came for you, so be authentic, be YOU! That also means showing your face from time-to-time, remember, it’s about connection!
2. Bust out your phone! Some of the best images and videos are the impromptu ones you take in the moment. If you think your followers might benefit (learn, be inspired or entertained), then it’s worth a share.
3. Find editing tools! These can help especially for branding as well as for formatting images and video. Use free resources such as Canva which allow you to flex your creative muscles.
4. Don't be afraid to try! Like anything new, posting images and video content can be scary. You're putting yourself out there and that can make you feel vulnerable. But I say nothing ventured, nothing gained.
5. Look for inspiration! Follow accounts of creators you admire. Let their content inspire you. Hit that “follow” button and comment. Most creators are happy to “see” you there and will happily answer your questions.

There’s not a better time than now to start connecting. So grab your camera or phone and let your images help you tell your story!

Sarah Haas



Sara Haas RDN, LDN, is a food and nutrition expert with formal training in the culinary arts. She works as a freelance writer, recipe developer, food photographer, media authority, public speaker and consultant dietitian/chef. Sara is a former culinary and nutrition instructor and served as a National Academy of Nutrition and Dietetics Media Spokesperson. Sara has been featured in Eating Well Magazine, Shape Magazine, Parents Magazine, U.S.A. Today, The Wall Street Journal, The Huffington Post, Epicurious, BabyCenter, O Magazine and Today's Dietitian Magazine. She is the author of Taco! Taco! Taco! and co-author of the Fertility Foods Cookbook. Sara shares her love of food and nutrition on her website, SaraHaasRDN.com and on Instagram (@cookinRD) where she posts recipes, as well as nutrition and cooking tips.



LEVERAGE MEANINGFUL CONVERSATIONS FOR B2B CLIENT RETENTION

Annette Maggi, MS, RDN, LD, FAND

Earlier this year, I hit a career/professional milestone. I have run a successful business-to-business (B2B) consulting practice for ten years. A core element of my success has been client retention, in some cases having clients who have switched jobs, moved to new companies, and taken me along with them as a consultant.

Maintaining strong connections has driven this client retention. Cultivating lasting connections takes time and requires effort, but the result – client retention – saves time and effort in having to find new business.

Consider these tips for cultivating connections that lead to client retention:

- **Listen More, Talk Less.** The goal is for the client to do most of the talking. You want to understand their pain points, work frustrations, and gaps in resources. Then you can come back to them with options on how you can solve those problems. In business proposals, I always include a background session that reiterates the client's needs, often using his/her exact language on key points to show that I was actively listening and understand the issue. Clients appreciate being heard, me connecting the dots, and suggesting problem-solving ideas.
- **Think Like the Client.** There are no two clients that have the same personality or approach to business. For example, I have one client that always wants the detailed

minutia while another trusts that I have done the research and simply wants the topline. Connecting with clients to understand their personality and how they work and think positions you to return work to them that hits the mark perfectly.

- **Quality Matters.** The role of a consultant is to do work for which the client or company doesn't have time or an area where they lack expertise. To this end, the quality of your work as a consultant matters greatly, down to every last detail from spell check to design of presentation decks. Submitting work that wows the client increases their trust in you, positions you as a valuable contact, and makes it more likely that they will send more work in your direction.
- **Generate New Ideas.** With retainer clients, a scope of work is most often agreed up front. As you work for a company for a longer term, you have the advantage of understanding their business at a deeper level, and sometimes, making broader connections to other departments. To keep these relationships and business moving forward, periodically suggest new ways you can work together.

Retaining an existing client is easier and more cost effective than having to find new business and cultivating connections can be a key part of success.

Annette Maggi



Annette Maggi, MS, RD, LD, FAND is the President of Annette Maggi & Associates, a nutrition marketing and communications consulting firm specializing in the interface between food manufacturers and retailers, and nutrition and regulatory affairs. Today's environment revolves around serious health issues; Maggi responds by taking a real and yet refreshing approach to creating infinitely stronger nutrition strategies that deliver results. Maggi is a sought after resource in the nutrition and regulatory field, is recognized as a distinguished speaker and writer and has a reputation as a driven performer and partnership builder.



CREATE A MENTORING RELATIONSHIP THAT MATTERS

Julie Meyer, RDN

While perceived as a somewhat antiquated concept, mentoring relationships can be the most fulfilling ones in your life. Mentoring can happen to anyone, anywhere, at any point in your career and the incredible secret of mentoring is that everyone gets something out of it- mentors and mentees alike. Here are some tips for creating mentoring relationships that matter.

1. Set Your Vision

As you are looking ahead to your next steps – whether in your current role, a new career or in your personal life – what do you want it to look like? What can you imagine the vision of this new reality to be? Paint the picture in your mind as this helps you set your future vision.

2. Look Around

Once your vision is set, look around. Searching for a potential mentor is like any great search – the answers may be near or far. Perhaps it is someone within your organization, your alumni network, your professional affiliation (DBC is a great one!) – it may even be someone in your family! I consider my niece my mentor despite the fact she is 15 years younger than me. Keep your eyes open.

3. Don't Be Shy

Asking someone to be your mentor or offering yourself as a mentor can be terrifying. Imposter syndrome is real! But remember, you have a lot to offer in this relationship and you are doing a service to the other person as well. Be clear and direct, but don't put too much pressure on the situation.

4. Be Real

Humility, authenticity, honesty and empathy are key traits of a successful mentoring relationship. Showing up as your true self allows both of you to be able to share vulnerably and learn from each other. No one can help someone who is already doing it perfectly!

5. Evolve Together

The evolution of a mentoring relationship is one of the best journeys in life. My mentors have become mentees and we have gone back and forth many times. These rich relationships are some of the best gifts in life!

For more content on creating mentoring that matters, check out the [AugMentors podcast](#).



Julie Meyer, RDN is the Founder + Co-CEO of [Eat Well Global](#), a strategic consultancy on a mission to empower global change agents in food & nutrition. Julie is also the Co-Founder of [AugMentors](#), her pandemic project that sets sail to create a rising tide for mentoring that matters.

MEMBER SPOTLIGHT:

Neva Cochran

MS, RDN, LD, FAND

Interview by:

Monica Stewart, MS, RDN, LD



Tell us a little bit about yourself and your career. How has your career path evolved?

I started in a traditional career path working in two hospitals for about a year each with 2 years off between the two to attend graduate school full-time and earn my masters in nutrition. The first was a 1.5 year old private hospital in a university town where I was the first and only clinical dietitian and basically had to build the clinical nutrition program. The second was at the hospital where I completed my internship, a large metropolitan hospital with several RDs where I was more specialized and also precepted dietetic interns. I went on to serve for 3.5 years on the faculty of a university coordinated undergraduate program in dietetics, primarily teaching senior MNT classes and supervising students in clinical rotations. My next position was with our local Dairy Council where I really found my niche in business and nutrition communication. After working there for 3.5 years, I went out on my own with a variety of consulting positions until about 15 years ago, when I limited my focus primarily to nutrition communications and media. I work with food, nutrition and agriculture organizations and companies to promote accurate, science-based information about food and nutrition so people can eat beyond the headlines to enjoy eating and not fear food.

“Eating Beyond the Headlines” is also the tagline on your website, tell me more about that.

In 2014, I was invited to give the nutrition presentation for Allied Health Week at the University of Oklahoma. As it was for all allied health disciplines, they asked that

I not make it too technical. I had written an article for the Egg Nutrition Center newsletter the year before, “The Unintended Consequences of Eating By the Headlines,” where I used published research to debunk five food and nutrition topics that were often misrepresented in the media. I decided to turn the article into the Allied Health Week presentation and renamed it, “Eating Beyond the Headlines: Sorting Evidence from Emotion.” It was very well received and I began presenting it at state Academy conferences and as a webinar for various groups, a total of 23 times to date! Then in 2017 I was interviewed for Melissa Dobbins’ Sound Bites podcast and she asked if she could title it, “Eating Beyond the Headlines,” because “everyone knows that’s yours.” I decided if everyone did know that was mine, I should start using it as my brand. So I had a logo created and updated my website and all my social media to include it.

Do you have a personal statement or nutrition philosophy that has helped guide your career?

My nutrition philosophy from early on has always been, “There are not good and bad foods, only good and bad diets.” There is no one food or ingredient that is going to make or break your nutrition or health status. It’s your total intake (“diet”) over time, along with lifestyle factors (physical activity, smoking, alcohol intake, sleep, stress management) that influences your health.

The newsletter theme is “making meaningful connections.” What tips or secrets can you share on making lasting connections or connecting with clients?

I have found one key to connections is to take an interest in other people, ask questions and really listen to their answers so you can engage in a meaningful conversation. Find common interests and passions so you can develop a relationship. When someone asks for advice or help, try to do so, if it falls within your area of interest or expertise. That way you will feel comfortable seeking out others when you need advice. I respond to emails, contacts through my website or social media, phone calls and other solicitations for assistance. I have made good friends with RDNs I have met through DPG electronic mailing lists who have posted a query for advice. This has truly enriched my career and provided valuable contacts and business opportunities that I had never anticipated or sought out.

When I approached you about the member spotlight, you mentioned being known among dietitians as “the connector.” Tell me more about that!

When I was the Texas Academy of Nutrition and Dietetics president in 1989-90, I started getting phone calls asking for advice. I would refer them to others who could help them if I could not. I commented that I felt like I was “Dietitian Central!” I recall when I was in the House of Delegates, a delegate in Wyoming whom I knew emailed asking if I could help one of her students who would be living in Dallas for the summer with contacts for finding a summer job in a hospital food and nutrition department. I sent her several names and the student ended up securing a summer job. When someone asks if I know someone who can help with a particular issue, I seem to always know another RDN to refer them to. And when friends ask if I can help them with nutrition management of a health issue, I refer them to my RDN colleagues who specialize in that area. Students and interns contact me for rotations and I usually serve as a preceptor as well as provide other RDNs for them to contact, especially for distance interns who have to secure all their own practicum sites.

What connections have influenced your career?

Serving as an Academy Media Spokesperson for 7 years provided me with training, media interview experience and contacts that was the basis for the career I have in nutrition communications. And the connections I made with fellow spokespeople have led to them recommending me for consulting jobs and me recommending them. Also, my active leadership throughout my career at the local, state, DPG and national level has provided an array of friends/colleagues

across the country who serve as valuable professional resources. This has resulted in invitations to speak at state and national conferences and DPG webinars among other opportunities.

What advice would you give DBC’s student members interested in pursuing a career in the business and communication spheres of dietetics?

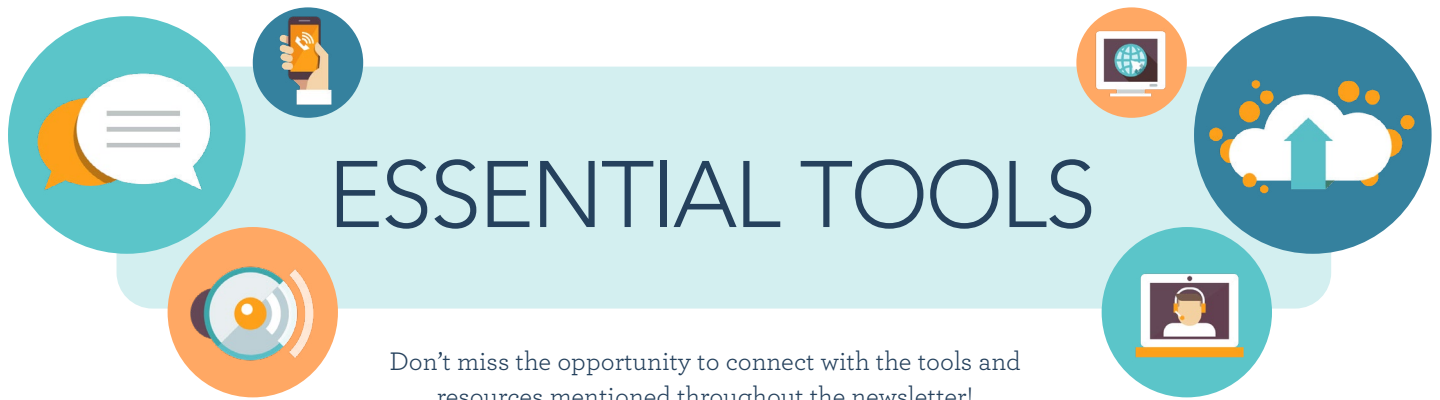
- Get involved in DBC or district or state Academy committee or leadership roles to meet great RDNs who can provide mentorship, advice and even contacts for your future career.
- Reach out to RDNs who are practicing in an area you are interested in to find out more about their career and potentially shadow or work with them paid or unpaid, in-person or virtually, to gain experience. This happens to me regularly, and I always take the time for a phone or video call.
- Consider writing a blog, writing for a community or school newspaper or website, speaking to community groups (churches, schools, parents’ groups) on food and nutrition topics, create a YouTube channel to feature short videos on food and nutrition topics or create social media accounts to post fact-based information about food and nutrition.

Tell me about your leadership role in DBC?

I served as secretary for two years from 2019-2021. During that time I also was actively involved in strategic planning and DBC’s fundraising efforts for the Academy Foundation as I had served on the Foundation Board and as Chair from 2004-2008. This year I am serving as Chair of Foundation Fundraising for DBC and along with my three team members, we have three exciting initiatives planned for the year.

What is your proudest moment as a dietitian?

Well, may I have two? In 2012 I was honored as a Medallion Award recipient at FNCE, one of the Academy’s highest honors. And in 2016 I was invited to present the commencement address “Take Opportunities, Make Opportunities, Walk Through Fear” for the Texas Woman’s University College of Health Sciences. That is the advice I have given for years to students, interns or young RDNs who ask for one piece of advice for their careers so I decided to use it as the theme of my speech and traced my media career from my very first job by doing those three things.



Don't miss the opportunity to connect with the tools and resources mentioned throughout the newsletter!

Books & Podcasts

Interested in learning more about story-based strategies?

Pick up a copy of [*Once Upon an Innovation*](#) by Jean Storlie and Mimi Sherlock for applications that can help accelerate innovation and lead change.



“Learn how meaningful mentoring augments wellbeing and connection in the digital HQ.”

Explore important tools for building a mentor relationship with Julie Meyer and Jimmy Edgerton, co-founders of the [*AugMentors Podcast*](#).



Graphic Design

Attention creatives! [*Canva*](#) is a FREE graphic design platform. Perfect for anyone with a design need, Canva allows you to plan, create, schedule and publish directly to your social media platforms.

Canva

These tools are for your information only. The Academy of Nutrition and Dietetics and Dietitians in Business & Communications DPG do not endorse any of these products or services.

MEMBERS ON THE MOVE



WHITNEY BATESON, MPH RD
Owner, Whitney Bateson Digital Strategy

"Effective websites help dietitians reach more people and foster deeper connections with their audiences - and I'm thrilled to enable more RDs to achieve this through my course."

Whitney recently launched her new course, The Dietitian Website System, to help dietitians create beautiful, strategic websites that help them connect with more clients. The most rewarding part of the program is seeing the new confidence her students have in their businesses.

Visit whitneybateson.com/dws to learn more about it.



MARY ANN HODOROWICZ, RDN, CDCES, MBA
Certified Endocrinology Coder

"As a CDCES, one of my accomplishments is helping fellow diabetes care and education specialists achieve ADCES accreditation or ADA recognition for their Diabetes Self-Management Education and Support (DSMES) Programs. This has been a highlight of my consulting career of 20 years! My turnkey accreditation/recognition materials make this laborious task so much easier and shortens the time to achieve this desired status. Certification (Medicare's term for this status) is required to bill Medicare for its DSMT benefit; it can be achieved via ADCES accreditation or ADA recognition."

For more information, visit www.maryannhodorowicz.com.



STEPH WAGNER, MS, RDN
Co-founder, Bariatric Food Coach

"To support both patients and dietitians, I offer my online resources at no cost to bariatric RDs in patient care. Schedules are so full, this saves them time to create needed handouts for daily post-op living in between patient appointments. The resources show my branding and QR codes for patients to visit my membership website for additional support."

Left to right Erin Thompson, MPH, RD, CSOWM, LD, CDCES, Steph Wagner MS RDN, Andrea Hughes, MS, RDN, CDCES



JENNIFER E. SEYLER, MBA, MS, RDN
*Benedictine University
Organization Development PhD Program*

On starting a PhD program: "I see the PhD program as something that will help me better connect people to the mission of organizations, how their individual work helps achieve the company goal."

HOW TO BUILD A LASTING RELATIONSHIP WITH YOUR PRECEPTOR

Tracy Colin, Student

Your didactic rotation is an essential part of the process to become a Registered Dietitian. With each rotation, you are assigned a preceptor who will act as your instructor, guide, and mentor. Making a connection with your preceptor is not only important during your rotation, but it is also a great way to create a lasting relationship! This article will give tips on making a great impression and offer ideas on how to stay connected once your rotation ends.

Why a Connection is Important

Your preceptor serves as your mentor and instructor. They hold valuable knowledge about the field and can give insight into your future career as a registered dietitian. Preceptors can also help you network, find growth opportunities, and act as references on your behalf. Some mentees make such a great impression that the preceptor offers them a role!

Make the First Connection

To make a great first connection, you want to make a great first impression! Prepare for your upcoming role by learning about the company, the culture and about your preceptor as well. A welcome email is recommended and may include your excitement about the upcoming rotation and can also include questions to help you prepare for your upcoming role.

Your impression is a showcase of your effort. Extra effort can be shown by asking questions and applying what you are learning from your classes to the internship. Take initiative by offering help or proposing project ideas that you can incorporate during your internship. Remember your role in your internship is learning and their role is teaching. Deliver on your work, soak up all their knowledge, and remain professional. You put in the work, and you made a great impression, what's next? Keep in touch!

How to Stay Connected After Your Rotation Ends

To maintain a professional relationship with your preceptor, offer to connect with your preceptor after your rotation ends. You can ask to remain in contact through email or connect through professional platforms like LinkedIn.

Finish strong by sending a thank you note to thank your preceptor for their guidance throughout your rotation. This leaves a lasting impression on your preceptor and is a great step towards building a connection as well. Use your new contact as a way to network, keep in touch, ask for references or even apply for a job opportunity in a similar field!



Tracy Colin serves as the Student Ambassador for DBC. She is currently studying to become a Registered Dietitian at Hunter College in NYC with an interest in pediatrics, business, and diabetes. She currently works as a personal trainer and a certified nutrition and wellness coach.

DBC LEADERSHIP TEAMS

2022-2023

Executive Committee

Immediate Past Chair	Rayona Baker, RD, LD
Chair	Tori Schmitt, MS, RDN, LD
Chair-Elect	Amanda Kruse, MS, RD, LD, FAND
Secretary	Dee Ann Harwell, MS, RDN, LDN
Treasurer	Cindy Cysewski, MS, RD, LDN

Nominating Committee

Nominating Chair	Nancy Siler, RDN, LD
Nominating Chair-Elect	Barbara Minger, MS, RD
Nominating Team	Lauren Pendergast Mulligan, RDN
Nominating Team	Jennifer Fiske, MS, RDN, LD

External Relations Team

Business Development Director	Chelsea Capelo, MBA, RDN, LD
Business Development Committee Member	Elizabeth Adrian, RDN, CDN
Affiliate Partnership Director	Amanda Goldman, MS, RD, LD, FAND

Member Engagement Team

Member Engagement Director	Manju Karkare, MS, RDN, LDN, CLT, FAND
Membership Research & Analysis Director	Jane Rieger, MS, RDN
Membership Engagement Committee Member	Kerry Rose, MPH, RD, LD
Grants and Awards Program Director	Milton Stokes, PhD, MPH, RD, FAND
Student Engagement Lead	Tracy Colin, NASM-CPT
Grants and Awards Committee	Jennifer Fiske, MS, RDN, LD
FNCE Events Manager	Jane Rieger, MS, RDN
Networking Events Program Director	Stephanie Solomon, MS, RD, LDN

DPG/MIG Relations

Sr. Manager - DPG/MIG Relations Academy of Nutrition and Dietetics	Rebecca Frabizio
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DBC LEADERSHIP TEAMS

2022-2023

Marketing and Communications Team

Marketing & Communications Director	Nicole Chenard, MS, RD, LDN
Business Insights Editor	Shelley Rael, MS, RDN
Business Insights Associate Editor	Monica Stewart, MS, RD, LD
Take 5 Editor	Veronica Skaradzinski, MS, RD, LDN
Creative Designer	Yvette Quantz, RDN, CSSD, LDN
Social Media Manager	Julie Salmen, MS, RD
Marketing & Communications Committee- Website Coordinator	Abby Larson, MBA, RDN, LDN

Education Team

Education Director	Jessica Thornton, MS, RD, LD, CSP, CNSC, CLC
Education Committee Member	Laura Last, MA, MBA, RDN, LD, FAND, CPTM
Education Committee Member	Kasey Lewis, BS, NDTR
Education Committee Member	Valerie Houghton, RD, LD
Education Committee Member	Ali Webster, MS, RD
Leadership Cultivation Programming Director	Jennifer Seyler, MBA, MS, RD

Foundation Fundraiser Team

Foundation Fundraiser Director	Neva Cochran, MS, RDN, LD, FAND
Foundation Fundraiser Committee Member	Deanne Brandstetter, MBA, RDN, CDN, FAND
Foundation Fundraiser Committee Member	Rayona Baker, RD, LD
Foundation Fundraiser Committee Member	Kathy Wilson-Gold, MS, RDN, LD, FAND

IDEA Team

IDEA Committee Member	Nikki Putnam Badding, MS, RDN
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Policy & Advocacy Team

Policy and Advocacy Liaison (PAL)	Tovah Wolf, PhD, MS, RDN, LDN
Policy and Advocacy Committee Team Member	Tracy Wilczek, MS, RDN, LDN, FAND

Dietitians in Business and Communications

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