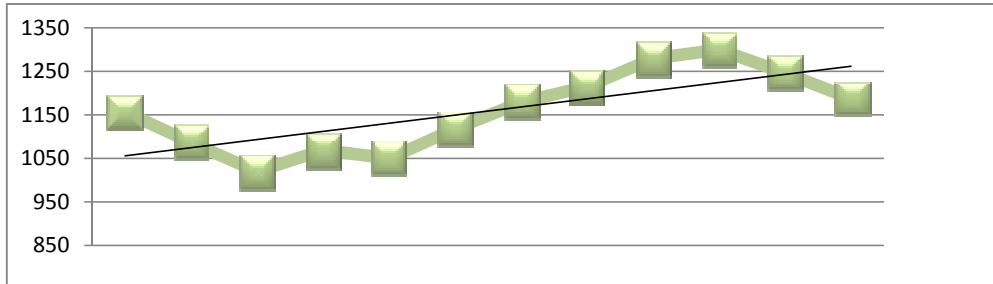


The Dietitians in Business and Communications Dietetic Practice Group of the American Dietetic Association had a year of growth and development with a continued focus on member benefits. Accomplishments from June 2010 through May 2011 included:

### Membership

We concluded the year with 1,188 members and 25 Friend members. Our goal is to increase membership, enhancing benefits for both members and our Friend/sponsor members.



### Education

- Our first member orientation webinar, coordinated by Membership Chair, Terri Raymond, MA, RD, CD, was conducted in June 2010.
- Our second webinar, "Tea with DBC: Insights and Implications – Understanding Trends to Drive Your Success," was presented May 9<sup>th</sup> by Kathleen Zelman, MPH, RD, LD and Marsha Diamond, MA, RD.
- The Education Committee continued to explore effective and relevant ways to deliver continuing education to members. These options included a workshop held prior to FNCE, regional educational events coordinated by DBC's Regional Network Coordinators, self-study and/or additional webinars.

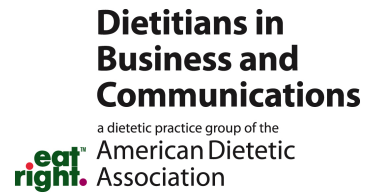
### Member Communication

- Four issues of the *Dimensions* newsletter were distributed via website posting. We introduced a new HTML format, contracted with a new newsletter editor and also launched an optional PDF version of the newsletter.
- Eight issues of e-update were distributed to members.
- E-blasts were regularly sent, sharing information on new activities and other key information.
- The electronic mailing list (EML) continued to provide a means of member-to-member communication.
- 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 available to members to present at affiliate meetings and local dietetic associations.
- The Membership Team continued to promote DBC's LinkedIn group. To date, over 287 members have joined our group, almost doubling our participation since last year. Our Facebook "likes" recently passed 300.

### Member Marketing

- The website, [www.dbconline.org](http://www.dbconline.org), features a Member Marketplace, which highlights member-owned businesses, services and products.
- The website also features a self-selecting mentor feature.

# 2010-2011 Annual Report



## Member Networking

- Two successful events completed during the Food & Nutrition Conference & Expo in Boston – an evening networking event at the Westin Waterfront Hotel with 128 total attendees and a business networking breakfast with 114 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, Minneapolis, Chicago (1 event), and New York City (1 event).

## General

- The 2011-12 program of work and budget was submitted and approved
- Nominations and election for 2011-12 executive committee officers were completed. Nominating Chair, Kathy Wilson-Gold, MS, RD, and her committee member Katie Vogel, RD recruited interested candidates for current and future elected and appointed positions.
- Executive Committee appointments for 2011-12 were completed.
- We concluded the 2010-11 year with \$99,712 in revenue and \$78,120 in expenses.

## Sponsorship

Grateful appreciation is extended to our 2010-2011 sponsors (and a special thanks to Sponsorship Chair, Lisa Poggas, MS, RD for her continued efforts to maintain our loyal sponsors, as well as new ones):

### Ambassador Level

Campbell's Sysco

### Diplomat Level

Hobart Tyson Food Should Taste Good

### Leader Level

Advance Food Company	Gordon Food Service	Lemon-X
Butter Buds	Idahoan Foods	Lyons Magnus
Cargill	J&J Snack Foods	Nestlé HealthCare Nutrition
Dinex Carlisle	Kellogg's	Shasta

### Patron Level

Basic American Foods	Food Service of America	
Dole	General Mills	Ricca Newmark Design

## 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.
- Maureen Leugers, MBA, RD, received the DBC Founder's Award and Karen Chowdhury, 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 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,

A handwritten signature in cursive script that reads "Marcia O. Greenblum".

Marcia Greenblum, MBA, RD  
2010-2011 DBC Chair