

2009 - 2010 Annual Report

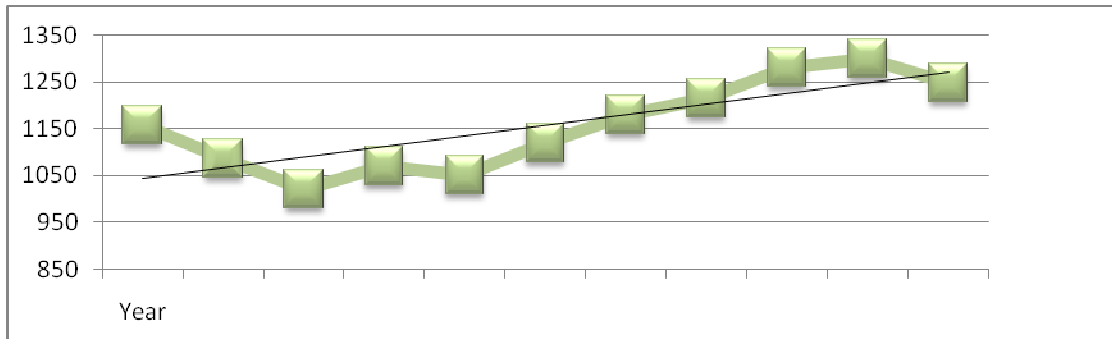
Dietitians in Business and Communications

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 2009 through May 2010 included:

Membership

We concluded the year with 1,247 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.



Education

- One priority session was presented during the 2009 Food & Nutrition Conference & Expo (FNCE) in Denver. "Dietitians are ALWAYS Selling! An Effective Approach to "Sell" Your Ideas" was presented by Sabrina Copeland, MS, RD, LD and Sara Peseski, MPH, RD – both are Sales Trainers for Nestlé HealthCare Nutrition.
- Our first webinar, coordinated by Membership Chair, Terri Raymond, MA, RD, CD, "Social Media 201: I've Signed Up....Now What?" was presented on September 30th. Speakers included Heidi Gengler, RD; Kate Byers, MS, RD and Cheryl Toner, MS, RD.
- Our second webinar, "Your Work Simplified," was presented May 12th by Shawn Kershaw.
- The Education Committee continued to explore effective and relevant ways to deliver continuing education to members. These options may include a workshop held prior to FNCE, regional educational events coordinated by DBC's Regional Network Coordinators, self-study and/or additional webinars.

Member Communication

- Four issues of the newsletter were distributed via website posting.
- Ten issues of e-update were distributed to members.
- E-blasts were regularly sent, sharing information on new activities and other key information. Our new eblast feature allows us to archive on the website so that members can review information at their convenience.
- The listserv continued to provide a means of member-to-member communication.
- Our website was updated in June 2009, providing greater functionality and member services.
- A presentation about what it takes to become a dietitian in business and communications (called "Taking Center Stage as a Dietitian in Business & Communications") was presented at a total of three affiliate meetings and local dietetic associations.
- The Membership Team continued to promote DBC's LinkedIn group. To date, over 150 members have joined our group.
- The Executive Committee voted to re-vamp the newsletter for 2010-2011 to make it a more online-friendly format. A search was conducted to seek a new Newsletter Editor and Designer with web-based newsletter experience.

Member Marketing

- The revised website features a Member Marketplace, which highlights member-owned businesses, services and products.
- The new website also features a self-selecting mentor feature.

Member Networking

- Two successful events completed during the Food & Nutrition Conference & Expo in Denver – an evening networking event at the Denver Athletic Club (co-hosted with the Nutrition Entrepreneurs DPG) with 323 total attendees (195 DBC members) and a business networking breakfast with 150 in attendance.
- The Regional Network Coordinators represented Minneapolis, Chicago, Texas, Philadelphia, New York, North Carolina, Denver and Washington, DC.
- The Regional Networking Coordinators initiated events in different locations, including Boston (2 events), Minneapolis (1 event), Washington, DC (1 event), Chicago (2 events), San Francisco (2 events), New York City (2 events), North Carolina (3 events), Texas (3 events), Denver (1 event), Phoenix (1 event).

General

- The 2010-11 program of work and budget was submitted and approved
- Nominations and election for 2010-11 executive committee officers were completed. Nominating Chair, Mary Lee Chin, MS, RD, and her committee member Lesley Shiery, RD recruited an unprecedented number of interested candidates for current and future elected and appointed positions.
- Executive Committee appointments for 2010-11 were completed.
- We concluded the 2009-10 year with \$97, 561 in revenue and \$82,570 in expenses.

Sponsorship

Grateful appreciation is extended to our 2009-10 sponsors (and a special thanks to incumbent Sponsorship Chair, Karen Chowdhury, LD for her continued efforts to maintain our loyal sponsors, as well as add new ones):

Ambassador Level

Campbell's	Sysco	U.S. Foodservice
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Diplomat Level

Gordon Food Service	Tyson
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Leader Level

Advance Food Company	Diamond Crystal	Lyons Magnus
Aladdin-Temp-Rite	Dinex	Michael Foods
Basic American Foods	Kellogg's	Shasta
Cargill	Lemon-X	J.R. Simplot

Patron Level

Shasta	Food Service of America
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Other DBC Activities

- Once again, DBC did an exceptional job in obtaining student stipend donations for FNCE. A total of 24 stipends were given through member and sponsor generosity.
- Cheryl Toner, MS, RD, received the DBC Founder's Award and Debbie Lofley, RD, 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 in these teams.
- Throughout the year, the Executive Committee continued work on our strategic plan

With thanks to the Executive Committee and all DBC committees,



Karen Payne, MS, RD
2009 – 2010 DBC Chair