

# Women's Health *REPORT*

A QUARTERLY PUBLICATION OF WOMEN'S HEALTH DIETETIC PRACTICE GROUP

## EXTRAORDINARY RDS WITH UNUSUAL CAREERS Compiled by WHR editorial staff

*The nutrition field is very unique. Our profession seems to be a topic of popular interest – tell someone you are a dietitian, and you'll usually unleash a flood of questions! It's a growing field, too, and we think it's pretty remarkable how sprawled out dietitians are across the workforce. So we decided to ask some questions of our own! We thought this Resource Issue would be the perfect place to highlight the work of RDs who have been recognized for thinking outside the box and creating their own unusual career in this field. We asked five extraordinary RDs questions about their backgrounds, lives, and entrepreneurial ventures. The first three interviews are of WH members (no surprise, given the focus of their work!). We hope you enjoy getting to know these fabulous females and their inspiring journeys as much as we did.*



**Karen Peters, MBA, RD, IBCLC**  
 Executive Director, Breastfeeding Task Force of Greater Los Angeles

**Tell us a little bit about yourself. Where do you currently reside? What is your educational background?** I live in Redondo Beach, CA, a mile from the beach, which I love for

taking walks and summer swimming. I graduated from the Coordinated Undergraduate Dietetics Program (CUP) from the UCLA School of Public Health in 1978.

**Was dietetics your first career? What was your first job as a dietitian?** Yes, dietetics was my first career. My first job was in an acute care clinical position. I struggled, in vain, to find job satisfaction in that role. Short hospital stays, physician ignorance, lack of quality in food service all sent me job hunting. I found a great match for my skills in the role of food service director. I worked for a management firm in a variety of dining sectors and completed my Masters in Business Administration. Since training and education are a special interest of mine, I always had new grad trainees

in my kitchen.

**Can you recall a significant turning point in your career path that led you to your current job?** When I decided to start a family, I also decided to work part-time and complete the application to get my teaching certificate for the community colleges in my state. I taught part-time for 15 years. I loved having

the summers and school breaks off at the same time my children did. During those years, I also spent a lot of time as a La Leche League (LLL) volunteer. The women attending the meetings were all middle-class, mostly white folks. I wanted to see the same support and information available to low income women of color. The answer was Peer Counseling; however, the Breastfeeding Peer Counselor Program Administrator training was only available to LLL volunteer leaders in 1990, so I became a LLL Leader. As an independent contractor, I have trained more than 1000 people, mostly WIC staff, with the LLL Peer Counselor Curriculum. As a co-founder of Breastfeed LA: The Breastfeeding Task Force of Greater Los Angeles, I found that I loved working with people who shared the vision that breastfeeding can and should be our cultural norm. When we incorporated in 2001, I was hired as the first employee. Since that time, I have learned so much about media, policy and advocacy, and systems change. I still get to indulge in my love of education since we also offer breastfeeding classes. I love to teach the 'train-the-trainer' courses.

**Describe your position with the Breastfeeding Task Force of Greater Los Angeles. What about this extraordinary career inspires you?** As the Executive Director of the Breastfeeding Task Force of Greater Los Angeles, a small, non-profit corporation, I am responsible for providing leadership and program management, not only for my staff but also our volunteers and social media friends. Our projects include education, training and technical assistance for many audiences, including hospitals, health care providers, employers, human resource professionals and administrative and elected local, state and national officials.

*"I am inspired almost daily by the excitement and visibility of breastfeeding promotion."*

I am inspired almost daily by the excitement and visibility of breastfeeding promotion. When the cover of *TIME* featured breastfeeding, I had mixed emotions. I do not like the inflammatory photo of a mother nursing her child in a very unnatural, unloving pose. I do not like the question, "Are you mom enough?". However, the exciting thing for me is that my staff and I have all had media training. We know that there is no such thing as bad press. We wrote our talking points together then posted them where other breastfeeding coalitions could use them, and they did, i.e. Nancy Mohrbacher published an opinion piece in the

### in this issue

Letters From the Chair and Editor	2
Advancing Our Practice	9
Resource Recommendations	10
Book Reviews	11
Private Practice 101	12
Excellence in Practice in Women's Health Award winner	14
Membership Welcome Letter	16

**Chair**

Barbara E. Millen, DrPH, RD, FADA  
whdpgchair@gmail.com

**Communications Chair**

Miri Rotkowitz, MA, RD  
whdpgcommunications@gmail.com

**Publications Editor**

Jamie Mok, MS, RD  
whdpgpublications@gmail.com

**Editorial Board**

Miri Rotkowitz, MA, RD  
Denise Andersen, MS, RD, LD, CLC  
Jamie Mok, MS, RD  
Kathleen Pellechia, RD  
Maria Pari-Keener, MS, RD, CDN  
Barbara Millen, DrPH, RD, FADA

**Assistant Publications Editor**

Currently Recruiting

**Resource Review**

Currently Recruiting

**Member Spotlight**

Stefanie Casillas

**Design and Layout**

Steve Bonnel

**The Women's Health Report** (ISSN-3233) is a quarterly publication of the Women's Health Dietetic Practice Group (WH DPG) of the Academy of Nutrition and Dietetics/Academy. The WH Report features articles, as well as information on programs, materials, positions, and products for use of its readers. News of members, book reviews, announcements of future meetings, requests for information, or other items of interest to women and reproductive nutrition dietetics practitioners should be sent to the Newsletter Editor by the next published deadline date.

**Subscription information:**

Subscriptions are available for those are ineligible for Academy membership for \$32 (domestic); \$35 (international) to the WH Secretary. Back issues of the publication may also be ordered. Members: \$5 each; Non-members: \$10 each.

*The statements in this publication do not imply endorsement of the WH DPG or the Academy of Nutrition and Dietetics/Academy. © 2011.*

**We're on the web!**

[www.womenshealthdpg.org](http://www.womenshealthdpg.org)



**FROM THE CHAIR** Maria Pari-Keener, MS, RD, CDN

**Dear Members,** Our membership year has come to a close, as has my year as Chair. I have learned a great deal about myself as a leader, and enjoyed the challenge of managing the various committees and wonderful volunteers that help run our DPG.

I can look back upon several highlights this year, including many new ideas that were well received. We hosted an evening reception at FNCE 2011—a new type of member event for our DPG. We began the process of funding an EAL (Evidence Analysis Library) research question pertaining to women's health. Our Membership Committee held its very first webinar. Our Executive Committee re-worked the leadership organizational chart, deleting the Secretary position, but redistributing the duties accordingly. Lastly, the DPG reached 1000 members as of the close of the 2011-2012 membership year, a new high and something I have wanted to see since I was Membership Chair. Now we've gone on to locate new leaders to join our team, which brings us to an exciting future for Women's Health DPG! I hope you will consider joining this fabulous team of dedicated women, as we have many open positions, which you can read about in this issue.

This is a fantastic issue full of helpful resources for you including book reviews, website and app analysis, and interviews with dietitians who decided on unusual paths. In addition, I submitted an article on my personal path to private practice.

As always, if you have any questions, comments or concerns regarding the newsletter or our DPG, please don't hesitate to contact me at [whdpgpastchair@gmail.com](mailto:whdpgpastchair@gmail.com).



**FROM THE EDITOR** Jamie Mok, MS, RD

**Greetings Members,** I am excited to present you a very special third issue of the WH Report, better known as the Resource Issue. This issue hones in on the very heart of our practice, the driving force that I believe has brought us to the dietetics profession—our passion for health and dedication to helping others. (I can almost guarantee money was not a factor!) We believe in the healing

power of good food on our quality of life, a value so near and dear to our hearts that it compels us to make it the very basis of our day-to-day work. A large part of why I fell into dietetics is because there are so many avenues to explore and plenty of space to create new ones. For this issue we interviewed five extraordinary RDs who have stepped off the beaten path in pursuit of their dreams. I was deeply moved after reading about each of their fascinating journeys, and I am sure you will be too. Another extraordinary RD, our Past Chair Maria Pari-Keener, opens up about her personal experience starting a private practice and shares valuable practical advice along the way.

Inside you will also find a variety of resources to support your professional practice. Lindsey Hurd, the recipient of last year's Outstanding Student Award shares with us a list of perinatal-focused educational applications for clinicians and clients. Our DPG Awards Chair, Judy Simon, reviews two books on pregnancy and nutrition which are available in stores now: *Before Your Pregnancy: A 90-Day Guide for Couples on How to Prepare for a Healthy Conception* by Amy Ogle, MS, RD and Lisa Mazzullo, MD, and *Pregnancy Cooking & Nutrition for Dummies* by Tara Gidus, MS, RD. Judy also shares a list of useful resources from her presentation Eating Healthfully During Tough Economic Times, which generated a lot of conversation on our listserv! Please take the time to read through the articles and featured resources, as they may just stimulate new growth within your practice.

Enjoy!

*Chicago Tribune*. We used them to blog on MomsRising and for NBC TV. We were blindsided by the *TIME* cover, as were breastfeeding advocates all over the world. However, I was able to pull my team together to act quickly and sanely.

**What other hats do you wear? (Other jobs, volunteer positions within or outside of the nutrition field.)** I continue to volunteer in La Leche League. I help lead local meetings and respond to mothers' questions by phone and email. Ever the educator, I love sponsoring applicants as they pursue becoming a LLL Leader. I am also a member of the American Association of University Women.

**What advice would you give to RDs who wish to pursue an unconventional job or start a new venture?** My advice to fellow RDs is rest assured that it all happens for a reason. You have amazing talents and skills, many from your training as an RD, but also from the rest of your life and world. I treasure the quantities of quality time that I got to spend with my children while teaching one college level nutrition class per week. I learned a lot about child development, how to be a better listener, and to enjoy the moment. I also loved all the things we got to explore together, from hiking to surfing, science, sports, art and music. I encourage all young people, RDs and others, to seek out work that you love and take time to strengthen your family.

**What 3 words best describe you?** Optimistic, realistic and enthusiastic.

**How would you spend the perfect day off?** A perfect day off would include a walk along the beach, good food with friends and family, and time to myself.

**If you could choose someone famous—alive or dead—to dine with, who would it be, and why?** If I could dine with anyone I would choose Julia Child. She trod where no woman had been before. She got to write her own ticket, over time, by proving she could.



**Lisa H. Akers, MS, RD, IBCLC, RLC**  
*State Breastfeeding Coordinator*  
*Virginia Department of Health*

**Tell us a little bit about yourself. Where are you from, where do you currently reside, what is your education background, how long you've been in the nutrition field?** I am originally from Virginia Beach, VA, although I have lived in numerous communities/cities throughout Virginia. I now reside in Harrisonburg, VA with my husband who is a professor in the dietetics department at James Madison University. Being married to someone who is also a Registered Dietitian (RD) makes for interesting dinner conversations! I earned my Bachelor of Science degree and Master of Science degree in Dietetics from James Madison University. I am an RD and an International Board Certified Lactation Consultant (IBCLC). I have been working in public health for the past 12 years.

**When you first became a dietitian, what was your dream job? Was it your first job? Can you recall a significant turning point in your career path that led you to your current position?** I have always been passionate about the dietetics field and chose the dietetics major when I was a freshman in college. Upon completing my undergraduate degree in dietetics, I wanted to work in a traditional clinical setting. My first job took a different turn. I worked in public health as a WIC nutritionist and continued in this position while I completed my graduate degree. When I first began my career, my employer requested that I assume the position as the local breastfeeding coordinator for my community health department and WIC office. I agreed and was sent to training to become a lactation consultant, not realizing that this would lead to my passion in life. Upon completion of the course, I realized that I wanted to move forward with becoming an IBCLC. I completed the requirements to pursue this path within 1 year. Upon earning my IBCLC and my graduate degree, I accepted my current position as Virginia's Breastfeeding Coordinator. I absolutely love my career choice and have no regrets.

---

***"Currently less than 2% of IBCLCs are dietitians or nutritionists. I have considered it a personal challenge to change this!"***

---

**Describe your position as State Breastfeeding Coordinator for the Virginia Department of Health. What about this extraordinary career inspires you?** My role as the State Breastfeeding Coordinator is to support and promote breastfeeding endeavors for the Commonwealth of Virginia, which includes the development of public policy and media campaigns, curricula, publications and training; oversight of the Virginia WIC Breastfeeding Peer Counselor Program; and service as the Virginia Department of Health liaison to the Virginia Breastfeeding Advisory Committee. I develop and implement multiple electronic and traditional public health curricula, which includes organizing training events throughout the Commonwealth for public health personnel and other agencies. I am the single point of contact for any breastfeeding endeavors within the state of Virginia where I provide policy guidance and technical assistance with federal regulations. I authored the curricula for a web-based education site and implemented web-based training ([www.breastfeedingtraining.org](http://www.breastfeedingtraining.org)) and a performance improvement initiative ([www.breastfeedingpi.org](http://www.breastfeedingpi.org)) for health care providers. With the passage of the Patient Protection and Affordable Care Act, I continually collaborate with employers in Virginia to provide technical assistance in the development of comprehensive lactation support programs within their facilities. Currently, less than 2% of IBCLCs are dietitians or nutritionists. I have considered it a personal challenge to change this!

**What other hats do you wear? (Other jobs, volunteer positions within or outside of the nutrition field.)** In addition to my current position, I am the Women's Health DPG Listserv Coordinator,

*Continued on page 4*

the Academy of Nutrition and Dietetics' alternate delegate to the United States Breastfeeding Committee (USBC), and the International Lactation Consultant Association's (ILCA) 2012 World Breastfeeding Week Coordinator. I have also served as an expert workgroup member for the Evidence Analysis Library and a reviewer for the current position paper, "Promotion and Support of Breastfeeding", and the Nutrition Care Manual.

**What advice would you give to RDs who wish to pursue an unconventional job or start a new venture?** My advice for RDs looking into unconventional jobs would be to pursue your passions. Not everyone is meant to fit into the mold of a conventional career. By pursuing your passions, you can create your own niche and your own career along the way.

**What 3 words best describe you?** Passionate, methodical, and organized.

**How would you spend the perfect day off?** My husband and I both ride motorcycles, so my perfect day off would be spent on a motorcycle navigating the beautiful scenic roads of the Blue Ridge Mountains where we currently reside.

**If you could choose someone famous—alive or dead—to dine with, who would it be, and why?** I love to cook; therefore I would choose to dine with Giada De Laurentiis. I find myself watching Giada on the Food Network quite often. The one thing that I love about her recipes is that they are easy to adapt with healthier options and everything is made from scratch. Giada has a laugh and smile that is contagious. I think that it would be fun to cook and dine together over our meal.



**Julie Harker Buck, MHE, RD, LD, LCCE**  
*Nutrition Faculty, Doula, Childbirth Educator  
Brigham Young University Idaho, Plane  
Beginnings Wellness*

**Tell us a little bit about yourself and your background in dietetics.** I am from Pocatello, ID and currently live in St. Anthony, ID. I earned a bachelor's in Dietetics, a master's in Health Education and am currently enrolled in a doctorate of Education program. I have been a dietitian since 1985. My first job at Primary Children's Medical Center in Salt Lake City, UT was actually my dream job when I first became a dietitian.

**Can you recall a significant turning point in your career path?** When I was 18 years old, my sister, who was a direct entry homebirth midwife, gave birth to her fourth child. She invited me to her home birth. Watching the amazing unmedicated birth process, which was attended by her midwife partner and a supervising family practice doctor, initiated my interest in homebirth. When I married and gave birth to my first child, a son, it was at home with my sister and her midwife partner attending. I had already graduated in Dietetics and was just getting ready to start my internship. Seven years later I started on the path to becoming a certified professional midwife (CPM) while working part-time as a dietitian. After assisting in homebirths for eight years, my path diverged into becoming a certified DONA childbirth doula

in 1998. In 2004 I added a Lamaze Certified Childbirth Educator (LCCE) to my list of endeavors. Soon after I started my home-based business, Plane Beginnings Wellness Center, while working at BYU Idaho. My business includes nutrition counseling, childbirth education and birth doula assisting.

**Describe your extraordinary career as a doula and childbirth educator. What inspires you? Who are your mentors?** The faculty position at BYU Idaho is my full-time job. At nights you may find me teaching childbirth classes, taking graduate classes, and/or attending births as a doula (a trained professional who provides continuous supportive care to mothers throughout all stages of birth). My extraordinary career has blended my passion for nutrition with my birth work. Birth inspires me. Watching the miracle of life come into the world and marveling in the ability of women's bodies to grow and birth healthy babies has never dimmed over 22 years of assisting at births. I have had the great privilege of working with many midwives over the years in two states in all types of birth settings. My sister Galene was my first mentor as my midwife, and in assisting her with births. Many other midwives have mentored me throughout the years. I have met many well-known birth work professionals, including Anne Frye, Ina May Gaskin and Michel Odent, to name a few.

---

*"Watching the miracle of life come into the world and marveling in the ability of women's bodies to grow and birth healthy babies has never dimmed over 22 years of assisting at births."*

---

**What other hats do you wear? (Other jobs, volunteer positions within or outside of the nutrition field.)** I volunteer as a doula at births, as time and energy permits, because I strongly believe that no woman should be denied birth support because of the inability to pay. I am a member of the advisory board for Nizhoni Institute of Midwifery School in San Diego, CA. I am one of the creators of Idaho Plate Method, the original method of meal management using a plate ([www.Platemethod.com](http://www.Platemethod.com)).

**What advice would you give to RDs who wish to pursue an unconventional job or start a new venture?** My advice for RDs aspiring unconventional jobs is to pursue your dreams and passions, and be prepared for bumps in the road. The original path may not be the final path, but nothing happens by accident, so learn from every curve in the road.

**What 3 words best describe you?** Passionate, determined and mother.

**How would you spend the perfect day off?** My perfect day would be spent on a warm beach with my husband as the waves break under a golden setting sun.

**If you could choose someone famous—alive or dead—to dine with, who would it be, and why?** If I could dine with anyone I would sit with Ina May Gaskin, to share in her birth energy, passion, devotion and knowledge.

*Continued on page 5*



**Stacey Antine, MS, RD**  
*Founder and CEO HealthBarn USA, Inc.*

**Tell us a little about your personal and professional background.**

I live in the Gramercy Park neighborhood of New York City and grew up right outside of the city in Bergen County, NJ, which is where I started the first HealthBarn USA – close to home and with many connections to the local community. I received my bachelor of arts in Humanities from Providence College, RI and studied for a semester abroad in Salamanca, Spain. I moved to New York City in 1990 and began my career in public relations at Ketchum Public Relations. I worked on a variety of different food and nutrition accounts and was mentored by Bee Marks who was a legend in the field as well as by Maureen Ternus, MS, RD who was the first RD I had ever met. I spent a lot of my time working on the Vitamin Nutrition Information Service (VNIS) funded by Hoffmann-La Roche. One of my most memorable experiences was when I worked on the folic acid and neural tube defect initiative, which earned the team a Silver Anvil (industry award). That initiative led to the government's fortification of foods with folic acid, and fueled my interest in food and nutrition academically. I started pursuing my master's in Food, Nutrition and Dietetics at New York University (NYU) at night while continuing to work full-time in public relations in 1997. I felt that the degree would deepen my knowledge of nutrition and enhance my abilities as a public relations professional. The critical decision point between work and school happened when I was a Senior Vice President leading the Global Food and Nutrition Practice at Ogilvy Public Relations and ready to start the dietetic internship. My mentors insisted that I enter the internship, which meant I had to stop working – and financially, that was a tough decision to make. I completed the internship at Beth Israel Medical Center, NY, and believe it was one of the best decisions I have made in my career. I became an RD in 2004.

**Did you find your PR background helpful as you made the leap to entrepreneurship? How did HealthBarn evolve?** My experience in food and nutrition public relations working on multimillion dollar educational campaigns for major food and pharmaceutical companies gave me the opportunity to build a strong network of nutrition professionals (some are now on the HealthBarn USA advisory board) that I value and call upon even today. It gave me critical marketing and sales skills that are invaluable for every aspect of my work at HealthBarn USA. For example, I started HealthBarn USA in 2005 with the Young Harvesters program, for ages 8-12. I reached out to pediatricians and advertised locally. We enrolled eight children. The feedback was that HealthBarn USA was for fat kids, which is a perception that I had to change. The Bergen Record wrote a great feature article about us with important key messages that explained the concept in a positive light. The article also introduced the Seedlings program, for ages 3-5. It was a great success, and helped us overcome the fat bias because at that age it's mostly picky eaters! It also gave me first-

hand experience communicating nutrition and health messages on a national level and seeing how effective – or not – these messages are at the grass roots level where behavioral change really matters. Also, I used to negotiate nutrition research contracts between companies and academic institutions, and knew the importance of using research findings for credibility and to demonstrate value. It was a proud moment when HealthBarn USA partnered with Columbia University's Teachers College for nutrition research outcomes for our summer camp. The findings are exciting and will be presented at the Society of Nutrition Education and Behavior in July 2012 in Washington, DC.

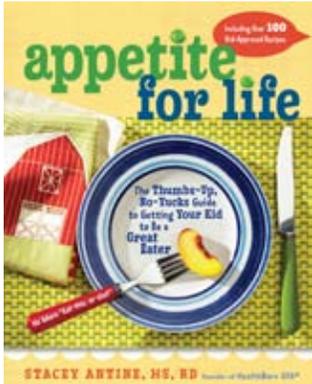


It was because of the dietetic internship that I created my own job after graduating. During my pediatric rotation I experienced firsthand how overweight kids were treated – not educated – about diet, by getting weighed in and counseled about excess calories with food models while their parents barely listened. It was uncomfortable for everyone in the room. I knew something needed to change. This experience highly motivated me to create a business that empowered kids through hands-on education about how to make healthy food and life choices. I started writing the business plan for HealthBarn USA in 2003 while working in a corporate communications position, until I was able to get things organized financially to launch the business in Spring 2005. I was grateful when my nutrition and business worlds merged synergistically, enabling me to create a socially responsible business that serves an important and timely health need for kids and their families.

**Can you recall a significant turning point in your career path that led you to your current job?** When I heard the quote “This is the first generation of children that will not outlive their parents due to lifestyle,” I had a profound feeling that this was just wrong. Then I witnessed firsthand how the healthcare system was treating kids with weight problems as if they had cancer, diabetes and heart disease. My instinct was that if kids were shown a better way in a fun and empowering learning environment they would change with the support of their parents. I knew with clarity that HealthBarn USA could help kids and their families live healthier,

Continued on page 6

and once I started working with kids I saw the receptivity. Now, 30,000 kids and seven years later, I am more committed than ever.



**What do you think makes your career extraordinary? What inspires you?** HealthBarn USA is not only my passion, it's my lifestyle. Each day brings a variety of opportunities to make a difference for kids, which is highly motivating for me and my team at the barn. I feel blessed that I'm able to provide a much-needed service and make a living doing it at the same time.

I could never have imagined that I would trade in my corporate suit working in New York City with multinational companies for jeans and cowboy boots working on a farm with kids and families. How cool is that?! The HealthBarn USA journey has challenged me to learn how to garden, market at the grass roots level, and create meaningful relationships that are more than business connections with schools and families (I'm known as Aunt Stace). I'm also going to be an author – who knew? I'm publishing my first book, *Appetite for Life: The Thumbs-Up, No-Yucks Guide to Getting Your Kid to Be a Great Eater* with HarperOne, an imprint of Harper Collins, on September 11, 2012 in time for back-to-school season. It captures the first seven years of working with over 30,000 kids and offers parents and kids the opportunity to experience HealthBarn USA off the farm with our hands-on activities (nutrition, gardening and environment) and over 100 kid-approved healthy recipes.

**Who are your mentors?** I'm very grateful for the Ben Applebaum Foundation and my mentor, Skip Vichness. The foundation works with entrepreneurs (non-profit and for-profit) who have a business with a social mission at the start-up phase. For two years, I met with Skip weekly to transform HealthBarn USA from a great idea into a profitable business, and he's still involved in all of my major business decisions. This invaluable relationship has helped me to expand the business and develop our latest ventures, including HealthBarn Foods and the HealthBarn Foundation.

**What other hats do you wear? (Other jobs, volunteer positions within or outside of the nutrition field.)** I'm really committed to community service. Just recently, I spent three months in southern India working with the elderly as a clinical nutritionist at the Amrita Kripa Hospital in Kerala. It was an amazing learning experience to work with this "picky eater" population in a system that required me to rely on whole food supplements vs. medication for their nutritional needs. I created a wellness program and trained Westerners upon my departure, so that my initiatives continued in my absence. I volunteer monthly at Mother's Kitchen (a vegetarian soup kitchen) at 107th Street between Broadway and Amsterdam in New York City. Also, I am involved with AND for special projects such as the launch of Kids Eat Right and the Quality Management Committee's Center of Excellence Award.

**What advice would you give to RDs who wish to pursue an unconventional job or start a new venture?** Find out what your passion is and stay focused on it while you look at the current system of how food and nutrition is being implemented, so you can identify the opportunity to fix it! If your inner radar is saying that it can be done better or differently, do research, write a business plan and make it happen. People are more receptive to nutrition as a means to being healthy and manage disease. Many of the conventional ways of doing things are outdated and not relevant to the consumers. Now is an exciting time to make things happen, so don't wait! Also, network with like-minded people who support what you are doing and can help you get started. I had grand ideas for starting HealthBarn USA – so much so that I would've bankrupted myself! My dad told me to start the Barn as if it was a "Korean deli in NYC" rather than the Kellogg Company. I listened, boot strapped the start-up of the Barn, and now we have two locations at Abma's Farm in Wyckoff, NJ and Hilltop Hanover Farm and Environmental Center, Yorktown Heights, NY. We also teach our proprietary curriculum in schools in New York City, and offer our school assemblies nationally. Just get started, and watch the magic unfold.

**What 3 words best describe you?** Driven, creative and down-to-earth.

**How would you spend the perfect day off?** My perfect day off would be spent hiking and playing in nature.

**If you could choose someone famous – alive or dead -- to dine with, who would it be, and why?** It would definitely be First Lady Michelle Obama, so I could get real time with her to present the HealthBarn USA curriculum and determine ways to get it implemented nationally in schools to change the way kids and families eat and live.



**Jill Jayne, MS, RD**

*Rockstar Nutritionist President, Note to Health*

**Introduce us to The Rockstar Nutritionist – how did you get started, and what do you do?** I use the arts to address the serious and complex social issue of childhood obesity. Even a child can tell you to eat your vegetables and exercise every day. But if people know what they should be doing, why aren't they doing it? The gap from knowledge to action (and turning those actions into habits) competes with 8.5 hours each day we spend in front of a screen,<sup>1</sup> frequently sedentary. From the TVs at the gym to the sleeve on your coffee cup to the stadium sponsorship of your local team, we see nearly 5,000 ads per day,<sup>2</sup> with the majority of food ads targeted to kids promoting foods high in sugar, salt, and fat. The media can transform an undesirable, useless, and unhealthy product into a desirable, hip, multi-million dollar brand. The reality is that people expect to be entertained, or they will change the channel. Welcome to the wild world of Jill Jayne. My nutrition credentials and stage experience inspired a rock 'n roll approach to

[Continued on page 7](#)



childhood obesity prevention and my official title: The Rockstar Nutritionist. Rather than rally against the media, I tap the accessible platforms normally used to sell junk food to create a memorable experience that will energize and empower audiences. I am the creator of the world's only rock 'n' roll nutrition show and accompanying CDs, *Jump with Jill*, and the recent *Nutrition*

*Rock Invasion* curriculum that includes danceable music videos and a kids cooking show called *Rock Your Taste Buds* (watch it at [www.jumpwithjill.com/rock-your-taste-buds](http://www.jumpwithjill.com/rock-your-taste-buds)).

**Tell us the story of how you arrived at this career. Can you recall a significant turning point in your career path that led you to your current job?** The truth is that my career evolved from my skill set and experience. In high school, I was equally jock and theater geek - I was captain of the cross-country team and lead of the musical. Oh, and I was also valedictorian. My first experience with the field of nutrition was at the age of fifteen, when my performance on the cross-country course was faltering. I worked with a local registered dietitian to alter the timing and content of my meals and snacks and my times came down almost immediately! I experienced firsthand the impact of food on the body and easily chose nutrition (and theater) as my college majors. In college, my majors helped me develop a reputation as the singing nutrition major. I studied abroad in Italy and learned what food was supposed to taste like — fresh! I returned to the States forever changed, exploring the culinary arts and crusading for the “eat local” movement. Just before college graduation, I interned my way into writing and hosting a nationally syndicated children’s nutrition program on PBS. I dressed as a cow to report the news from a local grocery store, “Carson Dairy” on “Total Request Food.” (It was 2003 so it was hilarious.)

Ah-ha! My two worlds meet. I moved to New York City to complete my graduate degree in Nutrition Education and my certification as a registered dietitian, whilst performing off-Broadway and day-jobbing as a public school teacher. From these experiences, I began to develop an early version of what we all now know and love as *Jump with Jill*, which opened in 2006 in Central Park as a free street show. I should also mention that from high school through graduate school I performed with my rock band around the country, most notably *The Vans Warped Tour* and a season on the *American Idol* spin-off *The Next Great American Band* on FOX. My next great epiphany was to combine the most successful elements of my rock band and the nutrition street show into the greatest (and only!) nutrition rock show the world would ever see: *Jump with Jill*. The *Jump with Jill* CD was released in 2008 and by 2009, the *Jump with Jill* show completed

its first national tour. Since the show’s inception, *Jump with Jill* has been performed for more than 170,000 kids across the United States and Europe and I now cast other Jills to perform in regions around the country. My work has led me to the White House to meet Michelle Obama and earned a 2011 Grammy nomination consideration for Best Children’s Album. *Jump with Jill* has been featured on Nickelodeon’s Parents Connect, Sprout PBS, NPR, and in the *Washington Post*. With the recent release of the Nutrition Rock Invasion curriculum, *Jump with Jill* has grown from a one hour rock ‘n’ roll nutrition assembly into a year long rock ‘n’ roll nutrition intervention.

As we continued to grow as a company, I recently moved me and headquarters out of New York City to my home city of Pittsburgh, PA, where we have space to keep more of our production in house.

**Who are your mentors?** My mentors are: Prissy and Dave (my parents), Mary Anne Rhine (my preschool teacher), Linda Morrow (my college advisor), Pam Koch (my graduate school advisor), Katie O’Toole (my first boss), Mark (my brother), and Peter (my husband).



**What other hats do you wear? (Other jobs, volunteer positions within or outside of the nutrition field.)** What many people probably do not know about my company is:

1. I run my company with my brother, Mark. He is my guitarist, bassist, manager, and business partner. He is also Morale Captain.
2. Most people think of me in my performance role, out in schools and at conferences melting the faces off of my audiences with nutrition rock. But in addition to performing the show live (there are now multiple casts, so I don’t do all the performing anymore, whew!), I am also Head of Development, Producer, Writer, Director, Wardrobe, Props, and Director of Social Media. At most companies, each of these is its own full time job. While running your own business means you get to set your mission, agenda, and hours, it often means that your hours are very long. But because it is your own, the rewards are yours.

Continued on page 8

What advice would you give to RDs who wish to pursue an unconventional job or start a new venture?

*How to Be a Rockstar Nutritionist*, by Jill Jayne

1. Contemplate the Meaning of (Your) Life
  - What you are good at and what do you enjoy?
  - What great need is there in the world?
  - Where do your skills meet the need?
2. Have a Vision
  - Make a plan and DO IT!
  - Hone your strengths — put in your 10,000 hours.
  - Support yourself with people who have expertise in the area you do not. Arm yourself with a good lawyer and accountant.
3. Be Nice
  - Personality goes a lot farther than smarts. Seriously.
4. Be Persistent
  - The people you want to shadow, interview, or work for are very busy. Do not be discouraged by an unreturned email. Send pleasant and gracious reminders. Do not send questionnaires to complete your thesis that's due Friday in a cold email.
5. Follow through with Commitments
  - Be reliable. It is much better to be honest about when you can realistically get something done and over deliver, than to promise and under deliver.

6. Manage Yourself Like a Brand
  - Control the media you release (photos on Facebook, tags of photos on Facebook by your friends).
  - Be ready when they call.
7. Prepare for Criticism
  - Fear of criticism often keeps people from ever starting. Be strong in your conviction, have confidence in your ideas, but listen keenly to feedback. You don't need to incorporate all criticism, but look for patterns in the feedback and tweak accordingly.
8. Don't Be a Square

**What 3 words best describe you?** Energetic, outrageous, optimistic.

**How would you spend the perfect day off?** Sleeping in, hiking outside all day, eating a meal where everything is grilled, and singing songs by a campfire.

**If you could choose someone famous -- alive or dead -- to dine with, who would it be, and why?** A great thinker in the world of understanding media (famous for the phrase "the media is the message") – Marshall McLuhan. I bet having dinner with him would feel like being inside a Salvador Dali painting.

**Reference**

1. Bloxham, M., Holmes, M.E., Spaeth, J., & Moul, W. (2009). Video Consumer Mapping Study. New York: Council for Research Excellence. [researchexcellence.com/vcmstudy.php](http://researchexcellence.com/vcmstudy.php)
2. Petrecca, L. (2006). Product placement: You can't escape it. USA Today, [usatoday.com/money/advertising/2006-10-10-ad-nauseum-usat\\_x.htm](http://usatoday.com/money/advertising/2006-10-10-ad-nauseum-usat_x.htm)

**eat right.** Academy of Nutrition and Dietetics

# Learn & Earn CPE

# @FNCE



**Did you know you could earn a minimum of 20.5 CPE credits attending the Academy's Food & Nutrition Conference & Expo?**

In addition to earning CPE, you will benefit from face-to-face learning and interact with the top experts in the field of food and nutrition. Fifteen educational session tracks, including 6 new topics, such as Leadership, Social Media, Schools and School-Aged Kids and much more are being offered to satisfy all your PDP needs!

*Earn CPE, make connections and discover innovation @ FNCE.*

There are many ways to earn CPE at FNCE. Visit us at [www.eatright.org/fnce](http://www.eatright.org/fnce) to view descriptions, speakers and more information on educational sessions.

**Registration Opens June 1 – Register by August 24 to Save!**

**October 6 - 9, 2012 • Pennsylvania Convention Center • Philadelphia, PA**

*From smart phones to tablets, our clients are accustomed to having instant feedback anytime of day or night. As nutrition professionals, it is important to adapt our role in providing care for future clients by providing them the tools to fulfill an impulsive need to research, diagnose, and treat themselves. The constant desire for new apps and search engines has created a new state of awareness for our clients. Due to the influx of blogs, websites, and personal reviews on any given topic, families are left with a mixture of evidence-based material and opinion-based material, then must struggle to decipher what is fact or fiction.*

*Professionally, the heightened access to the latest research and practice guidelines allows us to improve our degree of care, offering the best advice and guidance for any given client. With the latest pool of research at our fingertips, we can utilize this technology to grow and learn within our profession, maintaining our status as the experts in nutrition with cutting edge nutrition support. Check out these reviews of nutrition resources related to maternal and infant feeding.*

### Clinician Resources

#### The WHO Reproductive Library

<http://apps.who.int/rhl/en/>

This interactive online library offers up-to-date practical information on gynecological and reproductive health through continuous systematic reviews of current research articles selected from The Cochrane Library. Full text articles are offered with evidence-based practical application of their findings. An evaluation of intervention strategies and their degree of effectiveness provides the biggest benefit on this site. For a clinician, research-based information is critical in providing accurate care. With quick references, pertinent take home messages, and training videos for visual learners, this site supports change with minimal effort. As a primary leader in perinatal research, The WHO continues to offer unsurpassed guidance for healthcare professionals.

#### LactMed

<http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT>

LactMed is an online reference database created by the United States National Library of Medicine. This site delivers a referenced peer-reviewed source of information for both professionals and breastfeeding women alike. Some basic knowledge of physiology and research is necessary to fully understand the information, making this site more useful for clients with a higher level of education. Although utilitarian and clinical in appearance, LactMed offers a user-friendly search engine where medications can be reviewed for possible effects on milk supply and on breastfeeding infants. For contraindicated medications, suggested substitutions are offered. This site is available as an app for smart phones, supporting professionals in private practice who serve clients in non-traditional locations. When moms are unable to consult a professional, the LactMed app provides a layer of protection for situations when medications are warranted. By empowering moms with the tools necessary to protect their own milk supply, we can help them successfully avoid weaning due to misinformed medication use.

#### Pediatric Care Online

<https://www.pediatriccareonline.org>

Created by the American Academy of Pediatrics (AAP), this site was produced for the healthcare professional working with the pediatric population. It offers a quick reference guide for evidence-based guidelines in point-of-care practice. From searching a client's signs and symptoms to accessing the AAP policy statements, Pediatric Care Online provides a comprehensive site with easy access to many areas of interest. Some information on the site is locked with special access for subscribers only. To fully utilize this site including an app for tablets and smart phones, non-members of the AAP must fork over a pricy \$289 for a 1-year subscription. Caution is warranted for those who use the site for infant nutrition related material. Mead Johnson, one of the leading producers of infant formula, sponsors the site. For a more reader-friendly version of the AAP site, suggest [healthychildren.org](http://healthychildren.org) for your clients and their families.

### Client Resources

#### InfantRisk.com

<http://www.infantrisk.com/>

Work with moms who prefer to talk with someone on the phone as questions arise? Suggest InfantRisk.com and the InfantRisk Helpline. This site, which was created by Texas Tech University Health Sciences Center, focuses on providing evidence-based research and medicine for perinatal women. The executive director, Thomas Hale, is considered a leading expert in perinatal pharmacology and offers support to over 14,000 individuals who visit his site each month. Along with an abundance of online references for topics related to pregnancy and breastfeeding such as nausea, alcohol, and depression, Dr. Hale's team provides a helpline for moms who prefer support over the phone. The consolidated helpline provides assistance for questions pertaining to medication use, vaccines, chemicals, herbal and supplement products, nausea and vomiting, alcohol, substance abuse, and depression. This site offers women and professionals up-to-date guidance from a team of professionals who strive to educate, conduct research, and enhance their knowledge of perinatology in hopes of providing better care. InfantRisk.com provides support for all women, especially those with limited access. The InfantRisk helpline number is (806) 352-2519.

#### KellyMom: Breastfeeding and Parenting

<http://www.kellymom.com/index.html>

Written by an International Board Certified Lactation Consultant (IBCLC), an expert in lactation support, KellyMom.com offers evidence-based guidelines in a pro-breastfeeding, parent-friendly format. Yes, even the sleep deprived moms and dads can explore this site with ease! Articles range from parenting, lactation, and sleep-related topics. This site touches on the many areas of confusion in the life of a new parent, providing reinforcement for those in need of additional education. The Hot Topic box offers current topics of interest such as the flu vaccine and breastfeeding, and various news related articles. To provide a more subjective level

*Continued on page 10*

of guidance, the writer offers access to her blog where she writes on various topics of interest. The site also includes a forum titled The KellyMom Parenting Community where moms and dads post questions, receive support, and socialize with other parents experiencing this stage of life. KellyMom.com offers an online bookstore, professional handouts, and other items for purchase.

### **Baby Gooroo**

<http://babygooroo.com/>

Coining themselves as the Gooroo for all things baby, the professional writers of this website offer sections related to breastfeeding, nutrition, safety and health. With articles that are presented in a Q&A style, parents are drawn to topics of interest through title questions that stimulate a healthy curiosity to learn. This website is great for leisurely reading and offers evidence-based information in an easy-to-read format, similar to what one might find in a magazine. This site is effective for all women who leave the office with "just one more question." From those who seek to learn in the first trimester to those who troubleshoot as problems arise, this website is a gem for any situation.

### **BabyCenter**

<http://www.babycenter.com/>

Having received awards for its presence as a parenting go-to resource, BabyCenter.com offers an abundance of information from pre-conception through 'Big Kids.' With interactive components like tracking your child's age to receiving newsletters

describing week-by-week changes throughout the perinatal period, this website offers many attractive angles for high-tech parents who crave specific details every step of the way. This site will grow with families, catering to each stage of a child's development. The BabyCenter L.L.C. is a member of Johnson & Johnson family company with an advisory board of physicians, midwives, registered dietitians, IBCLCs, and more, offering a diverse outlook and a myriad of topics. One downfall to the site is the pages are littered with advertisements and links for online stores. Sometimes it is difficult to decipher the advertisements from components of the site. For some, this characteristic might outweigh the site's value.

*From reference books to apps, nutrition professionals have remained on the brink of cutting edge technology, molding our connection with clients in ways that meet their degree of interest. Although the resources listed above offer an enormous amount of information for professionals and moms alike, this list only begins to touch the vast amount of information available on the Internet. The most important objective in choosing reliable sources for our families not only lies in the functionality of the source, but in its ability to provide parents with the support and guidance they need to make educated decisions in providing care for their growing families. By adapting our practice to fit the needs of our evolving society, we as nutrition professionals will continue to make an impact on the outcome of our future generations by providing sound nutrition for a healthy start.*

## RESOURCE RECOMMENDATIONS: Eating Healthfully During Tough Economic Times

By Judy Simon, MS, RD, CD, CHES



Judy wears a few different hats. She is an outpatient dietitian at the University of Washington Medical Center in Seattle and a faculty member in the department of Nutrition Sciences. In addition, she owns a private practice specializing in reproductive nutrition and eating disorders. Judy is frequently asked to speak on behalf of the medical center in the greater community.

This past spring she was asked to be a speaker in a series of medical presentations for the community at the central public library. Her presentation, Eating Healthfully During Tough Economic Times, focused on the positive ways to eat healthfully while keeping a budget in mind. This presentation was developed to meet the needs of community members from all socioeconomic, literacy and cultural backgrounds, as the downtown library attracts a diverse population. Her audience was easily engaged by the hands-on interaction and practical information she provided.

### **Books**

*Big Green Cookbook* by Jackie Newgent 2009  
*Diabetes Meals on \$7 A Day - or Less!* by Tami Ross  
*Eat Cheap But Eat Well* by Charles Mattocks 2009  
*The Everything Meals on a Budget Cookbook* by Linda Larsen 2008  
*Fix-it and Enjoy-It 5-Ingredient Recipes* by Phyllis Pellman Good 2008  
*More-with-Less* by Doris Janzen Longacre 2000  
*The Thrifty Cookbook* by Kate Colquhoun 2009

*The Trader Joe's Companion* by Deana Gunn and Wona Miniati 2009  
*Wildly Affordable Organic* by Linda Watson 2011

### **Websites**

*General nutrition:*  
[www.choosemyplate.gov](http://www.choosemyplate.gov)

*Affordable recipes:*  
<http://recipefinder.nal.usda.gov/>

[www.aicr.org/recipes](http://www.aicr.org/recipes)

*Wildly affordable organic foods:*  
[www.CookForGood.com](http://www.CookForGood.com)

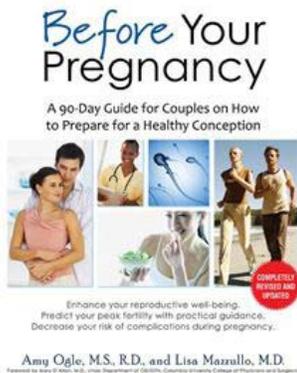
*Supplemental Nutrition Assistance Program (Food Stamps):*  
[www.fns.usda.gov/snap/applicant\\_receipients/eligibility.htm](http://www.fns.usda.gov/snap/applicant_receipients/eligibility.htm)

*Meal planning website and free smart phone application:*  
[www.foodonthetable.com](http://www.foodonthetable.com)

*Guide to pesticides in produce:*  
[www.ewg.org](http://www.ewg.org)

*Supermarket saving tips (Powerpoint and handouts):*  
<http://food.unl.edu/web/fnh/supermarket-savings>

*Food and Health Communications (Handouts for budget meal prep):*  
<http://foodandhealth.com/>



**Title:** Before Your Pregnancy: A 90-Day Guide for Couples on How to Prepare for a Healthy Conception, 2nd Ed

**Authors:** Amy Ogle, MS, RD and Lisa Mazzullo, MD

**Publisher:** Ballantine Books, 2011

**Price:** \$20.00 Print, \$15.99 Kindle

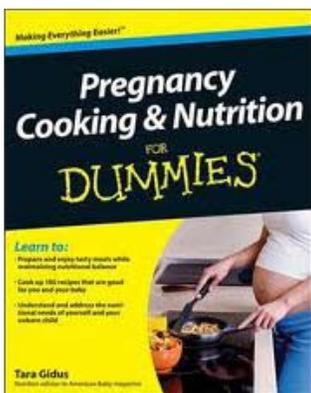
I have recommended *Before Your Pregnancy* to all my patients, friends, family and colleagues pre-

paring for conception and birth. I was thrilled to learn last year that this comprehensive toolkit was being updated and expanded. No other resource exists that covers preconception and inter-conception health and wellbeing for both men and women in such depth. Too many books are geared only towards women's needs.

*Before Your Pregnancy* not only covers nutritional needs for preconception health, but also discusses the emotional issues and financial topics couples should tackle prior to conception. This second edition covers every up-to-date aspect of nutrition, fitness and health related to preconception needs. The authors, Amy Ogle MS, RD, and Lisa Mazzullo, MD, provide readers with practical science-based information in a positive, non-preachy manner.

I use this book as a toolkit on a regular basis. One of my favorite chapters is "Conception-Friendly Medications and Herbs." The plethora of information circulating in the popular press leaves us confused; readers will be thrilled to have so much information at their fingertips. My patients love the practical applications that are available throughout the book, ranging from ideas to add adequate calcium to one's diet (with food) to foolproof tips for a preconception-friendly diet.

*Before Your Pregnancy* is the most complete resource I have ever read, and I am certain it will provide a great benefit to many couples and the health of their future children.



**Title:** Pregnancy Cooking & Nutrition for Dummies

**Author:** Tara Gidus, MS, RD

**Publisher:** John Wiley & Sons Inc, 2011

**Price:** \$19.99 Print, \$9.99 Kindle

*Pregnancy Cooking & Nutrition for Dummies*, written by Tara Gidus, MS, RD, a dietitian mom who specializes in pregnancy nutrition, is a terrific, practical resource available for preg-

nant moms and dads. Its chapters are short and to-the-point, which makes it a quick read and easy to zero in on specific questions or concerns.

Gidus addresses the importance of preconception, prenatal, and postnatal nutrition and health. It is such a joy to see dietitians writing pregnancy nutrition guides, rather than just seeing nutrition quickly covered as a brief topic in a prenatal guide.

Gidus does a beautiful job of integrating the latest health and nutrition information into practical meal planning tips and recipes. Pregnant moms and their partners will appreciate that she covers important issues such as food safety, weight gain and nutrient needs as individual topics. Readers will enjoy the many fast and delicious breakfast recipes, ideas for adding fuel with nutrient dense snacks, and healthful recipes based on whole foods with simple ingredients and easy-to-follow directions.

I recently shared this book with a client who was very concerned about weight gain during pregnancy. She was very excited to find delicious dessert recipes featuring fruits, nuts and even beans -- including Gidus' yummy recipe for Fudgy Peppermint Black Bean Brownies!

I definitely will be recommending *Pregnancy Cooking & Nutrition for Dummies* to women in my practice.

### Note from the reviewer:

These books are geared towards slightly different audiences. I realize *Before Your Pregnancy* was released prior to ChooseMyPlate.gov; however, the information is still very timely and accurate. I mostly work with fertility patients, so I would recommend this book and wait until my patients were pregnant before recommending *Pregnancy Cooking & Nutrition for Dummies*, as it is such a sensitive topic for my patients. *Before Your Pregnancy* goes into much more depth on preconception, whereas *Pregnancy Cooking & Nutrition for Dummies* serves as a practical guide for women who are pregnant.

Stay tuned for our 2012  
Member Survey.  
Coming this Summer!

our mission

"Optimizing the future of  
women's health at all ages."

From time to time, students and newly minted nutritionists ask me just what is involved in starting a private practice that specializes in maternal health. I am always happy to tell my story. Mentoring is gratifying. That's my message for DPG members. I hope some of what I learned (sometimes the hard way) might be of value. For newbies here's an unvarnished account of how I started my private practice and what I learned.

There are many routes to get into private practice, and there is no right way to get one started. The first thing I would suggest is to join Nutrition Entrepreneur's DPG (NE DPG), as the group provides valuable resources for sorting yourself out and setting yourself up. Also, it's a connection with colleagues. Private practice can be very lonely—something to consider.

I always thought I would start a private practice after grad school. After all, I had put myself through grad school with a personal training business, so I thought I knew how to market myself and set up a business. However, I was pregnant my last year of grad school and didn't start *Maternal Health Matters* in earnest until our son was about one year old. At the time we lived in an apartment which had two entrances, so I was able to counsel clients in the apartment without them tripping on baby stuff. It can be a struggle to maintain a professional appearance, but it's smarter to work out of your home than to commit to a lease when you're just beginning. A lot of nutritionists in New York City start this way, as it's low commitment, especially in terms of rent, while you struggle to fill your calendar with appointments.

I debated whether or not to make my practice a general one, handling all types of patients, or something specialized. With some insight from my "ad man" husband, I decided to go with a niche. I focused on pregnant and postpartum women. Having just had a baby and breastfeeding at the time, maternal wellness was an easy choice, and probably the thing uppermost on my mind anyway. And so *Maternal Health Matters: Nutrition and Fitness for Mothers and Mothers-to-be* was born. The first task for this baby was a business plan. So with help from the book *Business Plans for Dummies*, I wrote one up.

I read Jay Conrad Levinson's *Guerilla Marketing* and then bought an address list of local obstetricians. This was back before everything was online, so it's probably easier to get good lists these days. I launched a direct mail campaign. It included a letter introducing my practice and myself. In addition, I sent along copies of my newsletter *Maternal Health Matters* for the waiting room. The idea here was to keep the letter from landing in the wastebasket by also giving them something of actual value. Plus, publishing the newsletter gave me the opportunity to re-contact doctors because every new issue justified a follow-up call or visit. It worked, and I was soon delivering my newsletter to about ten local OB/GYN offices. I also spent a lot of time creating forms and making files of educational handouts. I highly recommend the NE Professional Toolkit, which can be ordered through the NE DPG website. That said, my practice really took off because of one lucky break. I received a call from a doctor who ran a fertility clinic. After our meeting, he sent me my first patient the very next week, and continues to refer patients twelve years later.

Eventually I stopped offering the newsletter as my client volume approached capacity. (I was only working two days a week. The rest of the time I was busy being a mom.) When our boy Harry began nursery school, I decided to expand, sending out more than 300 letters to doctors in both Brooklyn and New York City. This time I enclosed an informative handout on gestational diabetes. I met a few more doctors and began to receive more referrals. It's time-consuming, but you do need to spend some time setting up appointments in the beginning. Luckily my husband is a veteran copywriter, and someone who knows a lot of website designers. He exchanged his writing services for the design services of a good friend and [maternalhealthmatters.com](http://maternalhealthmatters.com) was born. Back then, the website was a handy thing to have and showed Internet savvy. Today it is absolutely necessary to have a website, as well as a Facebook, Twitter, and LinkedIn account. You might also consider a Tumblr blog and a YouTube channel.

As soon as my second child Isabel was about two years old, I also took a very part-time job at the local Y to set up and teach their first pregnancy and postpartum exercise classes. I had fun meeting more women and spreading the word about my business. (Having fun is important too.) Always look for opportunities to connect with health practitioners: personal trainers, exercise instructors, chiropractors, and acupuncturists. I became a regular presence at health fairs and community centers. I also made myself available for journalists to quote, appeared on TV, and wrote articles for the web, all in an effort to market my services.

Around this time I figured it was time to become a provider for insurance companies as a way to get more clients. I first had to obtain my CDN (Certified Dietitian/Nutritionist), our state's certification. Becoming a provider definitely increased patient volume and, subsequently, paperwork. Nonetheless, I felt I had no choice as I was getting tired of patients hanging up once they heard I did not accept insurance. You must persevere in the application process; some insurance companies are difficult to get on, while others barely ask you anything. I soon realized that being listed as a provider often gets you "cash" clients because few insurance companies pay for weight loss, which a majority of my postpartum clients sought. So after two lengthy conversations with a potential client, one as an introduction and the other a follow-up to say "I'm sorry your insurance won't cover a session," I was still able to book the client. Look it at like free advertising. There are lots of great books and webinars on how to submit successful claims. I recommend you learn all the tricks.

I was still working part-time on the practice while my children were young. When we decided to sell our apartment and move temporarily into a rental, I knew it was time to get an office outside the home. I negotiated a deal with the office manager of my own primary doctor and I rented space two days a week at a monthly rate. Because it was a doctor's office with a waiting room, I felt terribly professional—a good feeling. I also negotiated with a physical therapist friend of mine to use her Manhattan office on a "per appointment" basis at an hourly rate. Suddenly I had two professional offices listed on my business card.

Mothers-to-be returned to me for help with their children, so I found myself with some rather young patients. I decided to broaden my practice to include pediatrics. With my husband's input, we re-branded the website and marketing materials to *Maternal Health Matters: Nutrition for Mother and Child*. And yes, it was time for another mailing (this time to pediatricians) and yes, another handout (this time on picky eaters). Doctors started calling immediately. I got the sense I had no competition in this area. I met a few doctors who still send me patients today.

I continued my practice part-time, but after purchasing a house I thought it was time to fit in another part-time job. Private practice can be lonely; I longed for professional interactions. I took a job at a local hospital in their outpatient department. I was actually excited to talk to a wider variety of patients, not just pregnant women. This job was soon discontinued, but I was offered an inpatient position and, as luck would have it, that covered the antepartum, pediatric, and NICU departments. I took it and managed my private practice on the side. Many would think this is backwards, as new graduates are encouraged to learn the ropes at a hospital then consider private practice later, but I was determined to start one first. Life takes you in all directions, but I firmly believe everything you do helps you in some way. My previous business experience at a talent agency (my first career) definitely helped me navigate the bookkeeping necessary for my own business.

I still look forward to meeting new patients in my practice and teaching them new habits. It makes it all worthwhile when I receive emails full of gratitude and recognition. It's fulfilling when patients acknowledge that I was a force guiding them to make a successful change in their lives. Whatever you do with your RD credential, I hope you savor the satisfaction that comes from making a positive difference in your clients' health.

**To summarize:**

1. Write a business plan. Buy a book. *Business Plans for Dummies* is great.
2. Join NE DPG for networking and advice. Invest in the NE Professional Toolkit.
3. Write letters to doctors and practice groups. Try to include something of value.
4. Become an insurance provider. Or not.
5. Market yourself! Write articles, give lectures, meet with trainers.
6. Always remember why you got into it in the first place. Have fun and enjoy it.
7. Consider getting a WH DPG mentor to help you get started. Contact [whdpgmentoring@gmail.com](mailto:whdpgmentoring@gmail.com)

## CALLING ALL VOLUNTEERS!

### Join our amazing team of dedicated volunteers who run the Women's Health DPG!

*The following appointed positions are now open. Please email [info@womenshealthdpg.org](mailto:info@womenshealthdpg.org) for more information and detailed position descriptions.*

**Research Coordinator** works with the Executive Committee to oversee research projects for the DPG, writes on research topics for the newsletter, and serves as liaison to the Academy. It is a critical time for us to fill this position, as we are about to embark on a three-year research project with the Academy's Evidence Analysis Library.

**Reimbursement Coordinator** provides comments and technical assistance to the Academy on reimbursement issues, and communicates information on reimbursement to WH members via newsletter and EML as needed. This is another critical position to fill, in light of the decision made by CMS on obesity coverage.

**Volunteer Coordinator** works with the Membership Chair to welcome new volunteers and oversees member recruitment for the Mother's Room at FNCE. This is a great position to introduce yourself to the team.

**Retention/Recruitment Coordinator** works with the Membership Chair, and serves as the contact for members' feedback and suggestions. This is another position that would be a great introduction for new volunteers.

**Public Policy Coordinator** serves as a resource for members regarding legislative issues and policies related to women's health, particularly in the areas of governmental policy and regulations affecting members' practice.

## MIRIAM ERICK, MS, RD EXCELLENCE IN PRACTICE IN WOMEN'S HEALTH AWARD WINNER



Miriam has been recognized for a number of contributions to the field of women's health and pregnancy, specifically her expertise in hyperemesis gravidarum.

In 1993, Miriam debuted *No More Morning Sickness: A Survival Guide for Pregnant Women* published by Plume-Penguin, NY. In 2004, she released *Managing Morning Sickness: A Survival Guide for Pregnant Women* with Bull Publishing of Boulder, CO.

Miriam has presented on hyperemesis gravidarum at the American College of Obstetrics and Gynecology's Annual Clinical Meeting and the Academy's Food and Nutrition Conference. She has also presented on the topic of gestational malnutrition at the University of Minnesota's Maternal Intensive Nutrition Course, and for a teleconference held by the Midwest Leaders Conference of the

Maternal and Child Health program, Indiana University School of Public Health and Rehab Sciences, Indiana University School of Medicine, Health Resources and Service Administration, and Maternal and Child Health Bureau.

Miriam has revised and updated the "Pregnancy and Lactation" chapter for two editions of Krause's textbook. Recently, she discovered a case of Vitamin K embryopathy, which is one of nine newly identified cases in the press.

Miriam currently practices as a clinical inpatient RD at Brigham and Women's Hospital in Boston.

## GUIDE TO ELECTRONIC RESOURCES

Questions? Email [info@womenshealthdpg.org](mailto:info@womenshealthdpg.org)

### Web site

Access the WH DPG Web site at [www.womenshealthdpg.org](http://www.womenshealthdpg.org). Use your last name and Academy number to log in to the members section. Make sure to leave off any zeros in front.

### Social Media

Follow the WH DPG via Facebook at <http://www.facebook.com/WHDPG>.

### Electronic Mailing List (Yahoo Group)

#### Joining the List

Option 1: Send an email to the list coordinator at [WH\\_list-subscribe@yahoogroups.com](mailto:WH_list-subscribe@yahoogroups.com).

Option 2: Visit [http://health.groups.yahoo.com/group/WH\\_list/](http://health.groups.yahoo.com/group/WH_list/) and select "Join this Group" then follow the steps below:

- In order to sign up for the group this way you need a Yahoo ID. If you have a Yahoo email address or belong to other Yahoo groups you may have this already. If you don't click on "Sign Up" under "Don't Have a Yahoo ID." This is free and allows you to access the WH Yahoo Group Web site to change your preferences or view the archives.
- Once you have your Yahoo ID, you will be able to request to be added to the WH list. The coordinator will approve your request within a few days.

### List Options

Once you have joined the group via Option 2, you will have the ability to edit your subscription options. If you joined via Option 1, email [wrlsc@yahoo.com](mailto:wrlsc@yahoo.com) to modify subscription options.

Available options:

- Change email address where you want messages to be sent.
- Change status from receiving individual messages to receiving a daily digest or summary of messages
- Change status to "no email" and then only view the archives on the Web

### Sending Messages

Send messages to the entire list by emailing [WH\\_list@yahoogroups.com](mailto:WH_list@yahoogroups.com).

### Leave the List Permanently or Temporarily for Extended Absences

If you signed up via Option 2 and have a Yahoo ID, you can remove yourself from the list completely or just edit your preferences so that you no longer receive emails but can view the archives. If you signed up via Option 1, email [WH\\_list-unsubscribe@yahoogroups.com](mailto:WH_list-unsubscribe@yahoogroups.com) to be removed from the list.

## 2012-2013 WOMEN'S HEALTH DIETETIC PRACTICE GROUP LEADERS

### Executive Committee

#### Chair

Barbara E. Millen, DrPH, RD, FADA  
whdpgchair@gmail.com

#### Chair-Elect

Kathleen Pellechia, RD  
whdpgchairlect@gmail.com

#### Past Chair

Maria Pari-Keener, MS, RD, CDN  
whdpgpastchair@gmail.com

#### Treasurer

Rebecca Gerl, MS, RD, CDE  
whdpgtreasurer@gmail.com

### Chairs/Coordinators

#### Communications Chair

Miri Rotkowitz, MA, RD  
whdpgcommunications@gmail.com

#### Membership Chair

Maria Bournas, MS, RD  
whdpgmembership@gmail.com

#### Manager, DPG/MIG/Affiliate Relations

Mya Wilson, MPH, MBA  
mwilson@eatright.org

### Committee Coordinators

#### Web Site Coordinator

Kathleen Pellechia, RD  
whdpgchairlect@gmail.com

#### List Serve (EML) Coordinator

Lisa Hamlett Akers, MS, RD, IBCLC, RLC  
wh\_list@yahoo.com

#### Publications Coordinator

Jamie Mok, MS, RD  
whdpgpublications@gmail.com

#### Assistant Publications Coordinator

Currently Recruiting

#### Legislative Coordinator

Dawn Balloosingh, MPA, RD, LMNT  
dballoosingh@oneworldomaha.org

#### HOD Delegate

Denise Andersen, MS, RD, LD, CLC  
dandersster@gmail.com

#### Public Policy Coordinator

Currently Recruiting

#### Membership Retention Coordinator

Currently Recruiting

### Membership Volunteer Coordinator

Currently Recruiting

#### Reimbursement Coordinator

Currently Recruiting

#### Research Coordinator

Currently Recruiting

#### Nominating Committee Chair

Elisa Zied, MS, RD, CDN  
whdpgnominations@gmail.com

#### Nominating Committee Members

Maya Feller, MS, RD

Judy Simon, MS, RD, CD, CHES

whdpgawards@gmail.com

#### Mentoring Coordinator

Patricia Slinger-Harvey  
whdpgmentoring@gmail.com

#### Network or Alliance Representatives

USBC: Jeanne Blankenship, MS, RD, CLE

#### Awards Coordinator

Judy Simon, MS, RD, CD, CHES

### Editorial Review Board

Denise Andersen, MS, RD, LD, CLC

Barbara Millen, DrPH, RD, FADA

Jamie Mok, MS, RD

Maria Pari-Keener, MS, RD, CDN

Kathleen Pellechia, RD

Miri Rotkowitz, MA, RD

### Announcements from the Nominating Committee

WH DPG welcomes new leaders for the upcoming 2012-2013 AND year!

Kathleen Pellechia, RD

as Chair-Elect

Maya Feller, MS, RD

as Nominating Committee Member

Maria Bournas, MS, RD

as Membership Chair

Denise Andersen MS, RD, LD, CLC

as our First House of Delegates Representative

**eat right.** Academy of Nutrition and Dietetics

## New Name, New Benefit

In addition to expanding your professional network, you can now earn FREE CPE by participating in the new eMentoring program.

The Academy's new name underscores the educational values our organization is committed to, and now we're proving it.

*CPE is available for both mentees and mentors!*

Academy eMentoring—where experience and enthusiasm merge.



Take advantage of this benefit by visiting the Mentoring Resources page at [www.eatright.org](http://www.eatright.org)

## GREETINGS TO THE WOMEN'S HEALTH DPG MEMBERSHIP

from Dr. Barbara Millen, DrPH, RD, FADA

DPG CHAIR 2012-2013

**Welcome** new and continuing members to the 2012-2013 membership year! Let me begin the year by thanking all of the volunteers who served in leadership roles recently and are moving on, including: Stephanie Bess, Jo Carol Chezem, Olivia Eisner, Mable Everette, Cathy Fagen, Jamie Mok, Shoshana Weber, and Diane Whelan. Their involvement on so many levels was critical to our success. We wish them the very best and hope that they will continue their affiliation with us and will consider volunteering in the future. To all of the others on our leadership team, I am delighted to be working together and hope to lead following your example, and in keeping with the very high bar you have set for excellence, professionalism, and dedication to our new WH DPG Vision and Mission Statements. It is a pleasure to announce that the Board of the Academy of Nutrition and Dietetics has recently officially approved the following:

### **WH DPG Mission:**

*Optimizing the future of women's health at all ages.*

### **WH DPG Vision:**

*Empowering members to be the most valued source of nutrition expertise in women's health throughout the lifespan.*

The WH DPG will continue in its established role as the experts on nutrition throughout the life stages unique to women, in particular preconception, pregnancy, lactation, and menopause. In addition, we will expand our efforts in the areas of nutrition and health that affect women of all ages, from early adulthood to advanced age. Our members have broad expertise in many practice areas. We need to acknowledge and embrace this and support their efforts as the trusted sources of sound, evidence-based nutrition information, counsel, and resources.

These are truly exciting times for our DPG as we move in these new directions and address the needs of our existing and broadening membership. We will reach out to our renewed and new membership in effective ways. Certainly, we hope to sustain and expand the WH DPG membership not only by the energy we bring to relevant and timely areas of practice but also by offering unique initiatives and abundant resources. The leadership has tried to keep its fingers on the pulse of members' needs and interests through regular surveys and annual meetings. As a result, we now offer and hope to expand on our state-of-the-art, information-rich electronic newsletter and the annual series of webinars (available for CEUs). We will also provide increasing visibility via social media, will energize our newly-launched mentoring program, and encourage our membership to participate in Academy-sponsored research. You can expect these activities to grow and increasingly include as many members as possible.

Note also that we archive our publications and resources through the WH DPG website in order to keep our members current on all activities. Please visit the WH DPG Web site at [www.womenshealthdpg.org](http://www.womenshealthdpg.org). Enjoy and use the site!

I encourage all of you to voice your needs and let us know how we can better serve you. Advocate for areas where you think we need further focus and direction. The WH DPG is best informed by its members. So, as you use our member resources and reflect on your own practices, please offer your ideas for new or expanded areas of research and communications. If you are aware of activities (professional, political, and otherwise) that impact our practice areas, or if you are involved in efforts that you believe others should be aware of, please do not hesitate to contact the DPG so we can explore them and get the word out.

Please also consider joining our leadership team. There are a number of positions for which we are now recruiting volunteers. Our accomplishments to date are nothing short of amazing and could not have been achieved without a volunteer network. We need as many capable hands as we can recruit to continue on this firm foundation as we work to realize our vision. If you are interested in volunteering, send a message to [info@womenshealthdpg.org](mailto:info@womenshealthdpg.org).

As we look ahead, we hope that many of you will join us at FNCE this fall in Philadelphia. We are planning an exciting membership Spotlight Session (ID 261) on Monday, October 8 from 8:00 AM – 9:30 AM. We will be featuring the new NHLBI Lifestyle Panel updates on Cardiovascular Disease Prevention (ATP IV) and planned this session jointly with the Nutrition Education for the Public DPG (NEP). We are also hosting a member's reception on Monday evening, 5:00 to 7:00 PM (at Loews Hotel, Millennium Hall); this event is being done collaboratively with the Pediatric Nutrition and NEP DPGs. The idea is to Network! Network! And Have Fun! Highlights from these events will also be covered in our newsletter and website.

Once again, send any inquiries, thoughts, and comments to: [info@womenshealthdpg.org](mailto:info@womenshealthdpg.org). Make sure to follow us on Facebook at <http://www.facebook.com/WHDPG>.

Very best to all of you and cheers for a great year!