



Caring for the Nutritional Needs of Older Adults

The Business of Dietetics

Description:

Have you dreamed of starting your own business? Have you started a business and want more information and advice? Becky Dorner, RD, LD, a successful entrepreneur and business owner since 1983, has continually grown a lucrative business for more than 20 years. Owner of Nutrition Consulting Service, Inc. (which employs more than 25 people) and Becky Dorner & Associates, Inc. (an education and information firm), Becky will share her insights on how to start and build a successful and profitable business. Becky has mentored and advised hundreds of professional in their daily business and practice. If you have a passion and you want to put it into practice—and still make a great living—you'll want to attend this informative session! We'll cover

- how to determine your entrepreneurial traits and whether being in business is right for you;
- what you need to get started in business and how to decide on the type of business you want;
- how to prepare a basic business plan, and estimate legal & financial needs;
- how to write proposals, negotiate contracts, and whether to subcontract work or hire employees
- how to determine your rates/when to raise them
- how to market on a budget, network & collaborate for more business

Objectives

Individuals will be able to

1. determine whether entrepreneurship is a potential career choice
2. understand how to set up a basic business (including financial information, equipment needs, laws and regulations)
3. explain basic marketing principles for start up business
4. understand basic skills in contract negotiations
5. identify the right time to expand, whether to subcontract or hire, when & how to raise rates, how to collaborate with others to increase business opportunities

Audience: Interdisciplinary

Audio-Visual Needs: Data projector, lapel microphone

Teaching Method: Lecture, discussion, participation, Power Point slides/handouts