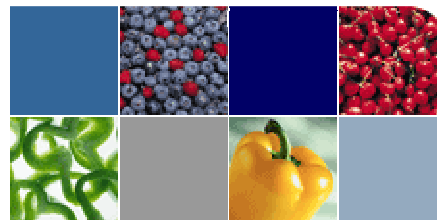


NDVDA DIGEST

NORTHERN DISTRICT VIRGINIA DIETETIC ASSOCIATION
QUARTERLY NEWSLETTER



EARLY WINTER 2007

VOLUME 18 ISSUE 4

PRESIDENT'S MESSAGE

Greetings! With beautiful fall leaves surrounding me, I hope you have enjoyed some outdoor time this fall. The holidays and busy times are here and schedules are filling up fast. Let me take this opportunity to encourage you to make time for yourself and your loved ones. As dietitians, sometimes we are so used to putting our needs last. I hope you can find some time in the next 6 weeks to relax and enjoy the season!

Speaking of enjoyable events, NDVDA's first continuing education meeting of the year took place on Oct. 11th. Chris Brannon, a well respected clinical dietitian discussed the ins and outs of small bowel feeding. Over 40 participants came out for a wonderful dinner event held at Maggiano's and sponsored by Ross Pharmaceuticals.

Team RD had their first gathering on Sept. 29th at the Walk For Obesity held at Fair Oaks Mall. TEAM RD walked and raised over \$200 with five RDs from NDVDA who participated in the walk.

Save the date for our next upcoming continuing education meeting on Sports Nutrition on Feb 9, 2008 when NDVDA will host a great informational meeting on updates in Sports Nutrition with guest speakers and it is sure to be a hit. Also, our fabulous National Nutrition Month event – "Family, Food, Fitness Festival" – is NDVDA's community outreach event for the public on March 15th as well as the first ever National Registered Dietitian Day on March 10th. Go to www.eatright.org for more information.

NDVDA is pleased to have three candidates running for office on the Virginia Dietetic Association Executive Board for the 2008-2009 year. I am excited to tell you I will be running for the office of President-Elect for the 2008-2009 year and am ready to bring some energy and enthusiasm to our state association. Christine Williams, our current treasurer, will be running for the office of Treasurer for VDA and Nancy Stegon, our current COP chair on

Education and Professional Recognition will be running for the Nominating committee. I strongly urge you to vote this year in VDA's election this winter as we would love to have these three candidates on our state Executive board representing the Northern Virginia area.

We now have 166 members and several new members as well so a warm welcome to some of our new NDVDA family! I look forward to meeting our new members at events, continuing education and networking events. Please, as always, feel free to contact me with new ideas for NDVDA and ways to position NDVDA to be the source of nutrition expertise in the Northern Virginia area. To contact me, visit my website at www.nutritioncoachlise.com or email me: MyNutritionCoach@yahoo.com

I hope you and your family have a wonderful holiday and Christmas season filled with joy, peace and good health!

Lise Gloede, RD, CDE



Save the Date —
March 15, 2008 —
to volunteer
at the
second annual NDVDA
Family Food Fitness
Festival

Contact
Barbara Barbu,
Bbarbu@hotmail.com
703-821-8387

INSIDE THIS ISSUE:

MEMBER SPOTLIGHT	2
LEGISLATIVE/ LEADERSHIP CONF	3
NUTRITION MONTH	3
TEAM RD—WALK FROM OBESITY	3
RD MARKETING STRATEGIES	4
MEMBERS MEETING	5
JOB BANK	6
UPCOMING EVENTS	7
FOOD POLICY COUNCIL	7

NDVDA MEMBER SPOTLIGHT – JUDY CAPLAN, MS, RD



Judy Caplan, MS, RD has been in the field of dietetics and nutrition education for the last 25 years. She is the founder of Nutrition Ammunition, author of GoBeFull book and creator of the “Health Nut” and is a dietitian who is spreading the power of a healthy lifestyle.

How did you become interested in nutrition and dietetics?

In 1969 I became interested in meditation and vegetarianism and it was from there that I became intrigued with nutrition. This was the beginning of the women’s movement and I would never have expected to enter the home economics department, I did just that because of my interest in nutrition. I studied nutrition at the University of Arizona and despite the program’s clinical emphasis we still had stoves and full kitchens in which to learn the principles of food science.

During the early ‘70’s the natural foods movement was in full swing. What was considered “wacky” or “quackery” then, is now considered nutrition common sense. They say it takes 20 or 30 years for new ways of thinking to work their way into society. Today’s institutionalization of healthy eating is a

good example of this metamorphosis. These changes can be seen in schools, in hospitals, and in large corporations.

What made you decide to start your own company? Tell us how your private practice has evolved.

Once I started a family I let my registration lapse. When my children were in middle school and high school, a friend of mine was talking about how unhealthy teenagers were eating at school these days. Our conversation resulted in her asking me to do a nutrition talk at a private girl’s high school. So I volunteered, prepared my talk and spoke for an hour and after that I was hooked!

I went back to work in 2000 and obtained my RD status again in 2003. People started to ask me to speak at my kids’ schools, at our synagogue and other places and from these experiences I realized there was a real interest in how to eat healthy and lose weight. It was out of that observation that I created my public health campaign – “GoBeFull” (www.gobefull.com).

After “Go Be Full” I wrote a grant which was funded by the American Academy of Pediatrics and I started working with child obesity. Out of that program evolved a children’s book and a toy that will be available in 2008. *GoBeFull-Eight Keys to a Healthy Lifestyle* is a book that I self-published and use with my clients to teach basic nutrition education.

It is a workbook that other RDs can also use with their clients.

What lessons have you learned being on your own and in the private practice end of dietetics?

Ironically, I have found that my most creative moments are not in the office! Most importantly, I have learned to believe in myself and never give up on a good idea.

Every time some lead was blocked or closed another opportunity arose and sometimes from the most unexpected places and people. It is like when you have a blocked artery – something is closed but then a collateral artery is made. So my experience has taught me that you never know where your next opportunities are going to come from and all the more reason never to give up.

In private practice, I have learned that you need to invest your money well in whatever is going to face the public. I have spent money on creating brochures, stationery, website, and on my “Health Nut” book and toy. I have also learned to pay for help when needed. For example I had an RD peer-review my book and had an RD work on my recipes for a cookbook that I am self-publishing. I also hired a patent attorney to trademark my Health Nut logo and the “GoBeFull” program.

(Continued on page 8)

READY TO MAKE A DIFFERENCE IN VIRGINIA?



With all the decisions you make everyday, you may not have thought about your role in public policy. You also may not have thought about the impact your phone call, email, or visit to your legislator can make on your profession as a Dietitian.

This year, VDA is asking members to help build relationships with their legislators in an effort to establish our authority as nutrition experts. In return, we hope legislators will turn to us for advice or expertise in areas concerning nutrition to implement policy initiatives.

Maybe, you are thinking that's great but politics is not really not for me. Well...here's your chance to find out. January 28, 2008 is our state-wide conference in Richmond entitled, *Leadership through Legislation: Dietitians Influencing Legislation and Policy*. Here, you will learn about VDA's proposed initiatives as well as what *your* role is in public policy and strategies to help you advocate for change in healthcare policy.

Legislative visits will be scheduled ahead of time, so, come network with other dietitians who are new to public policy

as well as some well seasoned professionals. Also, you can earn a few continuing education credits to take home with you. Finally, you can make a positive impact on nutrition policy for Virginia by helping VDA build relationships with legislators that can have a lasting impact on the way you practice nutrition in the state.

Want to find out more? Contact Amy Crisp (acdissel@yahoo.com) or Cindy MacIntyre (CindyMacRD@aol.com) for more information. You can also visit the VDA Website for further details.

By Amy Crisp, RD

NUTRITION: IT'S A MATTER OF FACT ...

That's the theme for National Nutrition Month® (NNM)2008, ADA members' annual campaign to promote healthy eating with any audience — co-workers, clients, community, school or church.

The first annual **National Registered Dietitian Day** will be celebrated **March 10**, featuring the theme "Nutrition Facts from the Expert." Take advantage of this special recognition day to highlight the services and expertise of RDs.

For more information and resources for NNM and Registered Dietitian Day, visit www.eatright.org/nnm <<http://www.eatright.org/nnm>>. Bookmark this link and visit often for updates; there's more to come.

TEAM RD PARTICIPATES IN WALK FROM OBESITY



NDVDA Registered Dietitians participated in the Walk from Obesity on September 29, 2007 at Fair Oaks Mall to raise money and awareness for the fight against obesity. The Walk from Obesity was sponsored by the INOVA Fair Oaks Hospital and the American Society for Metabolic and Bariatric Surgery. A Kids Fun and Fit walk was also held. Vendors, parents, healthcare professionals and the community participated in walking laps around the mall.

NDVDA members walked as TEAM RD and raised \$220. For more information about TEAM RD events, contact Monica Dickerson at mamburn@cox.net.

TEAM RD (pictured from left) **Karen Heagney, RD, Barbara Barbu, RD, Amy Crisp, RD, Jennifer Snyder, RD, and Lise Gloede, RD.**

NDVDA ANNOUNCES NOMINATIONS

Recognized Young Dietitian of the Year: **Holly O'Connor**

Emerging Dietetic Leader: **Julie Leopold**

Distinguished Dietitian: **Kathy Reily**

LOOK WHO'S TALKING !

Nicole Brown, MS, RD, an NDVDA member was interviewed by NBC last week. The interview was about healthy holiday eating and appeared in a variety of markets throughout the U.S. on Nov 21.

MARKETING FOR SUCCESSFUL DIETITIANS

*Three key points —
Know your specialty,
Recognize opportunities,
Formulate marketing strategy based on your needs*

As stated in the ADA website, as registered dietitians we are the food and nutrition experts who have met academic and professional requirements that include a bachelor's degree from an accredited program, a dietetic internship, passing a national registration exam, and completing continuing education credits. Beyond the education related to the science of food and nutrition, effective marketing will take our knowledge and services to the forefront.

Merriam-Webster dictionary defines marketing as the "process or technique of promoting, selling, and distributing a product or service." This definition may seem distant from what we do on a daily basis. Therefore, we need to practice marketing tools suitable to the populations we work with.

Before you spend well earned money, time, or effort, it is imperative to have some assurance that your strategies will take you a step closer to success. This article talks about the tools to achieve effective marketing. These tools are inspired by a FNCE 2007 session, presented by Maye Musk, MS, RD.

The three key points are: knowing your specialty, recognizing available opportunities, and formulating marketing strategies individualized according to your needs.

Setting realistic, specific, and measurable goals can be applied when it comes to developing your marketing strategies. Small steps make a difference. Choose few of the suggested marketing strategies and individualize them to your needs.

Image

You are the expert. Confidence and professionalism are key to establish rapport. Always have a good attitude wherever you go, what ever you do, and whoever you work with. Always remember that you don't only market yourself, but you also market dietetics with every step you take.

Business Cards

Include your name, phone, email address, and website. You can include a picture if you work with the media, or a sentence that describes your work.

Attractive Brochures

If you have a specific program or service, a business card may not tell much about it. Be creative

and let people see the value of your program. Provide contact information.

Distribute the brochure at places your audience can see, like a local school, grocery store, doctor's office, health club, or spa.

Join Professional Groups

Your membership with NDVDA is a great example. Be active by planning or participating with in activities. Also, join the DPG related to your specialty.

Create a Website

The simpler and easier to navigate the better. Be professional and tell people about yourself, your organization, your program, and any other highlights. Creating a website does not have to be complicated. There are websites that help you get started for free or for cheap. If you have the resources, consider a professional website developer.

Network with all Health Professionals

Create a database of your contacts, and make a note of where, when, and how you met them. Host a small meeting in your house or plan a get together with those who work in your

(Continued on page 5)

(Marketing, continued from page 4)

specialty to discuss opportunities and challenges.

Say “I am a dietitian” at Social Settings.

Family and friends may want to discuss hot nutrition topics, or know what foods to eat or not eat. So, to have non-work-related conversations, we may choose not to mention that we are dietitians. But I haven't met a dietitian who does not love to talk about what he or she does. So, do mention that you are a RD, and do tell people what you do.

Pick up the Phone

Or send an email, or write a letter to dietitians and health professionals. Remember that we do not work alone. Announce your services or business to nurses, psychiatrists, dentists, ophthalmologists, and physical therapists. The greatest opportunities always come from referrals.

Create a Media Kit

Include resume, clips, writing samples, press releases of yourself

and programs, and your photo. Before you send the kit, do the research and find the right person to send the kit to. The more rapport and power that person has, the higher the chances for your name to be out there.

Appearance Matters

Especially when working with people with minimal exposure to dietetics. Your knowledge and opinions will prove your expertise, but your appearance highlights your confidence and professionalism. The way you walk, or present a topic, or answer questions tell so much about you. If you work with the media, get your professional pictures taken.

Write for a Newsletter, Local Newspaper, or Blog

Find the circulating print media and write about your specialty. People will then know that you are the expert. Highlight the success of your program, class, or service. You can also start your own blog. Writing is the easiest way to get your name and work out there.

Approach other Businesses

There is a place for a dietitian everywhere. Contact PR agencies, corporations, spas, health clubs, school leagues, or any other business related to your specialty. Show them how working with you will help them reduce health insurance costs, improve the health of their employees, attract more customers, or improve performance.

We all want success, satisfaction, and financial security, and you can get all of those without drastically changing your career path. Small changes in the way you do things on a daily basis make a difference. The key is not to work for longer hours, but to make those hours you work more efficient. Connie B. Diekman, ADA's current president, wrote about strategic thinking and planning in the journal's October issue. She asked each one of us to think of “the strengths that [we] can build upon” and how we will “pursue opportunities and distinguish [ourselves] from others.” Now is the time for you to find these answers, on your own.

By Nour El-Zibdeh, VA Tech Dietitic Intern

MEMBERSHIP MEETING

Our first NDVDA membership meeting for the 2007/2008 year on October 11th was a great success! The meeting was held at Maggiano's restaurant in Tyson's Corner and was sponsored by Ross Products. Kris Brannon, MS, RD, CNSD spoke about enteral nutrition, specifically early enteral feeding in the ICU. Kris has a wealth of experience in critical care nutrition and has been a pioneer in our field with her implementation of placing small bowel feeding tubes at Sentara Norfolk General Hospital where she works as the Clinical Nutrition Manager. Members had the opportunity to network before and after the meeting as well as enjoy appetizers and a wonderful dinner! A brief meeting lead by Lise Gloede, president of NDVDA, was held directly after the presentation.

We received great interest in this program with 64 dietitians requesting to attend the event. We only had capacity for 52 registrants and 43 registrants actually attended the event. Our income for the meeting was \$275.00 and we acquired three new NDVDA members and 5 newsletter members as a result of the meeting. Participants received two CEUs from the ADA for attending the event. Thank you to all the COP members who made this meeting successful! Our next memberships meeting will be on February 9th and the topic will be Sports Nutrition. More details will be e-mailed to all members in the near future.

By Meg Martin, MS, RD, COP Chairperson

JOB BANK

Clinical Dietitian — St. Thomas More Nursing and Rehabilitation Center

Neiswanger Management Services is seeking a 4th dietitian to add to its team of healthcare professionals in a 220 bed skilled nursing facility with a 24 chair dialysis unit. Qualified candidates will possess a BS degree in nutrition, have one year of long term care experience, and be a registered dietitian licensed to practice in MD or license eligible. Candidate must be willing and able to provide nutrition care management for tube feeders and renal patients. Competitive salary and great benefits. Send resume to hr@nmshealthcare.com, fax to 301-864-9329, or mail to St. Thomas More, 4922 LaSalle Road, Hyattsville, MD 20782.

Clinical Nutrition Manager — Martinsville Memorial Hospital, Martinsville, VA

Sodexho is seeking a CNM for a 230 bed community hospital. The CNM must be a RD. This facility has an At Your Request Room Service program and is building the outpatient MNT program. The CNM will have one full-time RD reporting to them to assist in the delivery of clinical services. The CNM plays an integral role in the leadership of the department and covers for the GM in his/her absence. RD required for this position. There is a \$5,000 sign on bonus with this position in addition to a comprehensive benefits package. ADA dues paid. Apply on line to the Sodexho Career Center, <http://www.sodexhousa.com> job #275553. Please contact Lisa Schmeck at Lisa.Schmeck@sodexhousa.com if you have any questions.

Staff Registered Dietitian — Woodbine Rehabilitation & Healthcare Center, Alexandria, VA

Very busy 307-bed skilled nursing facility with strong rehab component and a vent unit. The staff RD will report to a Lead RD and have the following responsibilities:

- Conduct nutritional assessments of newly admitted residents
- Regularly assess nutritional condition and review records of at-risk residents
- Conduct routine nutritional assessments and participate in the care planning process
- Visit residents on a regular basis to discuss nutritional problems and recommend appropriate solutions
- Document findings and recommendations regarding each resident's nutritional condition
- Participate in MDS processing for nutritional indicators
- Participate in wound rounds; recommend and implement diet changes to promote healing
- Assist lead dietitian in developing all menus, including therapeutic diets, meal plans, menus and recipes
- Assist lead dietitian in development, revision and annual review of dietary policies and procedures
- Act as clinical resource to nursing personnel and others regarding nutritional condition of residents
- Collect CQI data related to clinical dietary indicators and prepare/present CQI reports
- Work with lead dietitian to analyze quality indicator trends to identify opportunities for improvement
- Make recommendations and direct the implementation of approved initiatives to improve resident outcomes
- Conduct regularly scheduled facility-wide and department-specific inservice training and education on topics such as therapeutic diets, food preparation requirements, principles of sanitation, food presentation, etc.

Contact the facility HR Manager, Peggy Ward at 703-535-7170 or send resume to fax 703-797-9548.

Registered Dietitian — Providence Hospital, Washington, DC

Positions available include Clinical Nutrition Manager, QA & QI Coordinator, Registered Dietitians in acute and long term settings. Contact Ms. Beth Yesford at 202-269-7062 at your earliest convenience.

Check the NDVDA Website <http://www.northernvirginiadietitians.org> for more job opportunities. If you have jobs you would like to post, send the information via email to: NDVDANews@yahoo.com.

UPCOMING EVENTS — MARK YOUR CALENDAR

December

- Final Deadline for Dietetics Registration Maintenance Fee, cdrnet.org, December 31, 2007

January

- *Leadership through Legislation: Dietitians Influencing Legislation and Policy*, Richmond, VA state-wide conference, Jan 28, 2008

February

- NRAEF ServSafe Certification Class, Feb 2 & 16, 8:30 a.m.-5 p.m., Sudley North Govt Center, Manassas, VA, Cost \$104, Contact Nancy Stegon, MPH, RD, 703-792-4764, nstegon@vt.edu
- ADA's Public Policy Workshop, Washington DC, eatright.org/ppw, February 4-6, 2008
- Sports Nutrition Seminar Prep for Certified Sports Nutrition, Fair Oaks Hospital, February 9, 2008
- ASPEN Clinical Nutrition Week, Chicago, IL, nutritioncare.org, February 10-13, 2008

March

- NDVDA's Family Food Fitness Festival, March 15, 2008
- Registered Dietitian Day, March 10, 2008
- Virginia Dietetic Association, Richmond, VA, eatright-va.org, March 30-April 1, 2008

FOOD POLICY COUNCIL PROPOSED

The rising concern over the earth's limited natural resources has gained increased news coverage with the latest talk over the carbon footprint we make as we fuel our cars, heat our homes, and feed our bodies.

VDA supports the creation and funding of a Virginia Food Policy Council (FPC) to promote the economic viability of small working farms by encouraging communities to eat locally produced foods that will not only reduce our "carbon footprint" but also provide fresher, healthier and more delicious foods. **Linda Fanning**, VDA President came to the Nov NDVDA Executive Board meeting to talk about obesity and sustainable food systems in Virginia.

The FPC will strive to link economic development, anti-hunger and food security efforts to preservation and

enhancement of agriculture and environmental concerns through a food system policy that will:

- Create stable markets for local farmers by promoting methods that put local foods in the hands of the surrounding communities (farmers' markets, co-ops, direct sales to schools, hospitals, and restaurants).
- Work to conserve/save farmland, find ways to make farming an attractive and viable profession to the next generation and lessen barriers that prevent farmers from serving their local communities.
- Create education programs for farmers (regulations, certifications, food safety, sanitation, sustainable practices, and marketing).

- Support the health of Virginians through expanded production of fruits and vegetables as part of the fight against obesity.

To find out more about sustainable food systems and what is being done locally:

- Polyface Farms, a sustainable farm in Stanton, VA, ploughsharecsa@yahoo.com
- ADA practice group, Hunger Environmental Nutrition
- *Animal, Vegetable, Miracle* by Barbara Kingsolver
- *What to Eat* by Marion Nestle
- *Omnivore's Dilemma* by Michael Pollan

Reported by Diane LaHaie, MBA, RD

REGISTERED DIETITIAN (RD) LAPEL PINS FOR SALE

- Support NDVDA
- Highly polished 1x1" gold metal and black enamel lapel pins
- Excellent stocking stuffers for your favorite RD (or yourself)
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NDVDA DIGEST

NORTHERN DISTRICT VIRGINIA DIETETIC
ASSOCIATION QUARTERLY NEWSLETTER

WWW.NORTHERNVIRGINIADIETITIANS.ORG

Editor: Diane LaHaie, MBA, RD
President: Lisa Gloede, RD, CDE

Do you know of CEU opportunities we may have overlooked that may be of interest to NDVDA members? Is there a topic of interest you would like to write an article about? Do you have information about member accomplishments and/or suggestions for members or articles to highlight in future issues? Please contact us via email NDVDANews@yahoo.com.

(Member Spotlight, continued from page 2)

You are located in a Med Spa setting – how do you feel this is beneficial or not beneficial for your practice?

What I love the most is that my office is in a beautiful serene setting and not in sterile hospital or medical environment

(www.sciennamedspa.com). I think this location is most definitely beneficial since I find that clients do not fear coming here to see “a dietitian”.

The staff is happy and relaxed and the environment is very Zen-like which results in making my clients happy and relaxed. The best part is I am having fun coming to work each day and helping my clients transform and reach their dietary and fitness goals.

How do you stay current in the dietetics field and how do you network?

Well, I am registered with ADA’s www.eatright.org/dailynews and scan it everyday to keep up to date with media releases. I also look at the Health section in the Washington Post to keep current with what my clients are reading. I scan the ADA journal, particularly the section in the back that recaps highlights from a myriad of medical and health journals. I subscribe to

about four or five health newsletters as well.

When I think of networking, I never miss an opportunity to meet someone new and market my company. If someone or some company is of interest to me, I will pick up the phone and try to make a connection. Some of my biggest corporate clients have come from taking a chance and pitching an idea to them. I have also made it a point to go to the Natural Foods Expo and find out about all the natural food companies out there. I try to get my hands on anything that is food or health-related because you never know what will spark an idea for an upcoming project.

What makes your services unique?

I feel that my GoBeFull program is my stamp. It is a different approach to teaching nutrition that works. I have seen many different “wacky foods and diets” come and go. My goal has been to help people really understand nutrition basics so they have real life tools that make them successful at attaining their dietary goals. My approach is eclectic and integrates many different modalities. In addition, I am doing more e-mail consults because the internet is where people are going and you can reach more people that way.

What are your favorite life experiences, future aspirations?

Canyon Ranch was one of my first jobs. Because of its influence, my focus has mostly been on health and wellness. Other pioneers in nutrition such as Adele Davis, author of *Let’s Eat Right to Keep Fit*, Jeffery Bland, and Bernard Jensen have really shaped my life.

As for the future, I am interested in product production related to teaching kids and adult nutrition. I will be marketing my cookbook, children’s book and toy, and other off shoots. I will continue to grow my private practice.

Any last bit of advice to RDs?

Every single job, whether you hate it or love it contributes to where you are going. Everything is of value!

Judy Caplan, MS, RD
Nutrition Ammunition
Phone: 703.758.2399
Scienna Medspa and Wellness Center
Phone: 703.860.2922
Email: judycaplan@gobefull.com
Website: <http://www.gobefull.com>

*By Anu Kaur, MS, RD, CNSD, LD, Nutrition Consultant and Coach
Owner of “A Nu Healthy You”
Kaur and Singh, Inc.
Anu@ANuHealthyYou.com or
www.ANuHealthyYou.com*