

DIANE A. WELLAND M.S., R.D.

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PROFESSIONAL EXPERIENCE

Freelance Writer/Food and Nutrition Consultant	1993 – present
Contributing Editor – Environmental Nutrition	2007 - present
Editor – US Foodservice Magazines	1993 – 2006
Executive Director - National Caterers Association	1998 - 2000
Director of Communication - International Caterers Association	2000 - 2002
<u>Springfield, Virginia/Washington DC</u>	

Writer/Consultant: Writer and public relations professional specializing in all segments of the food and foodservice industry, nutrition and health.

- Excellent interpersonal skills, required for deadline-oriented projects
- Research and analyze food trends and nutrition scientific data, translate into layman's terms.
- Experience in public speaking, spokesperson and media work
- Expertise in educating the public and special interest groups about healthy, low-fat eating
- Culinary consulting and recipe development
- Write, interview, create and sell story ideas related to food, nutrition and health, food safety, consumer trends.
- Editor and copywriter for newsletters, articles and web content
- Cultivated relationships in food/foodservice community with national associations, government agencies and potential sponsors
- Coordinated trade shows, develop and implement workshop and seminars related to food/health
- Adjunct Faculty for Dept of Hospitality Management at Northern Virginia Community College

Executive Director/Director of Communications: Responsible for start-up and management of Washington DC office. Coordinated and managed all Communications and Public Relations for 1,000-member Association, which included:

- Tracked and evaluated all industry-wide food trends involved in catering and foodservice
- Handled all media relations and press events
- Coordinated, edited, wrote and published 16-page bi-monthly newsletter
- Wrote one-page monthly broadcast fax
- Managed and wrote 12-15 pages of editorial copy in trade magazine 6x per year
- Created and maintained Association website, in-house. Familiar with HTML, CuteFTP and Homesite
- Involved in conference planning, membership and sponsorship. Managed outside vendor services.

Manager of Nutrition Services **1990-1993**
National Restaurant Association, Washington, DC

Directed all nutrition services and programs designed for the foodservice industry. Nation-wide expert and advisor on all nutrition and health issues affecting the foodservice industry. Analyzed and monitored industry-wide nutrition trends. Responsibilities included:

- Planned and implemented consumer and foodservice industry research projects.
- Interacted with federal regulatory agencies, national health organizations and other trade groups.
- Initiated and developed feature articles for Association magazine.
- Coordinated and participated in seminars and speeches for general public and

- Foodservice/nutrition professionals.
- Acted as media spokesperson on food, nutrition and health issues.

Publicist

1989-1990

CPC International/Best Foods, Inc., Englewood Cliffs, NJ

Created, executed and budgeted nutrition professional and consumer publicity program proposals involving food and health marketing strategies for the Mazola brands. This included developing nutrition education material for nutrition professionals and the general public, evaluating and analyzing scientific research, coordinating recipe development and food photography, supervising outside personnel and participating in health/food trade shows.

Food and Nutrition Marketing Associate

1986-1987

Dorman-Roth Foods, Moonachie, NJ

Acted as food and nutrition resource for sales and marketing department of specialty cheese importer/distributor. Compiled and organized consumer nutrition and trend information, executed product information presentations and initiated trade public relations and consumer response programs. Directly supervised five part-time employees.

MEDIA EXPERIENCE:

Interviewed by print, radio and television medium, some spots include:

- Washington Post
- Food Management Magazine
- Catering Magazine
- Restaurants & Institutions
- National Culinary Review
- USA Today
- CNN news and "On the Menu"
- CNBC
- US World & News Report.

EDUCATION AND RELATED EXPERIENCE

- **Registered Dietitian** 1990
- **Master of Science in Foods & Nutrition** 1989
 - New York University, New York, NY
- **Bachelor of Science in Human Nutrition** 1985
 - Bachelor of Arts in Communication
 - Rutgers University, New Brunswick, NJ
- **Memorial Sloan Kettering Cancer Center, New York, NY**
Research assistant.
- **REDBOOK, Magazine, New York, NY** - Aide to Food Editor

- Supervisor: Magaret Happel, Food Editor
 - Organized, coordinated and developed nutrition information, recipe files and cookbook library. Assisted in test kitchen recipe development.
- **Hill & Knowlton, Inc. public relations** firm, New York, NY
 - Intern specializing in food and nutrition accounts

MEMBERSHIPS:

- American Dietetic Association
- Nutrition Entrepreneurs: Newsletter Editor;
- Food and Culinary Professionals: grand prize winner of Tri-Lamb recipe contest
- International Foodservice Editorial Council: Board of Director
- International Association of Culinary Professionals: Food and Nutrition Science Section Vice-Chair and Newsletter Editor

Writing Samples available upon request

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