



# ANNUAL REPORT

## 2021-2022 DBC Annual Report

### Summary

“Achieving successful innovation can be a tough challenge, requiring plenty of inspiration, lessons learned from experience, and the thoughtful use of the right tools” Peter Erickson, Retired Executive VP Innovation, Technology and Quality General Mills.

The above is a quote that Jean Storlie and Mimi Sherlock shared in **Once Upon an Innovation**, a business storytelling guidebook for creative problem solving. It reminds us that we do not have pre-site to the unexpected that life gives us! 2021-2022 demonstrates this through all of our amazing volunteers, the resilience shown during the COVID Pandemic and the Recovery to a “new normal”. For many it brought the need for a new career path or perhaps opened unexpected opportunities for career changes. We all experienced disruption in our professional and family lives. Personally for me I felt blessed to have each and every one of you as a professional peer and a friend that provided encouragement and strength as we all faced uncertainty. Everyone’s diverse backgrounds and expertise showed throughout the past few years and many of us would not be where we are today without all of you as volunteers and continuing to pave the paths for our future RDN’s. The **DBC mission** shows in each and every one of you “to be food and nutrition business and communications leaders”.

It is very exciting as we continue to evolve our DBC practice group to provide **benefits** and **programs** that can be applied to any type of leadership opportunities. RDN’s have unique skill sets that allow them to succeed in multiple roles even when they may not be looking for a dietitian! They don’t know what they miss if they turn you away!

Top 5 Valued Member Benefits from survey responses:

Educational Webinars (4.82)

FNCE DBC Networking Event (4.46)

FNCE DBC Spotlight Session (4.3)

Business Insights Newsletter (4.1)

Virtual Networking (4.09)

(scored on a scale of 0-5. 0=not aware of this benefit, 3=neutral, 5=very valuable)

DBC continues to enhance our **5-year strategic plan 2020-2025**. Building upon DBC's mission, vision, values, and core competencies. Setting strategic objectives, goals, and guidance for operational tactics to help support year-over-year planning and overall operational alignment. We added "**Basecamp**" as a tool for our leaders and members to post, follow and gather needed information.

**Policy and Advocacy** team increased to 3, educated our members on advocacy tools and offered grants to active and student members to attend the virtual Nutrition and Dietetics Advocacy Summit on January 26-27, 2022. One of our grantees wrote about her experience at the summit, which was published in Take 5 in April 2022. Manju Karkare MS RDN LDN CLT FAND (Policy and Advocacy Leader 2021-2022)

### 2021-2022 DBC **Nominating Committee Summary**

Chair: Christine M. Palumbo, MBA, RDN, FAND

The Nominating Committee managed the nominating and election process and prepared the

2022 ballot for the offices of Chair-elect, Treasurer and Nominating Committee.

The Committee recruited candidates by Reaching out to the Executive Committee Reviewing those in past leadership positions (ASCEND Leadership Certificates, Leadership Institute Awardees and those highlighted in Dimensions as Member Spotlights), Contacting previous members who expressed interest who were and were not selected for the ballot, sending E-blasts to all members, **The Discussion Board** **The Take 5 newsletters**, **Instagram**, "Cold emailing" members.

The Committee met regularly via Zoom and conference calls. At the end of the year, we held a debriefing meeting to discuss improvements for the next year. The ballot position for Chair-elect was unopposed, while there were two candidates for Treasurer and four for Nominating Committee. Nominating Committee members were Christine Palumbo (Chair), Nancy Siler (Chair-elect), Lauren Wingo and Lauren Pendergast Mulligan.

#### **Chair-elect**

\*Amanda Kruse, MS, RD, LD, FAND

#### **Treasurer**

\*Cindy Cysewski, MS, RD, LDN

Molly Knudsen, MS, RDN

#### **Nominating Committee**

Crystal Barbe, MS, RDN, LD

Chelsea Capelo, MBA, RDN

\*Jennifer Fiske, MS, RDN, LD- Committee Member

\*Barbara Minger, MS, RDN, CD- Chair Elect

2021-2022 Dietitians in Business and Communications (DBC) Dietetic Practice  
Group **Financial Summary**

Treasurer: Alexandra Oppenheimer-Delvito, MS, RD, CDN

The 2021-2022 fiscal year budget was designed considering conservative revenue projections while leveraging DBC's more-than-healthy reserves to bring greater value to members. DBC intended to end the year with an operating deficit of about \$6,320 with projected revenue from membership, sponsorships, events and sales, however administrative charges that were not charged to our account in 2020-2021 adjusted the expected deficit to be about \$22,400. To make up for the unapplied charges in 2020-2021, DBC incurred two charges for administrative services each month during the 2021-2022 fiscal year. While it appears DBC exceeded the planned budget in the 2021-2022 fiscal year, it is because it wasn't paid out in 2020-2021.

Member benefits continued to be a priority for the Executive Committee (EC) during budget planning to increase the value of membership through educational and networking opportunities. Membership dues continued to serve as the practice group's primary revenue source. DBC secured sponsorship revenue in 2021-2022, however a large proposed sponsorship opportunity that has been in progress has yet to come to fruition. Membership was down for the year with dues totaling \$31,980. DBC received no meeting registration fees, \$340 in continuing education material sales and 3,250 in grants/contracts. DBC also saw investment reserves decrease by \$6,652. DBC intended to end the fiscal year in a deficit in order to leverage the group's reserves as a way to spend down the high reserves to bring greater value to members. The actual deficit for the year was \$23,882 due to membership levels, the 2020-2021 administration charges and lower than expected sponsorship. Even with this deficit, DBC remains financially stable entering the 2022-2023 fiscal year with 149% of operating expenses in reserves. DBC enters the 2022-2023 fiscal year in great financial shape to handle the planned expenses and continue delivering value and opportunities to members.

	Expected	Actual
Total Revenue	\$52,250	\$35,570
Total Expenses	\$58,570	\$59,392
Reserves		\$105,522
Percentage of Operating Budget		149%

The leadership team will continue seeking out revenue-generating opportunities and membership benefits while being mindful of expenses to keep DBC in a steady financial state.

## DBC FNCE Highlights 2022 Orlando

### Saturday 10/8

Opening Session Daymond Johns 5 Shark Points for Success 4:00 PM – 6:00 PM

### Sunday 10/9

Financial Fitness: Key Concepts for Business Success 8:30 AM – 9:30 AM

Civility and Ethics: How Do They Align? 10:00 AM – 11:30 AM

Lights, Camera, Cook 10:00 AM – 11:30 AM

Negotiation Success: Build Relationships, Influence Decisions, and Advance Your Career 3:30 PM – 4:30 PM

<< DBC Spotlight Session

Quantity or Quality: Which Type of Diet Assessment is Best? 3:30 PM – 4:30 PM

### Monday 10/10

Building Inclusive Leadership Skills to Advance Equity at Any Level 8:30 AM – 9:30 AM

Positive Disruption: Cross-Sector Collaboration to Influence Nutrition and Drive Change 8:30 AM – 9:30 AM

Member Showcase Creating Resilient Leaders 10:00 AM – 12:00 PM

Winning In A Connected World: Using Data to Drive Dollars 1:30 PM – 3:00 PM

The Simple Formula for Effective Communication 1:30 PM – 3:00 PM

Thank you to everyone for volunteering, sharing your leadership skills, creativity, professionalism, friendship and support during these unprecedented times that probably none of us thought would happen in our wildest of dreams. Hope to see as many of you as possible in person at this year's AND FNCE in Orlando, FL.

“Logic will get you from A to B. Imagination will take you everywhere.” Albert Einstein.

Sincerely,  
Rayona Baker, RDN  
DBC 2021-2022 Chair