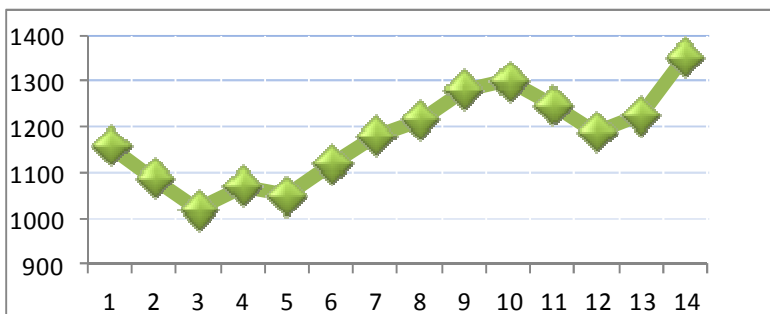


The Dietitians in Business and Communications Dietetic Practice Group of the Academy of Nutrition and Dietetics had a year of growth and development with a continued focus on member benefits. Accomplishments from June 2012 through May 2013 included:

Membership

We concluded the year with 1,353 members, a 10.5% increase from the previous year. Our goal is to continue to increase membership, enhancing member services and benefits.



- The website, www.dbconline.org, was redesigned and launched in January 2013. The new site has clearer navigation and a new clean look.
- Our annual member survey was conducted, focusing on evaluation of current services, as well as gathering more information on our members’ interests.
- We began our year with our new member webinar. The recorded webinar was viewed over 100 times via our website.

Education

- Our educational webinars included seven separate events (with an average attendance of 82). DBC’s “Business Essentials” webinars included:

Date	Title	Attendees	% Rated Excellent or Good
September 24, 2012	The Power of Pinterest for RDs	102	90.7%
October 22, 2012	Think Strategically: From Task Master to Visionary	108	84%
November 26, 2012	Ensuring Business Success: Fundamentals of Financial Planning	36	86.2%
January 28, 2013	Assuring Quality: From Program Planning to Outcome Measurement	139	88.5%
March 4, 2013	Plan It, Market It, Sell It! Get the Business Edge	62	78.6%
March 25, 2013	Negotiate Effectively: Being Your Own Best Advocate	53	77.8%
June 14, 2013	Staying in Bounds: Everyday Ethical Dilemmas	76	51

- The “Office with a View” presentation was finalized, recorded and is now available on the Academy of Nutrition and Dietetics’ website.



DBC Communications Camp

- The first-ever DBC Communications Camp was held March 8-9, 2013 with 106 attendees and 8 sponsors.
- Speakers included: Sonja Stetzler, MA, RD, LDN; Anne Cain, MS, MPH, RD; Janet Helm, MS, RD; Tom Barritt; Julie Upton, MS, RD, CSSD; Liz Ward, MS, RD; Mitch Harris; Sylvia Klinger, MS, RD; Susan Pitman, MA, RD; Ilene Smith, MS, RD; Andrew D. Maynard, PhD; Christine Palumbo, MBA, RD; Melissa Joy Dobbins, MS, RD, LDN, CDE; Celeste A Clark, PhD and Kathleen Zelman, MPH, RD, LD.
- 90.2% rated the Communications Camp as excellent or good.
- Planning for an early 2015 Communications Camp has been initiated.

Marketing and Communications

- Four issues of the Dimensions newsletter were distributed via website posting.
- Eight issues of the monthly e-update and other regular eblasts were distributed to members.
- The electronic mailing list (EML) continued to provide a means of member-to-member communication.
- The Membership Team continued to promote DBC's LinkedIn group. During 2012-13, 432 members have become a part of our group, over 50 more than last year.
- Our Facebook "likes" recently passed 750, up over 300 from last year.
- We recently passed 600 followers on Twitter, up over 300 from last year.
- Our member orientation webinar, coordinated by Membership Chair, Terri Raymond, MA, RD, CD, was conducted in June 2012.

Governance

- Four DBC members reviewed and submitted extensive commentary for the Academy's Comprehensive Scope of Practice Resources, which includes the Scope of Practice Overview for the RD and DTR, RD Scope/Standards of Practice/Standards of Professional Performance, DTR Scope/Standards of Practice/Standards of Professional Performance and Practice Tools.
- We solicited and shared member comments on mega issues for each Fall and Spring HOD meeting dialogues.
- We promoted the Academy's Dietetics Career Development Guide as a blueprint for future education, professional development and practice for the profession, utilizing its use in our planning of all educational activities.

Member Networking

- Our networking event, held at Hotel Palomar during the Food & Nutrition Conference & Expo™ (FNCE®) in Philadelphia, was attended by over 170 DBC members, sponsors and guests.
- The Regional Network Coordinators represented Arizona, California, Minneapolis, Chicago, Texas, Washington, DC, New Jersey, Denver, Washington State, – a total of 12.
- The Regional Networking Coordinators initiated events in different locations, including Boston, Minneapolis, Chicago, Houston and Phoenix.

General

- The 2013-14 program of work and budget was submitted and approved
- Nominations and election for 2013-14 executive committee officers were completed. Nominating Chair, Kristen Smith, PhD, RD, and Becki Holmes, RD, recruited interested candidates for current and future elected and appointed positions.
- Executive Committee appointments for 2013-14 were completed.
- We concluded the 2012-13 year with \$165,297 in revenue and \$157,152 in expenses.

Other DBC Activities

- Once again, DBC did an exceptional job in obtaining student stipend donations for FNCE. A total of 25 stipends were given through member and sponsor generosity.
- Sheree Vodicka, MS, RD will receive the DBC Circle Award and Erin DeSimone, MS, RD, will receive the DBC Founder’s Award during FNCE® 2013.
- 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 March 2013 meeting.

Sponsorship

Grateful appreciation is extended to our 2012-2013 sponsors:

Ambassador Level

Butter Buds	Monsanto	Sysco
Campbell’s	Naturipe	US Foods

Diplomat Level

Hobart	Tyson
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Leader Level

AdvancePierre Foods	J&J Snack Foods	Lemon-X
Cargill	Kellogg’s Food Away from Home	
Gordon Food Service		

Patron Level

Basic American Foods	NSF	Pirates Booty
Dinex/Carlisle	Pasteurized Eggs	

DBC Communications Camp Sponsorship

<u>Platinum:</u>	Coca-Cola Company	Kelloggs	
<u>Silver Level:</u>	Fleishman Hillard	McCain	
<u>Bronze Level:</u>	Campbell’s	GNT	National Pork Board
<u>Supporter Level:</u>	Popchips		

The 2012-13 DBC Executive Committee did an outstanding job moving forward the organization's mission and goals. I'd like to thank each and every member for their commitment to DBC this year:

Kathy Wilson-Gold, MS, RD, LD – Chair Elect
Marsha Diamond, MA, RD – Past Chair
Stephanie Quirantes, MS, RD – Treasurer
Alissa M.R. Wilson, MPH, PhD, RD – Secretary
Mary Lee Chin, MS, RD – Delegate
Sheree Thaxton Vodicka, MA, RD, LDN—Education Committee Chair
Ilene Smith, MS, RD—Marketing & Communications Chair
Sylvia Melendez-Klinger, MS, RD, LDN
- Geographic Representative Chair
Terri Raymond, MA, RD, CD – Membership Chair
Lisa Poggas, MS, RD – Sponsorship Chair
Kristen Smith, PhD, RD, LD – Nominating Chair
Kate Byers, MS, RD – Special Projects Chair
Erin DeSimone, MS, RD – DBC Communications Camp Chair

Marketing & Communications Team

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

Nominating Team

Becki Holmes, RD, CD

Membership Team

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

Education Team

Pamela Wu, DPA, RD
Karen Payne, MS, RD
Vanessa Stasio
Elana, Natker, MS

Regional Network Coordinators

Boston

Peggy O'Shea, MBA, RD, LDN

Connecticut, Rhode Island & part of Massachusetts

Beth Winthrop, MS, RD

Washington, DC

Lisa Katic, RD

Chicago

Sylvia Melendez-Klinger, MS, RD, LDN

Torey Jones Armul, MS, RD, CSSD

Minneapolis

Alicia Baird, RD, LD

Dallas, TX

Tiffany R. Wenzel, RD, LD

Houston, TX

Monica Bearden, RD

Arizona

Katie McWhirter, MS, RD

Washington State

Hope Hale, MS, RD

It has been an honor to be the DBC Chair. Thank you again for a great year of accomplishments. It was a productive year and you all played a major part in advancing DBC's mission. I look forward to being an integral part of DBC. Let us keep the momentum moving forward.

Regards,



Rachel Begun, MS, RD, CDN
Chair, 2012-13