

## 2008 – 2009 Annual Report

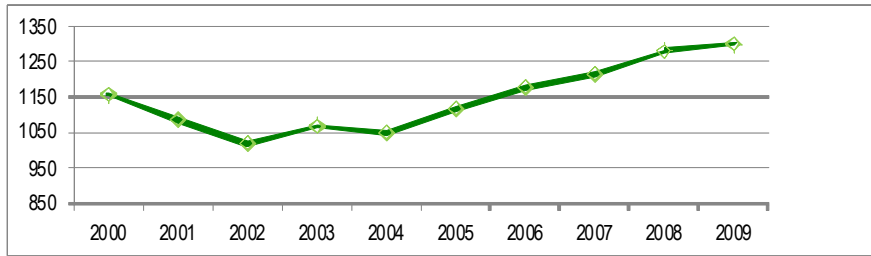
### Dietitians in Business and Communications

a dietetic practice group of the  
**eat right** American Dietetic  
Association

The Dietitians in Business and Communications Dietetic Practice Group of the American Dietetic Association had a year of growth and development with a continued focus on member benefits. Accomplishments from June 2008 through May 2009 included:

#### Membership

We concluded the year with 1,300 members and Friend members. Our goal is to continue to increase membership, enhancing benefits for both members and our Friend/sponsor members. We are pleased to report that our membership is strong and increasing.



#### Education

- DBC evaluated several educational models this year and will begin providing self-directed webinars in September 2009.
- One priority session was presented during the 2008 Food & Nutrition Conference & Expo in Chicago. The speakers, Ken Wasco and Ellen Lyros-Elson, RD, were also featured at a book signing. An additional session, From Practitioner to Manager: Developing Your Leadership Jean Caton, MS, MBA, RD and Mary Cluskey, PhD, RD, LD, was also sponsored by DBC.

#### Member Communication

- Four issues of the newsletter were distributed, three via website posting and one hard copy.
- Ten issues of e-update were distributed to members.
- Eblasts were regularly sent, sharing information on new activities and other key information.
- The listserv continued to provide a means of member-to-member communication.
- The Executive Committee determined that, in conjunction with the Web site facelift completed in June 2008, that reprogramming the Web site for easier update and new features was important. This update will be launched in June 2009.
- A presentation, "The Nuts and Bolts," was presented at a total of seven affiliate meetings and local dietetic associations.
- A Regional Network Coordinator slide show was created and shown during FNCE 2008 at the business breakfast.
- The Member Team launched a trial LinkedIn group. To date, over 150 members have joined our group.

#### Member Marketing

- A new display for FNCE DPG Showcase was completed and features design elements from the revised Web site.
- A new card for our member giveaway (custom luggage tags) during DPG Showcase was finalized, utilizing the new DBC logo.
- A new member postcard was designed and used during the DPG Showcase. The postcard features Web site elements and outlines key DBC member benefits.
- The revised website will feature a Member Marketplace, which highlights member-owned businesses, services and products.

#### Mentoring

- This past year, we had over 90 mentor/mentee matches.
- A comprehensive survey for both mentors and mentees was conducted.
- The newly programmed Web site allows new mentees to search for mentors online.

### Member Networking

- Two successful events completed during the Food & Nutrition Conference & Expo in Chicago – a networking event at the Firehouse Restaurant with 198 in attendance and a business breakfast with 132 in attendance.
- Networking events were held during the American Society of Healthcare Foodservice Administrators (ASHFSA), the Institute of Food Technologists (IFT), the National Restaurant Association (NRA) and the National Society for Healthcare Food Service Management (HFM).
- The Regional Network Coordinators represented Minneapolis, Chicago, Texas, Philadelphia, New York, North Carolina, Denver and Washington, DC.
- The Regional Networking Coordinators initiated events in five cities, including Minneapolis (3 events), Washington, DC (2 events), Chicago (3 events), New York City (1 event), North Carolina (2 events), Texas (2 events), Denver (3 events).
- A one-page “networking with DBC” flyer was created for RNC’s to distribute via email and at local events.

### General

- The 2009-10 program of work and budget was submitted and approved
- Nominations and election for 2009-10 executive committee officers were completed.
- Appointments for 2009-10 were completed.
- We concluded the 2008-09 year with \$65,637 in revenue and \$80,341 in expense.

### Sponsorship

Grateful appreciation is extended to our 2008-09 sponsors:

#### Ambassador Level

Campbell's DMA	Ecolab The Schwan Food Company	Sysco U.S. Foodservice
-------------------	-----------------------------------	---------------------------

#### Diplomat Level

CBORD Gordon Food Service	Hobart Tyson
------------------------------	-----------------

#### Leader Level

Advance Food Company Aladdin-Temp-Rite Basic American Foods Computation Darlington Farms	Diamond Crystal Dinex Dole General Mills Kellogg's	Lemon-X Lyons Magnus Michael Foods Shasta J.R. Simplot
--	--	--

#### Patron Level

Cargill	Food Service of America
---------	-------------------------

### Other DBC Activities

- Once again, DBC did an exceptional job in obtaining student stipend donations for FNCE. A total of 32 stipends were given through member and sponsor generosity.
- Marsha Diamond, MA, RD, received the DBC Founder's Award and Linda Schuessler, MS, RD, LD, received the DBC Circle Award.
- The DBC Executive Committee continued utilizing a team work concept. Activities and initiatives in membership, education and sponsorship were conducted these teams.
- In May 2009, the Executive Committee initiated development of a new mission and vision to align with ADA's new mission and vision. In addition, specific work was done on a new strategic plan.

With thanks to the Executive Committee and all DBC committees,



Lisa Poggas, MS, RD ~ DBC Chair