

Newsletter  
May 2008



www.eatrightatlanta.org

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**Message from the President**

Hello GADA Members!

The GADA Membership year is winding down but our momentum is not stopping. We are getting ready for the election and are excited about planning events for next year. If you are interesting in participating in the planning of the upcoming membership year's events, please plan on attending our next Board meeting on June 2, 2008 from 6:00-8:00 pm at Children's Health Care of Atlanta Office Park. We hope to see you there.

We had a great meeting at Life University on May 3, 2008 with the topic of the Business Savvy RD. Lots of helpful take home information on Health Coaching, building your own website, and accounting tips for home and work.

Kind regards,  
Kelley  
GADA President  
[klogr8@yahoo.com](mailto:klogr8@yahoo.com)

**Reminder**

The new 2008-09 GADA membership year begins on July 1st. GADA members should renew their membership in early June to avoid any delay in member benefits such as access to the JobNet and member news.

Membership application is available online at [www.eatrightatlanta.org/membership.htm](http://www.eatrightatlanta.org/membership.htm) Cristina

**Membership Directory**

The GADA Membership Directory is now available on the GADA website for GADA Members only!



This issue of the GADA Newsletter is devoted to topics in entrepreneurial nutrition.

Newsletter developed by Georgia State University, Dietetic Internship Program

**Spotlight Entrepreneur  
Kyle Shadix, CCC, MS, RD**

Chef Kyle, as his clients call him, is an exemplar of innovation and business sense in the dietetics profession. After receiving a B.S. in Consumer Foods and Nutrition from the University of Georgia, he trained at the famed Culinary Institute of America in New York. He also spent a year in Orleans, France, immersing himself in French language and culture, developing his knack in the kitchen. He completed his master's degree and dietetic internship in New York City.

Chef Kyle is very active in the dietetics community. He founded the National Organization of Men in Nutrition, a new dietetic practice group in the ADA. He is a contributing author to the *Minute Meals* cookbook series and co-author of *Becoming a Nutritionist*. Chef Kyle also writes a monthly column and serves on the editorial advisory board for *Today's Dietitian*.

Chef Kyle's expertise has allowed him to work for such organizations as Sloan Kettering Cancer Center, The Food Group New York City, Daily Soup Company, Gotham Bar & Grill, Mitchl/ Abdale Associates for the United Way, and Bouley Bakery. He was also a personal chef to playwright Terrence McNally and his late partner Glary Bonasorte. Most recently Chef Kyle has partnered with fellow dietitian, Milton Stokes, in launching a new business venture called Culinary Nutrition Consultants. This business employs registered dietitians, trained chefs, culinary nutrition experts, and nutrition science specialists to provide consultative services such as nutrition counseling, food development and analysis, and freshly-prepared, home-delivered meals. They also serve as a food and nutrition resource to restaurants, food manufacturing research and development teams, food and beverage marketing boards, corporations, healthcare foodservice operations, university and college campus dining services and communication professionals.

To learn more about Culinary Nutrition Consultants visit [www.culinarynutritionist.com](http://www.culinarynutritionist.com).

*Submitted by Joy Goetz, MS, Dietetic Intern, Georgia State University*

**Non-Traditional Areas of Nutrition**



**Health and Fitness Clubs**

Health and fitness clubs across the country have seen the benefits of having registered dietitians work at their locations. As gyms compete for membership, they have realized that people who want to change their lifestyle through exercise will also want to change their lifestyle through nutrition. In addition, exercise needs to be paired with healthy eating in order for many fitness goals to be realized. Some things that dietitians are doing around the country at gyms and health clubs include group and individual nutrition classes, cooking classes, grocery tours, and even courses on how to make good choices at restaurants. Dietitians are either working at the clubs on a contract basis or as regular employees. For example, Wellbridge, a health club chain with 19 clubs across the United States hires registered dietitians who also have certifications in exercise to work at their clubs. Other clubs might hire dietitians on a contract basis to lead group or individual classes on topics such as initiating a healthy lifestyle or pre- and postpartum nutrition. Working with a health and fitness club is a great way to find clients who have already taken the first step towards changing their lifestyle to a healthy one. It is also an avenue for promoting dietitians as the source for nutrition information.

*Submitted by Rashelle Berry, MS, Dietetic Intern, Georgia State University*



**Writing About Nutrition**

If you have walked through a bookstore or cruised Amazon.com lately, it is no doubt that you saw plenty of diet and nutrition books. But did you stop to see how many were written by registered dietitians? The sad fact is there is so much misinformation in stores and on the internet that consumers do not know where to turn. While we know who the true nutrition experts are, much of the public does not. So, how do we get our profession in the forefront? One of the ways is through publishing. Writing a book is a daunting task, but here are a few guidelines to get you started.

1--Write about what you know and love. Remember, there's a reason you went into your specialty. Share your passion, knowledge, and experience with everyone.

2--Make it stand out. Nutrition books can be a hard sell in a market saturated with no-carb, all-carb, eat nothing, and eat everything (and still lose weight) manuals. Take a different approach, or find an overlooked area of the market.

3--Determine how you will publish and print. You can publish and print yourself, or go through a publisher. There are advantages and disadvantages to both.

4--Get involved. Organizations like the Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)) can help you get it together.

5--Sell yourself. If available, bring consumer data to back up your reasons why your book would sell. Be confident when meeting with company agents. If you don't believe in your book, why should Barnes & Noble?

*Submitted by Jessica Griffin, Dietetic Intern, Georgia State University*



**GADA Board Elections**

**Please Vote!  
May 12-June 9**

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



These GADA members received GDA Awards at the 2008 GDA Annual Meeting:

- Lesley Baradel**
- Dea Baxter**
- Kelley Dodgson**
- Marisa Moore**
- Cheryl Orlandsky**
- Amy Rue**

- Outstanding Dietetics Student in a Coordinated Program
- Special Recognition, Retiring Member
- Recognized Young Dietitian of the Year
- Distinguished Service for Media Excellence
- Distinguished Service to the Atlanta District
- Outstanding Dietetics Student in a Didactic Program

## Getting the Attention You Deserve

### Getting into the Media

As a dietitian, you are the expert on food and nutrition. By working with the media to get positive, newsworthy information about healthful eating to consumers, you can enhance the role and image of our profession. Here are steps you can take towards getting into the media.

1. **Stay current.** Read the Journal of the American Dietetic Association and the ADA's position statements, in addition to keeping up with studies that have been published in other journals.
2. **Figure out what the media wants.** Keep an eye on what the media is covering at the moment. Reporters want to bring people information before their competition does. Make sure you can demonstrate the newsworthiness of your potential story.
3. **Find out who to contact.** Read lay publications; find out which reporter who usually covers food and nutrition. You can also check out websites for information on editors and producers.
4. **Pitch your story.** Identify yourself, give a brief overview of your qualifications, and then give your pitch. It should be a short summary of the basics of your story and why people would be interested in it.
5. **Get interviewed.** Make sure you know not only your subject, but also what the reporter wants and needs from you. Think about what you want to say ahead of time and anticipate questions. If you don't know the answer to a question, it is ok to say "I don't know." Whatever you do, don't fake it. Regardless of what the story is about, remember that you also want to convey the image that dietitians are the food and nutrition experts.
6. **Follow up.** If you were pleased with the story, send the reporter a brief note telling him he did a good job. Develop good business relationships with reporters.

Still want more information? The ADA has a great resource available to members called "Working With The Media: A Handbook For Members of the American Dietetic Association." You can find it at [www.eatright.org](http://www.eatright.org).

*Submitted by Theresa Hedrick, MS, Dietetic Intern, Georgia State University*

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### How to Market Yourself

If you are interested in having your own practice and providing a variety of services, it is a good idea to think about what sets you apart from other dietitians. Some questions you can ask yourself are: What do I truly excel at? What in my background or experiences make me unique? Why would someone choose me over another professional? What qualities do I have that would be highly desirable for someone seeking my services?

One way to start with a self-exploratory process is to begin journaling using the questions above as a guide to help you create an image for your business. It is a good idea to choose your top two or three qualities (one of these can be a specialty in nutrition that you are passionate about) and make sure that you are sending out your message with these qualities in mind. For example, allow your business cards or brochures to clearly express what makes you unique. We all know that networking is the best way to find opportunities, so when you are face to face with people, have a quick little pitch in mind that you can weave in to the conversation so that people are clear about what you do and what your unique traits are. And remember, there is only one YOU!

Join a Dietetic practice group (DPG) to network with other professionals in their area of interest—a great resource to market yourself by learning how others market themselves. Consider the Entrepreneurial DPG.

*Submitted by Michele Rosbruck, MS, Dietetic Intern, Georgia State University*

### Want to Get Paid to Speak?

Whether you're just beginning to speak, or you're a seasoned professional, we want to hear from you! GADA has initiated a speakers bureau on its website. Each time a request for a speaker comes our way, we'll forward it to everyone on the list. Interested? Please send Dr. Jo ([drjo@drjo.com](mailto:drjo@drjo.com)) your name, title and company, credentials, the topics you speak on, preferred phone, email address, and website.

We also have a volunteer speaker's bureau for students and others willing to participate in community outreach efforts, such as health fairs, high school career fairs, and the like. Interested in the volunteer speakers bureau? Please contact Maureen McAndrews at [maureen.mcandrews@emoryhealthcare.org](mailto:maureen.mcandrews@emoryhealthcare.org)



### Office versus Home- The Dilemma and the Decision

In the profession of dietetics, there is an opportunity for entrepreneurship. Often there are many questions to be answered and one of the big questions concerns the work environment: *do I want to work in an office or work from home?* This question does not have a simple, clear cut answer since many factors play a role in determining the best work environment for your new business. While one person will find the most benefit in working at an office, another may find it more efficient to work from home. Here are a few pros and cons for both working in an office at home and for working in one away from home.

#### Working at an office away from home:

##### PROS:

- 1) Separates your home environment and your work environment.
- 2) You have more "normal" work hours.
- 3) Accountability.
- 4) Interaction with others.

##### CONS:

- 1) Added expenses if you are paying for your own office space.
- 2) Commute time can take away from personal and family time
- 3) Might decrease flexibility in work time.
- 4) Commuting might be expensive.

#### Working from home:

##### PROS:

- 1) No commute.
- 2) Flexible hours.
- 3) No dress code- you can work in whatever you find most comfortable.

##### CONS:

- 1) No separation between work and home space.
- 2) Easy to get distracted with house chores or other things while at home.
- 3) You have no "hours" so if you are not careful work can end up taking over your life.
- 4) Lots of alone time, not as much outside interaction.

Assessing these pros and cons is the best way to see what could work for you.

##### Resources:

1. <http://www.goodbyecitylife.com/country-life/workathome.htm>
2. <http://abcnews.go.com/GMA/AmericanFamily/story?id=1059972>
3. <http://www.abqtrib.com/news/2008/jan/31/steve-brewer-home-office-vs-real-office-boss-wears/>

*Submitted by Aislinn Hundley, Dietetic Intern, Georgia State University*

### **The Best of Both Worlds: Working in a Non-traditional & Traditional Dietetic Setting**

According to the *Compensation & Benefits Survey of the Dietetic Profession 2007*:

Nine percent of dietetic practitioners (n = 9,698) in the employment sector are self employed.

Ten percent of practicing registered dietitians (n = 8,364) work in a consultation and or contract services setting.

Position incidence among practicing registered dietitians (n = 8,364) is 4% for private practice.

Highest percentage of dietetic practitioners work in traditional settings such as hospitals, long-term care facilities and clinics.

A growing number of savvy registered dietitians are straddling the fence and working in both traditional and non-traditional settings. In this article four registered dietitians who currently work or have worked in both traditional and non-traditional settings were queried to ascertain the pros and cons of this trend. To conclude, one panel member sums up what aspiring entrepreneurial RDs should know.

#### **Panel:**

Paige Hall, RD, LD, runs a part-time private practice in which she does nutrition consulting, counseling and public speaking. She also pioneered an Outpatient Nutrition Program for Emory Healthcare in Atlanta.

Reyna Franco, MS, RD, CDN, works part-time as a renal dietitian and has a private practice in New York City, in which she conducts nutrition and exercise consulting part-time.

Cynthia F. Catts, RD, opened a practice after 22 years as a dietetic professional for Hitchcock Healthcare (rehabilitation facility) in Aiken, SC. She specializes in weight reduction, diabetes prevention and management, cholesterol lowering and eating disorders.

Susan Goldner MS RD CDN CFI, is currently in private practice, writes a nutrition column for two local newspapers, runs a middle school nutrition program for 6th and 7th grade girls and teaches at Brooklyn College.

#### **Q. What are the benefits of working in a traditional dietetic setting?**

All panel members list benefits such as 401k and health insurance as major traditional setting pros. In addition, Paige Hall shares, "you can leave work at work" and "have the path cut already that you can follow. Similarly, Susan Goldner states, you have "set hours and know what to expect". Both Reyna Franco and Cynthia Catts list a stable income as a major benefit, "I received a set salary no matter how many patients I saw per day," says Catts. Ms. Catts goes on to say that an additional benefit was the company of other health professionals from whom she learned a great deal from. Equally important, were the relationships she fostered with physicians and members of the community, "so by the time I opened my own practice I had a solid reputation as a Nutrition Therapist."

#### **Q. What are the benefits of a non-traditional dietetic setting?**

Panel member lists autonomy as a major non-traditional dietetic setting pro. Ms. Hall states "you set your own schedule and are free to give yourself a raise anytime" by simply increasing your hourly rate. Likewise, Ms. Catts states that as the boss she determines her schedule, fees, and groups she speaks to or does not speak to. Ms. Goldner points out that although in a private setting her schedule may be cyclical since some months are busier than others; she still has the option to take time off whenever she chooses. "If my kids are off for mid-winter break, I can take off as well," she says. For Ms. Hall, working in both a traditional and non-traditional setting affords her the time and flexibility "to float between private practice, corporate events, and speaking". Lastly, Ms. Goldner adds that private practice compensation is higher per hour than the hourly pay rate in most traditional settings.

*Continued on page 6.*

**Q. What are the disadvantages of a traditional setting?**

Most panel members list lower salary, limited creative freedom and flexibility as traditional setting cons. In addition, Ms. Hall includes restricted vacation days and monotony. Ms. Franco adds that bureaucracy and corporate politics are often associated with a traditional setting. One of the major downsides, Ms. Catts states, is “you don’t necessarily have control over the niche” or specialty you want to pursue.

**Q. What are the disadvantages of a non-traditional setting?**

Panel members include lack of benefits and security, inconsistent income and isolation

as disadvantages. Ms. Franco states that it is important to network and stay connected to other dietetic professionals. Ms. Catts admits to finding third party reimbursement “confounding” and as a result switched to fee for service only. This change has worked well for her private practice as she finds that “very few people choose not to schedule because it is fee for service.” Ms. Hall lists, initially “being responsible for your own payroll including tax withholdings” as a non-traditional setting con. Overall, panel members feel that the positives outweigh the negatives.

**Q. Is it necessary for an RD to quit his or her traditional setting job to create a part-time, flexible career in a non-traditional setting?**

Ms. Goldner and Ms. Hall believe it is not required; “I wouldn’t let go of one rope until you have a firm grip on another,” says Ms. Hall. She stresses the importance of finding the time to develop a website and acquire private clients. Ms. Hall recommends contacting corporations and proposing to speak at employee meetings for a fee. “It is helpful to devote as much time as possible to getting yourself out there” says Ms Goldner, in respect to starting a private practice. Likewise, Ms. Hall points out that starting a private practice and/or establishing yourself as a corporate speaker may require using your vacation time and evenings.

On the other hand, Ms. Catts resigned from her full-time job in a traditional setting to open a private practice. She was fortunate enough to take her total patient load with her and points out, “most RDs would not have that luxury”. She attributes her success as an entrepreneur to 26 years of experience as a Nutrition Therapist and establishing a relationship with the community.

**Q. What aspiring entrepreneurial RDs wanting to follow the trend discussed should know.**

**Paige Hall, RD, LD:**

- You do not have to spend tons of money on marketing materials to be a successful independent nutrition professional.
- Always have business cards handy, including your website if possible.
- Seek out opportunities and accept media requests as a way to market yourself for free.
- Research and learn your market, e.g. contact dietitians in your area and market.
- Try to do the quality of work expected from an expert in the field.
- Establish a good working relationship with dietitians in your area to become a part of and have access to a huge referral network.
- Knowledge is your product; the more you develop your product the more you have to offer.
- Rest assured that you will never know all the answers.

References: J Am Diet Assoc. 2008 Mar;108(3):416-8, 420-1, 423-7.

*Submitted by Cheryl Williams, Dietetic Intern, Emory University*



**Have a wonderful summer...the GADA  
Newsletter will be back in August!**

