

Words of Wisdom from Pioneers that Blazed the Trail

June 26, 2009
12 noon EST
Continuing Education Teleforum
Food & Culinary Professionals
Dietetic Practice Group of the
American Dietetic Association



Learning Objectives

- Gain knowledge of the background and history of the field of supermarket dietetics.
- Identify key skills important for success in the food industry, especially in retail.
- Understand the principles of consumer advocacy.

How This Came About...

- Author: Rachel Staver, BS
Setting: Cornell University Dietetic Internship Research Project
- Paper: "Supermarket Dietetics: The Story of Pioneer Role Development"
- Inspiration & Guidance: Jane Andrews, MS, RD, Corporate Nutrition Manager, Wegmans Food Markets, Many others...

Entrepreneurial Spirit

- Margaret McEwan's story
 - "I called up the President of the company & pitched the idea"
- Janet Tenney
 - "Envelope stuffing at an advocacy group led to job at Giant"

Consumer Advocacy

- Janet Tenney's story
 - "Consumers have a place at the table."
 - Esther Peterson, Special Assistant to the President for Consumer Affairs
- Margaret McEwan
 - Consumer Advisory Panels

Skills for Success

- **Communication:** Margaret McEwan
 - Communication is a 2-way connection
- **Collaboration:** Janet Tenney
 - Shelf-tag nutrition information
 - Learn from a variety of people
 - Public Speaking

Speakers

- **Janet Tenney, MS, RD.** Janet Tenney is currently Nutritionist for the USDA's Agricultural Marketing Service (AMS). In this capacity she works with the various AMS programs on nutrition issues and health claims with the commodity boards, with the Food and Nutrition Service and with the Commodity Procurement Branches in AMS. Previously Ms. Tenney was Manager of Nutrition Programs for Giant Food, a regional food/pharmacy chain in the Baltimore-Washington area for 30 years. She holds a Masters in Human Nutrition from the Institute of Human Nutrition, Columbia University and a B.A. from Harvard University.
- **Margaret McEwan, MS.** Margaret McEwan was Vice President of Corporate Communications, Shaw's Supermarkets, Inc. from 2002-2004. Prior to that she was Vice President of Consumer Services and Quality Assurance at Shaw's where her career spanned over 30 years. In these positions, she developed program strategy, protocols for communications and pioneered a number of nutrition programs. She holds a Masters in Food and Nutrition from Framingham State College and a Bachelor of Science in Food and Nutrition, also from Framingham State College. She did her dietetic internship at Yale-New Haven Hospital and was an RD for over 30 years.

Voices

- Moderator:
 - **Rachel Staver, BS.** Rachel is currently a dietetic intern at Cornell University. During her internship, she worked with the nutrition team at Wegmans Food Markets where she completed an in-depth qualitative research project investigating the history of supermarket dietetics. Rachel enjoyed asking questions & unraveling a little bit of dietetic history by interviewing six pioneer supermarket dietitians. She graduated from Cornell University '08 with her B.S. in Nutritional Sciences. She can be reached at rachel.staver@gmail.com.
- Coordinator:
 - **Paulette Thompson, MS, RD, LN 2008-09 FCP** – Supermarket RD Sub-group Teleforum Chair
