



The Los Angeles District Newsletter

The LAD Newsletter is published the Los Angeles District of the California Dietetic Association

President's Message

Melissa Halas-Liang, MA RD CDE and Cindy Young, MPH, RD

Busy, but want to grow your career in new ways? Are you committed to improving our profession and increasing the RD's public recognition as the nutritional expert? Do you enjoy attending continuing education units but find yourself wishing you could improve them, suggest topics or shape the programs being offered? Becoming part of the LAD board may be the answer for you.

When Cindy and I were asked to run for Co-President-Elects in November 2007, the timing was far from ideal. We both had young toddlers, wanted to grow our family. Cindy had been secretary of LAD for several and although I always paid my dues, I had never been an active member of the LAD board. I had started a new business on top of working another job and Cindy didn't know it yet but was about to be on the way to baby number two. Sharing the position and dividing tasks was the only option for us.

When you share a leadership position it's important to focus on what you have in common, not what makes you different; this helps build a bridge of commonality and camaraderie. For example, Cindy and I are both task-oriented, enjoy setting goals and crossing things off our list. We are both moms, family-oriented and have a genuine interest in serving our profession. We also both prefer to keep to an agenda and stay on task so we can accomplish what needs to be done and still manage to get back to our family on time.

Being able to divide up tasks and set deadlines with achievable dates made our CPE events successful and fulfilling our roles as Co-Presidents much easier. For example, Cindy had great contacts at site locations, so she was in charge of securing the rooms. I called people to find speakers when needed. Sometime our tasks overlapped or we switched, but we always had a clear list and divided up our goals. When one per-

son was having a tough time, the other person helped out. Not being alone makes all the difference; scoring that goal with your team is a lot easier than going it alone. Plus we had a rock solid student mentee who was organized and goal oriented --- we were the dynamic trio.

My advice is to remember that there is never a perfect time, a perfect team or a perfect situation. LAD has been an effective resource to open up doors for career opportunities for our team. Consider making it the resource to you.

To learn about all the ways you can get involved, you can visit the LAD website at http://www.dietitian.org/lad_board.htm, click on the executive board and review the elected and other positions available. If you think that you're too busy then consider sharing a position.

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“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

-Andrew Carnegie

Each year, LAD works on enhancing your membership benefits and the ease of accessing them.

This year we have several projects underway to help you. Pass on the word of our many benefits to a colleague. Did you know you can join or renew your membership on-line?

Bring someone who has not joined, come to our dining, social or continuing education programs. Consider volunteering at one of our community events or with our committees. We hope to see you there, meet and greet you!

facebook

I'm sure most of you have a Facebook page by now, so why not become a fan of the California Dietetic Association? CDA and LAD are on Facebook where you can keep up with key policy issues and breaking news happening in your favorite dietetic associations.

Introducing Michelle Aguirre, LAD's Student Mentee!

*Joyce Nakashima, MS, RD
Career Guidance Chair*

Four years ago LAD's Career Guidance Chair, Colleen Ross, MS, RD, created LAD's student mentee position to give students an opportunity to work closely with the LAD President-Elect

on LAD's education programs. The student mentee is part of the LAD board and attends board meetings, education events, financial planning meetings, and the CDA Annual Meeting as part of their position. They, in turn help with all aspects of running an education event, from finding a speaker, making photocopies, purchasing food and event set-up/clean-up and gain insights on what a dietetic professional organization is doing at the local level.

This year, Michelle Aguirre, a recent graduate of the CSULA Didactic Program in Dietetics was selected to be the LAD Student Mentee for the 2009-2010 year. Michelle's background is in finance, but she has volunteered for the "Ask the Dietitian" Program, health fairs, and assisting with a "Market Fresh Cooking Class." She currently volunteers for AIDS Project Los Angeles. Her career goals include becoming a Registered Diet Technician to gain further work experience so that she can apply for a dietetic internship to become a Registered Dietitian. Her long term goals include becoming a Certified Diabetes Educator, and work with individuals and families with diabetes.

LAD will again be accepting applications to become the next Student Mentee for 2010-2011. Visit the LAD website for more information: http://www.dietitian.org/lad_home.htm. Please contact Joyce Nakashima, MS, RD, Career Guidance Chair for more information at her email: jnakashimard@gmail.com

Update on Michele Coelho, current Co-Chair for Community Relations and LAD's Student Mentee a few years ago. She recently completed her dietetic internship and has recently passed the RD Exam!! Congratulations Michele! LAD is very proud of you!!

Exciting Plans Of The California Dietetic Association

In a field that is predominately female, we thought our male colleagues could use a little extra attention. Take a look at your next CDA quarterly newsletter which will be highlighting some of the wonderful male members of our profession.

CDA is planning on adding some new resources to its webpage including a "members only" login section where you can cast your vote online and pay for CDA Annual Meeting registration. Speaking of the Annual Meeting, mark your

calendars and prepare to be in Oakland from April 15-17 for an exciting Annual meeting this year. CDA is also working on creating a product marketplace where you can find various dietetics-related paraphernalia. This will also help your local districts with year-round fundraising.

The CDA Foundation has felt the pains of the economy and is struggling to fund scholarships for all of its deserving students and promoting their education in the field of dietetics. Consider donating as little as \$5.00 to CDAF. If you donate \$25 you can receive a free apron. What a deal!

Did you know there is a Career Finder on the CDA webpage? Just go to www.dietetics.org and take a look for some great career ideas.

Committee Coordinator II Report

*Sarah DeBolt, MPH, RD, CNSC
Committee Coordinator II*

As we approach the mid-point of our Executive Board (EB) term, my committee chairpersons are well on their way to meeting goals set at the beginning of the term.

In August, Membership Committee Co-Chairs, Navnidhee Batra and Alison Rosenthal, put together a successful phone drive to recruit new members and to encourage former members to rejoin. In addition, the committee has reached out to dietetic students and interns to encourage membership.

Volunteer Committee Co-Chairs, Randi Drasin and Cheri Kaczmarek, have increased the 2009-2010 volunteer list to 142 volunteers, a 400% improvement from the previous two years. With a deep and active volunteer pool, the committee has successfully booked volunteers for all events since June.

Thanks to the Website Chair, Orville Bigelow, you can now peruse the LAD website, http://www.dietitian.org/lad_home.htm, for complete information on our organization or join the LAD Facebook group for continuous updates from the executive board and members. Orville has been keeping the LAD website up to date and introducing new web-based ways to keep members engaged. The website committee is also working on a project to examine dietetic websites in order to better understand how to improve our website!

Publication Advisory Chair, Jillian Redgate, has been working on various projects assigned by

DIETETIC INTERNS AND STUDENTS LAD SCHOLARSHIPS AVAILABLE

Go to www.dietitian.org for more info

CDAF Scholarship Info
Jacqueline Saracino Scholarship

Review requirements

CDA will post notices for applications
December 2009

the Executive Board. One project is documenting the many benefits of LAD membership and will be a useful tool in future membership drives.

Finally, a big thanks to all Committee Chairs who have volunteered their time and energy to LAD. Their efforts ensure LAD continues to meet and exceed the needs of its members.

It is never too early to start thinking about the next year. With this in mind, the Nominating Committee has been recruiting dedicated dietetic professionals for open executive board positions for the 2010-2011 year. Nominating Committee Chair, Jennifer Genens, and committee members Kris Hunt and Lori Walker, are working to finalize a ballot, which is scheduled to be sent out in January. For more information on how to join the LAD Executive Board, contact any member of the LAD Nominating Committee.

LAD Represented at YMCA Activate America Week and Expo

*Michele Coelho, RD and JJ Istrin, RD
Community Relations Co-Chairs*

On Saturday, September 26th LAD was represented at the annual Activate America Week and Expo at Culver-Palms Family YMCA. The expo included a week of free classes, free lectures and free health screenings to encourage families in the community to live a more active life. The LAD volunteers reached out to adults and families

with nutritional education materials and healthy snacks. I'd like to thank LAD members Anna Abulyan, Jayme Young, Crystal Kwan, Nina Stott, Martha Montes and Brooke Horn who volunteered at this event.

Our goal is to promote LAD while educating the community and increasing awareness of nutrition-related illnesses. We need your help! Please let us know of any upcoming health fairs or community events in which LAD can spread

the message of optimal health and nutrition!

We welcome any suggestions or ideas. Contact us at our emails for more information about other events at michele.coelho116@gmail.com and jjistrin@gmail.com.

YOU'RE INVITED!!!

WHAT? Open LAD Executive Board Positions for 2010!

- President Elect
- Secretary
- Treasurer Elect
- Committee Coordinators (#1,#2, #3)
- Nominating Committee (Chair, 2 reps.)
- Member Council Representative

*All are 1 year terms with the exception of President and Treasurer Elect

WHY?

- Build Leadership Skills in a Friendly Environment
- Network with other Nutrition Experts in the L.A. Area
- Opportunity for 16 CPEU's for FREE!

WHEN? Monday, November 30th!

- Short application is DUE

WHO?

- Must be a Registered Dietitian by June 1st
- Anyone Currently on the Executive Board looking for a new opportunity for change or growth
- New Members to LAD

HOW? For further information regarding a position's duties and responsibilities or to submit your short application to run for a position email either krislhunt@aol.com (Kristine) or lori.walker@stjohns.org (Lori)

“Provides quality CPEU's to raise the level of specialty skills for RD's”

“Help promote RD's as the true nutrition professional”

“Get to know people... incentive to stay current”

“Aid with my career change to new nutrition specialty”

“To be inspired to collaborate with people of similar ideas”

“Job referrals”

“Gain a broad picture of what RD's do... career exposure to our diverse field”

Education Committee Updates

*Art Kress and Kathy Soltani
LAD Co-President Elects*

If you didn't get a chance to join us for our summer events, start fresh this fall with a number of exciting new programs. In October, we had a program on eating disorders "From Diet to Disorder" that took place on Thursday October 29th at the West Los Angeles VA. Carolyn Costin is the scheduled speaker and the founder and clinical director of several hospital-based eating disorder programs. During our November event LAD members discovered the essentials of Nutrigenomics in the convenience of their own homes. Dr. Gail Kauwell, a professor at the University of Florida and past president of the Florida Dietetic Association spoke at this exciting webinar in an area of growing importance for RDs.

Then get ready to start the new year with more exciting educational events. The new year will see programs on Pediatric Nutrition, Public Policy, School Nutrition, and a first for LAD, a meeting with Marty Yadrick, the immediate past president of the ADA. There may also be an extended program on diabetes, covering pediatric diabetes, DM and genetics, and the latest information on consistent carbohydrates. So stay tuned! We are looking forward to seeing you at our next event.

Introducing New Email Format For LAD

*Alison Rosenthal, MS, RD and Navnidhee Batra Celly
Membership Committee Co-Chairs*

We are excited to introduce LAD's new email format! Using the email service Mail Chimp, our new email format will be easier to read and more user-friendly. Coming soon to your inbox!

The Membership Committee would like to thank all the former members who have rejoined LAD after our phone drive. We appreciate your membership and welcome you back! We would also like to thank our volunteers – Michele Coelho, Sarah Debolt, Kathy Soltani, Kelli Horton, Melissa Halas-Liang, Cindy Young, Shannon Duffy and Turusew Wilson who helped us make over 200 calls during the phone drive.

If you haven't joined our Facebook group yet, please check out our page! You now have a chance to interact, network, share information and learn from other 'fans' of this organization. You'll

also remain up to date about upcoming events, promotions (chance to win free CPEs!), participate in discussions, and much more. If you are on Facebook, join the LAD group today! Visit us at <http://www.facebook.com/pages/LAD-The-Los-Angeles-District-of-the-California-Dietetics-Association/102665023310?ref=mf>. Thank you to all of our members!

Contact us at navnidhee@hotmail.com or awechsler@gmail.com.

Social Committee On A Mission For Fun

*Carol Chen and Feon Cheng
Social Committee Co-Chairs*

Greetings to all LAD members! We are excited to be the first Social Committee Co-Chairs of LAD. In case you do not know what we do, our job is to plan an annual event, not for educational or work purposes, but just for fun! Yes, a *fun* event. We would like our fun event to focus on the mission of LAD which is to promote the dietetics profession. We have partnered with the Student Dietetics Association at California State University at Los Angeles, and hope that we will be able to hold our event in the newly-built Student Union. We chose the Student Union because of its modern architecture and seismic safety.

"Construction of the facility utilized over 650 tons of structural steel, using the innovative and earthquake resistant SidePlate erection technology." (fastcompany.com) The building was designed by Barnhart Construction, Inc., and the executive architect is Tate Snyder Kinsey.

The Student Union had its grand opening in 2009. It is a brand new state-of-the-art "living room" on campus. We have requested use of the facility for our LAD social and hope that the school will be generous enough to allow us to host our event there. We are still in the process of applying for funding approval so that we can help to subsidize the event to bring cost savings to our members. At the social, we envision holding a cheese or chocolate tasting and chef demonstrations which will give everyone a wonderful gourmet experience.

Since our event will be held on a college campus, our goal for the social event is to share our knowledge of nutrition and to promote healthy diets among the up-and-coming generations. We hope that as dietitians we can provide

credibility to students and serve as a role model for good nutrition. We hope to promote healthy eating habits rather than fad diets for weight loss and promote the dietetics professional as THE nutrition expert.

Any ideas or comments are welcome. Please email either one of us at carolpchen@gmail.com or cheng.feon@gmail.com.

Marketing Committee Updates

*Nicole Meadow and Vilma Hernandez
Marketing Committee Co-Chairs*

The Marketing Committee is moving along! We are proud to continue working with our current sponsors, Organic Bistro and Yakult (who have both renewed their sponsorships) and thank them for their continued support of LAD. In addition, we are working on three potential new sponsors. We will keep you posted on our progress --- keep your fingers crossed. These wonderful companies make it possible for some of our LAD educational and community events to take place. We continue promoting/marketing RD's and DTR's as THE experts in nutrition. There are many opportunities via LAD to promote the dietetic field, whether at an outreach event, a community health fair or at a continuing education event. It is important to spread the word about the importance of RD's and DTR's to other health professionals in the clinical, community and private settings. The Marketing Committee is looking forward to the exciting months to come. If you know anyone interested in helping the marketing committee or a business that would be interested in supporting LAD, please email either Nicole Meadow at Nicole@nicolemeadow.com or Vilma Hernandez at redy2runwu@yahoo.com.

CEU On Technology A Success

On August 19, 2009, LAD members gathered at Glendale Memorial Hospital's auditorium for an informative meeting with Jim Locke, an information technologies specialist with over 20 years experience. The evening's event was entitled *Digital Marketing for RD's: Promote skills, service or products on the internet and learn how to effectively market them*. The three objectives of the event were to 1) learn how to market yourself

or your product on the Internet, 2) develop an integrated strategy, multi-platform, multi-channel marketing solution to increase visibility and, 3) to learn how to improve customer communications.

Mr. Locke is owner of AxonTech, LLC and President of SMB Technology Network. He specializes in assisting small to medium sized companies, including for-profit and not-for-profit organizations. He spent the evening sharing his technological expertise with LAD members. As business professionals, the LAD audience was certainly informed and was able to make the most of his business acumen and technological expertise. The three objectives of the event were met with Mr. Locke providing information on web resources as well as tips and ideas ranging from how to direct more traffic to a website to how to have your website appear first in a web browser search.

Mr. Locke shared a wealth of information with LAD members and proved very helpful answering technical questions and clarifying basic technological information. If you missed the meeting or would like more information, you can contact Jim Locke via his LinkedIn profile at www.linkedin.com/in/jwlocke.

Happy
Holidays!

Eat, Drink and Be Healthy!

LAD 2009-2010 Executive Board

| | | |
|---------------------------------------|-------------------------------------|--------------------------------|
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