

# Ventures

Enterprising News & Ideas for Nutrition Entrepreneurs

## DELIBERATELY CREATING THE Life You Want to Live



**Chere Bork,  
MS, RDN  
Chair**

*Chere, as a Law of Attraction  
Facilitator gives dietitians a  
boost of confidence to live the  
life they have always wanted.*

*For three decades Chere has  
helped turnaround people's lives and work so they can  
live a life that tickles their soul and pocketbook. She helps  
dietitians find clarity so they can be both the best moms  
and businesswomen living without regrets. She also knocks  
audiences off their seats as a national and state meeting  
speaker. She loves anything to do with RDs, eating and  
talking—preferably all three at a time. And she loves NE!  
Chere Bork, MS, RDN, Energizer! Unstoppable Confidence!  
Energy! Live your happiest healthiest ever!*  
[www.cherebork.com](http://www.cherebork.com)

My first chair message...where do I start? I am grateful and honored to serve as Chair of the number one dietetic practice group of the Academy of Nutrition and Dietetics.

Thank you Margie Geiser for encouraging me to get more involved with this amazing group. What a wild NE journey I have had—Coaches Specialty Chair, Speakers Specialty Chair and now Chair. Nothing feels better than abundance and the special relationships that have formed.

I have been on an exciting journey since 2000 learning all I can about the Law of Attraction and eventually becoming a Certified Law of Attraction Facilitator. What is the Law of Attraction? It is the science of getting more of what you want and less of what you don't want. You attract to your life and business whatever you give your attention, energy, and focus to whether positive or negative.

The first step is to know that you can have anything you are willing to allow yourself to have. Maybe you want to create a new business or desire a relationship or buy a new house. And you thought to yourself, "I want this but I really can't have it." Your belief became your reality and of course you didn't get it. You get what you expect. You get what you think you deserve. You get to decide if you want to make the shift of thinking from "I can't have it" to "of course I will get it." The power is in your decision to decide. The more you are willing to allow yourself to have, the more you will have. Simple as that.

### LAW OF ATTRACTION ONLY HAS THREE STEPS.

**First**, identify what you want. If you think your whole life needs a makeover think of the area that has the lowest vibration (vibe is a mood or feeling) as that area is probably contaminating the rest of your life. You are spending massive amounts of energy on this negativity. So clean it up fast. I am known to say, "Want a client then clean off your desk." Works like a charm.

**Second**, give your desire attention. Everyone has a bubble around them which is called a vibrational bubble. The list of what you want is in your bubble. Your thoughts, both positive and negative are in your bubble. Give your desire attention. For example, telling ten people your dream, saying a daily mantra or having a vision board. Tell the NE EML.

**Third**, allow it to happen. The speed of manifesting your desires is determined by your allowing.

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## We welcome input from our members. Please contact the editor:

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## Subscription Information

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## Address Changes and Missing Issues

If you have a change of address, please contact the Academy with your new address information. If you missed an issue, email Lauri Egan at [NEadmin@NEdpg.org](mailto:NEadmin@NEdpg.org) or call (513) 972-4668.

# Newsletter

## EDITOR LETTER



Jessica Bowhall, MBA, RDN  
Newsletter Editor

Welcome to a new year of *Ventures*! I'm always excited to receive new issues in the mail. Contributors always have something new to discuss and help keep me up-to-date on what's going on in the world of entrepreneurial nutrition.

It's no coincidence this issue is centered on the journey of education. As dietetic practitioners, we all know about continuing our education. I think the idea of the actual journey is quite interesting. As an undergrad I was completely convinced to be an athletic trainer. I took one nutrition class and fell in love. I knew I wanted a post-graduate degree but as a dietitian collecting continuing education credits, I really didn't want one in nutrition. To broaden my experience and marketability I decided to go for my MBA in Marketing while traveling the country—online degrees were quite new at the time but completely convenient for my career.

Joining Nutrition Entrepreneurs steered me towards my graphic design education and I will forever be thankful to Margie Geiser, MBA, RD for her book *Just Jump* and the first question: If there were no fear what would you do? Working through this book was an education in itself—I learned so much about myself and where I truly wanted to be.

I hope you enjoy reading this issue with the many journeys our fellow members share. What's your journey? If you'd like to share, please post it on our Facebook page: <https://www.facebook.com/nedpg>. We'd love to hear from you!



# Givers GAIN



**Jennifer Neily,**  
MS, RDN, LD, FAND  
Past Chair & Nominating  
Committee Chair

*As a Dallas-based registered dietitian nutritionist and Wellcoach® Certified Health Coach, Jennifer—aka “Neily” (Neily on Nutrition [www.NeilyonNutrition.com](http://www.NeilyonNutrition.com))—provides science-based advice through coaching, speaking, writing, teaching, and her YouTube channel ([www.YouTube.com/NeilyonNutrition](http://www.YouTube.com/NeilyonNutrition)). Follow @JenniferNeily. On a personal note, Neily has been a foster mom to 38 gentle giant Great Danes over the years.*

For anyone that has been a volunteer you know the rewards are many, especially for those of us that work for ourselves. Even though we might be running solo in our day-to-day business lives we have first-rate opportunities to stay connected with NE through the electronic mailing lists (EMLs), Twitter, Facebook, LinkedIn, and every other form of social media. We may be alone but rarely lonely.

I wrote in my first chair message last summer that NE is where I feel most at home. I think it has to do with the diversity—something for everyone. I’m also a member of these wonderful DPGs—Weight Management, SCAN, Food & Culinary Professionals, and Diabetes Care & Education. I think what makes NE unique is our members have individual specialties in those (and many other) areas as well. We are the melting pot of nutrition professionals.

## Nothing is as certain as change

Change—embrace it. We do. This year NE certainly did! I wrote this same subheading last year and we saw change. New website, the resignation of our beloved administrative assistant, Joanne Gibbons, establishing a task

force to find Joanne’s replacement and more—much more. Wow!

## Participate

Like any endeavor, you get as much as you give. NE has so much to offer—from the electronic mailing lists (EML) to mini meetings to numerous CE opportunities.

## Thank you for:

- Participating on the EMLs.
- Responding to EML queries with thoughtful and respectful discussion.
- Not becoming discouraged if your EML query did not get a response. Don’t take it personally—NE members know a lot but not necessarily everything.
- Attending a webinar or teleseminar.
- Hosting or attending a local mini meeting.
- Joining any of the many NE networking events at FNCE.
- Serving on the Executive Committee or volunteering for NE.

## And most importantly,

- Being an NE member—you are appreciated!

My year will have ended by the time this Ventures issue is in your hands. I reflect back—did I accomplish my primary goals? Were you, the membership, served well? I hope so.

Thank you NE for this opportunity to work with you and for you.

# What's better than? FREE?



**Joanne Larsen, MS, RD, LD**  
Website Coordinator

*Joanne Larsen is owner of Nutritional Data Services, technology consulting. Since 1989, she has designed nutrition software, created web-based software, nutrition content and nutrition apps for smart*

*phones. Joanne’s website Ask the Dietitian® ([www.dietitian.com](http://www.dietitian.com)) launched July 1995. As an Academy editor, Joanne created the Nutrition Care Manual, an online nutrition practices manual. She acquired the Nutrition Analysis Tool ([www.MyFoodRecord.com](http://www.MyFoodRecord.com)), a free diet analysis software from the University of Illinois. Joanne can be contacted at [joanne@dietitian.com](mailto:joanne@dietitian.com).*

- What's better than free when it comes to getting CEUs? If you haven't registered for a FREE NE webinar or teleseminar, take a look at ones we have coming up on the NE calendar. To register, follow these simple steps:
- Go to [NEdpg.org](http://NEdpg.org) and click Login in the upper right corner of any page.
- Login with your username and password you use on the [eatright.org](http://eatright.org) website.
- Click on Store in top navigation then click on webinars—either in top nav drop down blue menu or left navigation on the Store home page.
- Click on the title for the webinar/ teleseminars you choose.
- Click the Add to Cart button and you should see \$0.00 price below this button. If you see any other price, then you are not logged in as a NE member so please Login.
- In popup window, click on Go to Checkout link.
- Click thru each screen in the shopping cart then click on Checkout.
- In next screens, complete the fields with your information then click button Continue to Next Step until your order is completed.
- When the NE admin has reviewed your order, it will be changed from pending to complete in your My Orders tab in My Account.
- You will receive an email from the NE admin the day before the webinar/ teleseminar on how to call in for the event.

If you have any problems after going thru all these steps, please use the “Contact Us” form at the bottom of any NE webpage.

# Know Your Strengths AND Know When to Hire Out



**Melissa Joy Dobbins,**  
MS, RDN, CDE

Speakers & Media  
Specialty Group Chair

*Based in Chicago, Melissa Joy Dobbins is the owner of Sound Bites, Inc., a nutrition communications business where*

*she promotes “sound science, smart nutrition and good food.” She enjoys coaching dietitians and conducting workshops on media, social media and public speaking skills. Her Sound Bites blog ([www.SoundBitesRD.com/blog](http://www.SoundBitesRD.com/blog)) shares dietitian interviews, tips and resources to help others enhance their communication skills and gain more visibility, influence and success. Her podcast, A Grain of Salt (with Rachel Begun) recently launched on iTunes, and you can also connect with Melissa on Twitter @MelissaJoyRD.*



**Sarah Koszyk,**  
MA, RDN

Incoming Director of  
PR and Marketing

*Sarah Koszyk is a San Francisco-based nutrition coach specializing in adult and pediatric weight management*

*and sports nutrition at the award-winning private practice, MV Nutrition, and the national Eating Free program. Her blog: Family. Food. Fiesta. focuses on delicious, healthy recipes for the entire family, including health tips and videos of kids cooking in the kitchen. [www.sarahkoszyk.com](http://www.sarahkoszyk.com) Connect with Sarah on Twitter or Pinterest: @SarahKoszykRD, Facebook: /FamilyFoodFiesta.*

Dietitians wear many hats. Most of us like to do everything ourselves but this trend may not always work with our busy schedules and our areas of expertise. Over the years, we have learned what our strengths and weaknesses are and what we do and do not like to do. With that knowledge, focusing on our strengths and what we like to do is the main goal to take our careers and our capabilities to the next level. For the weaknesses and what we don't like to do, we say hire out to other experts and have them excel and enhance our businesses.

**SARAH:** I am not the greatest when it comes to technology. For example, I still use a paper calendar and I love it! I have a weird adversity towards learning new computer programs and the thought of designing a website freaks me out. Knowing how imperative a website is for one's business and career, I knew I was going to hire out. Saving my time, my energy, and my stress levels with having a web designer was great! Now, I can focus on my true business of coaching and cooking and leave the website to the technology experts.

**MELISSA:** A colleague and I decided to start a podcast but kept hitting a wall when it came to the technical aspects—what kind of software to use, microphones to purchase, how to do the recording, editing, distribution. It was making both of us crazy and keeping us from moving forward. Finally, we hired a consultant to explain everything and walk us through all the steps. We continue to utilize

the consultant for assistance with editing and troubleshooting. I honestly don't think we could have figured it out ourselves and if we did, it would have taken us months or even years to do so. Likewise, I hired a business coach—NE member Jean Caton—to help me get my biz up and running more efficiently. Working with Jean allowed me to pinpoint, address, and resolve issues that were holding my biz back.

**Know Your Weaknesses.** What tasks do you keep putting off because you don't know how to do them or you don't want to do them? Who can help you do these tasks? Figure this out. No more excuses getting these jobs done. It may be time to hire out.

A common barrier to hiring someone is **cost**. But if you stop and think about what **your** time is worth and how you can put your skills to better use elsewhere, then it's easy to see the ROI you can get from reaching out for that boost up.

One of my favorite quotes is “When you find yourself in a hole, stop digging.” If you're working hard but not moving forward, feeling frustrated with lack of progress, or bogged down with aspects of a project that don't “feed” you, then it might be time to start thinking about hiring someone to help out. Who are you going to call today?

# LEARN FROM YOUR PEERS



**Jill Weisenberger,  
MS, RDN, CDE**

**Authors & Writers Specialty Group Chair**

*Jill specializes in diabetes management, weight loss, cardiovascular disease and wellness. She is a nutrition counselor, speaker, writer and communications expert. She is the author of *Diabetes Weight Loss—Week by Week*, *The Overworked Person's Guide to Better Nutrition* and the upcoming *21 Things You Need To Know About Diabetes and Your Heart*. Jill is contributing editor for *Environmental Nutrition* and writes for *Diabetic Living*, *Kids Eat Right*, *Today's Dietitian*, *The DX*, the *American Institute for Cancer Research* and more. Uniquely combining her food, nutrition and health expertise with her communications skills, Jill works with food industry clients to help them position their products with a nutrition and health advantage. She has a private practice in Newport News, Virginia. Jill enjoys mountain biking with her family, cooking, social media, reading, traveling, and dogs—especially her own.*

I hold the philosophy that a key to success is surrounding yourself with successful people. Who better to observe, learn from, and be inspired by than those who are the masters? This, of course, is one of many reasons that I have been an NE member for a very long time—a lot longer than I have been a nutrition entrepreneur.

One way to regularly connect with a group of successful people is to start or join a formal group such as a mastermind group. I belong to a group that we call the Fab 5. We are five RDNs who span the country, have different areas of expertise and different strengths and weaknesses. We came together as a group anxious to motivate and learn from one another and to share our experiences to further other members' learning. We meet by Skype on an irregular basis and connect by email between calls as necessary. Here's just a sampling of the many things I've learned from the other four members.

- Name of a worthwhile directory to advertise my private practice.
- Ways to promote my books.
- Tips to use social media to promote various aspects of my business.
- Up-to-date research about nutrition-related topics.
- Strategies for using coaching more effectively.

NE chairperson Chere Bork, MS, RDN has been in a mastermind group for two years. Her group consists of five professional speakers. "I like the group because we choose to come together to help each other," she explains. "No one knows the life of a speaker except another speaker." They call themselves PALS for Positively Applied Leading Speakers. PALS meets monthly for three hours. They enjoy lunch together. Then each member has a few minutes to share news and progress. Only two members take the "hot seat," giving them an opportunity to share a challenge and receive feedback. "We have helped redo websites, rename presentation titles, determine book publishers, but more importantly we have supported each other with family challenges," Chere adds.

If you haven't given such a group a try, I encourage you to reach out to colleagues—either local or far away. Set your own rules for when to meet and where to meet, how long to talk, who runs the meeting, if you take notes or not and if you will have pre-determined topics or encourage a free-flowing conversation. Start by reaching out to one successful colleague. Make it someone you can learn from and who can learn from you.

# Teaching ONLINE



**Rosanne Rust,  
MS, RDN, LDN**  
Technology & Social  
Media Specialty  
Group Chair

*Rosanne is a registered, licensed  
dietitian in Pennsylvania with  
over 25 years experience,*

*receiving her Bachelor of Science degree in Dietetics from  
Indiana University of Pennsylvania and her Master's of  
Science Degree in Clinical Nutrition from the University  
of Pittsburgh in 1991. As a Nutrition Communications  
Consultant, she develops and implements communications  
programs for industry, health professionals, colleges, and  
corporations, including social media strategies and freelance  
writing. She is co-author of several books in the For Dummies  
series including Hypertension Cookbook For Dummies®, The  
Restaurant Calorie Counter for Dummies®, Calorie Counter  
Journal For Dummies® and the Glycemic Index Cookbook for  
Dummies®. She also provides online nutrition coaching with  
reallivingnutrition.com. A wife, and mother of three boys, she  
practices what she preaches, enjoying regular exercise, and  
good food and festive entertaining.*



One of the things I've done over the years is teach college courses in an online environment. From 2005 to 2011 I worked for Penn State's distance education program: World Campus. I taught several nutrition courses for dietetic students who were working on becoming Dietetic Technicians, Registered (the program major was eventually phased out).

The greatest thing for me about working online from home (a.k.a. telecommuting) is the flexibility. It's been wonderful to have flexible office hours that can be based on both my professional and personal needs. As a mom of 3, I have appreciated the ability to essentially choose any hour of the day or week to put work hours in and meet work deadlines, while allowing me to be at the school concert, or game, or holiday party, through all of my sons' school age years.

In the virtual world we live in, most people are getting used to social media platforms. Online education uses a similar forum, while providing secure sites where learning occurs. In some cases a "virtual classroom" may be provided with chat rooms and virtual chalkboards, and in other cases, students

log in to find readings, case studies, and homework to work on, and then submit via a secure email system. Many people may wonder if online education is as "difficult" or as "worthy" as traditional brick and mortar classrooms. I'd say the answer is yes! While many may be concerned about the possibility of cheating or plagiarism, these issues are really no more of a risk than they are in a traditional classroom. All tests are taken with a pre-approved proxy, and the workload is challenging.

## IF YOU ARE CONSIDERING THIS TYPE OF EMPLOYMENT, HERE ARE SOME ESSENTIAL SKILLS:

- Strong written communication and typing skills. In lieu of an oral lecture, most online programs require you to communicate via writing to students, so you may be "writing out" your lectures and explanations. You also will be expected to communicate with students via email.
- The ability to convey written information in a concise but friendly manner. Since you will be writing out quite a bit of information, it's important to be able to

clearly communicate in this way. Without the luxury of facial expressions or body language, it's important to be able to establish rapport via writing. I again stress the ability and joy of typing! In my case, I tended to grade homework so that it was part of the learning experience—giving extensive feedback on written papers for instance.

- Good organizational skills. Students are on their own, and it's up to them to contact you if they get behind or have issues. But just as in a traditional classroom, a virtual instructor must still be organized with lesson plans, allow enough time for grading, and stay on top of student and faculty communication.

While you can essentially teach online from anywhere, most schools will probably still prefer someone "local" who is either familiar with the brick and mortar school, or who has a connection to the school. If you are looking for an employment opportunity check out today's online programs at your local college or university near you.

MEET THE 2014-2015

# NE Executive Committee



**Chere Bork, MS, RDN, LN**  
Chair  
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cherebork.com

*Chere gives dietitians a boost of confidence to live the life they have always wanted. For three decades Chere has helped turnaround people's lives and work so they can live a life that tickles their soul and pocketbook. She helps dietitians find clarity so they can be both the best moms and businesswomen living without regrets.*

*She is a graduate of Coach U and is a Certified Executive Wellcoach®. Her favorite clients are RDs whom she coaches to start wellness coaching and speaking businesses giving them a game plan to make it all happen. As a Law of Attraction facilitator she loves helping RDs attract a satisfying career, getting compensated for what they are worth and creating a joy filled family life at the SAME time.*

*She loves anything to do with RDs, eating and talking; preferably all three at a time. She loves loves loves NE!*



**Jennifer Neily, MS, RDN, LD, FAND**  
Past Chair/Nominating Committee Chair  
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NeilyonNutrition.com

*As a Dallas-based nutrition expert in private practice, Jennifer—aka Neily on Nutrition—provides science-based advice through one-on-one counseling/coaching, speaking, consulting, writing, teaching, and working with the media. She is thrilled to be a Wellcoaches® Certified Health Coach empowering individuals to achieve their best health!*

*Neily served as Treasurer to NE in 2009-11 and is now Past Chair after thoroughly enjoying her year as NE Chair. Other leadership roles were as President to both the Texas and Dallas Academies of Nutrition and Dietetics. She was an honored recipient of the Academy of Nutrition and Dietetics' Emerging Dietetic Leader Award and received Medja Awards from both the Dallas and Texas Academies of Nutrition and Dietetics. This spring she received the Lifetime Achievement Award from the Dallas Academy of Nutrition and Dietetics.*

*Neily practices what she teaches by living a health-filled life and has been a foster mom to 38 (and counting) gentle giant Great Danes over the years. Follow Neily on Twitter @JenniferNeily.*



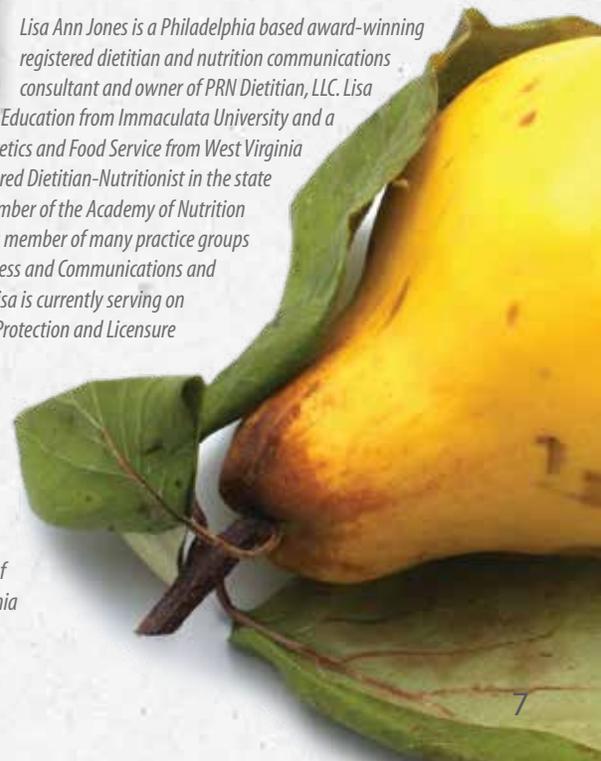
**Penny Wilson, PhD, RDN, LD**  
Chair-elect  
penlynwilson@gmail.com  
eatingforperformance.com

*Dr. Penny Wilson is a Registered and Licensed Dietitian and a Board Certified Specialist in Sports Dietetics. She works with athletes to perform their best in racing and in life. She also enjoys working with non-athletes to help them learn to use the eating and food tricks of athletes to fit healthy food and eating habits into their lives. Through her private practice—Eating for Performance—she works with endurance athletes across the nation and internationally to help them reach their goals and personal best. She was the Dietitian for the Houston Rockets and the Sugar Land Skeeters. In addition to her work with athletes, Penny taught Sports Nutrition at the University of Houston for six years. Penny is a Professional Member of the National Speakers Association. One of her signature speeches is: Easy Healthy Eating: Fitting Healthy Eating into Your Busy Life.*



**Lisa Ann Jones, MA, RDN, LDN, FAND**  
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*Lisa Ann Jones is a Philadelphia based award-winning registered dietitian and nutrition communications consultant and owner of PRN Dietitian, LLC. Lisa has a Masters in Nutrition Education from Immaculata University and a Bachelor of Science in Dietetics and Food Service from West Virginia University. She is a Registered Dietitian-Nutritionist in the state of Pennsylvania and a member of the Academy of Nutrition and Dietetics. Lisa is also a member of many practice groups such as Dietitians in Business and Communications and Nutrition Entrepreneurs. Lisa is currently serving on the Academy's Consumer Protection and Licensure Subcommittee and has previously held several other leadership roles\* including President of the Pennsylvania Academy of Nutrition and Dietetics. In 2014, Lisa was recognized as Outstanding Dietitian of the Year by the Pennsylvania Academy.*





**Linda S. Eck Mills, MBA, RDN, LDN, FADA**  
Secretary  
Linda@DyComServ.com  
DyComServ.com and  
flavorfulfortifiedfood.com

*Linda gives others "Confidence" as a career coach, international speaker, and freelance writer in her business Dynamic Communication Services. Since 2010, she is responsible for 42 secure and community correctional facilities in ten states as the full time Corporate Dietitian for Community Education Centers.*

*Since graduating from Coach U, Linda partners with coaching clients to get them from where they are to where they want to be with their career. Linda speaks on time management, speaking, and training topics. She guarantees to keep an audience involved, even after lunch, or you don't pay her speaking fee, only the travel expenses! Linda has published over 190 articles, and authored, co-authored, or contributed to ten books, including Flavorful Fortified Food—Recipes to Enrich Life.*

*Linda was President of Central Pennsylvania Dietetic Association, honored as the 2001 Outstanding Dietitian in Pennsylvania, and is a charter Fellow of the American Dietetic Association.*



**Jackie Sharp, MS, RDN, LD, ACSM-HFS**  
Director of Member Services  
jackiesharppfit@gmail.com

*Jackie Sharp is a Registered Dietitian and Wellness Director for Sodexo Magic at Walt Disney Parks and Resorts. She uses her expertise in exercise physiology and nutrition to help thousands of Disney's Cast Members from around the globe find a healthy balance in their daily routines. Jackie's energetic personality for health and wellness is witnessed during her personal consultations, nutrition articles and public speaking engagements. She enjoys working individually with clients to empower them to make both physical and nutritional changes. Jackie believes we should all enjoy nature's pleasures with a positive, healthy, and active outlook.*

*Jackie received her undergraduate degree from James Madison University where she double majored in Kinesiology and Dietetics, and her Masters degree in Family and Consumer Sciences with a focus in Food and Nutrition. She is also an American College of Sports Medicine certified Health Fitness Specialist and certified spinning instructor. Follow Jackie on Twitter, Facebook, and Pinterest.*



**Barb Andresen, RDN, LDN**  
Treasurer  
barbandresen@triad.rr.com

*Barb is owner and CEO of BAndresen & Associates, a thriving private practice offering individual counseling for MNT as well as nutrition services for restaurants and school food service contracts. Barb is located in Winston-Salem, NC which allows for quick trips to both the mountains and the coast!*

*My experiences of starting and growing a successful private practice along with my prior experience as the Director of Nutrition Services for an MD practice have helped me recognize the importance of well-kept books. But, I feel that the position of treasurer is more than management of financial health of the organization. Most importantly, the Treasurer has the responsibility of excellent stewardship of the finances that enhance all of our shared goals and ideals. From varied leadership roles, I've seen firsthand the importance of integrity and responsibility in this role of financial steward and have found that I work well as part of a governing board, thrive in an organizational capacity, and enjoy teamwork.*

*The Program of Work (POW) for the 2014-2015 NE budget year has been completed and we are very pleased with the process and contributions from Executive Committee (EC) members.*



**Niki Strealy, RDN, LD**  
Director-Elect of Member Services  
niki@diarrheadietitian.com  
DiarrheaDietitian.com

*Niki Strealy is also known as The Diarrhea Dietitian, from the title of her self-published book. She fell in love with NE when she joined on a whim in 2009. Reading Ventures and meeting NE members at FNCE® inspired her to launch her private practice, Strategic Nutrition, LLC, and become an NE mentor. She enjoys working with clients with gastrointestinal diseases and disorders, empowering them to make positive changes to live a happy and rewarding life.*

*Niki has worked for Providence Health & Services since 1996. She primarily works on-call as an inpatient dietitian, but recently assumed the role of nutrition spokesperson, getting her feet wet in TV, radio, and print media.*

*You can find Niki on Facebook, Twitter @DiarrheaRD, and LinkedIn. She lives near Portland, Oregon with her husband, three kids, and flock of chickens. She enjoys running marathons, playing and watching soccer, camping, gardening, and discussing her favorite subject, diarrhea.*



**Sarah Koszyk, MA, RDN**  
 Director of PR & Marketing  
 sarah@skoszyk.com  
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*Sarah is founder of Family. Food. Fiesta. a family recipe & health blog including video blogs with kids cooking in the kitchen. Sarah is also a Registered Dietitian and Nutrition Therapist/*

*Coach at MV Nutrition, a San Francisco-based private practice, and at Eating Free, a national, online weight management program. Sarah specializes in both adult and pediatric weight management and sports nutrition. In 2011, she was awarded the Recognized Young Dietitian of the Year from the Academy of Nutrition and Dietetics. The Bay Area Dietetic Association awarded her Outstanding Dietitian of the Year in 2011. Sarah also writes articles and blogs for multiple companies including NutritionJobs.com, ExerciseJobs.com, Macaroni Kids Fitness, and more. Follow her on Twitter: @SarahKoszykRD or Facebook: /FamilyFoodFiesta.*



**Carlene Thomas, RDN, LD**  
 Incoming Director PR & Marketing  
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*Carlene is the founder of Healthfully Ever After LLC and is known for her work in Wedding Wellness, helping brides get healthier before and beyond "I do." She blogs, tweets and Instagrams up*

*a storm contributing to a variety of websites. Carlene also works in recipe development and food styling. Her work has been seen on Huffington Post Weddings, Glitter Guide, Food and Nutrition Magazine and more!*

*For the past two years Carlene was the PR Chair for the Virginia Academy of Nutrition and Dietetics and is now their incoming Member Services Chair. In 2012, she was recognized as NEDPG's Professional Development Dietetic Student award winner.*



**Amber Pankonin, MS, RD, CSP, LMNT**  
 Director of Awards & Networking  
 amber@stirlist.com  
 stirlist.com

*Amber is a Registered Dietitian licensed as a Medical Nutrition Therapist and is a board certified specialist in pediatric nutrition. Amber holds a Bachelor of Science in Nutrition Science from*

*the University of Nebraska-Lincoln and a Master's degree in Community Nutrition from the University of Nebraska-Lincoln.*

*In 2011 Amber served as the president of the Lincoln District Dietetic Association and was recognized as the 2012 Outstanding Young Dietitian from the Nebraska Academy of Nutrition and Dietetics (NAND). This year Amber has served as the CPI Chair for NAND and the executive producer of the MINK 2013 conference.*

*Amber works as an adjunct professor at the University of Nebraska-Lincoln, freelance writer/blogger, and spokesperson.*



**Christy Wilson, RD**  
 Incoming Director Award & Networking  
 christywil74@gmail.com  
 christywilsonnutrition.com

*Christy Wilson is a Tucson, Arizona based registered dietitian. She is a nutrition consultant for El Rio Community Health Center's Special Immunology Associates clinic serving Southern Arizona's HIV positive community. She counsels patients and teaches bimonthly healthy cooking classes. Christy is also working with El Rio's employees through their life enhancement and wellness program where she presents lunch hour lectures and cooking demos. She has recently returned to her alma mater as a nutrition educator and nutrition communications specialist with the University of Arizona's Life and Work Communications employee wellness program.*

*Christy is a freelance writer and blogger and enjoys working with local non-profits including United Way of Tucson and Southern Arizona and Southern Arizona AIDS Foundation. She is currently working with The HAPPY Organization, Wheat Foods Council and Bloggers of Health. Christy is always working on her recipe-development skills and enjoys sharing her hits (and misses!) on her blog and over social media.*



**Jessica Bowhall, MBA, RDN**  
 Newsletter Editor  
 bowhallj@yahoo.com  
 jessicabowhall.com

*Jessica is a Registered Dietitian and Graphic Designer. She helps individuals and businesses reach their potential through health coaching and marketing and design. After joining Nutrition*

*Entrepreneurs in 2009, Jessica became motivated to do what she truly loves. She has been an active member of the NE Executive Committee—Treasurer, Newsletter Editor, and Website Coordinator.*

*Jessica loves living in northern Michigan and has taken a role in helping the community. She is a marketing consultant for the Healthcare Task Force of the Petoskey Area Chamber of Commerce. In this she helps coordinate the Blue Cross Blue Shield of Michigan program Win by Losing for the Petoskey and Harbor Springs area. She enjoys bringing healthy and active businesses and the community together.*





**Jen Haugen, RDN, LD**  
 Incoming Newsletter Editor  
 nedpgincomingeditor@gmail.com  
 jenhaugen.com

*Jen Haugen is celebrating a new beginning in a new role as a Food and Nutrition Services Dietitian for Austin Public Schools. Formerly a supermarket dietitian for Hy-Vee and clinical dietitian for Mayo Clinic, Jen has now found her balance by being able to work part-time to develop healthier recipes for the school district, while being more present with her family. Jen believes moms can change the world – using their own kitchens and backyards – to create a family legacy of health. Through her Down-to-Earth Dietitian website and blog, Jen’s mission is simple: empower moms with credible nutrition information and culinary confidence so they can nourish their families from the garden to the grocery store to the kitchen table. She works with companies that share her values.*

*Jen created the first supermarket garden for kids and developed garden and supermarket materials for other dietitians across the company. Jen has appeared on more than 200 weekly television segments and is a spokesperson for the Minnesota Academy of Nutrition and Dietetics. She was recently named a top 5 finalist for the Retail Dietitian of the Year Award for her role in advancing the business of health.*

*In 2012, Jen received the Emerging Dietetic Leader Award from the Minnesota Academy of Nutrition and Dietetics. She recently delivered a TEDx Talk on “How Moms Can Change the World.”*



**Kate Wilson, RD, CDN**  
 Director of Sponsorship  
 Kathryn.wilson1@gmail.com

*Kate Wilson is a registered dietitian specializing in nutrition/health communications at Ketchum Public Relations. Kate specializes in creating strategic platforms to grow health brand awareness, enhance nutrition messages,*

*grow the brands’ community, and execute health professional, consumer, and media outreach programs. In addition, Kate counsels individuals, specializing in weight loss, sports nutrition, and disordered eating. By making nutrition and fitness accessible, practical, and fun, Kate helps people find pleasure, satisfaction, and balance in their lives by eating nutritious food and staying active and fit. Kate is also the Blog Chair for the Connecticut Academy of Nutrition and Dietetics. In her free time, Kate competes in local CT and NY road races and half ironmans. Follow her on twitter @ KateWilsonRD.*



**Carrie Mark, MA, RDN, LD, CPT**  
 Incoming Director of Sponsorship  
 carrie@ncescatalog.com  
 ncescatalog.com

*Carrie is the Chief Acquisition Director for NCES, Inc. in Olathe, KS. Prior to this position she worked as a Clinical Dietitian in a Kansas City area hospital. She specializes in marketing nutrition education products to dietitians and healthcare professionals, both nationally and internationally, via the NCES catalog and various social media outlets. She enjoys working with other dietitians and helping them market their books and publications. Carrie is also responsible for the creation of education products, and has designed numerous teaching tools for schools, nutrition and other healthcare professionals. She is the past President for the Kansas City Dietetic Association and received their Emerging Dietetic Leader Award in 2011. She is excited to continue working with the Nutrition Entrepreneurs Executive Committee and enjoys collaborating with all of the great entrepreneurs in this group.*





**Debi Zvi, RD, CDN**  
Mentor Program Coordinator  
Dzvi.nementoring@gmail.com  
debizvinutrition.com

*Debi is a Registered Dietitian for the New York Health & Racquet Clubs, spearheading nutrition program development and providing individualized counseling. Debi is also the owner of*

*Debi Zvi Nutrition and specializes in IBD, chronic conditions, wellness, and combating food as a coping mechanism. Concurrently, she is earning her Master's in Mental Health Counseling at Fordham University with clinical experience at Mount Sinai's Day Treatment Center. She believes that mental health plays a critical role in wellness and nutrition. Along with her position in NE, Debi is the Greater New York Dietetic Association Cultural Foods Special Interest Group Co-chair.*



**Lindsey Pine, MS, RDN**  
Incoming Mentor Program Coordinator  
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tastybalance.blogspot.com

*Lindsey is the Hospitality Dietitian at the University of Southern California in Los Angeles. Prior to her work at USC, Lindsey worked as a clinical dietitian, taught culinary nutrition classes, and worked with the Gatorade Sports Science Institute.*

*In addition to a Master's Degree in Nutritional Science, Lindsey also graduated with degrees in Culinary Arts and Hospitality & Tourism Management. Her work in the food industry as a cook, kitchen manager, and buyer has been priceless to her work as a dietitian. With experience ranging from Disneyland to fine dining to a gourmet foods and restaurant supply mecca, she uses these past experiences to improve residential dining menus. Lindsey enjoys public speaking and writing for the National Association of College & University Food Services Pacific Region Wellness Report.*

*When not creating healthier environments for students, Lindsey is a fitness enthusiast enjoying activities ranging from boxing to ballet and everything in between.*



**Patricia Becker, MS, LDN, CNSC**  
Policy Advocacy Leader  
patriciabjbecker@me.com

*Patricia Becker is a board certified specialist in pediatric nutrition and a board certified nutrition support clinician.*

*Pat has held numerous volunteer positions with the Academy of Nutrition and Dietetics, including member of the Pediatric Malnutrition Work Group, past president of the North Carolina Dietetic Association and past liaison to the North Carolina Board of Nutrition and Dietetics, past professional development chair for the Pediatric Nutrition Practice Groups and past chair of the Dietitians in Rehabilitation Medicine DPG.*

*Pat is the book review editor for the Journal of Infant, Child and Adolescent Nutrition (ICAN), author of numerous articles and has presented at national, state and local educational conferences including; FNCE®, NCDA Annual Meeting, and PNPNG Pediatric Nutrition Symposium.*

*Pat is the owner of KidsRD.com, a private practice that specialized in nutrition therapy for children from conception to adulthood and is on staff at Cincinnati Children's Hospital Medical Center.*



**Carol Plotkin, MS, RDN, CDN, ACSM**  
Health and Fitness Specialist  
Reimbursement Chair  
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rochesternutrition.com

*Carol is the owner of On Nutrition, a private practice in Rochester, NY which provides outpatient nutrition counseling for MNT, weight management, and sports nutrition. She received both her Bachelor and Master of Science in Nutrition from Case Western Reserve University in Cleveland, OH and she is an active member of the American College of Sports Medicine. Carol is certified as a Wellness Coach through WellCoaches. She also holds a Certificate of Training in Adult Weight Management from the Academy of Nutrition and dietetics. Carol has served as past editor of Ventures, as past chair for the Private Practice Specialty Group, and as a member of the Nominating Committee for NE. Carol lives in Fairport, NY with her husband, three children and menagerie of pets and she is an avid, albeit slow runner.*



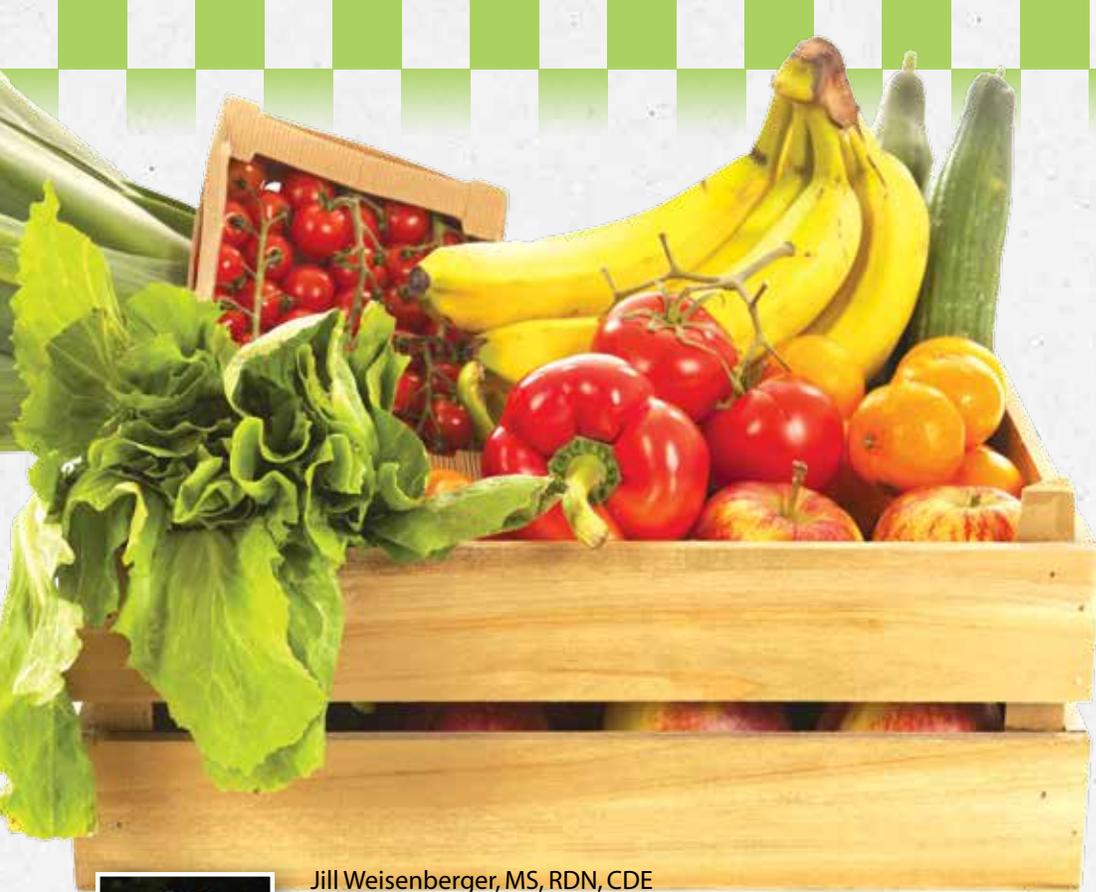
**Joanne Larsen, MS, RD, LD**  
Website Coordinator  
Joanne@dietitian.com  
dietitian.com and MyFoodRecord.com

*Joanne Larsen, dietitian entrepreneur, has worked at four technology companies. As owner of Nutritional Data Services, a consulting B2B company, she develops websites, software, phone apps, marketing health products, and creating web content.*

*Since 1989, she has designed nutrition software for consumers and dietitians. Starting in 1995, she created web based software and nutrition content including Ask the Dietitian® at www.dietitian.com, launched in July 1995. Since 2000, she has developed nutrition apps for smart phones. As editor for the Academy, she created the Nutrition Care Manual, a web based nutrition practices manual. In 2010, Joanne acquired NAT (Nutrition Analysis Tool), free diet analysis software, from the University of Illinois.*

*In September 2010, Joanne's article "Ownership of Copyrighted Materials" commissioned by the Academy's Ethics Committee was published in the Journal of the American Dietetic Association. She reviews technology products for the Journal of Nutrition Education and Behavior.*





*"For anyone that has been a volunteer you know the rewards are many, especially for those of us that work for ourselves. Even though we might be running solo in our day-to-day business lives we have first-rate opportunities to stay connected with NE through the electronic mailing lists (EMLs), Twitter, Facebook, LinkedIn, and every other form of social media. We may be alone but rarely lonely."*

Jennifer Neily,  
MS, RDN, LD, FAND



**Jill Weisenberger, MS, RDN, CDE**  
Authors & Writers Specialty Group Chair  
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jillweisenberger.com

*Jill specializes in diabetes management, weight loss, cardiovascular disease and wellness. She is a nutrition counselor, speaker, writer and communications expert. She is the author of Diabetes Weight Loss – Week by Week, The Overworked Person's Guide to Better Nutrition and the upcoming 21 Things You Need To Know About Diabetes and Your Heart. Jill is contributing editor for Environmental Nutrition and writes for Diabetic Living, Kids Eat Right, Today's Dietitian, The DX, the American Institute for Cancer Research and more. Uniquely combining her food, nutrition and health expertise with her communications skills, Jill works with food industry clients to help them position their products with a nutrition and health advantage. She has a private practice in Newport News, Virginia. Jill enjoys mountain biking with her family, cooking, social media, reading, traveling, and dogs – especially her own.*



**Lesli Bitel-Koskela, MBA, RDN, LD**  
Coaches Specialty Group Chair  
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HarmonicNutrition.com

*Lesli is the founder of Harmonic Nutrition & Wellness, where she provides nutrition and personal coaching services. In her private practice she has several areas of specialty including mindful eating for weight management and disordered eating.*

*In addition to her private practice, Lesli has taken on a new role as "business success coach" at Meg Enterprises where she plans to share her business know-how and experience with her colleagues to help them create success in their lives and businesses. Lesli is dedicated to coaching busy entrepreneurial women in helping them work smarter and more strategically. She especially enjoys working with wellness professionals who are trying to find harmony between frenzied lifestyles, self-care and the responsibilities of growing a business.*

*Lesli is a trained professional wellness coach and has been a registered dietitian for over 20 years. She has an MBA in global business and worked as a corporate executive in healthcare for over a decade.*



**Carolyn Zisman, MS, RDN**  
Corporate Wellness Specialty Group Chair  
carolyn.zisman@lmco.com

*Carrie Zisman is a Senior Health Communications Specialist in the Health & Wellness Department at Lockheed Martin Corporation. She is responsible for developing and implementing corporate-wide programs on weight management, nutrition, and other health behaviors as well as providing strategic direction to the Health Promotion team. Prior to this, Carrie worked for over 17 years on developing and implementing award-winning health communication and education programs within both the public and private sector. Carrie received her Dietetics degree from the University of Vermont and completed a combined Dietetic Internship and Masters at the Frances Stern Nutrition Center at New England Medical Center at Tufts University.*



**Ann Dunaway Teh, MS, RDN, LD**  
Private Practice Specialty Group Chair  
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dunawaydietetics.com

*Ann Dunaway Teh is the founder of Dunaway Dietetics Inc., a nutrition consulting business providing services to athletes, individuals, families and schools. Ann also teaches a food service management class to graduate and undergraduate students at Georgia State University. She holds bachelor's degrees from Davidson College (Psychology) and Georgia State University (Nutrition), as well as a master's degree in health science from Georgia State University.*

*Ann is a trusted nutrition expert for the media having made numerous appearances on CNN and local stations in Atlanta, Georgia. The Georgia Academy of Nutrition and Dietetics recognized Ann for her work by awarding her with Distinguished Service to the Media in 2012.*

*Ann also works as a spokesperson and consultant for the food industry. Her client list is on her website. Ann is a regular contributor to Primrose Schools' 360 Parenting Blog.*



**Melissa Joy Dobbins, MS, RDN, CDE**  
 Speakers & Media Specialty Group Chair  
 Melissa@SoundBitesRD.com  
 SoundBitesRD.com

*Melissa is the owner of Sound Bites, Inc., a food and nutrition communications business where she promotes "sound science, smart nutrition and good food." Her primary focus is on coaching and workshops for dietitians on media, social media and presentation skills. In her blog she interviews and promotes dietitians, sharing insider tips and resources to inspire and support others to enhance their communication skills and gain more visibility, influence and success.*

*With extensive media experience in Chicago and nationally, Melissa is a former spokesperson for the Academy of Nutrition and Dietetics, and has also been a spokesperson for the food, grocery, and healthcare industries.*

*Melissa was named Outstanding Dietitian of the Year in 2014 by the Illinois Academy of Nutrition and Dietetics, Outstanding Diabetes Educator in 2011 by the Chicago chapter of the American Association of Diabetes Educators, and Recognized Young Dietitian in 2004 by the Illinois Dietetic Association.*



**Meghan Ames, MSPH, RDN, LDN**  
 Nominating Committee Member  
 meghan.l.ames@gmail.com

*Meghan Ames is a Registered Dietitian with her MSPH from Johns Hopkins Bloomberg School of Public Health. She completed her dietetic internship at Johns Hopkins and currently conducts clinical research at the institution. As a research nutritionist, she provides clinical care for study participants, develops research protocols, and works closely with the University's metabolic kitchen. Her research interests center around weight management, diabetes, and prevention of chronic disease. She is a part of the Johns Hopkins Center for Behavioral Health and is very passionate about affecting change in the health choices of the general public, specifically around diet and exercise. Meghan also instructs an introductory nutrition course at the Johns Hopkins School of Nursing. In her free time, she enjoys biking in and around the city and is leading a team on a 140-mile charity bike ride. Meghan also loves to explore culinary creations in the kitchen and engaging with the rich art and music scene of Baltimore.*



**Rosanne Rust, MS, RD, LDN**  
 Technology & Social Media Specialty  
 Group Chair  
 Rosanne@rustnutrition.com  
 rustnutrition.com and chewthefacts.com

*Rosanne is a registered, licensed dietitian in Pennsylvania with over 25 years experience, receiving her Bachelor of Science degree in Dietetics from Indiana University of Pennsylvania and her Master's of Science Degree in Clinical Nutrition from the University of Pittsburgh in 1991. As a Nutrition Communications Consultant, she develops and implements communications programs for industry, health professionals, colleges, and corporations, including social media strategies and freelance writing. She is co-author of several books in the For Dummies series including Hypertension Cookbook For Dummies®, The Restaurant Calorie Counter for Dummies®, Calorie Counter Journal For Dummies® and the Glycemic Index Cookbook for Dummies®. She also provides online nutrition coaching with reallivingnutrition.com. A wife, and mother of three boys, she practices what she preaches, enjoying regular exercise, and good food and festive entertaining.*





**Julie Duffy Dillon, MS, RD, NCC, CEDRD**  
 Nominating Committee Member  
 Julie@JulieDillonRD.com  
 JulieDillonRD.com

*Julie Duffy Dillon is a dietitian, speaker, and writer armed to end the normalization of disordered eating. She runs BirdHouse Nutrition Therapy, a Greensboro, North Carolina based source of educational and experiential nutrition therapies helping those affected by eating disorders and their families. She also trains medical and mental health professionals to work with eating disorders and negative body image.*

*Julie combines nutrition expertise with her MS degree in child and adolescent counseling to make nutrition interventions effective, compassionate, and a bit goofy. She has a special interest in helping dietitians and nutrition students promote self-care including a healthy relationship with food and body.*

*Julie's favorite part of NE is the supportive encouragement found amongst members. Many dietitians have helped her along her entrepreneurial path and Julie is looking forward to paying it forward.*



**Kelly Murphy, RDN, LD**  
 Nominating Committee Member  
 Kelly.murphyrd@gmail.com

*Kelly Murphy is a nutrition consultant in Dallas, Texas. She provides one-to-one nutrition counseling to individuals as well as presentations and cooking demos to groups. She specializes in sports nutrition, working with young female athletes as well as weight loss and health maintenance in the adult population.*

*Education is something Kelly is passionate about and she recently created a nutrition and wellness curriculum for a local homeless shelter where she teaches residents weekly. Kelly also has clinical experience having worked in the Baylor Health Care System primarily in the solid organ transplant, telemetry and ICU departments.*

*She graduated with a degree in Nutritional Sciences from Cornell University, where she played four-years of varsity soccer. Combining her passions of food, nutrition, physical activity and education is what she truly enjoys doing.*



**Lauri Egan, RDN, CPT**  
 Executive Administrator  
 NEAdmin@NEdpg.org  
 EganWellness.com

*Lauri Egan, Registered Dietitian and Certified Personal Trainer, has been helping people develop a healthy way of life that they love for over ten years. She uses her experience in nutrition, fitness, yoga, and life to help others identify their roadblocks to Loving Life Healthy. After building her own website for Egan Wellness, she started to become more involved with the web design for other health organizations. She found an interest in the organization and internet presence of groups promoting health including the website design of the Nevada Dietetic Association.*

*Her passions in life revolve around spending time with her family, making the most of every day and Loving Life Healthy. She is looking forward to be working with Nutrition Entrepreneurs practice group.*

## Deliberately Creating the Life You Want to Live

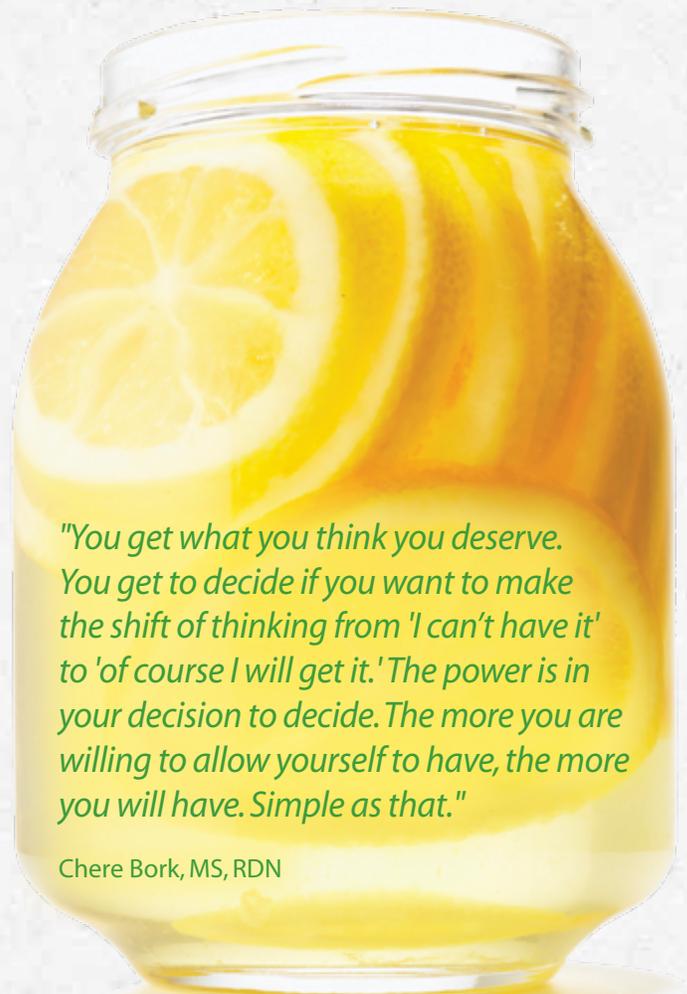
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Dump the doubt as it stops desire. Dietitians are famous for self doubt and the "not good enough syndrome."

**STRONG DESIRE + STRONG DOUBT = ZERO ALLOWING**  
**STRONG DESIRE + SOME DOUBT = SOME MANIFESTATION**  
**STRONG DESIRE + ZERO DOUBT = STRONG MANIFESTATION**

The way to predict your future is to create it. Starting today. Your thoughts become your actions which become your results. Better get busy deliberately creating and attracting what you want. You have one life to live just imagine if it was one you loved! Is this your year? It will be if you think it so!

Thank you NE for this opportunity to work for you and with you. Together we will deliberately create a fantastic year. Keep in touch. Contact me at chere@cherebork.com or 952-937-5697. I really treasure phone calls!



*"You get what you think you deserve. You get to decide if you want to make the shift of thinking from 'I can't have it' to 'of course I will get it.' The power is in your decision to decide. The more you are willing to allow yourself to have, the more you will have. Simple as that."*

Chere Bork, MS, RDN



# Members ON THE **MOVE**



### Registered Dietitian Nutritionist Denise Barratt's book, *Farm Fresh Nutrition* is coming out for the fall harvest

and the Academy of Nutrition and Dietetics FNCE meeting. This book celebrates local farmers, includes seasonal recipes and meal planning ideas. It introduces The Local Green Plate, a helpful tool to help people focus more

on foods grown in their region. Find more about Denise and Vine Ripe: Home Grown Nutrition at [vineripenutrition.com](http://vineripenutrition.com)



### After 15 years in Corporate R&D, Annette Hottenstein, MS, RD, LDN launched a new business to bring the field of Sensory Science to RDs

– Sensational Sustenance, LLC. Her "Certificate Course in Sensory Mastery" is the first comprehensive training in sensory evaluation tailored specifically for RDs. Sensory Evaluation

will help RDs better work with taste impaired adults, get clients to eat more mindfully, understand and treat 'picky' eating, increase food service sales of healthy food options, and more.

[SensationalSustenance.com](http://SensationalSustenance.com)



### Laura Cipullo, RD, CDE, CEDRD created [eatingandlivingmoderately.com](http://eatingandlivingmoderately.com) & [MomDishesItOut.com](http://MomDishesItOut.com).

This Fall, MomDishesItOut is becoming an online platform for like-minded professionals that share the "all foods fit" mentality. Laura authored a children's workbook, *Healthy Habits 8 Essential Nutrition Lessons Every Parent and Educator Needs to Know*,

currently being taught in NYC schools. Laura's philosophy of a positive relationship with eating and a neutral relationship with food aims to promote healthy body images and prevent eating disorders.

### Lisa Nelson, RD is hosting "Your Wellness Business: From Practice to Profit".



The September 2014 virtual conference focuses on how to turn doing what you love into a profitable business. She is thrilled to be able to deliver this level of guidance to the dietetic community with featured classes approved for continuing education and taught by leaders in their respective fields. Learn more at <http://bit.ly/rdconf>.

# Ventures

Enterprising News & Ideas for Nutrition Entrepreneurs

## Nutrition Entrepreneurs

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

Jessica Bowhall, MBA, RDN  
208 W. Mitchell St., Apt. 2  
Petoskey, MI 49770

**3700**

## Member Goal FOR 2014-2015

Keeping with this year's theme of 'Abundance', NE has set a goal of reaching 3700 Members for the first time in our history. We have so much to offer any and all dietitians it seems like it would be an easy goal to achieve. But every goal takes some work, so we are asking you, our members, to be part of our *3700 Member Goal Task Force*. The first day of the month we will provide an update on our Electronic Mailing Lists (EMLs) of where we are in reaching 3700 members and any new updates in regard to this lofty goal. We cherish your feedback and any help in reaching this goal.

We are asking you, our members, to be part of our *3700 Member Goal Task Force*.

