

Saint Louis Dietetic Association Newsletter

Spring

Reaching out in all directions

2009

Letter From the SLDA President



Hello members!

What a great 2009 we are having in our organization.

We've continued to:

1. add members (over 280!);
2. bring in high caliber lecturers (Lynn Dornblaser, Director, CPG Trend Insight, Mintel International; Ericka Robertson Frank and Nicole Panepinto, the Cakery Bakery and Cupcakery; and most recently Adam Drewnowski PhD, MA Professor, Epidemiology and Medicine Director, Nutritional Sciences Program, University of Washington in Seattle);
3. have the ability to offer nourishment for the body (graciously sponsored by Nestle' Healthcare Nutrition, Fresh Gatherings, SLDA and the Beef and Dairy Councils); and
4. keep members posted of job, volunteer, speaking and social engagements.

We have concluded our formal meetings with continuing education opportunities and enjoyed a final hurrah at our fantastic spring reception. I was glad to see many of you at Sqwires enjoying great conversations, food and the highlight of the evening-Salsa lessons! And no, it was not a cooking demo. Be sure to check out the photos in this newsletter.

This may be my swan song newsletter so I just want to tell you, the members, how honored I am to have been to be your President this year and I hope that I have lived up to your expectations as the "head chef" for the year.

I also want to tell you, the SLDA board, committee members and ad-hoc volunteers, how honored I am to have worked with you this year. You have each taken on tasks that have helped our organization run efficiently and bring new exciting opportunities to the members. We could not have had the successful year we had without each of your input.

It has been a pleasure. I will see you all as a 'regular' member at the meetings in 2009-2010!

Nikki Caito
SLDA President 2008-2009

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Social Media

ARE YOU LINKED IN?

The Rookie's Guide to using Social Media to Grow your Business and Advance your Career



BY JEAN CATON, MS MBA RD
Career, Business, Life Coach and Speaker

Love it or Hate it; Embrace it or Fear it; Clueless or Cutting Edge; Useful or a Time Waster...whatever your attitude is toward social media one thing that is sure it is here to stay. If you ignore it, you will be left behind. Depending upon your age and experience, using social media may be as natural as breathing or may create fear, trepidation, confusion, and avoidance.

Not long ago, I was sitting on the sidelines of social media. I had profiles on Facebook and LinkedIn but with few connections and very little information. I am not a very 'social' person- a Myers Briggs introvert - so what would I be doing on social media sites anyway! Then I read an article in the Wall Street Journal about Twitter business applications and began to give social media a second look. Around that same time, a colleague posted a message on my Facebook wall commenting on what a 'sad site' it was! I decided that it was time to look into this phenomenon and determine how I could leverage it to grow my business. I spent a little time and effort, supplemented my bios, added photographs to my profiles, and then got a Twitter address. Soon, I was meeting and talking to current and new colleagues, some from other countries.

I quickly realized using social media business and career applications had great potential - so I set a goal to learn more. Here is some of what I have learned.

Definition

Because this is a rookie's guide, (and I am only an advanced rookie), lets begin with a definition. There are many variations of the definition of this rapidly evolving category. What better place to turn for a definition of social media than Wikipedia.

Social Media: A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook, social bookmarking sites like Del.icio.us, social news sites like Digg or Reddit, and other sites that are centered on user interaction.

Growth of Social Media

The growth of social media is exploding and hence the change in the terminology from the more commonly used term -social networking. Not that long ago, the largest and popular sites were primarily networking sites, My Space, Facebook, and LinkedIn. Now the number of sites has grown and there are countless new applications that go beyond networking. There is even a site that lets you create your own social network for anything -www.ning.com.

Here are a few compelling statistics about the size and growth of two of the largest sites. According to an online resource Dan Frommer Feb. 2, 2009, Facebook is growing seven times faster than LinkedIn. He reports "Assuming Facebook's growth hasn't fallen off a cliff, it's now signed up 160 million users. As of early January, it was signing up about 430,000 new users a day or 10 million users every 23 days. So after hitting 150 million users on Jan. 7, it probably reached 160 million sometime over the weekend. (Or will early this week.) LinkedIn is growing by about 1 million users every 17 days. "

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Social Media

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Facebook US Audience Growth, Last 120 Days

Age	Female	Male
55-65	175.3%	137.8%
45-54	165.3%	165.8%
35-44	154.0%	138.7%
26-34	70.7%	60.5%
18-25	14.0%	12.7%
13-17	9.2%	9.1%
Overall	42.5%	36.4%

Source www.insidefacebook.com February, 2009

It is interesting to note that Facebook is growing in every age/gender demographic but the fastest growing segment is Women over 55, up 175.3% in the last 120 days. (February, 2009)

Non-social uses of social media: Although once the domain of the teens and college crowd, business applications are rapidly expanding. Here are just two examples of relevant Facebook postings that I came across recently in Newsweek magazine.

Pharma's Facebook: Pharma industry recruiting for Clinical trials. Research 2.0: How drug companies are using social networks to recruit patients for clinical research. (<http://www.newsweek.com/id/187882>)

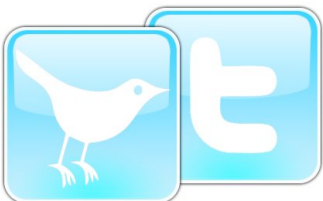
Out of the Shadows: After meeting for years on anonymous and secret Web sites, pro- anorexia groups are now moving to more public forums like Facebook. By Tina Peng | Newsweek Web Exclusive (<http://www.newsweek.com/id/170528>)

Here are *Ten Tips* to get you started:

1. Be open to using social media. At least understand the basics of the technology so you won't be left behind. If you do not have a clue how to do all this, it's really quite easy. Just get started! Sites like Linked In have lots of FAQ to help.
2. Deal with your FUD (Fear Uncertainty and Doubt) and do it anyway.
3. Be cautious buying books. Everything is changing so fast and there are countless excellent online resources.
4. Go on different sites and explore. Determine the one or two that seem to fit you the best. Popular and large social media sites right now include www.Linkedin.com, www.Facebook.com, and www.Twitter.com. Be strategic when using social media sites. The site(s) you use depends on your goals and where your target 'hangs out.'
5. Pick one site and upload a profile.
6. Discipline yourself. Designate an amount of time and time (s) of day to spend on social media. Be aware of time spent online. Notice how much time you can waste once you get going. Know what you want to get out of the time you are investing. Set aside a designated amount of time each day to work on your profile, learn more, and communicate.
7. Differentiate between personal and professional use of social media. Remember these are public forums. Be cautious with personal information. Don't put anything on social media sites you wouldn't want your mother or employer to see! You can set up a fan page on Facebook to use for business as well as a personal profile. A great Facebook 'know -how' site is <http://whyfacebook.com/2008/09/25/how-to-create-and-promote-your-facebook-fan-page/>
8. Build a network by joining relevant groups. Networking is a good way to learn about new career opportunities.

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More on



Twitter is a mini-blog that allows you to tweet a maximum of 140 characters - typically using real words not text abbreviations. Twitter has generated countless offshoots. Mr. Tweet is a networking assistant. Follow Mr. Tweet on Twitter and it will suggest people you should also be following with similar interests. You can also link your blog to Twitter. <http://www.Twellow.com> is a place to find people to follow on Twitter

Social Media

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9. Position your business with social media. There are many ways to position your business with social media, here are a few.

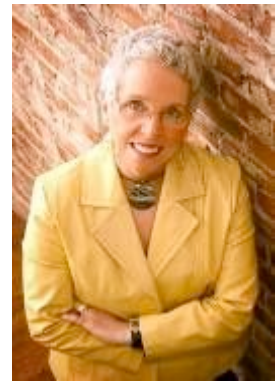
- If you are a business, know what you stand for (your brand) before you start using social media - this way others will get the right impression of you and your brand.
- Upload your email newsletters, resume, or other relevant links to your sites.
- For optimum business leverage, combine email newsletter, websites and social media.
- Attract attention to your expertise asking questions on social media sites.
- Tweet to announce free teleclasses.
- Twitter for immediate feedback to a question. Type in a question, and I get a real answer or recommendation.
- Join groups on Linked in that you think may appeal to your ideal customers.
- Talk and network in these groups. (My most successful tactic so far)
- Promote your business programs in discussions if the group permits.
- Comment on discussions adding relevant information. Don't just post a response for the sake of posting. Don't attempt to be an expert on everything.

10. Learn how fast things change by identifying at least one obsolete fact in this article by the time it is published!

Enjoy the world of "Social Media." I hope to here from you soon!

Jean Caton is a business, career, and life coach, marketing strategist for small business, and a professional speaker.

To learn more about Jean visit her www.JeanCaton.net , follow Jean on Twitter <http://Twitter.com/JEANCATON> , or connect with her <http://www.linkedin.com/in/jeancaton> or Facebook <http://profile.to/jeancaton/>



Join the SLDA Team:

"Food Fighters for a Cure"

1. Go to www.komenstlouis.org
2. Click on Race for the Cure and search for our team.
3. "Join" our team. It is \$25 for the 1 mile Fun Walk. T-shirt size is selected online. Kristine Jamerson is listed as the Team Captain and will distribute t-shirts once picked up.

→ May 22, 2009 is the last day to register online as a team.

Public Policy

Brandy Adelsberger RD, LD



"Eat Well, Be Well" signed by Governor Jay Nixon after the proclamation signing on RD Day with SLDA and MDA members.

The last few months have been quite an exciting time for MDA. In February many members took part in the first-ever online format Public Policy Workshop. During those meetings, participants were given the opportunity to learn more about effective legislative efforts to promote key issues. As part of the continued efforts, members around the state will be meeting with their legislators to share the key message – “Nutrition as the cornerstone for preventative health care”.

As part of RD Day in March, many dietetic professionals and students went to the state capitol and spoke with nearly 30 legislators. Our goal was to let more people know the expertise that registered dietitians bring to the table. We had great success! Because of our efforts, more legislators are aware of the special knowledge only we can offer. This event and more like them have caused legislators to reach out to dietetic professionals to ask that our expertise be a voice at the table when important policy decisions are being made.

We are always looking for new recruits to help us spread the word. Please contact Brandy Adelsberger or Anna Barlow if you would like to help.

Anna Barlow, RD, LD, MDA Public Policy Coordinator, abarlow@colecouny.org
Brandy Adelsberger, RD, LD, MDA, SLDA State Policy Representative,
brandy.adelsberger@sbcglobal.net

Public Policy

Continued



Participants at the 2009 Public Policy Workshop



SLDA and MDA members start a "buzz" in Jefferson City with blended smoothies.

Missouri Delegate corner

Submitted by Mary Ellen Beindorff RD, LD



The first ever, virtual House of Delegates' meeting was held this May 2-3, 2009. The decision was made at the end of last year to maintain ADA financial responsibility by holding the entire Spring House of Delegates online. All delegates received training prior to the meeting and were connected via GoToMeeting software on the meeting days. Then we had virtual discussions at smaller "tables" via live chat on the HOD Community of Interest and via Conference Call to flesh out specific member concerns. The meeting was such a success that we will be showing other organizations that getting feedback from over 150 people can be done. The passing of the gavel ceremonies were viewed live and the ADA staff went out of their way to anticipate and answer any questions as the meeting progressed.

All the members at our table thought that this meeting was just as effective as a meeting face to face and saved the Association money in these economic-challenging times. The two topics discussed were Prevention of Childhood Obesity and Changing the Structure of the House of Delegates. Excellent discussion regarding solving the childhood obesity crises ensued. The House Leadership Team will decide on motions that both individual practitioners and ADA itself can complete over the course of the next few years. Unanimous support for the change to include a representative for each DPG while eliminating PID (Professional Issue Delegate) and most at-large delegates was also discussed. Please look to www.eatrightmissouri.org on the delegate section page soon for updates on these motions.

Mary Ellen Beindorff, RD, LD, MDA Delegate,
314-362-1946 or mx8904@bjc.org or
mebeindorff@att.net

Picture Page

March Meeting: *The Cakery Bakery, LLC*



Ericka Robertson Frank and Nicole Panepinto of The Cakery Bakery, provided a lively instruction in finding our strengths and weaknesses, networking, directing our focus, role of cloning yourself, branding and a fantastic cake decorating demonstration with cupcakes for everyone!

April Meeting: *Nutrient Rich Foods: Putting More Power on Americans' Plates*



Sponsored by: Missouri Beef Industry Council and St. Louis District Dairy Council

Adam Drewnowski from the University of Washington School of Public Health and Community Medicine along with Bridget Sheehan, RD, LD from the St. Louis District Dairy Council provided an interesting and eye-opening presentation on nutrient-rich foods.

Picture Page, *continued*

2009 Spring Reception



Above Left: Grupo Azucar, provided a spectacular performance.

Above Right: Our very own Salsa/SLDA dancer, Jennifer Rose wowed us with a salsa dance demonstration.

Left: Grupo Azucar provided lessons to all members.

Below: Great food and conversation enjoyed by SLDA members at the beautiful SqWires restaurant in Lafayette Square.



TREASURER'S REPORT

Account balances for the period ending February 16, 2009 are as follows:

Checking 14,314.31

CD 6,688.37

Total \$21,002.68

Respectfully Submitted,
Dina Chapman, MS, RD, LD, CDE
2007-2009 SLDA Treasurer



St. Louis Dietetic Association

For Newsletter comments, submissions, or inquiries, you may e-mail us at
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