

**Dietitians in  
Business and  
Communications**

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

# *Nutrition* in **Focus**



Dietitians in Business & Communications  
**BUSINESS INSIGHTS**

**SPRING  
2023**

# Dietitians in Business & Communications

# BUSINESS INSIGHTS

*A dietetic practice group of the Academy of Nutrition and Dietetics*

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Content Coordinator: Monica Stewart, MS, RDN, LD  
 Designer: Whitney Bateson, MPH, RD, [Whitney Bateson Digital Strategy](#)

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\* = Feature Article



# MESSAGE FROM THE CHAIR

**Tori Schmitt, MS, RDN, LD**

A recent article published by the Harvard Business Review indicated that over 60% of employees ‘rarely to never’ do an hour or two of deep, focused work each day without distraction.<sup>1</sup> You may not be surprised to read this. Maybe you, too, have experienced distractions like email notifications or a coworker who calls unexpectedly, which can limit the ability to focus on the task at hand.

Whether it's a small assignment or a large project, staying focused can help increase productivity while decreasing stress and frustration.<sup>2-3</sup> Experts suggest that keeping prioritized to-do lists, using clear communication channels, creating boundaries, making meetings meaningful, and blocking off focus hours in one's calendar can enhance focus.<sup>1</sup>

This term, DBC's Leadership Team stayed focused by operating with detailed agendas at each Executive Committee meeting, by replacing some Executive Committee meetings with reporting systems and small-group meetings to enhance attention to essential projects, and by more wholly utilizing the Leadership Team's communication platform, Basecamp.

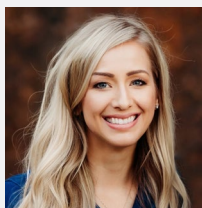
These steps allowed DBC's Leadership Team to boost attention to its operational plan and 5-year strategic plan to help accomplish the DPG's mission to advance its members as strategic and innovative business and communication

leaders. DBC offered over 8 networking and education events, awarded grants to over 15 members to boost their business and advocacy acumen, and returned to FNCE® with a Spotlight Session and member networking reception – our first time back to FNCE® since the pandemic.

It has been an honor and privilege to serve you as Chair. I am particularly appreciative of our talented and dedicated volunteer dietitians, dietetic technicians registered, and students on the Leadership Team who continue to make decisions to support DBC's focus on the professional growth and success of you, our members. I am confident that our incoming Chair, Amanda Kruse, will effectively lead us through future challenges and opportunities in order to continue to position dietitians as leaders in making meaningful food and nutrition related decisions in global businesses and industries.

I look forward to continuing to serve you and supporting DBC activities as Past Chair. As always, I invite your feedback at any time. You can reach me at [torischmitttrdn@gmail.com](mailto:torischmitttrdn@gmail.com). Thank you for your membership and I look forward to focusing on DBC's mission with you again next term!

*Tori Schmitt*



*Hi, I'm Tori! I'm a strategic nutrition communications specialist with experience connecting with consumers on trending and controversial 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 to the infant formula business, working collaboratively with the company's 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 (4) and Ella (almost 2!). You can connect with me anytime at [torischmitttrdn@gmail.com](mailto:torischmitttrdn@gmail.com).*

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# MESSAGE FROM THE INCOMING CHAIR

**Amanda Kruse, MS, RD, LD, FAND**

I'm a strong believer that all Dietitians and Dietetic Technicians can benefit from business and communications skills, regardless of their career path. This sentiment echoed throughout our conversations with our peers at FNCE® in 2022 and will continue to do so as we look into the new year. Providing meaningful virtual networking and education events, support through grants and awards, and additional opportunities at FNCE® for members to connect is a focus for DBC. Over the last couple of months, I've had the pleasure of collaborating on the 2023-2024 budget and plan of work proposal, along with more defined resources for our volunteer Leadership Team. This work, along with our strategic plan and objectives, will serve as a compass for the new year.

When moving into the Chair role this June, I look forward to building upon the work of Tori and team to enhance our ways of working. This will ensure that members receive the support they expect from DBC and that our volunteer leaders have impactful experiences.

This issue of *Business Insights* will highlight ways our members can stand out and stay relevant in a constantly changing nutrition landscape. According to a report by the Corporation for National and Community Service, candidates with volunteer experience have a 27% better chance of finding employment than non-volunteer counterparts.<sup>1</sup> Strategic volunteer efforts allow you to gain experience you may not otherwise have in your current day-to-day or to more freely explore your strengths and growth opportunities – think public speaking, budget management, social media campaigns, or copywriting that can then help you stand-out in your current job or dream role.

Interested in learning more about how you can be involved with DBC in the 2023-2024 term to reach specific goals for your personal and professional growth? Let's connect to see what may work for you!

Thank you for your continued support of DBC.

*Amanda Kruse*



Amanda Kruse MS, RD, LD, FAND is the Medical Marketing Manager, Specialty for Reckitt/ Mead Johnson Nutrition, leading omnichannel HCP marketing for Nutramigen® and PurAmino™ hypoallergenic formulas. She has over 10 years of experience in foodservice and marketing, starting her career in university foodservice with Ball State Dining, then to Indianapolis Public Schools (K-12), before her transition to CPG with Splenda® Brand Sweeteners and Java House® Cold Brew in 2016. Amanda is a proud Michigan State and Purdue alum. She lives in Southern Indiana with her fiancé (Zach) and dogs (Pisce & Roux) where she enjoys cooking, camping, and Yelp-ing local favorites. Learn more about Amanda [here](#), connect on [LinkedIn](#), and reach out any time directly via [kruseama@gmail.com](mailto:kruseama@gmail.com).

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# LETTER FROM THE EDITOR

**Monica Stewart, MS, RDN, LD**

Hello DBC members!

I want to start by saying THANK YOU to the authors who took the time to share their knowledge with us this year, to the Executive Committee for their guidance and leadership, and to all of you, our members, for being here in our 2022-2023 membership year!

Working on *Business Insights* has reinforced what I already knew to be true – nutrition professionals, no matter your focus, have unique communication skills that set us apart individually. You all make me proud to be a DBC member! I am excited to share this content with you and hope the theme “Nutrition in Focus” inspires you to stand out, stay relevant, and try something new in a constantly changing world!

Remember to focus on the distinct skills and talents you already have. We are all different in the most valuable way. You do you!

I am excited to continue serving you in this role as editor and am looking forward to building new relationships and growing those I have already built in the 2023-2024 membership year! If you have specific content you would like to see or ideas for future articles, please reach out to me anytime at [monica.stewart@tyson.com](mailto:monica.stewart@tyson.com). I look forward to hearing from you!

*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. Connect with Monica on [LinkedIn](#) or email [monica.stewart@tyson.com](mailto:monica.stewart@tyson.com).*



## ★ ★ Feature:

# JUMPSTART YOUR CAREER BY CULTIVATING CONFIDENCE

**Amy Goodson, MS, RD, CSSD, LD**

Jumpstarting your career, no matter what level you are at, requires confidence. Applying for a job, launching a side hustle, or building a business can be daunting and sometimes overwhelming, but cultivating confidence in yourself, your skills, your ability, and your calling can help propel you into career success. So, how do you do that?

It first starts with clarity and identifying which direction you want to go. Then it requires developing communication skills to help you advance, consistency to build resilience, community to support you, and finally critiques to make you better. Check out how each can cultivate confidence and help you jumpstart your career!

### 1. Clarity

One of the key pieces to jumpstarting a successful career, or dialing in on your niche, is having clarity. Clarity releases you from unnecessary anxiety and frees you from the temptation to be obsessed with wondering and worrying about:

- Am I in the right place?
- Am I doing the right thing?
- Am I doing it with the right people?

When your vision becomes clearer, your decisions become easier. To gain clarity, consider the Clarity Equation by Dr. Dharius Daniels:

Clarity = Calling + Gifting + Passion + Opportunity

Next, think through what your personal calling, gifting, passion, and opportunities are, and identify one thing in each area that might help point you to greater clarity in your career or business. Gaining greater clarity will help cultivate confidence when taking the next step.

### 2. Communication

Being a successful communicator is key to career success! Whether you do one-on-one counseling, group coaching, speaking, writing, course development, or work in a corporate setting, everyone needs the skill of communicating.

To be a strategic communicator, it is necessary to have a communication plan. It's not enough to have a message, you have to consider how the message is being sent, who the message is going to, what barriers might affect the delivery of the message, and what feedback might be provided that you have to adjust to when communicating. You can have a fantastic, dynamic message, but if your audience doesn't understand it, or receives it differently than you intended, the end result may not be what you expected. To become a skilled communicator, use the 7 Cs to drive your communications. Messages should be:

1. *Clear - Simple is often better when it comes to communication*
2. *Concise - Get to the point as soon as you can and use details as needed*
3. *Concrete - Provide factual information*
4. *Correct - Try to minimize communication errors*
5. *Coherent - Make your communication logical and understandable*
6. *Complete - Don't leave room for people to "read between the lines"*
7. *Courteous - Being polite and kind can make you stand out from the crowd*





# JUMPSTART YOUR CAREER BY CULTIVATING CONFIDENCE (CONT')

## 3. Consistency

Every decision we make in our daily lives will either push us closer to or further away from accomplishing our calling and career success. Our decisions and choices either prepare us for, or propel us from, that designed season of ultimate fulfillment through our calling.

The truth is, success requires doing things that you don't want to do, regularly, repetitively, and consistently. It requires being faithful, doing the mundane, and sticking it out in specific seasons, even when it is uncomfortable. However, being consistent produces perseverance and perseverance is required to jumpstart a career or business.

## 4. Community

Having a community of colleagues, friends, acquaintances, and/or employees is key to jumpstarting your career. You never know who might give you your next opportunity. So, the goal is to network and connect everywhere you can.

Whether you are starting your first job or your own business, it is essential to have people that you can call on for advice and help. It's been said, "If you want to go fast, go alone, but if you want to go far, go with others." Having a community in your corner is necessary to build your confidence and propel you to success!

## 5. Critiques

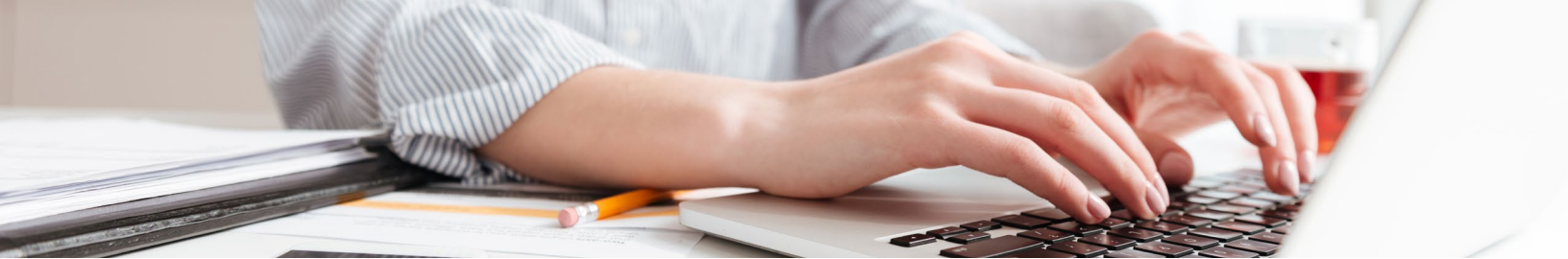
While many people perceive critiques as negative, the definition of a critique is actually, "a detailed analysis and assessment of something." Critiques are necessary to help you get better – better in business, better with your brand, better in your career. So, stay open to recommendations and advice, even if you don't always like what you are hearing. Pushing yourself to get better will help build your confidence, ultimately helping you to achieve success in your career.

So, where do you start? Pick a "C" and identify where your strengths and weaknesses are in that area. Then, put together an action plan to start moving forward. Remember, the best step you can take to jumpstart your career is the next step. Start there and take it one step at a time!

*Amy Goodson*



Amy Goodson is a Registered Dietitian and Certified Specialist in Sports Dietetics. With a bachelor's degree in communications and a master's degree in exercise and sports nutrition, Amy is passionate about marrying the two to provide quality, science-based nutrition information through speaking, media, writing, and consulting. She also owns [Amy Goodson RD Courses](#), a business designed to help dietetic students, interns, and registered dietitians determine and take the steps necessary to reach their dream career. Connect with Amy on [Instagram](#): @amygoodsonrdcourses.



★ ★ ★ **Feature:**

# WHAT CREDENTIAL IS RIGHT FOR YOU AS A REGISTERED DIETITIAN?

**Lisa Abbey, MBA, RDN, LDN, FAND**

“Do I really need an extra credential, and should I pursue it?” I am asked this question often by Registered Dietitians who are just starting as a practitioner and even those that have practiced for years. Being in talent acquisition, dietitians seek my insight whether an extra credential is needed for a role or not. I hope my industry knowledge and years of experience will be helpful for those reading this!

I have had many twists and turns throughout my career as a dietitian; clinical, outpatient, nutrition support, diabetes education, food service and now talent acquisition (aka recruiting) and knew that I always wanted to complete my master's. Even though a master's is not an extra credential, I took thoughtful time throughout my career to decide which

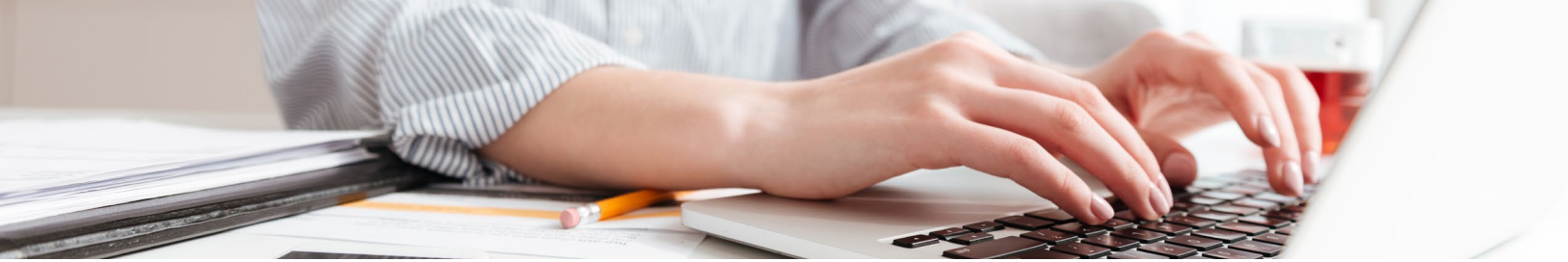
degree would benefit me the most and after talking to many professionals, just a few years ago, I took the plunge and completed my MBA.

According to the [\*Academy of Nutrition and Dietetics 2021 Compensation and Benefits Survey\*](#), 24% of RDNs have one or more specialty certifications. I have personally witnessed where an extra credential benefited my peers. I have also seen that with an additional credential, clients, other medical professionals and the public have more confidence in the dietitians' skills, which indicates that they have additional expertise in the practice area as documented through education, experience and examination.



Compass Dietitians Networking at the Food and Nutrition Conference & Expo®





# WHAT CREDENTIAL IS RIGHT FOR YOU AS A REGISTERED DIETITIAN? (CONT')

You are the only one that will decide your career path and, as we know, there are many practice areas for Registered Dietitians. When I started practicing as a dietitian, there were only a couple of roles that dietitians could venture into: clinical, foodservice, public health, and long-term care. Today, the route and opportunities a dietitian decides to take as a career are endless. I recommend keeping a very open mind when going into the field of nutrition and continue your learnings throughout your nutrition profession.

When starting to consider an extra credential, ask yourself:

- “What are my long-term goals?”
- “How will an extra credential benefit me?”
- “Am I already working in an area where a certain credential makes sense?”

For example, maybe you’ve been working in a general practice for a long time and want to pivot and move to a specialty field, like diabetes. All of these questions will help you determine which credential is right for you.

The most important thing to consider is whether the credential aligns with your career goal and most importantly your passion. If you find that you are interested in a new credential, network! I always recommend finding another dietitian with the same credential to gain insight about how they use the credential and how the credential has helped them in their career. Ask important questions about how the credential has helped them and what doors it has opened. This is a great way to determine if you even want to pursue a new credential. One more piece of advice: Talk to as many people as possible, search for different answers and opinions, and develop your own path to determine the right additional credential for you!

If you are unsure where to start or what extra credential to obtain, make a list of the credentials that interest you the most and make a pros and cons list. Obtaining an extra credential has the potential to open a current or new door for you. I love the conversation of extra credentials because there are so many avenues that allow you to take your career to the next level. Mapping out YOUR career path is just for YOU because everyone’s path is vastly different.

*Lisa Abbay*



*Lisa is a Talent Acquisition senior leader for Compass Group, USA, a global leader of contract food service. She is a former CDR Commissioner, a current member of the Council of Future Practice for the Academy of Nutrition and Dietetics and upcoming President of the TN Academy of Nutrition and Dietetics. Her passion is to connect nutrition professionals to a lasting career.*



★ ★ ★ **Feature:**

# STAYING RELEVANT IN AN EVER-CHANGING LANDSCAPE

**Wendy Bazilian, DrPH, MA, RDN**

Just the other day, my long-time mentee and friend—who not-incidentally has become a mentor to me in recent years (aka reverse mentoring)—told me that she’s always been impressed how eager and open I am to learn and engage in the latest technology in an effort to be current and relevant in my professional work. Me?! I was genuinely surprised to hear this—I don’t consider myself the ‘early adopter’ per se, and I don’t always have the latest, shiniest tech. But once she explained, I realized that I indeed have a penchant for seeing what’s possible, exploring emerging tools and opportunities, and actually doing what might be considered ‘new’ or even sometimes ‘a little risky’ in an effort to educate, inform, and assist my clients, audiences, and my peers in what I hope are engaging, entertaining, and most importantly—effective—ways. I start my brief contribution to staying relevant in an ever-changing landscape here.

Staying current with technology has been the most obvious way—though for work, I still contend that tech bells-and-whistles without purpose is unnecessary. But if tech can help you accomplish your goals, it’s critical today. Being open to learning what’s out there, trying it out, and thinking about how you might use it as designed—or creatively—can enhance the professional life of a dietitian or dietetic technician registered in numerous ways. From simple-sophisticated tech to help manage your business, time, files, information, and ideas to professional presentation and meeting technology (audio and video, connectivity, beta-programs, applications, polling software, crowdsourcing, data-analysis and more), being tech-savvy matters.

Once upon a time, I was a young graduate from Tufts University, an institution known for its esteemed nutrition university, having completed my bachelor’s degree naturally in . . . Spanish Language and Literature. But at least my Minor’s Degree was related: Latin American Studies (related to my major, that is). (My pursuit of a doctorate and my RDN

credential came several years later.) Adapting to the world after college with a Liberal Arts degree was complicated early on until I realized how critical those skills were to being able to adapt, be flexible, accomplish my business goals, tackle new challenges, and ultimately be and stay relevant to this day.

## **Engage in TECH-niques.**

When I started working, phones were wired to walls, electronic mail happened in a central room on campus with limited hours (and a monthly fee to connect to the few people who also had electronic mail), pagers were for doctors and you-know-who’s, and papers were written on typewriters or word processors (or first-generation computers if you were especially privileged). At that time, presentations did NOT have slides, but some of us early-adopters did invest in our very own overhead projectors—my hand is up! Today, I’ve experimented successfully (albeit also sometimes anxiously!) with real-time polling with big groups that magically populate my PowerPoint display in order to crowdsource a brand-new resource for dietitians. I’ve tried production apps to create live events that stream and record like a newscast with graphics and editing cuts, so it’s ultimately more engaging and interactive. I’ve also done national television live from my living room, my kitchen, and also my deck in the heat of summer with the sun shining directly in my eyes. And how about artificial intelligence? Well, let’s say, I’m dabbling. But I still strongly believe in the creative power of the brain-plus-time to manifest, ruminate, develop new ideas. I’m in the active phase of researching, dreaming, contemplating the use of artificial intelligence as it may relate to my professional goals and objectives—I’m learning! Keep learning.

## **Write—often and on purpose.**

This advice comes straight from having completed a Liberal Arts degree of course but is a life skill I believe that every nutrition professional should work on. Practice constantly—active and passive voices; inductive and deductive reasoning;



# STAYING RELEVANT IN AN EVER-CHANGING LANDSCAPE (CONT')

in different languages if you know them—or start to learn one. Put your thoughts onto paper (or electronics). Handwrite notes—please hand write sometimes. Your brain works differently when you write than when you’re typing—or dare-I-say recording or even dictating. Write stories and letters, write thank you notes, write postcards, and in journals. Just write.

**Read widely.**

Read outside of the field as well as within. Reading outside your discipline gives you new words, new ideas, and it can challenge your assumptions on things. For dietitians and nutrition professionals in business: read books about business, management, and human behavior. Also: psychology, history, economics, and anthropology. Read literature: fiction and nonfiction, too. And poetry. Reading sparks creativity and innovation and connection. There’s so much you can gain to help inform how you live and work: the words you choose to convey ideas, the analogies to make and metaphors to explain, and the patterns (aka spotting trends) you can identify and tap into that travel across cultures, places, generations, and time. Words connect thoughts and convey ideas. And words, through communication, connect people.

**Actively involve yourself.**

Stay actively learning and physically and intellectually moving in your field, in your organization, in your community, and within your professional and personal circles. Participate. Allow conversations to happen and start conversations. Ask questions and be open-eared and open-minded. Be active—mind and also body, of course.

**Be a mentor and be a mentee.**

Engage in real and purposeful professional relationships. I have a mentor whom I’ve known and have benefited immensely from our relationship for 25 years...since she was a mere 75 years old! Last year she celebrated a century. How did she commemorate? By publishing a book and starting a new not-for-profit organization. (She still presents almost weekly to audiences). And among friends and colleagues—I have two mentees going on a decade who are rockstar-RDN businesspeople, and also a newer college senior for the past nine months whom I’m convinced is going to make a memorable impact on global health. Revel in the relationships. They keep you engaged, living with professional purpose, and on purpose. They can challenge your thinking, lend support, and give you a boost as you step-up professionally, and help keep you curious and relevant in our field of nutrition and dietetics.

Wendy Bazilian



Wendy is a doctor of public health, registered dietitian and ACSM-Certified Exercise Physiologist. She is an award-winning journalist and author of several books. She was honored as Nutrition Entrepreneur of the Year for 2022 by the Nutrition Entrepreneurs dietetic practice group and was awarded the prestigious 2023 A.N.D. Distinguished Lecture Award in recognition of her “exemplary career and remarkable contributions to the nutrition and dietetics profession.” Dr. Wendy is CEO of [Bazilian, Inc.](#), a Nutrition Strategy and Communications business and is also in private practice based in San Diego, where she lives with her husband and daughter. Connect on [Instagram](#) or email [hello@wendybazilian.com](mailto:hello@wendybazilian.com).





## How To Series:

# LISTEN UP, BUTTERCUP: THE DELICIOUS BENEFITS OF ACTIVE LISTENING

**Lisa Jones, MA, RDN, LDN, FAND**

As a nutrition professional, you know the importance of good communication, but did you know that active listening is the secret sauce that takes it to the next level? Just like a balanced meal, effective communication requires all the right ingredients. Let's dive into some tasty tips to improve your "listening nutrition" and become a better listener.

### STEP 1: FIND YOUR PERFECT PAIRING

Just like a good wine and cheese pairing, your listening environment matters. Choose a space that is quiet and comfortable for meetings and consultations, so both you and your clients can focus on the discussion at hand.

### STEP 2: ADD SOME HEALTHY SPRINKLES

Empathy and patience are the perfect seasonings to add to your listening skills. Pay attention to your clients' cues, ask open-ended questions, and genuinely care about their concerns. It's like adding a dash of salt and pepper to bring out the flavors of the conversation.

### STEP 3: SAVOR THE FLAVORS AND TEXTURES

Just like a chef tasting their dish, pay attention to the non-verbal cues of those you are listening to while they are speaking. Watch for facial expressions, gestures, and tone of voice during team meetings, and gain insights into emotions and opinions. It's like savoring the texture of a dish to fully appreciate its complexity.

### STEP 4: CHEW SLOWLY, DIGEST PROPERLY

Don't gulp down the information while listening. Take the time to process and understand by summarizing key points, asking for clarifications, and making mental notes. It's like properly digesting a meal to get the most out of its nutritional value.

### STEP 5: NOURISH YOUR BODY AND YOUR LISTENING SKILLS

Just like a healthy meal nourishes your body, taking care of yourself is essential for effective listening. Get enough rest, maintain a nutritious diet, and engage in stress-relieving activities. A well-nourished mind and body will help you perform better in personal and professional situations.

Incorporating these tasty tips will help you become an active listener and enhance your life. Listen up, Buttercup – the benefits of active listening are worth savoring!



*Lisa Jones is a Registered Dietitian, keynote speaker, consultant, author, and the world's worst break dancer. She uses the power of humor, gamification, and play as fuel to enhance collaboration, increase engagement, and maximize productivity.*

# MEMBER SPOTLIGHT:

*Amanda  
Goldman*

**MS, RDN, LD, FAND**

*Interview by:*

**Monica Stewart, MS, RDN, LD**

## **Tell us about yourself and your career. What is your current role at Gordon Food Service?**

I'm from Cleveland, Ohio and currently live in Lexington, Kentucky. I obtained my bachelor's degree in Dietetics from Miami University, and my master's degree in Clinical Nutrition from the University of Kentucky. Workwise, I am the Healthcare Industry Sales Strategist for Gordon Food Service. In this role, I utilize my background to serve as a segment customer operational and financial subject matter expert for our national healthcare sales team. Previously, I was the System Director for the Catholic Health Initiatives Food and Nutrition Services national program. Concurrently, I worked as the Director of Diabetes and Nutrition Care for CHI Saint Joseph Health in Kentucky for several years.

## **The newsletter theme is “nutrition in focus.” How have your previous roles or experiences helped you focus on your skills for your current position?**

I am passionate about my work, about food and nutrition, and about building healthier communities. My prior roles in operational leadership within acute care settings, and as a Consultant Dietitian in the senior living space, had the ultimate goals of delivering excellent patient and resident care. This was done through elevating the dining experience, as well as ensuring that quality clinical care was provided. All of those previous years in operational leadership roles have truly assisted me in my current role as I work with foodservice leaders on strategies to enhance their service delivery models.



## **What advice can you share that has helped you gain focus on where your career path is moving?**

I am strategic and enthusiastic about my work and have found that foodservice leadership and management have truly been my niche. My past roles within this area provided me with the leadership skills to lead large teams of food and nutrition services personnel, including multiple teams of dietitians. I am able to use my past experience now to help our customers enhance their operations on a grander scale. A long time ago, one of my leaders told me that I need to “become comfortable with feeling uncomfortable” related to leading teams - that has always stuck with me, and I use that advice to force myself into growth opportunities that I would have potentially not considered otherwise.

## **Tell me about your leadership role within DBC?**

I am the Affiliate Partnership Director for DBC, and it is a relatively new position. This role is responsible for leading the Affiliate Partnership program. Volunteers for this initiative serve as liaisons between organizations, sharing DBC opportunities with their own state, and then relevant state association information with DBC. The ultimate goal is to increase DBC's visibility, enhance communication, and grow membership.

**Congratulations on your newly elected position as Treasurer-elect for the Academy of Nutrition and Dietetics! How do you expect this role to help you focus on your leadership skills?**

I'm thrilled and honored to be the next Treasurer-elect of the Academy of Nutrition and Dietetics. I'm a past President of the Kentucky Academy of Nutrition and Dietetics, as well as a Past Treasurer and a Past Chair of the Management in Food and Nutrition Systems DPG. I am also currently serving as Delegate for Kentucky, and Vice Chair of the Academy's Member and Student Advisory Committee. This new role will enhance my leadership growth on a broader scale within the Academy. More importantly, I am excited to collaborate with others to utilize our expansive skill sets to advocate for health, food security and wellness on a global scale, and of course to elevate the role of Registered Dietitian Nutritionists.

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

My advice to students is to always keep an open mind when thinking about their careers. Additionally, it's important to consider non-traditional dietitian roles that allow individuals to enhance their business, leadership and communication skills.

**What is your proudest moment as a dietitian?**

My proudest moments include times when I know that I have assisted food and nutrition leaders with making a positive impact in the lives of their team members, and their patients or residents. Of course, I'm elated to be the next Treasurer-elect of the Academy. In fact, I'm still smiling about it!

**What might someone be surprised to know about you?**

I'm a former competitive gymnast, and my nickname is "Bean."

**How has your DBC membership supported your professional growth and development?**

From networking to professional development, being a part of DBC has enriched my career by providing me with the opportunity to enhance my business acumen, while giving me a platform to help grow our membership.

**Let's end on a fun note - what are three foods you couldn't live without?**

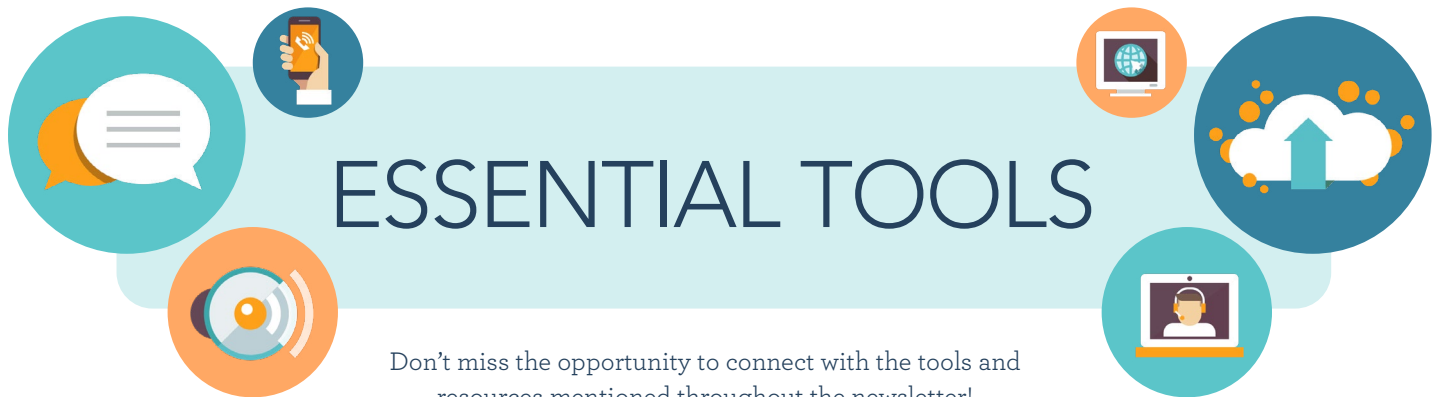
Cheese, pasta and ice cream!

**Where can members connect with you on social media?**

- LinkedIn: [Amanda Goldman, MS, RD, LD, FAND](#)
- Instagram: [@amgold96](#)







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## *Find Your Focus*

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Looking for a few simple tips and tricks to help you find your focus?  
Try these quick reads.

[15 Ways to Boost Focus and Deep Thinking Despite Digital Distractions](#)

[7 Ways Managers Can Help Their Team Focus](#)

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## *Career Tools, Courses and More*

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Here's a simple reminder to invest in yourself.  
Update your resume, your professional profile on social media or try a new course that's out of your comfort zone.

### **NutritionJobs**

- NutritionJobs is a career portal for dietitians and dietitians-to-be. Courses are available on a variety of topics including job interview preparation, resume remodels, and more! [NutritionJobs Dietetic Career Guides](#) (teachable.com)
- Is your LinkedIn profile up to date? Use this free checklist to create a winning profile. [LinkedIn Profile Checklist](#)

### **Amy Goodson RD Courses**

- Live and on-demand [courses](#), resources and workshops to help you start, grow, diversify and niche your dream career.

### **Compensation and Benefits Survey**

- The full report of the [2021 Compensation and Benefits Survey of the Dietetics Profession](#) is available free for Academy members. Download it today to learn more about your area of focus!

### **Academy Social Media Toolkit**

- Looking for ideas to enhance your social media focus? Each quarter the Academy makes a toolkit available that includes key dates, events, and sample posts to promote the field of dietetics. Visit the [link](#) to find ideas to power you through the summer!

*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



**CHRISTINA BADARACCO,  
MPH, RDN, LDN**

*Collaboration with Transamerica Institute on  
Healthier Traditions Cookbook™: Around the World*

"I appreciated the opportunity to work with the Transamerica Institute again to publish another cookbook based on healthy recipes that are accessible and appealing to the general public. Empowering and inspiring others to cook more delicious and wholesome recipes at home is such an important goal for me in my career, and I'm thankful to work with such a prominent organization to provide this resource to Americans across the country to enjoy and use as a tool to improve their home cooking skills and their overall health."

Find other cookbooks in the series [here](#).



**POOJA VYAS, MS, RDN**  
*New DBC Affiliate Representative for California*

"Self-claimed 'Extroverted Introvert' - I am the product of my mindset and energy. My strongest suit has been my charismatic character and ability to connect with people from all walks of life. Being a seasoned RD in Business and Management - I have utilized my networking skills to reach a different and bigger audience this past few years. With a strong intent to connect with fellow RDs with a similar mindset, FNCE® 2022 was a special one. I was able to connect and network with leaders of DBC - former and current; as a result, I was pleasantly surprised to receive an offer to volunteer with DBC as an Affiliate Representative for California. I am delighted to be part of the DBC team and truly looking forward to what it has to offer. At last, I'd definitely emphasize the hidden power of utilizing one's strengths as a trailblazer toward accomplishments."



**AMANDA KRUSE, MS, RD, LD, FAND**  
*Medical Marketing Manager - Specialty Reckitt/Mead Johnson Nutrition*

"A 2021 [HBR article](#) pitches the idea of building a "career portfolio" as a continual source of discovery and fulfillment, rather than a linear career path. In 2022, I was promoted to my current role with Reckitt/Mead Johnson Nutrition leading omnichannel marketing efforts for Nutramigen® and PurAmino™ hypoallergenic formulas. Ten years after moving to Indiana to support university students with food allergies, I'm now working on brands with a mission to help those infants find relief. I'm often asked, "As a dietitian, what can I do to get a job like yours?" While I could point to my past CPG experience or my Master's degree, the long answer is that every previous job, volunteer role, and networking opportunity has provided new experiences for growth. There's a thread between each of these experiences and the most common is keeping in touch with the pieces that bring you happiness. [Let's connect](#) - I have plenty of stories to share."

# HOW TO CREATE A *STANDOUT RESUME* AS A DIETETIC STUDENT

**Stacey Dunn-Emke, MS, RDN**

*NutritionJobs*

Job searching is such an exciting time in your dietetic career journey. You can explore different dietetic job opportunities while showcasing your expertise. It can also be a challenging process combined with feelings of uncertainty and insecurity.

Here are several tips to focus on to help your resume stand out from the crowd and to boost your confidence when applying for jobs as an entry-level dietitian.

## **Focus On Your Work Experience**

The most important section of your resume is the experience section. This is where you can show the hiring manager that your experience makes you the perfect fit for the entry-level job. Showcase your experience by including several quantitative work experience bullet points for each job you have had, illustrating your skills and the impact you had. You can include more bullet points for more recent or relevant experiences.

For example, if you are applying for a Clinical Dietitian job in a hospital, then you will want to include up to five bullet points for the experience you had in your internship highlighting your in-patient clinical rotation, the specific patient population you served, and the impact you had in that experience. Note that this is different from a description of your job or your rotation.

Here's a formula for structuring your quantitative work experience bullet points:

### **Action Verb + Accomplishment + Quantifiable Outcome**

Did you have a unique experience such as covering for the burn-unit dietitian for three weeks? Here's how you might highlight your experience with an intensive-care patient population and your leadership skills:

*Implemented enteral and parenteral nutrition support for five burn patients, during assigned registered dietitian three-week vacation coverage, resulting in demonstrated wound healing.*



## **Focus On Your Volunteer Experience**

As an entry-level applicant, every job or rotation can count towards your experience, including paid, unpaid, and volunteer experience. Even though you are new to the field, you can offer valuable real-life experience in a new job. Volunteer experience is especially valuable, as it showcases your passion for nutrition and your ability to contribute to the community. List any relevant volunteer work in a separate Volunteer Experience section or within your Work Experience section (or just call it Experience). You can include your participation in health fairs, food drives, or providing nutrition presentations at events.

Keeping a work journal can help you keep track of your successes, accomplishments, value, and experiences to add to your resume.



# HOW TO CREATE A *STANDOUT RESUME* AS A DIETETIC STUDENT (CONT')

## Focus On Skills

In addition to experience, an employer wants to know what specific technical skills you have that can be applied to the new job. Add a Skills section and include any technical skills: computer applications (e.g., Excel), electronic medical record systems (e.g., EPIC), languages (e.g., Spanish), research skills or applications (e.g., SPSS or NDS-R), specific counseling skills (e.g., motivational counseling), and more. You can also include a separate section on your resume for licenses or certifications you have gained.

Other soft skills, such as leadership, problem-solving, or customer relations skills, can be weaved into your resume, your cover letter, and during your interview as success stories.

## Focus On Keywords

While I don't recommend making too many major changes to your resume as you are tailoring for each job, it is important to make sure you sprinkle relevant keywords throughout your resume that align with the job description and your experience.

For example, if you are applying for a job in a virtual private practice as a Registered Dietitian that specializes in eating disorders, then you would include relevant keywords such as motivational interviewing, nutrition counseling approach, and intuitive eating. You can include these keywords in your Skills, Experience, or your



Professional Summary section. You can also include these relevant keywords in your cover letter when outlining why you are the perfect fit for the job.

## Focus On Your Future

Your future as a dietitian is so bright. Opportunities for dietitians continue to expand as we serve more people and businesses with our unique skills and expertise. Focusing on your value and highlighting your unique skills can help set you apart from other candidates in the job search process



Stacey Dunn-Emke, MS, RDN, is a Registered Dietitian and the Founding Owner of [NutritionJobs](#), a career portal for dietitians and nutrition professionals. She is the author of *The Dietetic Resume Guide* and specializes in boosting professional opportunities for dietitians, students, and interns, with jobs, coaching and courses on *Creating a Modern Winning Dietetic Resume*, *An Optimized LinkedIn Profile*, and *Job Interview Prep*.

# DBC MEMBER BENEFITS, GRANTS, AND AWARDS

## MEMBER BENEFITS

### It's Time to Renew Your DBC Membership!

Thank you for joining DBC for our 2022-2023 membership year. As you renew your Academy of Nutrition and Dietetics membership, we hope you renew your [DBC membership](#) too! Get the most out of your membership by taking advantage of all the benefits you have access to:

- Free CPEUs. By watching one (or more!) of DBC's archived [webinars](#), members have access to several free continuing education opportunities.
- A network of members! Post a question, news, or job opportunity to the [Discussion Board](#) to get feedback from other DBC members or connect with other members directly using the [Member Directory](#).
- Current and past issues of the [Business Insights Newsletter](#). Each issue of Business Insights has a unique theme. As you have time, read through our archive to catch up on key issues that interest you!
- Access to grants and member award opportunities. We're here for you! Watch for communication throughout the year on ways to apply for grants and member awards!

# DBC MEMBER BENEFITS, GRANTS, AND AWARDS

## DBC OUTSTANDING LEADER AWARD RECIPIENTS

The DBC Outstanding Leader Award honors members who have served on DBC's Leadership Team and who have worked toward the promotion of business and communication food and nutrition professionals outside of the DPG. Congratulations to Deanne Brandstetter and Christine Palumbo the 2021-2022 recipients of the DBC Outstanding Leader Award!



**Deanne Brandstetter**  
MBA, RDN, CDN, FAND



**Christine Palumbo**  
MBA, RDN, FAND

## 2023 NUTRITION AND DIETETICS ADVOCACY SUMMIT GRANT RECIPIENTS

Hundreds of food and nutrition professionals met March 28th-30th to review key policy issues that impact the health of the nation and the dietetics profession. Congratulations to our members who received grants to virtually attend the 2023 Nutrition and Dietetics Advocacy Summit.

- Chelsea Capelo, MBA, RDN, LD
- Tara R. Lovinger, MS, RD
- Aimee Gershberg, Senior at Ohio State University
- Laura M Mulder, MPH, RD, CHES, CLC
- Sylvia E. Klinger, DBA, MS, RDN

## 2022 FOOD AND NUTRITION CONFERENCE & EXPO® GRANT RECIPIENTS

Congratulations to our members who received grants to attend FNCE® either in person or virtually last fall.

- Christina Badaracco, MPH, RDN, LDN
- DeJuan Moore
- Krystal Dunham, MS, RDN, LD
- Grace O'Connor, Senior at Buffalo State University
- Holly Kirby, MS, RDN, LD
- Danielle Smiley, Registered Dietitian Eligible
- Heather Mathur, RD, Bsc



# DBC MEMBER BENEFITS, GRANTS, AND AWARDS

## 2022 FOOD AND NUTRITION CONFERENCE & EXPO®



DBC leaders connected at FNCE® for an evening of networking and fun! Pictured left to right, top to bottom: Jane Rieger, Amanda Goldman, Amanda Kruse, Tori Schmitt, Veronica Skaradzinski, Nicole Chenard, Yvette Quantz, and Julie Salmen.

Speaking of FNCE®, did you get to experience the magic of connection in Orlando last fall? We did and we loved it!

We were thrilled to see more than 245 DBC members in Orlando! Feedback from member attendees showed drastic expansion of professional development and professional network, along with a joy of human interaction with colleagues! Networking at national meetings is an exciting DBC member benefit. If you missed it, we hope to see you in Denver!

## GET SOCIAL WITH US!

To stay in the know about all things DBC, connect with us on [LinkedIn](#), [Instagram](#), [Facebook](#) and [Twitter](#), and stay tuned to DBC's Events webpage to learn more about what's coming up with DBC throughout the term.

# Dietitians in Business and Communications

a dietetic practice group of the



Academy of Nutrition  
and Dietetics