

Strengthening Your Voice & Amplifying Your Reach



Funded by Beef Farmers and Ranchers

JC Lippold, RYT, TI-CPT, MA-Leadership
Tony Castillo MS, RD/LDN

Performance Indicators

3.1.1 Identifies strengths and opportunities for improvement in self and in others.

3.2.4 Encourages others to engage in personal and professional development activities for career growth and skill enhancement.

3.2.8 Challenges, encourages and supports others to take action to advance the profession

Our intent is to...

- Demonstrate the power of a connected, collective dietetic community
- Outline leadership development strategies to elevate your practice
- Provide tactical recommendations for growing a network of partners to support your goals

JC Lippold, RYT, TI-CPT, MA-Leadership



Fun Facts:

- 3 fur babies: Hamilton, Jefferson and Willow
- Musical Influences: Barry Manilow & Britney Spears
- I'll run my 40th marathon in April
- Thinks that Cherry Coke is very good

Education:

- Bachelor of Art in Theology
- Master of Art in Leadership
- 1 Giant Mind Meditation Certified

Disclosure:

- Honorarium from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff

Tony Castillo, MS, RDN/LD



Fun Facts:

- Aggressively average at Crossfit
- Favorite food is La Bandera
- Haven't found a donut I don't like
- #HydrateOrDiedrate

Education:

- Bachelor's in Science in Biology
- Bachelor's in Science in Chemistry
- Masters in Science in Nutrition and Dietetics

Disclosure:

- Honorarium from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff







The pace of change is never going to be slower than it
is today...

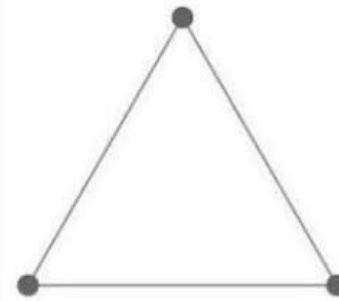
-BETH COMSTOCK

The Value of Connection

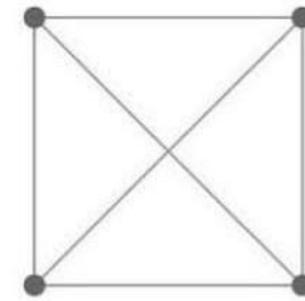


The Value of Connection

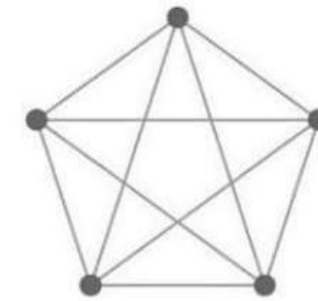
$$X \times (X-1) / 2$$



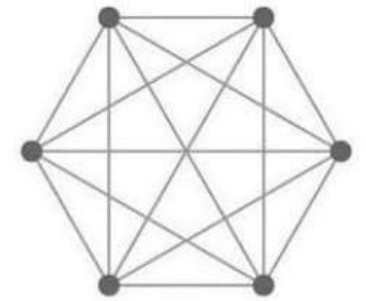
3 people, 3 lines



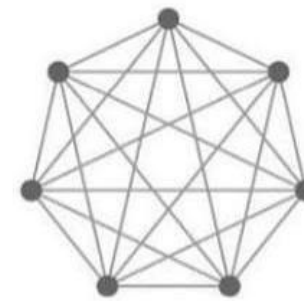
4 people, 6 lines



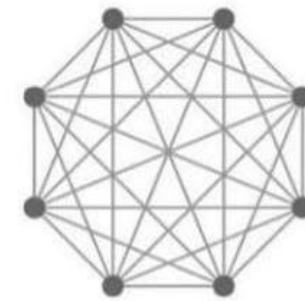
5 people, 10 lines



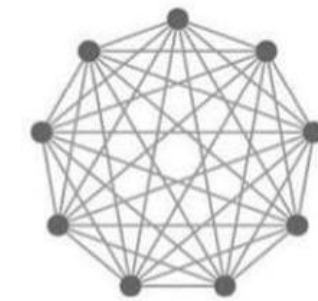
6 people, 15 lines



7 people, 21 lines



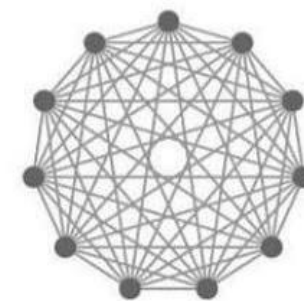
8 people, 28 lines



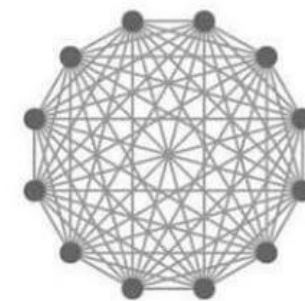
9 people, 36 lines



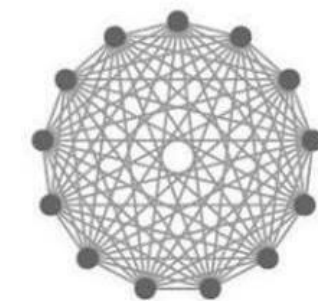
10 people, 45 lines



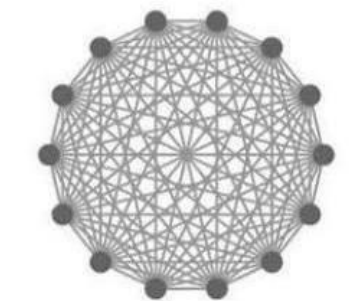
11 people, 55 lines



12 people, 66 lines



13 people, 78 lines



14 people, 91 lines



There are two ways of spreading light:
to be the candle or the mirror that reflects it.

-EDITH WARTON

FOLLOW > LEAD

Boldly Follow

Do things together that would be impossible to be done alone.

- 1) Use all your channels of information
- 2) Continually adjust, consciously connect
- 3) Get out of your own way, see the whole
- 4) Bring your all to it
- 5) Co-create something new

Who are your resources?

Who is your sounding board?

Who is the person who can connect and inform those who you cannot connect and inform?

Stay in the Sandbox



Give yourself the chance to change the world for the better.

Breakout: 2x2, 4x4, and beyond

Harmony is the enemy of success.

- *Paul Batz*

One is the loneliest number...

- *Harry Nilsson*

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Growing your network



If you feel really tired all the time it could be because you aren't eating enough red meat. Go grab a steak and thank me later



coach_tonycastillo Do you eat red meat at least 2 times a week?

Have you had your iron checked lately?

Iron is a mineral that carries oxygen through your body. It's especially important for athletes because it also delivers oxygen to the working muscles.

Iron is stored as ferritin in the liver, spleen, and muscle. If you have low ferritin, it means you're not storing much iron. This can lead to an iron deficiency and cause:

- * A decline in overall performance
- * A drop in energy
- * A lower workload capacity during exercise

Since iron is an essential nutrient, you should be getting it from foods like red meat.

Beef has one of the best and most absorbed from of iron from foods.



Well, actually I did and it was delicious.



coach_tonycastillo 16w
🔍 Myth Buster Alert! 🚫🐮

📖 Heard any veal myths lately? It's time to separate fact from fiction. Let's debunk some juicy veal misconceptions that have been circulating in the fitness world! 💪🌱

I recently had the incredible opportunity to join a veal farm tour in collaboration with Veal - Discover Delicious, funded by Beef Farmers and Ranchers. Throughout the tour, I came across three common veal myths that I'd love to debunk and shed some light on for you.

Action Items:

1. Skill Development Plan
2. Peer Feedback Sessions
3. 360-Degree Assessments
4. Lunch-and-Learn Sessions
5. Mentoring Program
6. Resource Sharing Platform
7. Collaborative Projects
8. Industry Partnerships
9. Public Speaking Training

Resources

- JC Lippold, RYT, TI-CPT, MA-L
 - @jclippold
 - Jclippold.com
- Tony Castillo, MS, RDN/LD
 - @coach_tonycastillo
 - Nutritionfp.com
- Beef Nutrition Education Hub
 - Beefnutritioneducation.org
- Beef Aficionados
 - Beefaficionados.org
- Beef its What's for Dinner- Nutrition
 - Beefitswhatsfordinner.com/nutrition



BEEF
Aficionados | A Community
of Health &
Nutrition Experts



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