Nutrition, Communication and Information Management
Monday, January 13, 2014
Presented by the National Agricultural Library’s Food and Nutrition Information Center &
The Department of Nutrition and Food Science at the University of Maryland, College Park

8:30-9:00  Arrival and Networking

9:00-9:15  Welcome
Simon Y. Liu, Ph.D., Director, National Agricultural Library
Robert T. Jackson, Ph.D, Dept. of Nutrition & Food Science, University of Maryland
David K Y Lei, Ph.D., Dept. of Nutrition & Food Science, University of Maryland

9:15-10:00  Nutrition Entrepreneurship in Communications: Are You Ready?
Sheila Kelly MS, RD, President and CEO
Skelly Skills

10:00-10:45  The Secrets to a Sugar Sweetened Beverage Campaign
Glenn Schneider, MPH, Chief Program Officer
Horizon Foundation

10:45-11:00  Break

11:00-11:30  Marketing and Networking: Using social media and blogs to further your career
Heather Calcote, RD, Wellness Coach & Program Manager
Melissa Grindle, RD Health & Wellness Coach
Wellness Corporate Solutions

11:30-12:00  Tech Tools/Apps - UMD Interns

12:00-1:00  Light Lunch
Visit Information Tables

1:00-1:30  Text2BHealthy
Erin Braunscheidel Duru, MHS, RD, LDN, Special Projects Coordinator
Laryessa Worthington, MS, RD, LDN, Eat Smart Coordinator
Food Supplement Nutrition Education, University of Maryland Extension

1:30-2:00  Using Dialog Learning in Community Education
Lynn Rubin, MS, Nutrition Program Development and Outreach Coordinator
Food Supplement Nutrition Education, University of Maryland Extension

2:00-2:15  Break

Dr. Robert C. Post, Chief Science Officer
FoodMinds, LLC

3:15-3:30  Wrap Up

WIFI information: Network: Rm1400 Password: NAL$123abc**
https://nfsc.umd.edu/dietetic-internship/joint-class-day-2014
Erin Braunscheidel Duru, MHS, RD, LDN

Erin Braunscheidel Duru is a registered dietitian and the Special Projects Coordinator for Maryland's Food Supplement Nutrition Education Program (SNAP-Ed) whose focus is to provide nutrition education programs to low income populations. Erin works on state-wide nutrition education programs, most recently utilizing innovative technology and social media strategies such as mobile technology to reach participants.

Heather Calcote, RD

Heather Calcote is a registered dietitian, endurance running coach and health writer. She works as a wellness coach with Wellness Corporate Solutions in DC. She has been blogging as "Dietitian on the Run" for four years through multiple stages of her career and life changes. She has been quoted in Fitness magazine, the Washington Post and Washingtonian's Well+Being blog, and has contributed work to company sites such as lululemon, Chobani and Health Advisor.

Melissa Grindle, RD

Melissa Grindle is a registered dietitian, certified health coach, and fitness writer. She works as a wellness coach for Wellness Corporate Solutions located in Bethesda, MD. She has been blogging as "Eat on the Run" since 2010. She has worked in nutrition research at Purdue University and in fitness management at Penn State University. She has been quoted on Active.com and the Academy's Stone Soup Blog. She also teaches spinning and yoga in the DC area.

Sheila Kelly, MS, RD

Sheila Kelly is the President and CEO of Skelly Skills, formerly Skelly Publishing, a continuing education and training company for dietitians and other healthcare professionals. Prior to starting Skelly Skills, Sheila was Senior Director, Product Development at WeightWatchers.com, in New York City, where she oversaw all aspects of online and mobile weight loss software development. She also served as media spokesperson for the company, with appearances on CNN, CNBC, Good Day NY, and many other local and national media outlets. She is a co-inventor on two weight-loss technology patents.

Glenn E. Schneider, MPH

Glenn Schneider is the Chief Program Officer for the Horizon Foundation. Glenn currently leads teams working to increase access to health care and reduce childhood obesity. Locally, Glenn spearheaded efforts to make all Howard County public places smoke-free, prohibit youth access to indoor tanning beds, increase healthy beverage options on government and school system property, and create the Healthy Howard Health Plan, a nationally-acclaimed health care access program. He also serves on the Maryland Health Care Commission which oversees many aspects of the state’s health care system and is an adjunct professor at many area universities.

Lynn Rubin, MS

Lynn is the Program Development and Outreach Coordinator for University of Maryland Extension’s state office of Food Supplement Nutrition Education (FSNE). She works with collaborating agencies to provide nutrition education resources and guidance so that agencies can incorporate nutrition education into their programs and practices through direct teaching or through a train-the-trainer model.

Robert C. Post, PhD, MEd, MSc

Dr. Post is the Chief Science Officer with FoodMinds, LLC, an award winning food and nutrition consulting and communications agency. He has over 30 years of executive leadership experience in nutrition research and promotion, food safety, food processing, food additives, public health communications and education, and food laws and policy. Prior to joining FoodMinds, Dr. Post served 3 appointments as the Acting Executive Director, and 7 years as the Associate Executive Director of the USDA’s Center for Nutrition Policy and Promotion.

Laryessa Worthington, MS RD LDN

Laryessa is a registered dietitian and the coordinator for the Eat Smart, Be Fit Maryland website through FSNE. Her role has expanded into the addition of social media including the Text2BHealthy project.