



Building Your Brand: Social Media and Beyond

March 3, 2017

9:00am – 12:00pm

The CUNY School of Public Health and Public Policy

55 W 125 Street, New York, NY 10027

Goal: Explore and discuss the branding of nutrition in various facets.

Objectives: After this session, participants will:

- 1) Understand strategies the private sector uses to engage consumers and how you can apply them to your own practice.
- 2) Understand how the field of nutrition education is viewed and actions we as educators can take to shed the best light.
- 3) Understand strategies to best market yourself or your business online through social media.

8:30—9:00 Registration and Networking

9:00—9:10 Welcome
Lisa Zullig, MS, RDN, CSG, CDN
Chair of NYCEN

9:10—9:40 Adelaide Feuer (Geik), RD
Senior Vice President of Brand Marketing, Edelman

In a food environment where culture, public health and business intersect, what strategies are used by the private sector to effectively engage consumers?

9:45—10:15 Pamela Koch, EdD, RD
Executive Director, Laurie M. Tisch Center for Food, Education & Policy

What does nutrition education really mean? Does the field of nutrition education have a marketing problem? What can we do as educators do to fix it?

10:15—10:30 Break

10:30—11:15 Alissa Rumsey, MS, RD, CDN, CSCS
Alissa Rumsey Nutrition & Wellness Consulting

How do you effectively brand yourself and/or your business through social media?

11:15—11:45 Panel Discussion

11:45—12:00 Meeting Adjourned & Networking

This meeting is co-sponsored by the CUNY School of Public Health and Health Policy. NYCEN thanks the School of Public Health & Health Policy for their support and space for this meeting!

NYCEN would also like to thank the Program in Nutrition at Teachers College Columbia University for their ongoing support.

Adelaide Feuer, RDN

Senior Vice President of Brand Marketing, Edelman

Adelaide Feuer is a Registered Dietitian and PR practitioner with ten years of experience as a food and nutrition communications strategist. With a finger on the pulse of the ever-changing nutrition landscape, Adelaide helps her clients navigate issues, and carry out successful food and nutrition communications marketing programs. She specializes in nutrition regulatory affairs, food issues management, media relations, health professional outreach and partnerships. Throughout her career, she has worked with a variety of food companies and commodities including Barilla, Unilever, belVita Breakfast, Dannon, Burger King and the National Dairy Council to promote health-focused products to health professionals and consumers through influencer engagement, media relations and nutrition education campaigns.

Adelaide is the past President of the Chicago Nutrition Association and is a member of the Academy of Nutrition and Dietetics. She received her Bachelor of Science degree from Miami University and completed her Dietetic Internship at Loyola University Chicago.

Pamela Koch, EdD, RD

Executive Director, Laurie M. Tisch Center for Food, Education & Policy

Pam Koch works at the intersection of sustainable food systems and nutrition education. She has written, evaluated, and conducted professional development for several nutrition education curricula. She was part of the team who developed the Garden Resource Education and Environment Nexus (GREEN) Tool to create school gardens that are well-integrated into the curriculum and culture. She has led evaluations of several school-based nutrition education programs and is currently organizer for the Food & Farm Justice Hub of the 2017 People's Climate March (April 29, 2017 in DC). Pam brings passion, dedication, and her flare for graphic design to all she does.

Alissa Rumsey MS, RD, CDN, CSCS

Alissa Rumsey Nutrition & Wellness Consulting

Alissa is a nationally recognized Registered Dietitian and Certified Strength and Conditioning Specialist based in New York City. Having started her career working at New York Presbyterian Hospital, Alissa quickly saw the long-term effects that poor nutrition and physical inactivity could have on the body. After working for over six years with critically ill adults, she developed Alissa Rumsey Nutrition & Wellness Consulting to help others improve their health and wellbeing, helping people create a positive, sustainable relationship with food and exercise. Alissa offers personalized nutrition and fitness coaching, specializing in weight management and sports nutrition. As a freelance writer, speaker, and spokesperson, she consults with a variety of companies to craft effective nutrition messaging and curate online content.

Alissa's expertise is regularly featured on television, online, and in print—she is renowned for her ability to make the science of nutrition accessible. As a spokesperson for the Academy of Nutrition and Dietetics, she represents a national association of over 77,000 Registered Dietitians and nutrition professionals.

Alissa earned dual Bachelor's degrees in Dietetics and Exercise Science from the University of Delaware and a Master's of Science degree in Health Communications from Boston University. In her spare time, Alissa can be found traveling to far-off countries, and, as a self-proclaimed "foodie," exploring the expansive New York City food and restaurant scene.