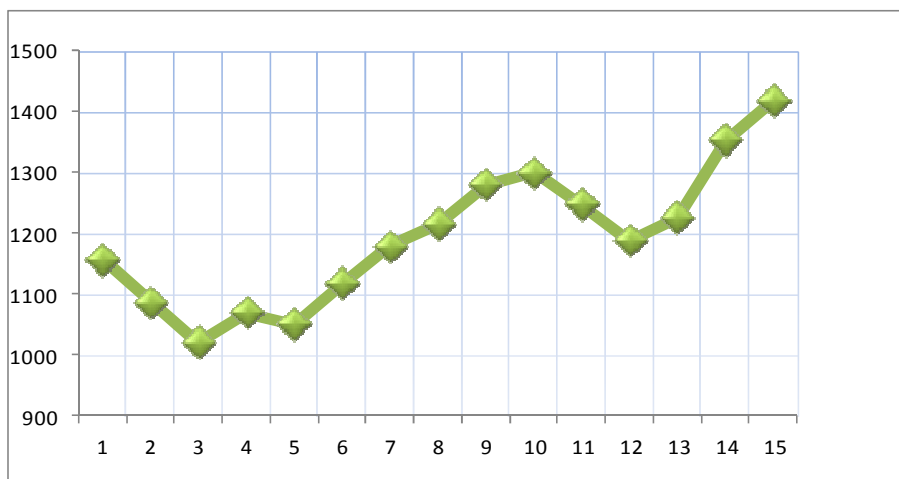


The Dietitians in Business and Communications Dietetic Practice Group of the Academy of Nutrition and Dietetics had a year of growth and development with a continued focus on member benefits. Accomplishments from June 2013 through May 2014 included:

Membership

We concluded the year with 1,417 members, a 4.5% increase from the previous year and our highest membership count in many years! Our goal is to continue to increase membership, enhancing member services and benefits.



- 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 80 times via our website.

General

- The 2013-14 program of work and budget was submitted and approved
- Nominations and election for 2014-15 executive committee officers were completed.
- Executive Committee appointments for 2013-14 were completed.
- We concluded the 2013-14 year with \$83,764.00 in revenue and \$110,212.00 in expenses.

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.
- Enhancements to the monthly E-Update were made including the addition of the "Quick Bites" feature and "Overheard on Twitter".
- The Membership Team continued to promote DBC's LinkedIn group. During 2012-13, 432 members have joined our group, over 50 more than last year.
- Our Facebook "likes" recently passed 974, up over 20% from last year.
- We recently passed 1,115 followers on Twitter, up over 60% from last year.
- Our member orientation webinar, coordinated by Membership Chair, Terri Raymond, MA, RD, CD, was conducted in June 2013.

Education

- Our educational webinars included four separate events (with an average attendance of 52). DBC’s “Business Essentials” webinars included:

Date	Title	% Rated Excellent or Good
September 23, 2013	Beyond the Business Card	90.7%
November 18, 2013	Overworked and Overwhelmed: The Mindful Leadership Solution	90.9%
February 3, 2014	It’s not the Person, It’s the Situation	92.8%
May 19, 2014	Engagement – The New Way to Market	94.5%



DBC 2015 Communications Camp

- The second DBC Communications Camp planning was initiated and will be held January 15-17, 2015 in Lake Las Vegas, Nevada.
- A call for speakers resulted in over 60 proposals that were considered by the Speaker Selection Committee.

Governance

- We solicited and shared member comments on mega issues for the Fall and Spring Academy House of Delegates meeting dialogues.

Member Networking

- Our networking event, held at Brennan’s of Houston during the Food & Nutrition Conference & Expo™ (FNCE®) in Houston, was attended by over 180 DBC members, sponsors and guests.
- We brought back the DBC FNCE® breakfast, which featured speaker, Hattie Hill, from the Women’s Foodservice Forum.
- The Regional Network Coordinators represented Arizona, Minneapolis, Chicago, New York, Texas, Washington, DC, Denver, Washington State, – a total of 10.
- The Regional Networking Coordinators initiated events in different locations, including Boston, Minneapolis, Chicago and Seattle.

Other DBC Activities

- Once again, DBC did an exceptional job in obtaining student stipend donations for FNCE®. A total of 18 stipends were given to the Academy Foundation through member and sponsor generosity.
- Margie McAllister, MS, RD and Jane Rieger, MS, RD will receive the DBC Circle Award and Elaine Farley-Zoucha, RD, LD, LMNT, will receive the DBC Founder’s Award during FNCE® 2014.
- The DBC Executive Committee continued utilizing a teamwork concept. Activities and initiatives in membership, education and sponsorship were conducted in these teams.
- We submitted our first nomination for an Academy award this year.
- Throughout the year, the Executive Committee continued work on our strategic plan, focusing and refining through robust score-carding.
- The creation of our Past Chair Council continued. We are grateful that our leaders are willing to continue to provide guidance and support.
- The Executive Committee established an ad hoc committee to review sponsorship, seek guidance from current sponsors and develop a new sponsorship prospectus.

Sponsorship

Grateful appreciation is extended to our 2013-2014 sponsors:

Ambassador Level

Campbell's

Dole

Sysco

Diplomat Level

US Foods

Tyson

Leader Level

Gordon Food Service

J&J Snack Foods

Kellogg's Food Away
from Home

Lyons

Lemon-X

Patron Level

Basic American Foods

Ecolab

AdvancePierre Foods

Regional Network Coordinators

Boston - Peggy O'Shea, MBA, RD, LDN

Washington, DC - Lisa Katic, RD

Chicago - Sylvia Melendez-Klinger, MS, RD, LDN and Torey Jones Armul, MS, RD, CSSD

Florida - Adrienne Hatch, MS, RD, LD/N

Minneapolis - Alicia Baird, RD, LD

Dallas, TX - Tiffany R. Wenzel, RD, LD

Arizona - Katie McWhirter, MS, RD

Washington State - Hope Hale, MS, RD

Denver - Jenna Allen, MS, RD and Constance Roark, MS, MBA

New York - Jaime Schwartz, MS, RD

The 2013-14 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:

Erin DeSimone, MS, RD – Chair Elect
Rachel Begun, MS, RD – Past Chair
Stephanie Quirantes, MS, RD – Treasurer
Elaine Farley-Zoucha, RD, LD, LMNT – Secretary
Mary Lee Chin, MS, RD – Delegate
Maureen Leugers, MBA, RD, CD—Education Committee Chair
Andrea Carrothers, MS, RD—Marketing & Communications Chair
Terri Raymond, MA, RD, CD, FAND – Membership Chair
Lisa Poggas, MS, RD – Sponsorship Chair
Jacqueline B. Marcus, MS, RD, LD, CNS, FADA – Nominating Chair
Elisabeth D'Alto, RD, LDN – 2015 DBC Communications Camp Chair

Marketing & Communications Team

Torey Jones Armul, MS, RD, LDN—E-update Editor
Elisabeth D'Alto, RD, LDN —Dimensions Newsletter Editor
Karen Payne, MS, RD – Social Media Coordinator

Nominating Team

Alyssa M.R. Wilson, MPH, PhD, RD

Membership Team

Sylvia Melendez-Klinger, MS, RD, LDN
- Geographic Representative Chair
Rayona Baker, RD, LD – Mentoring Chair

FNCE® Planning Team

Jane Rieger, MS, RD
Margie McAllister, MA, RD, LD

We are grateful for the support of our Academy DPG Manager, Susan DuPraw, MPH, RD.

It has been an honor to be the DBC Chair. Thank you again for your commitment to moving our organization forward. You each played a key role in making this happen. Let us keep the momentum moving forward.

Regards,



Kathy Wilson-Gold, MS, RD
DBC 2013-14 Chair