

Interviewee: Joanne Villaflor
Job title: Registered Dietitian
Date: 09.02.09

1. What is your educational background?

Bachelor of Science in Dietetics from Baylor University
Master of Science in Clinical Nutrition from the University of the Incarnate Word

2. What made you become interested in Nutrition?

I was a Biomedical Engineering major and after being disgruntled with a few classes, I wanted something that was more fitting for me. A mentor, who was taking a Nutrition course at the time, suggested that I do the same and ever since I did, I was hooked.

3. What was your first Nutrition-related job experience like?

I was a Diet technician at Nix Hospital where I did basic menu selection and tray line.

4. What is your favorite aspect of Nutrition?

I love that the field of Nutrition is always evolving and staying “abreast” of current topics is challenging. The field is exciting and there are always new opportunities arising.

5. Why do you feel that more people need to be educated about Nutrition?

There are lots of reasons; people who make bad food decisions cause themselves to develop potential health problems that could have been prevented if they were educated about making better food choices. We can prevent so much through education and awareness.

6. What are your current job duties / responsibilities?

My job right now is so exciting and changing all the time. I am currently a private practice entrepreneur dietitian. I started my own practice contracting with two other dietitians. I do all of my own marketing; I market to anyone from the individual to corporations needing an RD’s services.

7. What do you like most / least about your job?

I like the flexibility and being able to create; there is a new challenge everyday from discussing an individual’s food allergies to a creating a corporation’s wellness plan.

I would hate to discourage anyone because I love what I do so much, but if I had to pick what I liked least it would be the financial disposition. It takes money to start your own practice.