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COVER STORY:

The “Collective Mindset”:

A Conversation with
Business Chicks
CEO Olivia Ruello

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Leadership Inspo from
Restaurateur Chris Lucas
- + ***Seizing the Day:***
How Katie Benton
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- + ***Why So Serious?***
The Team Behind “The
Sarcastic Nutritionist” Isn't!

JUNE 2018



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Dietitian Connection is now accepting submissions of original photographs to be featured in upcoming issues of *Infuse*.

Snap a pic relating to any aspect of food, nutrition, and/or your work, then send it to:

info@dietitianconnection.com

Infuse it with inspiration, innovation, creativity and, of course, your personality.



infuse

STEEP YOURSELF IN INSPIRATION,
INNOVATION & DEBATE

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Letter from Your *Editor*



Standing out from the crowd is no small feat. So how do great brands do it - create a voice and look so distinct that, at a glance, you know it's them?

They understand intrinsically who they are, who their customer is - and what their customer wants. They then develop an appropriate voice - and use it consistently.

Now, add **Business Chicks** to the ranks of Australia's iconic brands.

Of the many amazing things we love about Business Chicks - and full disclosure, the DC team are all members! - we especially love the brand identity they've carved out for themselves.

In our inboxes are heaps of emails from Business Chicks that we've saved, because they inspire us as models for marketing communication.

And in fact, Business Chicks inspires our team at Dietitian Connection in general: we strive to be fresh, friendly and perhaps a bit cheeky. Consistently inclusive and supportive. Full of drive, ambition and passion.

This issue, a dream came true when we had the chance to hear from the CEO of Business Chicks, Olivia Ruello, herself. Olivia ensures the consistency of the Business Chicks voice across all channels, so that the brand remains true to itself - no small feat, and one we admire greatly.

So, the next time you're working on your own branding, and perhaps struggling to get your tone and voice right, flip back through your emails to see if you have any from Business Chicks. There's inspiration to be found in each missive!

***Cheers,
Laura***

Be There:

Jot these dates down in your diary

Click on the box to learn more or visit www.dietitianconnection.com

JUNE

13th Webinar - Trends and Insights Around a Plant-Based Diet



14th Episode 3 of the DC Journal Club released



(Live with Tim Crowe the following week)

17th New podcast with Kate Save released



29th EOFY Webinar Sale - for 36 hours only!!



Save \$100
off annual subscription

JULY

15th New podcast with AndytheRD released



27th Webinar (FREE) - Email marketing with Kate Agnew and Maree Ferguson



AUGUST

8th Webinar - Creating compelling communication to cut through the clutter with Mel Kettle



16th Episode 4 of the DC Journal Club released



(Live with Tim Crowe the following week)

Save the Date:

Dietitians Unite
- 15th March 2019



dietitians
Unite

DU'18 was our biggest, best event by far. We don't know how we'll top it - but we'll try, in Sydney on 15 March 2019. Mark your diaries!

In the meantime, we'll be hard at work sourcing the most inspirational, motivational and out-of-the-box speakers we can fit into one day...don't hesitate to send suggestions our way!



From the Desk of Maree Ferguson

Founder & Director, Dietitian Connection



My life has been punctuated by moments of unexpected - yet absolute - clarity.

One was hearing Jack Canfield - the author of Chicken Soup for the Soul - speak in America, which led me to found Dietitian Connection. Another such moment happened for me this year.

A young Queensland dietitian, Holly Butcher, passed away from Ewing's Sarcoma in the early days of 2018. Reading of her passing struck me with acute sadness, especially given the similarities between our lives (Brisbanites, QUT graduates and dietitians).

Then I began to read an open letter from Holly that her family shared on her Facebook page. It began, "It's a strange thing to realise and accept your mortality at 26 years young."

I couldn't stop reading. Here was a young woman, facing the end of her life, yet somehow digging deep to find the strength to share what she'd learned with others. (*To read Holly's letter, [click here](#)*)

It was Christmas break at the time, and DC was "closed for business". I'd been using the downtime for planning and strategizing 2018. But as I continued to read Holly's letter, all of those plans were turned upside down, just like that.

Holly spoke directly to me, and reminded me of what I'd known all along - but forgot. Seize the day. Carpe diem. She handed me a gift.

When I stopped reading, I came up with the kernel of an idea that (I hoped) would pay homage to this incredibly strong woman's gift to me.

Out of Holly's letter was born the Carpe Diem award, a new annual tribute. The award honours a dietitian who emulates Holly's legacy, recognising traits like compassion, positive attitude and going above and beyond. You can read more about the award - and its inaugural recipient, Katie Benton - right here in this issue. It's our way of thanking Holly for turning us on our heads, and reminding us of what matters.

Holly's words have not left me. Her lessons have irrevocably changed me. So if you've not read her letter yet, stop what you're doing now, and make the time. You'll likely be caught off-guard at how directly it speaks to you. And you'll probably find yourself making small changes that, you hope, honour the legacy of this brave young woman.

Thank you, Holly, for reminding us all to seize the day.

Maree

The “Collective Mindset”:

A Conversation with Business Chicks
CEO Olivia Ruello

A *re you a “Business Chick”?*
At Dietitian Connection, our team
members proudly are!

Business Chicks is one of those organisations that suddenly appeared on our radar a few years ago – and we can’t remember life before it.

The largest business community for women (and some men!) in Australia, Business Chicks is a collective of motivated, passionate leaders, united toward a common goal: reaching their career dreams. We’re proud (and humbled!) to share a similar mission at Dietitian Connection.

Business Chicks is best known for hosting world-class speakers at its sell-out breakfast events (Donna Hay, Jamie Oliver, Kate Hudson, Dame Quentin Bryce, Lisa Wilkinson – the list goes on, and we want to be at every one!).

interview continues overleaf...





*“One of our core values
at Business Chicks is that
‘we shake things up’.”*

Olivia Ruello, CEO of
Business Chicks, in
Karen Millen for the
brand's "Women Who
Can" campaign. Image
courtesy of Jade Warne



Olivia with Kate Hudson. Image courtesy of Jade Warne

But they also produce many other sought-after tools for Australia's female leaders in business: networking events in major cities; a highly engaged social media community; mentoring opportunities; webinars from leading business innovators; a glossy magazine that goes in depth on leadership topics; and much more.

At Dietitian Connection, we take great inspiration from Business Chicks and its passion, verve and non-competitive vibe. So, when we had the chance recently to chat to Business Chicks CEO, Olivia Ruello, we were over the moon.

Olivia has been CEO of Business Chicks Australia since January 2016. She infuses the brand with her passion for helping women realise their own power and potential. How? By harnessing their strengths as females: empathy, kindness, collaboration and connection. Let's learn more...

Olivia, you've built this incredible community of women so passionate about each other's growth and success - but in a positive, non-competitive way. What's the secret?

It's all about the collective mindset, rather than a protective mindset. Too often, women can fall into the trap of thinking that there is only a limited amount of success available to us. And that's just not the case.

At Business Chicks, we know that there is enough success to go around for everyone, and that one woman's triumph doesn't have to come at the expense of another's. We also know women are more powerful when we're working together, so the work we do is all about sharing knowledge, skills and ideas to help each other get ahead.

interview continues overleaf...

“...One woman's triumph doesn't have to come at the expense of another's.”



Olivia with Lisa Wilkinson. Image courtesy of Jade Warne

“What we really want is to keep surprising and delighting our members, and for them to walk away from every experience with us feeling like they matter - because they absolutely do.”

Ultimately, we believe that the more women we have in successful jobs and businesses, the more they're going to create environments and opportunities for the women coming up behind them.

Your communications style at Business Chicks is distinctive - we'd know it anywhere. Fun, upbeat, supportive, a bit cheeky - and positive. How did you develop this unique voice, and how do you ensure it's consistent across your communications?

Customer experience is our whole business. We're a community that's built around experience, and every little detail matters with Business Chicks - that includes the way we communicate via email, through social media or over the phone.

What we really want is to keep surprising and delighting our members, and for them to walk away from every experience with us feeling like they matter - because they absolutely do!

In terms of how we make this happen and make it consistent across the business - employing the right people is a big part of this. I have an incredible team who feel passionately about Business Chicks and the messages we're sending out. When you're all on the same page and pursuing the same goals - the rest tends to fall in line fairly easily!

Anyone who uses Facebook for business knows how challenging engagement can be - and yet the BC Facebook group is such an active forum, with so many members organically contributing and asking questions of others! How did you achieve this?

Ultimately the tone and the feeling of the group starts with us - the standard we set is the standard that follows. I like to think the conversations in the group are really just a reflection of Business Chicks' values - we love women, we don't take ourselves too seriously and we care deeply about our members.

interview continues overleaf...

That said, we have worked hard to make sure the group follows those values. We have some fairly strict rules that govern the Facebook group, and they're there so that it remains a safe and helpful place, where our members feel comfortable to contribute.

We ask our members to treat the women in the group the same way they would treat their friends - don't blatantly push your products, be conscious of how often you're leading a conversation, take the time to listen to others and feel free to disagree ... but don't even disrespect!

What's new and exciting for Business Chicks right now?

So much! I'm really excited and passionate about our 2018 Women in Leadership white paper we just released, in partnership with BSchool and the Centre for Leadership Advancement. We surveyed more than 2,500 women in the community, asking them about what they feel is standing stopping them from pursuing more leadership roles.

“We ask our members to treat the women in the group the same way they would treat their friends.”

The answers they gave us were not entirely surprising: unconscious bias and a lack of opportunities for promotion, the juggle and the multiple roles women play, self belief, a lack of access to female mentors. But what they also told us about is the skills that they think they need to change that.

I'm really looking forward to creating some solutions to these problems, and for Business Chicks to help even more women into leadership.

With so much underway, how do you find the time to remain fresh and innovative?

One of our core values at Business Chicks is that 'we shake things up'. We don't ever want to be predictable and love to surprise and delight our members and keep them on their toes.



Image courtesy of Mel Hobbs

As for how we find the time, we're always listening and watching, and for us as a business, it's about constantly striving to be better in what we do, checking in on where we're going and being open to new possibilities – and pivoting when opportunities arise.

LEARN MORE:



<https://businesschicks.com>



facebook.com/businesschicks/



[@businesschicks](https://www.instagram.com/businesschicks)



Image courtesy of The Lucas Group

Chin Up:

Leadership Inspo from Restaurateur Chris Lucas

W*ith so much talk of the role that relationships play, we'd be remiss if we didn't mention how DC's Maree Ferguson met restaurateur Chris Lucas, famed for Melbourne's Chin Chin and his other acclaimed dining establishments.*

Maree was in a Fitzroy [Melbourne] wine bar, enjoying a catch-up with her colleague Karen Inge - the "Queen of Networking" herself! - when she met Chris, quite by accident. Maree enjoyed a chat with Chris, obtained his contact details and followed up with an email. The result is the article you're about to read.

This chain of events – meeting a stranger, finding common ground and forging a relationship – is a tribute to the professionalism of Chris, who is head of the Lucas Group of acclaimed restaurants and the Sydney Morning Herald-dubbed “Melbourne Foodie King”.

And so, without further ado, let’s hear from Chris, who so kindly answered our six questions on leadership.

1. Chris, you grew up in a family centred in the hospitality industry. What did you learn along the way that inspired you to go into the restaurant business?

My inspiration came from my father, who was a chef, and my four uncles, who were all chefs, as well.

In my family, cooking and running restaurants was at the centre of everything. Because of this, it literally became part of my DNA, from a young age.

2. What’s your style of leadership?

Leadership is simply about two key elements:

- Setting an example, i.e. leading from the front. Being clear and precise with your expectations, and establishing a culture based on your core beliefs.
- Being completely transparent when dealing with issues. Leaders cannot – and should not – hide, or attempt to pervert a situation.

interview continues overleaf...



3. Where do your ideas come from - how do you get inspired?

My ideas come from everyday life. My mind is constantly thinking about what's next, what I can create and what can be achieved.

I travel a great deal, and think it's critical to have an international perspective on one's thinking.

4. You juggle so many projects and teams - can you share a time management tip to ensure you stay on top of it all?

It's very simple. I focus on things that matter. The rest is left to my fantastic management team.

I don't micro-manage; I spend all of my time thinking, and dealing with strategic decisions that make a huge difference to my business.

5. What do you consider to be your greatest success to date?

Of course my family comes number one in every aspect of my life. My greatest joy comes from watching them grow up into happy, balanced individuals who have the correct values that will hold them throughout their lives.

On a business level, it's my people: watching my staff and managers grow, and become successful. I've employed many tens of thousands of young people, and to watch some of them go on to greater things in life and grow as individuals gives me the greatest satisfaction.

6. What's next on the horizon for the Lucas Group?

We will continue to grow our business, and create beautiful, world-class "destination" restaurants that excite and stimulate.

I see a very bright future, where our restaurants continue to evolve across the country - and perhaps internationally!

LEARN MORE:



facebook.com/chrislucasfood



[@chrislucasfood](https://www.instagram.com/chrislucasfood)



[@chrislucasfood](https://twitter.com/chrislucasfood)



Image courtesy of Nicole Dynan

A Slice of Life:

Get to Know Dietitian Nicole Dynan

We profile your colleagues in nutrition, to gain inspiration and share a peek inside their lives

Nicole, what five words describe you best?

Connector, authentic, forward-focused, generous and action-oriented.

What's been the highlight of your career?

I've worked as a teacher, tour guide, IT salesperson, senior manager in pharmaceuticals, and even as a waitress in London, serving Prince

Edward and Rowan Atkinson (Mr Bean)! But the highlight was being accepted in the USYD Master of Nutrition & Dietetics course. I was advised three days before the start of term (I think I was the last person accepted that year!), and that changed the course of my life and career. It took me six years of study to retrain (while working part-time). Today I feel like I am having a real impact where it counts and changing lives for the better.

interview continues overleaf...

“Today I feel like I am having a real impact where it counts and changing lives for the better.”

What do you still dream of achieving?

My next big dream is that of doing my PhD. I'm a nerd at heart and just absolutely love studying and learning. It would be in gut health, without question.



Images courtesy of Nicole Dynan

What's the best advice you've ever received - and from whom?

My little brother is a Brigadier in the Australian Army, and a great speaker. He's worked with me on refining my corporate presentations, insisting I always tell a story to engage the audience - and avoid putting words on slides. When presenting is my daily bread and butter, that has been the best advice ever!

Which dietitians inspire you the most - and why?

All of them - in all honesty. They are such a talented bunch. Lately, I can't go past Kara Landau (The Travelling Dietitian & Uplift Food); she's rocking my gut-health world. Kara is a go-getter and innovator - she inspires me to do more. Did you know she has been working on her Daily Uplifter product for seven years? Also - and I don't know if it's a gut thing! - I'm inspired by Megan Rossi. She is smart and personable at the same time. She inspires me to do a PhD.



Nicole with Michelle Bridges at Dietitians Unite 2017

Why did you join the Dietitian Connection community?

Working in pharmaceuticals for close to ten years, I learned the value of being involved with industry peak-body organisations. It keeps my finger on the pulse of the profession, provides networking opportunities, and helps me get involved and have a say. As such, I've been a member of DC since its inception. Its continuous reinvention and evolution keeps me engaged and motivated.

What's the first thing you do every day when you wake up?

My daughter is a squad swimmer, so we're up at 4.30 a.m. three mornings a week. I drink buckets of water on waking, do an hour's worth of work and then get going to a yoga class, or out into nature for a run (with or without my sleepy dog). I am a morning person, so it's my most productive time of day.

And what do you do to wind down your day?


It's hard for me to do one thing at a time! When it's time for bed, you'll find me lying on the floor, on top of a physio ball, to release my lower back or hips; reading the latest biography (or a clinical paper!); or listening to a meditation track on Spotify. It's always the same guy who I met at Bluey's Beach years ago - he has one of those voices that's so soothing and relaxing. It helps me sleep like a baby.

LEARN MORE:

 <http://www.goodnutritionco.com>

 @the.guthealthdietitian

 @NicoleDynan

 Connect with Nicole on LinkedIn



5 Moments in Your Career

When Having a Coach Can Make a Difference

by **Maree Ferguson,**
Founder & Director, Dietitian Connection



***A**nyone who knows me - and I hope that includes every single member of the DC community! - knows I am passionate about coaching.*

Coaching and mentoring are not the same, so let's clarify this from the start. Coaching is a more formal process "focused on improvements in behaviour and performance to resolve present work issues or handle specific aspects of the job", whereas mentoring is more of an informal relationship centred on career advancement.¹



So: back to coaching. In my career, I've met so many stars on the rise, and committed my professional time and attention to helping them work through challenges -- because I believed in them. I am so proud of every nutrition leader I've coached, and I continue to cheer their successes. I also keep in touch, as a sounding board, as they grow and face new challenges.

Why? Because I was coached myself. I have been very fortunate to have lots of coaches – both dietitians, and people outside the dietetics profession. I have admired Professor Sandra Capra for more than two decades now. Sandra has had the most significant impact on my career, having an impact early on in my career as my PhD supervisor, and I've yet to meet another dietitian with the breadth and depth of her dietetic knowledge.



I'm confident, then, in declaring myself a bit of an expert on coaching. And here's what else I'll declare: coaches are not just for new dietitians. Your career will take many twists and turns, and having a coach in your corner can be critical throughout.

article continues overleaf...

Reference:

[1] Source: <https://www.td.org/insights/mentoring-versus-coaching-whats-the-difference>



Here are five moments in your career when having a coach for support can make all the difference:

When you're new to a leadership and/or management position.

Coaches have been there! They can help you navigate politics and new responsibilities, learn how to delegate and manage others, and all of the leadership skills you'll need to be a leader.

When you're trying to take your existing career or business to the next level.

Launching a product line, expanding your markets, or establishing yourself as a key influencer, speaker or writer... these are not times to go it alone.



Do you have a coach?

Is there anyone who is helping you reach your full potential, via personalised focus, direction, accountability and encouragement? If not, perhaps it's time to consider professional coaching.

Maree Ferguson, DC's Founder and Director, now offers a select number of personalised coaching opportunities each year. She leverages her vast experience in business leadership and management – and proven track record of success – to help you advance toward your goals, regardless of the level you're at in your career.

Sessions with Maree book out quickly, so if you've been thinking about investing in your career and making beneficial changes to your working life, [learn more today.](#)

When you're working to build a unique brand for yourself.

A coach can help you ask the hard questions – how are my offerings unique, what can I do that my competitors cannot? – and create a compelling story around your brand.

When you're stuck at a crossroads.

When you're unsure on which direction to head in next for your career, a coach can provide clarity and objective advice. Your coach may even steer you in a new direction entirely that you hadn't considered.

When you're feeling overwhelmed by your current position.

Coaches can leverage their own experiences to help you put it all in perspective, tackle the most important pieces and let go of "the small stuff".

When I see the successes and amazing work of dietitians I have the pleasure of coaching, that tells me I, too, have found success as a leader.



Seizing the Day:

How Katie Benton Continues Holly Butcher's Legacy

This year, Dietitian Connection announced the establishment of a new accolade, to be awarded annually. Called the Carpe Diem Award - “Seize the Day” - it was created to honour the legacy of Brisbane-based dietitian Holly Butcher.

Holly left us all way too early when she passed away in January 2018 from Ewing's Sarcoma. Yet she also left an incredible gift behind: a candid and refreshing letter to the world. In it, she shares her insights as the end of her life approaches, reflects on the fleeting beauty of life – and, of course, reminds us to “Carpe Diem”. Holly's words have since been shared millions of times via social media because they speak universally to us as humans. (*To read Holly's letter, [click here](#)*)

*Carpe Diem Award -
in memory of
Holly Butcher*

DC's new Carpe Diem award will be given out annually, in honour of Holly Butcher, to a dietitian who best exemplifies these traits:

- Demonstrates compassion and kindness in his or her work.
- Helps others to improve lives.
- Displays a positive attitude in his or her everyday work, and inspires others to do the same.
- Focuses on meaningful experiences and relationships to bring about meaningful change.
- Goes above and beyond the general call of duty to improve the general well-being of patients.

We presented the Carpe Diem award to our inaugural recipient at Dietitians Unite 2018, with Holly's family in attendance. The winner – chosen by Holly's family from a pool of very deserving nominations – was Brisbane-based cancer wellness dietitian Katie Benton.

Katie's nomination stood out for her dedication to patient quality of life and willingness to challenge the status quo to get the best possible care for the patient – both, areas that Holly herself was passionate about.

Infuse spoke with Katie recently on her award win, and on Holly's legacy.

Katie, thank you for keeping Holly's legacy strong through your words and actions. What was your reaction in learning you would be the inaugural recipient of the Carpe Diem award?

interview continues overleaf...



“...she didn’t waste a single word.”

I felt extremely honoured (tears were present). I was also extremely grateful to meet Holly’s beautiful family as part of the award ceremony.

What parts of Holly’s now-famous message resonate most with you?



Katie Benton receiving her award at Dietitians Unite 2018

“Give, give, give – it’s true that you gain more happiness doing things for others than doing them for yourself.”

When I read Holly’s letter, this particular sentence gave me goose bumps. I believe that in life, we are all gifted with the ability to reach out and help someone – offering a simple smile, making the time to listen or taking a risk to step up and advocate for another person’s wellbeing. The ability to give – without the expectation of getting something back – is precious and life-changing, and I would love to see more of this in the world.

Key to your award nomination was your dedication to patient quality of life. For those undergoing cancer treatments, how important is food and a balanced lifestyle to quality of life?

“Let food be thy medicine, and medicine be thy food” cannot be truer – and this is something I find myself saying during many consultations.

interview continues overleaf...



Although eating is essential when undergoing cancer treatment, it's often not pleasant, given the multiple treatment-related side effects. Being able to educate someone to make the link between food intake and quality of life is very rewarding. I believe it comes down to understanding how to find common ground between the needs of the person and their goals, and what's in their best interest, from a treatment perspective.

Can you share an example of a time you challenged the status quo to get the best possible care for a patient (which is another key reason why you were given the award)?

Challenging status quo for me has meant gaining an understanding of, and respecting the decision of, others- but then asking, "WHY?". I ask "WHY?" when something is not in line with best practice, even if that means having a challenging conversation with a medical team. I also ask "WHY?" when best practice contradicts or is different to what the person wants.

“It has reminded me of the power we have as humans to make an impact on those around us.”

Sometimes we may be scared of being judged if we speak up or challenge the norm; however, if this comes from a place of respect and is for the purpose of optimising a person's health and wellbeing, then this should only be regarded as doing our job as health care professionals. Always ask WHY.

How has receiving this award impacted you and your work?

It has reminded me of the power we have as humans to make an impact on those around us. It has encouraged me to continue to remind others to be the best they can be and to give unconditionally. The award sits on my desk, and every morning I remind myself to seize the day.



Katie Benton with members of the Butcher family at Dietitians Unite 2018

Holly's family - Wendy, Ron, Dean & Laura, Luke & Val - made the exceptional effort to be present for the awarding of the first Carpe Diem award. We spoke with them on their reaction to seeing Katie receive the award in Holly's honour.

We remain incredibly sorry for the loss of your daughter, granddaughter, partner and sister, Holly. Yet you must be so proud of the timeless legacy she's given to the world. What is your reaction to seeing her words spread virally around the globe - even, translated into other languages?

At first, our reaction was shock. Holly had requested we post her letter as a message to her close family and friends, but we soon found out that it had reached a far wider audience.

interview continues overleaf...

“Katie’s nominee stated that she had always advocated for the best interests of the patient, even if it challenged the status quo.”

Within a couple of days, we were getting requests for permission to share Holly’s story on mainstream news channels across the world, including the U.K and USA. On one site alone that had shared Holly’s letter, we were made aware that it had received over 10 million hits (above normal) in just a few days!

Once the letter went viral, I think the feeling shifted from shock to pride. It was clear that Holly’s letter had resonated with people the world over and to this day, our family continues to receive letters from those that have in some way, been touched by what she wrote. I think that’s because she was so brutally honest.... she didn’t waste a single word.

What was it about Katie Benton’s award nomination that made you realise she was the right recipient?

There were about 10 short-listed nominations that our family had reviewed prior to reading Katie’s. It actually found our inboxes at the 11th hour, but there was little doubt in our minds that Katie was the most deserved winner.

Katie’s nominee stated that she had always advocated for the best interests of the patient, even if it challenged the status quo. Because of her situation, Holly had been thankful for medical staff that operated with this philosophy. That was something that really stood out for us.

Are Holly and Katie alike, and if so, in what ways?

Katie’s award nomination spoke about a woman focussed on providing Holistic patient care, being passionate and working with an upbeat attitude. All of these qualities remind us of Holly.

How can we all help to continue to spread the message Holly has left us with?

The last paragraph of Holly’s letter spoke about the importance of donating blood. We want this to be her legacy.



Unfortunately, through her experience, we learned as a family that there are often shortages of blood products critical to the recovery of patients suffering from cancer and other illnesses. This stems from the fact that 1 in 3 people will need blood or blood products in their lifetime - yet only 3 percent regularly donate blood! Holly wanted to see that change.

Like Holly said, you gain more in this life through giving. If you are able, consider giving blood - this is critical. You will feel good, save lives and buy precious time for families like ours. After all, it could be you one day.

The Red Cross's "Red25" is a life-saving social responsibility program where groups around Australia unite to save lives through blood donation. Together, Red25 members work towards ensuring that 25% of Australia's blood donations are secured.

The Butcher Family invites you to join its Red25 group, which is called doin' it for Holly. **To join, visit <https://www.donateblood.com.au/red25> or visit your local Red Cross donation centre. Thank you in advance for your help. #doin'itforholly**



Taking Your Food Pix from Flat to I WANT THAT:

Top Tips from Photographer & Dietitian Nina Mills

There you are,
mindlessly flipping
through Insta, when
suddenly a glorious shot of
grilled halloumi lands in
front of you. You forget what
you were doing and suddenly
You.Need.That.Halloumi.Now.



Such is the power of food photography – when done well. But it's not as easy as pointing and clicking. We turned to pro food photographer Nina Mills for advice on how to take your food shots from flat to I WANT THAT!

Nina's background is not originally in photography – in fact, she's a dietitian and Intuitive Eating Counsellor. But she fell in love with taking photos of food when creating recipes for her website, feelgoodeating.com.au. From there, she invested time and energies into learning how to do food photography exceptionally well.

Nina enjoys shooting in natural light and creating airy, minimalist light images that leave people with no choice but to hit the drooling face emoji!



Images courtesy of Nina Mills

Did You Know?
Nina contributed images to our collection of unique, high-quality photos now available in Digest, the new e-newsletter creator from Dietitian Connection!



1. Natural light is her pick.

There is definitely a place for artificial light, and when it is mastered it can look amazing, but I personally prefer natural light because it is what I know and am comfortable with. I like showcasing food the way it is eaten and that is not normally under hot lights! Plus, it is readily available, and free.

2. Keep food looking fresh.

When you are working with food that melts, browns, runs or becomes droopy, you really have to work fast. I try and get everything else ready in the shot and take a few test shots so that once I add the "temperamental" food, I can get in and get out with the final shot. Iced water can help keep herbs or cut veggies looking vibrant and plump. Lemon juice brushed on cut apple or avocado can slow down browning.



3. Make blah foods look appetising.

Brown food, like mincemeat, can be a challenge! Enhance it with other ingredients. For a stew, for example, you may need to make sure you can see the carrot and celery in amongst the chunks of beef, and maybe a bay leaf or parsley on top. For a stir-fry, try fresh, vibrant ingredients like limes, chilli and herbs.

article continues overleaf...



4. Tell a story with tableware.

Your plates and cutlery become part of the story. Scones on dainty china and ornate silverware can convey the cosiness of an afternoon tea, for example. Not everyone has an extensive prop cupboard (I certainly wish mine was bigger!), so work with what you have. I bought a simple, white dinner set for everyday use and because it is unobtrusive, I can shoot different foods using those plates and bowls, and make it about the food rather than the props.



5. Use salad/side plates to keep your food-to-plate ratio in balance.

While negative or white space can be a food photographer's best friend, a dinner plate with lots of white space tends to drown out the food. Or, you have to pile on a heap of food to fill that space, which can also look unbalanced.

6. Know when to call on a professional food photographer.

If photography is just not your jam, don't torture yourself trying to take food photos. That's the reason why I pay an accountant to do my taxes - my time and energy are much better spent elsewhere than trying to make the books balance! If you have a particular project in mind where you want consistency, like images to tie your brand together across your website, working with a photographer can help.

LEARN MORE:



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dietitians Unite

15 MARCH 2019, SYDNEY

Save the Date



Featured Recipe

supported by Cobram Estate



Dr. Joanna McMillan's Green Breaky Bowl

SERVES: 2 | PREPARATION: 10 MINS |
COOKING TIME: 20 MINS

Ingredients -

- 1/2 cup dried French-style green lentils
- 2 bunches broccolini
- 1 avocado
- 2 eggs, free range or organic
- 2 tb pepitas (pumpkin seed kernels)
- 2 tb Cobram Estate Light Extra Virgin Olive Oil
- 2 tb lemon juice
- 1 tsp pure floral honey
- 1/2 tsp Dijon mustard
- 2 cups baby spinach leaves
- 1 tsp finely chopped fresh chives



Directions -

1. Preheat oven to 180°C (fan-forced).
Bring 2 cups (500ml) water to the boil in a medium saucepan over high heat. Add lentils. Reduce heat and simmer, covered, for 15-20 minutes or until lentils are tender but still retain their shape. Drain.
2. Meanwhile, place broccolini in a large steamer basket over a saucepan of simmering water and steam, covered, for 1-2 minutes or until just tender. Cut into bite-sized pieces.
3. Cut avocado in half and remove the stone. Scoop out flesh and cut into 1cm pieces. Reserve avocado shells.
4. Crack eggs into reserved avocado shells and bake in oven for 4-6 minutes or until cooked to your liking. Spread pepitas on a small tray and bake with eggs for 2-3 minutes.
5. Meanwhile, whisk Cobram Estate Extra Virgin Olive Oil, juice, honey and mustard in a large bowl. Add lentils, broccolini, spinach and avocado and gently toss until combined. Season with salt and pepper. Top lentil mixture with baked eggs. Sprinkle with chives to serve.

Click to
explore



Cobram Estate has a dedicated website for Health Professionals that was recently updated thanks to your feedback. The page now has more readily downloadable resources for health professionals and for you to use in practice to educate others. **To access the full range of resources from the Cobram Estate Health Professional website [click here](#)**



Images courtesy of The Sarcastic Nutritionist

Why So Serious?

The Team Behind "The Sarcastic Nutritionist" Isn't!

Legend of the silver screen Elizabeth Taylor put it so well: "If you can't laugh at yourself, you're cooked!"



The Sarcastic Nutritionist is the brainchild of a duo who came up with the idea of “dealing with nutrition in a sarcastic way”, to make it more fun. What began as a Facebook page has now blossomed into an online retail business, offering witty products that poke a bit of fun at nutrition - but always educating while entertaining.



Founders Josh Clauser and Stephanie Margolis - both RDs, based in St. Louis, Missouri, USA - have created a line of pun-ny and sarcastic food-related products to make you smile - which still looking great on your benchtop or office desk.

Think: forks that say, 'Eat your damn veggies!', mugs bearing the slogan, "I'm a registered dietitian because this isn't amateur hour", apparel, housewares, stationery, prints and more [we especially love the 'Badass dietitian' coasters].



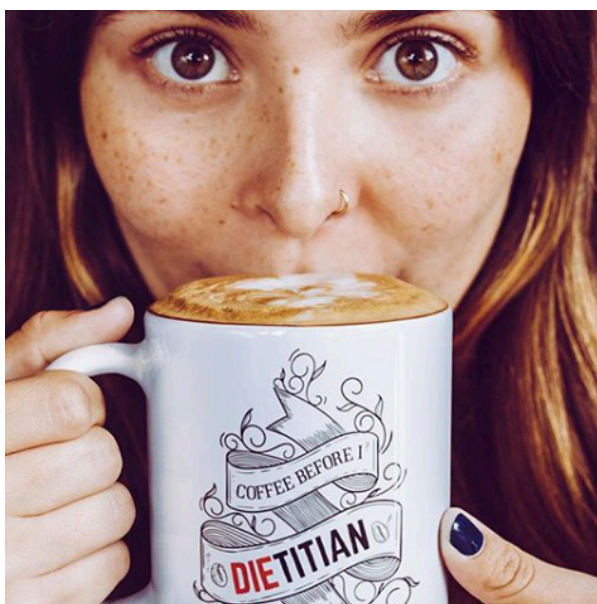
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While dietitians will clearly see, and enjoy the humour within, TSN's products are not all aimed at an audience of RDs/dietitians – they are entirely appropriate for gifts for friends and family.

The design-creation process for the team is, unabashedly, fuelled by coffee. Says Josh, "99% of it is the coffee! I lock myself into a Starbucks or spare room or an office, pumped about 4, 5 or 6 cups of coffee into me, and just start. I get a piece of paper and a pencil and just start jotting ideas. Of course, for every idea that you see online, there are 42 that failed!"

Clearly, they've struck a positive chord with dietitians, who swarmed the duo at the October 2017 FNCE. "We hear a lot from other dietitians that they love (TSN) because our stuff says what they always want to say," says Stephanie. "Sometimes dietitians can be perceived as a little stiff and uptight, and it just shows that we have this fun side. I think that that's why dietitians connect with the products that we are putting out there.

"...dietitians can be perceived as a little stiff and uptight, and it just shows that we have this fun side."



Their fans and followers, in turn, are making the duo's dreams come true. "Every morning I wake up and think, this is awesome that I get to do this," enthuses Josh. "It is definitely a humbling, unbelievable experience. We have the best fans and followers. We are blessed and thankful that they take time out of their day to follow us on social media or comment. I really wish I could take everybody out to a pizza party or Laser Tag. I have never even done Laser Tag, but it sounds like something cool that you would do!"



Images courtesy of The Sarcastic Nutritionist

They also found that the skills that made them great dietitians were transferrable, and helped them in launching and running their business. "Dietitians make really great entrepreneurs because organisational skills are key. They are also fantastic at nailing down details," notes Stephanie.


Oh, and be warned: there's a fair bit of swear words in the product line - but the team always holds a moral compass to their work. "I don't want to be dropping the F-bomb just to drop the F-bomb," explains Josh. "Our motto here is, more passionfruit, less eggplant - meaning, don't be a jerk!"

More passionfruit, less eggplant - that's a slogan we can run with!

LEARN MORE:

 <https://www.thesarcasticnutritionist.com>

 [facebook.com//TheSarcasticNutritionist](https://facebook.com/TheSarcasticNutritionist)

 [@thesarcasticnutritionist](https://www.instagram.com/thesarcasticnutritionist)



To hear the complete DC podcast with The Sarcastic Nutritionist team, [click here](#)



EPISODE 1: EATING YOURSELF HAPPY

dietitianconnection.

JOURNAL CLUB



Dietitian
Connection
Podcast

"Food education &
colourful eating" with Kate
Wengier (#39)



Dietitian
Connection
Podcast

"How to create an online
course" with Joe
Leech (#37)



The Savvy Nutrition Leader:

Why You Should Start Podcasting

by **Kate Agnew,**

Marketing and Communications Director, Dietitian Connection

***A**re you already a fan of podcasts
- but a bit wary of creating
your own? Let us get you over
the line, so you can get online!*

Podcasting is fast becoming an essential addition to a health professional's toolkit. At Dietitian Connection, we've been creating podcasts for two years now, and we love producing them - and talking to fantastic and engaging guests from around the world.

But just as importantly, from a marketing standpoint we've seen our audience grow exponentially, which is critical to us as an organisation.

Here's why you should embrace this strategy, too...

1. Podcasting fits all budgets.

Creating a podcast is fast, easy and cost-effective. The learning curve is not steep, and the equipment needed is a minimal investment – you may already have what you need.

2. It's the perfect medium for today's busy lifestyle.

A podcast is easily transportable, and listeners can “tune in” wherever and however they prefer – at home, commuting, at work, even while exercising!

3. Podcasts are popular.

Podcast awareness is exceptionally high in Australia: 89 per cent of adult Australians claim to be aware of podcasts, and more than half of adult Australians say they've tried podcasting.^[1]

4. Podcasts can help you foster connections with your clients...

You can share news, research and insights so that clients stay informed and inspired. It's a great add-on to consults, and a way to keep in touch with your client database. What's more, when you listen to a podcast, you really feel like you know that person a bit better -- which can help build better relationships with clients!

5. ...and gain new clients.

By launching a podcast, you're creating a new platform for consumers to meet you and discover your expertise.

6. Podcasting can help you develop your niche.

In addition to client retention and marketing, podcasts can elevate your profile among your colleagues. Showcase your knowledge by producing a podcast that centres on your area of expertise. This can lead to speaking opportunities and more.

Understanding the power of podcasting is an important professional development skill for today's health professional, and a savvy addition to your marketing strategy.

Take the plunge today and increase your comfort level with this popular format that's being touted as “the new talk-radio¹.” And don't forget to subscribe to the DC Podcast!



Reference:

[1] The Atlantic magazine, May 2017

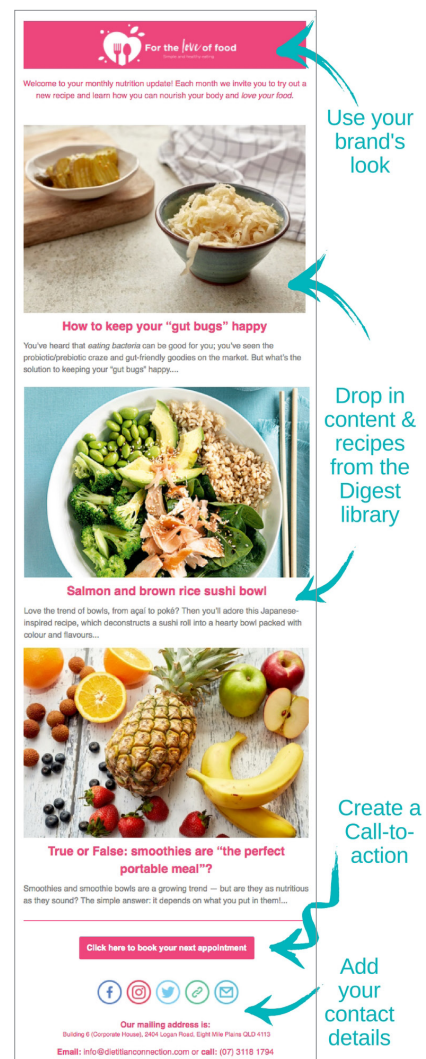
How do YOU

DIGEST?

Stats show that email marketing is highly effective. How effective? “... 40 times more effective at acquiring new customers than Facebook or Twitter.”¹ But how do you get started, if you don’t have a background in design (or have a design and marketing team on your staff)? And how do you keep costs low, to ensure great return on investment?

At DC, you told us that you faced this very challenge. You sought a professional, scientifically accurate, consumer-friendly and timely communication tool, tailored to the needs of your clients. But you don’t have the time, resources or skills to be a newsletter creator. So, we introduced Digest: our e-newsletter creator that serves as a seamless extension of your brand.

Start by using our simple customisation tools to design an e-newsletter that reflects your brand’s marketing: your logo, images, updates specific to your practice and a personalised introduction. Then, add content from our dietitian-vetted library: articles, recipes and images on a wide range of sought-after topics. Drop it into your custom framework, then send your e-newsletter directly to your clients.



Reference:

[1] Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>



Cath Wilsen

| Fit to Fight Nutrition

I use Digest to: 1. Build good will. The e-newsletters I create through Digest are a great free service for my clients - and for subscribers who are not yet clients. People always like something for free. 2. Reinforce and support the strategies and advice I'm passing to my clients in sessions. 3. Get in front of my subscribers and remind them of my business and what I do.

Current clients have loved the content, followed links and used the recipes. It adds to how subscribers perceive my business. Plus, considering that I have been open for business just since February this year, it adds to my credibility.

My favourite feature of Digest is the overall appearance. I love the convenience of it; there is no way that I would have the time or tech expertise to put something like that together myself. I love, love, love that I can just choose four relevant articles and - BAM - away it goes!

How much time Digest has saved me: Hours! Many hours!



Digest is already receiving rave reviews from customers. Here are two such customers, sharing how Digest has made a difference in their marketing.



Michelle Holt & Jaci Barrett

| Diet Solutions

We use Digest to help our current clientele - patients, referrers and colleagues - feel more connected to our business. We share a bit about us and what is happening in nutrition research, along with the Digest-provided articles.

We've had several clients email to thank us for sharing specific nutrition information. In addition, some of our current patients are discussing the content of the newsletters with our consulting dietitians in their follow-up consultations.

Digest provides a great structure and format for putting together a professional piece of communication. The help, assistance and encouragement from Dietitian Connection has been fantastic.



Ready to learn more about Digest?
Visit <https://dietitianconnection.com/digest/> and subscribe!

Dietitians *Snapped!*

Follow DC on social media for the latest news, content alerts and MORE.



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Recent Events



March:

Dietitians Unite: We're still basking in the glow of the incredible bonding (and learning experience!) that was Dietitians Unite 2018. Over 300 (yes!) nutrition leaders, convened to inspire, empower, support and learn from one another. Can't wait to do it again next year!

April:

Breakfast with Lisa Wilkinson: Business Chicks' breakfast with keynote speaker Lisa Wilkinson could not have come at a better time! Lisa shared her amazing career story and left us with this sage advice: belief in yourself, champion each other and surround yourself with a powerful, connected tribe.

May:

National Achievers Congress: Talk about fist-pumping excitement! This high-energy event showcased world-class speakers like Naomi Simpson, Turia Pitt and Tony Robbins. Yes, all at one event! Highly recommended.

DAA Conference: We had an amazing time at the DAA Conference in Sydney! Such a great opportunity to catch up with our inspiring and motivating colleagues - and make new connections. Thanks to the Emerging Dietitians for having us on their panel, and inviting us to "Think Big"! Photo cred: Patrick Hinton



Tag us to be included in a future issue of *Infuse*. Don't forget hashtag #DCinfuse