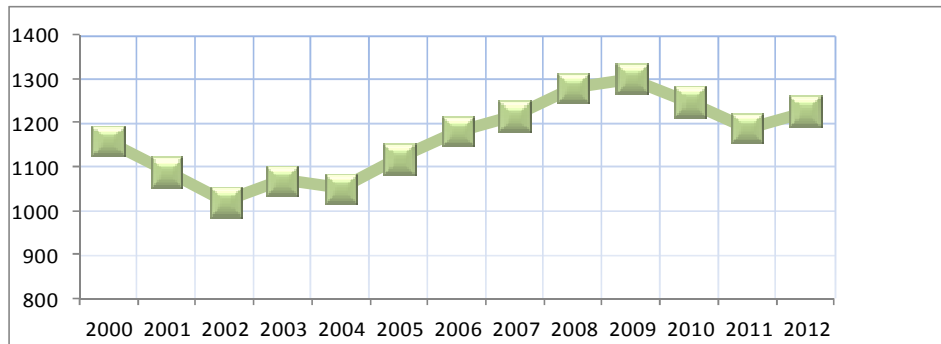


The Dietitians in Business and Communications Dietetic Practice Group of the Academy of Nutrition and Dietetics had a year of growth and development with a continued focus on member benefits.

Accomplishments from June 2011 through May 2012 included:

Membership

We concluded the year with 1,225 members and 25 Friend members. Our goal is to increase membership, enhancing benefits for both members and our Friend/sponsor members.



- The website, www.dbconline.org, features a Member Marketplace, which highlights member-owned businesses, services and products.
- The website also features a self-selecting mentor feature for our, "Mentor Me with DBC" program.
- A survey was conducted of all members with a focus on evaluation of current services, future needs and gathering more information on our members' interests.
- A new member webinar was conducted in June 2011.

Education

- Our member orientation webinar, coordinated by Membership Chair, Terri Raymond, MA, RD, CD, was conducted in June 2011.
- Our educational webinars included ten separate events (both sponsored and non-sponsored) with an average attendance of 40. The "Tea with DBC" webinars included:
 - Super(market) RDs: The Evolution of Dietitians' Roles (40 attendees)
 - Building Buzz: Strategic and Successful Social Networking for Busy Professionals (43 attendees)
 - Games, Apps and All That: How Nutrition Technology Can Elevate Your Practice (120 attendees)
- The Education Committee continued to explore effective and relevant ways to deliver continuing education to members.
- Work was initiated on the first-ever DBC Communications Camp, to be held March 8-9, 2013.

Member Communication

- Four issues of the *Dimensions* newsletter were distributed via website posting. We introduced a new PDF newsletter format and graphic design.
- 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.
- Our 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. During 2011-12, 378 members have joined our group, over 100 more than last year. Our Facebook "likes" recently passed 450.
- We surpassed our goal of 150 followers on Twitter and currently have 288 followers.
- Our first "tweet chat" was conducted in May 2012.

Governance

- DBC members elected their first Delegate for the Academy’s House of Delegates (HOD).
- Feedback from members was solicited for HOD mega issues.
- The DBC Delegate participated in the Academy’s Public Policy Workshop.

Member Networking

- Our networking event, held at Casa Guadalajara during the Food & Nutrition Conference & Expo in San Diego, had 156 attendees.
- The Regional Network Coordinators represented Arizona, California, Maryland, Florida, Minneapolis, Chicago, Texas, New York, Washington, DC, New Jersey, Pennsylvania, Washington State, – a total of 13.
- The Regional Networking Coordinators initiated events in different locations, including Boston, Minneapolis, Chicago, Houston and New York City (1 event).

General

- The 2012-13 program of work and budget was submitted and approved
- Nominations and election for 2012-13 executive committee officers were completed. Nominating Chair, Erin DeSimone, MS, RD, and Maureen Leugers, MBA, RD, recruited interested candidates for current and future elected and appointed positions.
- Executive Committee appointments for 2012-13 were completed.
- We concluded the 2011-12 year with \$96,127 in revenue and \$125,940 in expenses.

Sponsorship

Grateful appreciation is extended to our 2011-2012 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):

President Level

Anjinomoto	Monk Fruit	Monsanto
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Ambassador Level

Campbell’s Sysco	US Foods	Don Miller & Associates
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Diplomat Level

Hobart	Tyson	Butter Buds
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Leader Level

AdvancePierre Foods Cargill Gordon Food Service	J&J Snack Foods Kellogg’s Food Away from Home Lemon-X	Shasta Hormel Health Labs/Diamond Crystal
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Patron Level

Basic American Foods Ben E. Keith Distribution Marketing Advantage	Pasteurized Eggs Sara Lee	Vision Software
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Other DBC Activities

- Once again, DBC did an exceptional job in obtaining student stipend donations for FNCE. A total of 39 stipends were given through member and sponsor generosity.
- Mary Lee Chin, M.S., RD received the DBC Circle Award and Elisabeth D'Alto, RD, will receive the DBC Founder's Award during FNCE 2012.
- The DBC Executive Committee continued utilizing a teamwork 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, focusing and refining during a January 2012 meeting.

With thanks to the Executive Committee and all DBC committees,

Rachel Begun, MS, RD, CDN - Chair Elect
Kate Byers, MS, RD - Treasurer
Alissa M.R. Wilson, MPH, PhD, RD - Secretary
Marcia Greenblum, MS, RD – Past Chair
Mary Lee Chin, MS, RD - Delegate
Kathy Wilson-Gold, MS, RD, LD – Education Committee Co-Chair
Sheree Thaxton Vodicka, MA, RD, LDN—Education Committee Co-Chair
Erin DeSimone, MS, RD - Nominating Chair
Ilene Smith, MS, RD—Communications & Marketing Chair
Sylvia Melendez-Klinger, MS, RD, LDN
- Geographic Representative Chair
Terri Raymond, MA, RD, CD - Membership Chair
Lisa Poggas, MS, RD - Sponsorship Chair
Deborah Bowen, MS, RD - FNCE Chair

Communications Team

Emily Anshlowar, MS, RD—E-update Editor
Elisabeth D'Alto—Dimensions Newsletter Editor

Nominating Team

Maureen Leugers, MBA, RD, CD

Membership Team

Andrea Carrothers, MS, RD—Mentoring Chair
Rayona Baker
Jenna Tallaksen
Roseann Hoeye, MBA, RD, LD

Education Team

Pamela Wu, DPA, RD
Karen Payne, MS, RD

Sponsor Team

Karen Chowdhury, RD, LD

Regional Network Coordinators

Boston

Peggy O'Shea, MBA, RD, LDN

New York

Alexandra C. Oppenheimer, RD

Washington, DC

Lisa Katic, RD

New Jersey/Pennsylvania

Sharon Sachenski, MA, RD

Chicago

Sylvia Melendez-Klinger, MS, RD, LDN

Minneapolis

Alicia Baird, RD, LD

Austin, TX

Allison Beadle, MS, RD

Dallas, TX

Tiffany R. Wenzel, RD, LD

Houston, TX

Lauryn Langhorne, RD, LD

Arizona

Katie McWhirter, MS, RD

Washington State

Hope Hale, MS, RD

It has been an honor to be your Chair. Thank you again for a great year of accomplishments. I truly enjoyed being the DBC chair this year and you were all part of that. I look forward to being an integral part of DBC. Let us keep the momentum moving forward.



Marsha Diamond, MA, RD
2011-2012 DBC Chair