

Dietitians in Business and Communications

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

Dietitians in Business & Communications DPG

Annual Report



2017-2018

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Note from the Chair

In 1977, Dietitians in Business and Communications (DBC) began with the idea of collaboration and sharing expertise. Our founding members recognized how uniquely positioned dietitians are in a business environment and sought to support a community of dietitians in similar leadership roles and career trajectories. To this day, DBC remains committed to collaboration and growing the next generation of aspiring dietetics leaders.

40 years later, DBC honors our heritage while finding renewed inspiration to influence the future. 2017 marked a special year for reflection as the Academy of Nutrition and Dietetics (Academy) also celebrated 100 years of success. While recognizing achievements has always been a part of our core leadership model, the 2017-2018 fiscal year provided a pivotal opportunity to use our past experiences to articulate future strategy and direction.

At the start of the year, the Executive Committee (EC) assessed the health of the practice group, diagnosed areas for improvement, and identified factors within our control to prioritize for the year. The objective of this report is to share with you our diagnostic observations, coherent actions, and outcomes achieved.

Thank you for the opportunity to serve the profession through the role of Chair. Thank you also for your support, engagement, and dedication to the practice group! Our collective success is not possible without membership involvement. Finally, thank you to the 2017-2018 Executive Committee for your unwavering commitment to raise the bar for business and leadership skills within the dietetics profession. Congratulations on the completion of an accomplished year!

Best,



Becki Holmes, MS, RDN, LDN
2017-2018 Chair
Dietitians in Business and Communications

Summary of In-Person Executive Committee Meeting - June 15-16, Chicago, IL

Aligning Efforts for 2017-2018 and Beyond

The first EC meeting of the year took place on June 15 and 16 in Chicago, during which the EC aligned on differences between budget planning, goal setting, and strategic planning. The goal of the meeting was to step away from traditional template-style annual operating plans and map out a longer-term strategy to maintain a healthy practice group.

The term strategy is often overused and interchangeably associated with an annual operating plan or budget planning process. While annual planning exercises are critical to the success of an organization, a strategy positions an organization to leverage strengths to overcome an obstacle. Obstacles may be external to the organization such as rising competition, while internal obstacles may be process or personnel related.

The DBC EC was tasked to identify key obstacles for the practice group, illuminate strengths, and define a cohesive action plan to address how to overcome the obstacles.

Together, membership dues and sponsorship are the DPG's primary revenue sources. Both face challenges. Membership has remained steady or declined over the past three years with attrition from retirement as a primary reason for departing members. In the same timeframe, sponsorship has required more creativity in order to engage sponsors.

Membership growth and meaningful sponsorship engagements offer DBC the fiscal insulation to fund and invest in programs for DBC members. With membership and revenue as the agreed focus areas, the EC left the June meeting with a commitment to develop programming around the following three workstreams:

- 1. Member Acquisition, Retention, Turnover**
- 2. Education & Audience Development**
- 3. Revenue Streams, Finance & Succession Planning**

Program descriptions and key achievements accomplished during the 2017-2018 year are described in this report detail.

2017-2018 Financial Summary

Treasurer: *Jackie Schulz, MS, RD, CSP, LDN*

The 2017-2018 fiscal year budget was approved with conservative revenue projections and spending targets. Bullish pursuit of funding coupled with disciplined expense management yielded a year-end operating excess of \$6769. DBC was also pleased to offer a donation to the Academy of Nutrition and Dietetics Foundation in the sum of \$1745.

Membership dues and sponsorship donations persist as the practice group's primary revenue streams. While the EC was initially concerned about dwindling sponsor and donor engagement, uncertainty was combatted by prioritizing outcome-driven engagements. DBC's most successful sponsor engagements included member surveys, and in-person connections at meetings or events.

The top three expenses to the practice group included administrative consulting fees, travel, and food service for networking events. Where possible, efficiencies were identified, and resource expenditures were prioritized to focus on sustaining existing programming, deprioritizing resource-intensive exercises, and modernizing member benefits.

We were pleased to end the year in solid fiscal health to clear the runway for the 2018-2019 plans for member benefits.

Figure 1. Budget Summary

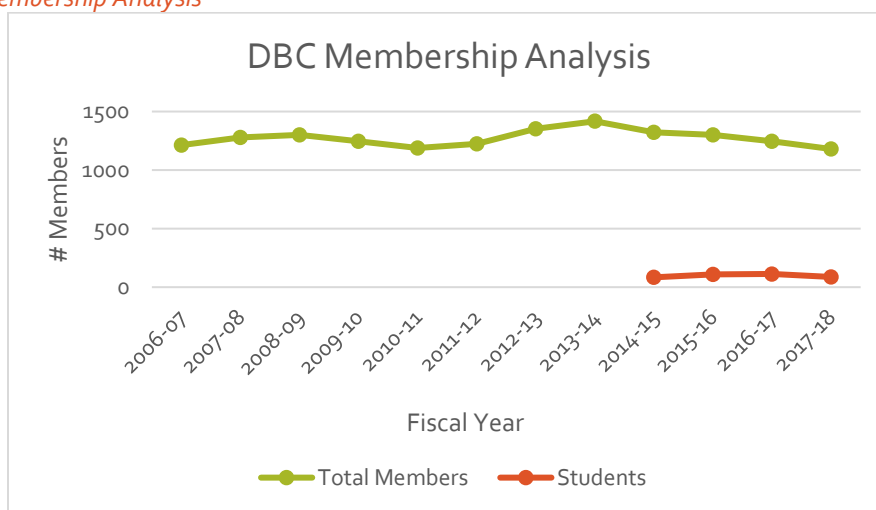
Description	2017-2018 Actual	Description	2017-2018 Actual
Revenue		Expenses	
Membership Dues	\$ 37,820	Lodging	\$ 8,226
Meeting Registration fees	\$ 3,930	Subsistence	\$ 1,296
Advertising Fees - Other	\$ 6,000	Transportation	\$ 5,701
Advertising Fees - Other	\$ 3,250	Professional Consulting	\$ 19,725
Grants/Contracts	\$ 10,000	Professional Consulting	\$ 4,402
Grants/Contracts	\$ 1,000	Postage	\$ 530
Donations/Gifts	\$ 772	Office Supplies	\$ 735
Miscellaneous Receipts	\$ -	Telephone	\$ 300
Operating Revenues	\$ 62,772	Teleconference Expense	\$ 54
		Web Hosting	\$ -
		Depreciation	\$ 1,400
		Other Expense	\$ 2,036
		Other Expense	\$ 237
		Books/Subscriptions	\$ 203
		Memb Dues/Seminar Fees	\$ 450
		Credit Card Processing Fee	\$ 1,150
		Outside Services	\$ -
		Donations to ADAF	\$ 1,745
		Honorariums/Awards	\$ 190
		Honorariums/Awards	\$ -
		Audio Visual	\$ -
		Food Service	\$ 7,129
		Printing/Copying	\$ 494
		Operating Expenses	\$ 56,003
		Operating Excess	\$ 6,769

Membership & Member Benefits

Membership Chair: *Deanne Brandstetter, MBA, RD, FAND*

The membership team kicked off the year with a goal to break the record for membership by 2020 (Goal – 1500 members). While membership numbers have been steady over the past decade, peak membership occurred when DBC Communications Camp was first offered in 2013. Since 2013, DBC membership has declined by approximately 20%; however, remains at parity with member numbers from 2006. The 2017-2018 year ended with 1180 total members, with students representing about 7% of DBC membership. Student membership has remained relatively consistent over the past four years where data are available.

Figure 2. DBC Membership Analysis



The membership team was committed to a year of driving member satisfaction through the expansion and coordination of in-person and digital networking opportunities. The second half of the year was marked by a renewed emphasis on attracting new member engagement at state affiliate spring conferences. This year, DBC had a presence at three state conference expositions in New York, Virginia, and Washington.

Key successes in 2017-2018 included not only the expansion of networking opportunities, but also defining and systematizing the DBC member journey through tools like standardized welcome letters and phone calls to new members, and messages to non-renewed members. The membership team also prepared toolkits for the DBC EC members seeking to host events to encourage a consistent approach to and efficient deployment of regional DBC events.

Highlighted membership achievements are noted below:

National Networking Events

DBC had a robust presence at the Food & Nutrition Conference & Expo™ (FNCE®) in Chicago to celebrate both the 100th Anniversary of the Academy and to ring in DBC’s 5th decade

- DPG networking at the 100th Anniversary opening ceremony
- DBC’s 40th Anniversary Networking Reception – Cake and Connect
- DPG-MIG Showcase

Regional Networking Events

DBC was pleased to offer nine regional networking opportunities in seven major metros across the United States, including two student-focused events in Boston and New York City.

Date	Event	Location
1-Jun	DBC Chicago Networking Event	Chicago
20-Sep	DBC Networking Event: Denver	Denver
1-Nov	DBC Networking Event: NYC Student and Young Professional: NYC	
4-Nov	DBC Networking Event: Dallas Walk and Lunch	Dallas
6-Dec	DBC Networking Event: Chicago Holiday Potluck	Chicago
12-Dec	DBC Dallas Networking and Cookie Exchange	Dallas
18-Jan	DC Networking Event with DBC	Washington, D.C.
5-Feb	DBC Networking Event: Boston Dietetic Internship Class Day	Boston
21-Apr	DBC Orange County Networking Event	California

Introducing: DBC Virtual Meet Ups

DBC Virtual Meet Ups were a joint initiative created between Membership and Education Committees this year. The goal was to introduce a new platform for our members and prospective members to build networks via video chat.

Date	Event
26-Jul	DBC Happy Hour: Crafting Your Message
23-Aug	DBC Happy Hour: Creating Opportunites for Yourself/Leadership/Advocacy
27-Sep	DBC Happy Hour: Innovations and Staying Relevant in an Ever-changing Environment
25-Oct	DBC Happy Hour & Video Chat: The Student Corner
29-Nov	DBC Virtual Happy Hour: Rev Up Your Business
31-Jan	DBC's Virtual Meet-Up: Presentation Skills
27-Feb	DBC Virtual Meet-Up: How to Use Canva to Improve Your Social Media Posts and Presentations
27-Mar	DBC Virtual Meet-Up with Guest Author
25-Apr	DBC Virtual Meet-Up - Career Development and Job Hunting
23-May	DBC Virtual Meet-Up: Refining Your Personal Brand on LinkedIn

Mentor Me with DBC

Mentorship engagement continued this year with 23 mentor pairings. This was slightly lower engagement compared to 28 from 2016-2017. The mentoring program remains a consistently requested member benefit, and the EC team continues to explore how to best modernize the program.

Volunteer Laura Eckhardt, RD, LDN, proposed program ideas to enhancing the Mentor Me benefit, and efforts for the 2018-2019 fiscal year have been prioritized.

Education & Audience Development

Education Chair: *Sonja Stetzler, MA, RDN, CPC*

The goal of the Education Committee is to identify learning objectives, plan and execute CPEU credits. This year, the Education Committee sought to assure practitioners and aspiring practitioners can leverage DBC continuing education to meet Commission on Dietetic Registration (CDR) competencies in business, communication and leadership. The content developed is also intended to help fill business and leadership education gaps identified by the House of Delegates (HOD) mega-issues assessment.

Past DBC member surveys illuminated the need to stratify educational content into tiers based on skill level. More than 25% of DBC members have 25+ years of experience suggesting more executive leadership content is needed compared to entry-level business content. Surveys have also illuminated that DBC members are seeking the come-back of Communications Camp or business school-style workshop. As part of longer-term 2018-2019 planning, Missy Schaaphok, RDN (incoming 2018-2019 DBC Chair) diligently planned a proof-of-concept business and leadership workshop focused on advanced negotiation and influencing skills. This workshop is to be held prior to FNCE® 2018 in Washington, D.C.

This workshop is a step to test the hypothesis that DBC-owned events can be leveraged to drive membership engagement and new member interest. Importantly, the team is seeking data insights from smaller-scale events, so a larger future workshop can be appropriately scaled and marketed.

This year was marked by the introduction of new learning formats and content described below.

Highlighted DBC Educational Events

In 2017-2018, DBC was pleased to offer 14.5 new CPEU credits, with more accessible via archived content on the DBC website.

Educational content was distributed via multiple platforms and learning styles ranging from interactive video conference calls to book club discussions, self-learning modules, and in-person events.

DBC Webinars

Six high-quality webinars were offered ranging from the intersection of technology and food trends to practical advice on contract negotiation. Webinar attendance averaged approximately 35 attendees per session with three of the webinar topics performing in the top 50% of DBC webinars featured in the past decade. Food trends (42 attendees), video production (41 attendees) and legal acumen (37 attendees) were the most attended topics this year.

Date	Event
26-Sep	DBC Webinar: The New Healthy - Fresh Insights into New Food Trends
15-Nov	DBC Webinar: Boost Your Legal Acumen: Clarifying Contract Confusion
6-Feb	DBC Webinar: 3D Food Printing
21-Mar	DBC Webinar: 3 Trends in Nutrition Communications
19-Apr	DBC Webinar: Harnessing the Power of Video: How to Plan, Shoot, and Produce Great Videos
10-May	DBC Webinar: Instagram: 5 Strategies to Build Your Brand

DBC Book Club

First introduced in 2016-17, DBC's Quarterly Book Club was a continued member benefit in 2017-2018 with an added live video chat element. Participants were requested to read the selected book and be prepared to participate in a moderated discussion on the day of the event. The highlight of DBC's book club this year was a live video chat hosted by Linda Swindling, author of *Ask Outrageously!*

Date	Event
30-Aug	DBC Book Club: Known - by Mark Schafer
11-Oct	DBC Book Club - Communicate Like a Leader - by Diana Booher
7-Dec	DBC Book Club: The Power of Positive Leadership - by Jon Gordon
15-Feb	DBC Book Club: Hunch by Bernadette Jiwa
11-Apr	DBC Book Club - Ask Outrageously! by Linda Swindling

DBC TED Talks

DBC TED Talks were first introduced in 2015-2016. Like a book club format, participants were invited to review two selected TED talks, and participate in a live webinar discussion with the objective to apply TED content to dietetic practice areas. Three TED talks were hosted, and while enthusiasm for this style of learning opportunity was initially promising, the EC voted to discontinue the benefit based on low participation rate.

Date	Event
21-Sep	DBC TED Talk: Innovations in Food in 2017
9-Nov	DBC TED Talk: How to Speak Up for and Yourself & Know Your Worth then Ask for It
11-Nov	DBC TED Talk: Rev Up Your Business

FNCE® Spotlight Session: Triggering Change in Patients and Clients: Insights from Behavioral Science

In line with the theme of collaboration, the Dietitians in Business and Communications and Food and Culinary Professionals (FCP) Dietetic Practice Groups collaborated to bring a session to FNCE® regarding the RDN's unique qualifications in triggering behavioral change to positively impact public health.

Expert scientists. Dr. Jason Riis, PhD and Dr. Hilary Thesmar, PhD, RDN discussed behavioral and marketing sciences to offer practical behavior change tactics. Participants left the session with tools to influence positive and results-focused change within any dietetic practice area where educational opportunities present themselves, including clinical, agricultural, industrial, business, and/or private practice.

An estimated 1700 participants flooded Room W375A in McCormick Place in Chicago with standing room only and extra participants directed to an overflow viewing room.

DBC Succession Planning

Nominating Committee Chair: *Theresa Hedrick, MS, RD, LD*

The primary remit of the Nominating Committee is to fill the annual ballot for elected Executive Committee positions. The 2018-2019 ballot was filled with ease, and DBC was pleased to present a ballot of highly qualified candidates for the upcoming fiscal year.

Beyond the elected ballot, the DBC EC has been working to assure a pipeline of volunteers is sufficient for future growth and program sustainment. For elected positions, timelines and term durations promote continuity over longer periods of time. For instance, the elected Chair position maintains involvement in the practice group for three years, as Chair-Elect, Chair, and Immediate Past Chair. On the other hand, appointed roles are discretionary which can sometimes lead to continuity challenges and re-work.

This year, the EC was encouraged to develop succession planning and training programs for their respective areas. During the formation of appointed 2017-2018 Committees, the EC identified volunteers willing to take on a specific role with the opportunity to volunteer in a new role in a subsequent year. Creating learning opportunities from volunteer positions encouraged movement within DBC year over year. It also helped Chairs grow the volunteer base and identify successors for the upcoming 2018-2019 year. Volunteers were invited to engage with DBC's Executive team as early as possible to assure adequate training prior to the June 1.

Sponsorship

Sponsorship Chair: *Jennifer Seyler, MBA, MS, RD, CPT*

This year, the Sponsorship team explored new ways in which DBC could leverage its strengths to create supplemental revenue streams. Ideas included launching proprietary DBC events such as in-person workshop opportunities or products (i.e., syndicated report). The EC also identified ways in which stratified or bundled pricing models could be leveraged to incite attendance and drive new membership through event registration.

A renewed focus on sponsored member surveys yielded a successful pilot model for future engagement. Together with the Sports Cardiovascular and Wellness Nutrition (SCAN) practice group, DBC worked to secure a sponsor, execute a member survey to both practice group audiences and analyze the results. This proved to be a desirable and reproducible model for alternative revenue streams in the future.

We'd like to extend a sincere thank you to our 2017-2018 sponsors, donors and regional event hosts:

- Bevolution Group
- Colorado Cattleman's Beef Council
- Dole Nutrition Institute
- LifeSpice Ingredients
- Red Bull North America

Academy House of Delegates

Academy Delegate: *Elaine Farley Zoucha, RDN, LDN, LMNT*

The House of Delegates (HOD) of the Academy of Nutrition and Dietetics governs the profession and develops policy on major professional issues; the Board of Directors governs the Academy; and Academy staff implement decisions.

DBC is proud to be represented by Elaine Farley Zoucha, RDN, LDN, LMNT who attended the Fall HOD meeting during FNCE®. Two mega-topics of discussion this year were: Championing Nutrition and Dietetics Practitioners in Roles of Leadership in Public Health, and Draft Code of Ethics: Education and Communication Strategies.

The HOD discussed how to elevate the role of Dietetic practitioners in public health positions at every level. During the in-person meeting, the HOD discussed the need for business and communication skills suggested such curriculum is missing in the path to becoming a Registered Dietitian Nutritionist. DBC is motivated by this discussion and appreciates the opportunity to play a role in providing solutions to the support the HOD.

Public Policy Engagement

Policy and Advocacy Leader (PAL): *Linda Roberts, MS, RDN, LDN*

DBC was pleased to support Linda Roberts, MS, RDN, LDN and her attendance at the annual Public Policy Workshop in Washington, D.C., where approximately 350 dietitians visited Congressional members on Capitol Hill to garner support for key policies germane to the field of health and nutrition.

Linda was able to meet with the Illinois delegation to request support to re-authorize and full funding of the Farm Bill that supports the Supplemental Nutrition Assistance Program (SNAP), SNAP-Ed, and other education. The delegation also requested elected officials to support the Obesity Prevention and Treatment Bill and lastly to support the resolution to acknowledge the Academy's 100th birthday.

Linda's involvement as DBC's appointed Policy and Advocacy Leader provided DBC with consistent transparency into the Academy's political engagement strategies and illuminated areas where DBC members can become more involved with national policy initiatives. DBC has long supported the engagement of its members in broader public policy commentary and thank Linda for her willingness to represent our practice group.

Student Leadership

Student Member Chair: *Shu-Feng Tsao, MS*

2017-2018 marked the second year DBC offered a student EC position. Led by Shu-Feng Tsao, a student survey was developed to measure awareness of DBC, and what member benefits are meaningful for this important group of successors. Regarding engagement, the survey results showed that DBC student members are interested in becoming authors for the newsletter, and an interest in topics such as job and internship opportunities as well as tips for writing resumes and cover letters. The survey also illuminated that most DBC student members are not following DBC on social media, including Facebook, LinkedIn, and Twitter.

These student insights led to the implementation of student articles in the newsletter, specific content offered on career development, and the launch of an Instagram social media account in May 2018.

DBC looks forward to continuing to offer key programming, content, and leadership opportunities for the student community.

Marketing & Communications

Marketing & Communications Committee Chair: *Sarah Hendren, MS, RDN, LDN, CD*

The Marketing & Communications team is comprised of more volunteers than any other Committee and is focused on promoting the entirety of DBC's programming. On a given day this can range from education opportunities, networking events, membership updates, and more. Importantly, the Marketing team is tasked to deliver two integral DBC publications - a quarterly and monthly newsletter. Their collective achievements are noted below:

Quarterly Newsletter – *Business Insights*

Newsletter Editor: *Nicole Arcilla, MS, RDN, LDN*
Associate Newsletter Editor: *Allison Stock, RDN*

The *DBC Business Insights* quarterly newsletter publication commanded attention by featuring themes such as:

- Creating Opportunities for Yourself – Summer 2017
- Taking the Leap: Starting a New Venture – Fall 2017
- Shaping the Future of Dietetics – Winter 2018
- The Modern Dietitian – Spring 2018.

In addition to curating consistently high-quality editorial content, the newsletter team executed a visually stunning and contemporary publication with impeccable deadline management.

A key achievement of the newsletter team was the launch of *Business Insights* on a new distribution platform. Readers can now experience DBC newsletter content through digital features like page turning, searchability, and hyperlinks.

Monthly Newsletter – Take 5

Take 5 Editor: *Alexis Ray, MS, RDN, CSSD, LD, RYT*

In addition to the quarterly newsletter, another focus of the Marketing team is to drive engagement through email communications. This year, E-blast communications featured more pictures, and content limited to 5 minutes or less of reading time with an emphasis on hyperlink incorporation for readers seeking additional resources.

Figure 3. 2017-2018 E-Blast Analysis

Date	Eblast	Open/Read Rate
6/20/2017	Connecting with DBC	43%
6/12/2017	DBC E-update	41%
5/30/2017	Member survey reminder	29%
7/26/2017	Happy Hour reminder	45%
7/17/2017	Take 5	44%
8/24/2017	Newsletter release	37%
8/15/2017	Take 5	45%
9/19/2017	Professional development	39%
9/18/2017	Take 5	36%
9/15/2017	Cake/Connect reminder	32%
9/7/2017	Nominating	43%
10/12/2017	Annual report	36%
10/10/2017	Take 5	33%
11/29/2017	Happy hour	27%
11/28/2017	Newsletter release	26%
11/13/2017	Webinar and Book Club	35%
11/8/2017	Take 5	32%
12/7/2017	Take 5	31%
12/4/2017	Ballot slate	35%
12/6/2017	Newsletter print survey	30%
11/29/2017	Happy hour	29%
1/8/2018	Take 5	37%
1/29/2018	Upcoming opportunities	43%
2/27/2018	Virtual meet up	31%
2/14/2018	Voting reminder	25%
2/12/2018	Take 5	33%
2/2/2018	Voting	31%
1/29/2018	Opportunities	44%
3/27/2018	Virtual meet up	32%
3/20/2018	Take 5 (2nd time)	31%
3/13/2018	Take 5	35%
3/1/2018	Newsletter	34%
4/9/2018	Take 5	32%
4/10/2018	Events reminder	30%
5/9/2018	Take 5	35%
5/22/2018	Virtual meet up	35%
5/24/2018	Newsletter release	35%
5/30/2018	Member survey	32%

Social Media Marketing

Growing DBC's presence in various marketing channels has been a key part to our engagement plan and have evolved over the years to encompass a variety of platforms and extend DBC's audience reach and online presence.

Twitter and Facebook are DBC's most followed social accounts, both of which are managed through a content scheduling application. Both platforms draw thousands of followers and can be managed efficiently by DBC volunteers. DBC's presence on LinkedIn is a relatively newer platform with significantly fewer followers; however, both Twitter and LinkedIn experienced double digit follower growth at +11% and +14.9% YOY respectively. Facebook growth was modest at +3% YOY, and the Electronic Mailing List experienced a significant loss of subscribers at -55% YOY.

The Marketing team consistently measures platform engagement, traffic, and followers. From this data, DBC is able to prioritize content distribution and resource planning. Based on member feedback, DBC launched a presence on Instagram at the end of the year and will continue to measure demand and engagement on other platforms for future programming.

Introducing: DBC Instagram

- Soft roll May 1; full promotion June 1
- Followers: 80

Twitter

- Followers: 3,918 (+11.0% YOY)
- Traffic: 98 (+8) clicks on the links posted within DBC messages

Facebook

- Followers: 2,207 (+3% YOY)
- Traffic: 114 (+22) clicks on the links posted in our Facebook content

LinkedIn

- Followers 376 (+14.9%)

Electronic Mailing List (EML)

- Subscribers: 272 (-55% YOY)

Awards & Recognition

Academy of Nutrition & Dietetics National Awards

This year was remarkable in terms of DBC members receiving national awards and recognition for their merits and achievements. The following awards were bestowed upon well-deserving DBC members.

2017-2018 Medallion Award Recipient: *Becky Dorner, RDN, LD, FAND*

These awards have been given each year since 1976, and honor Academy members who have shown dedication to the high standards of the nutrition and dietetics profession through active participation, leadership and devotion to serving others in nutrition and dietetics, as well as allied health fields.

2017-2018 Trailblazer Award Recipient: *Barbara J. Ivens, MS, RDN, FADA, FAND*

Jointly bestowed by the Academy of Nutrition and Dietetics and the Institute of Food Technologists (IFT), the Trailblazer Award recognizes exceptional leaders who have advanced the science at the nexus of nutrition/dietetics and food science for at least five years. This award is conferred upon a leader, preferably a joint member of the Academy and IFT, who has demonstrated innovative contributions to improve health among underserved populations through a least one aspect of food science and technology, and has exhibited intellectual courage in research, instruction and/or communication at this intersection.

2017-2018 Media Excellence Award: *Regan N. Jones, RDN*

Established in 1987, this award is presented to an individual reporter, publication or program for consistent, high-quality nutrition reporting. Recipients of the Media Excellence Award cover current issues and concerns with balance and perspective, are scientifically accurate, regularly cite Academy positions and materials and quote Academy members as experts, present nutrition information creatively and reach a wide audience.

2017-2018 Excellence in Consultation and Business Practice Award:

Linda Roberts, MS, RDN, LDN

These Awards recognize outstanding registered dietitian nutritionists and nutrition and dietetics technicians, registered, who have demonstrated innovation, creativity and leadership in a specific area of practice. The awards are given in several practice categories, to honor Academy members who have demonstrated exceptional performance, contributed to the advancement of practice, and been effective and inspiring leaders in nutrition-related organizations.

Dietitians in Business & Communications Awards

Each year Dietitians in Business and Communications (DBC) DPG bestows the Founder's Award and the Circle Award, honoring two members for their outstanding contributions to the DPG.

2017-2018 Founder's Award Recipient: *Ilene Smith, MS, RDN*

The DBC Founder's Award is given to an individual who has impacted the inner structure and foundation of DBC, its strategy and direction.

2017-2018 Circle Award Recipient: *Tyler Rolling, MS, RDN*

The Circle Award is given to an individual who has made a multi-faceted difference to DBC, truly providing an all-around service to the organization.

Special Recognition to the 2017-2018 Executive Committee

Finally, thank you to the DBC Executive Committee and to all those who volunteered to support our vision and objectives this year. DBC's success is attributable to the incredible effort, leadership, and camaraderie exhibited by this team of exceptional talent.

- Missy Schaaphok, MS, RDN – Chair Elect
- Terri Raymond, MA, RDN, CD, FAND – Past Chair
- Sylvia Klinger, DBA, MS, RDN – Secretary
- Jackie Schulz, MS, RD, CSP, LDN – Treasurer
- Elaine Farley-Zoucha, RDN, LDN, LMNT – Delegate
- Theresa Hedrick, MS, RD, LD – Nominating Committee Chair
- Lily Chen, MS, RDN – Nominating Committee Chair Elect
- Lara Felton, MBA, RD – Nominating Committee
- M. Lee Wolf-James RDN, LD – Nominating Committee
- Deanne Brandstetter, MBA, RD, FAND – Membership Chair
- Nikki Nies, MS, RD – Membership Committee
- Laura Eckhardt, RD, LDN – Membership Committee
- Jennifer Seyler, MBA, MS, RD, CPT – Sponsorship Chair
- Linda Roberts, MS, RDN, LDN – Policy & Advocacy Leader
- Sonja Stetzler, MA, RDN, CPC – Education Team Chair
- Tori Schmitt, MS, RDN, LD – Education Team
- Sarah Hendren, MS, RDN, LDN, CD – Marketing & Communications Chair
- Nicole Arcilla, MS, RDN, LDN – Newsletter Editor
- Allison Stock, RDN – Associate Newsletter Editor
- Tyler Rolling, MS, RD – Creative Content Chair
- Alexis Ray, MS, RDN, CSSD, LD, RYT – Take 5 Editor & Creative Content Co-Chair
- Shu-Feng Tsao, MS – Student Member Chair
- Susan DuPraw, MPH, RD – Academy DPG Relations Manager

And a final note to thank the team responsible for the day-to-day management of this practice group. Thank you for your dedication to the field of nutrition and dietetics and for seeking to facilitate a positive volunteer experience for those involved: Barb Pyper, MS, RDN, SNS, FAND – DBC Executive Office; Jan Oliver, RD – DBC Executive Office; Cara Nichols, RDN – DBC Executive Office.