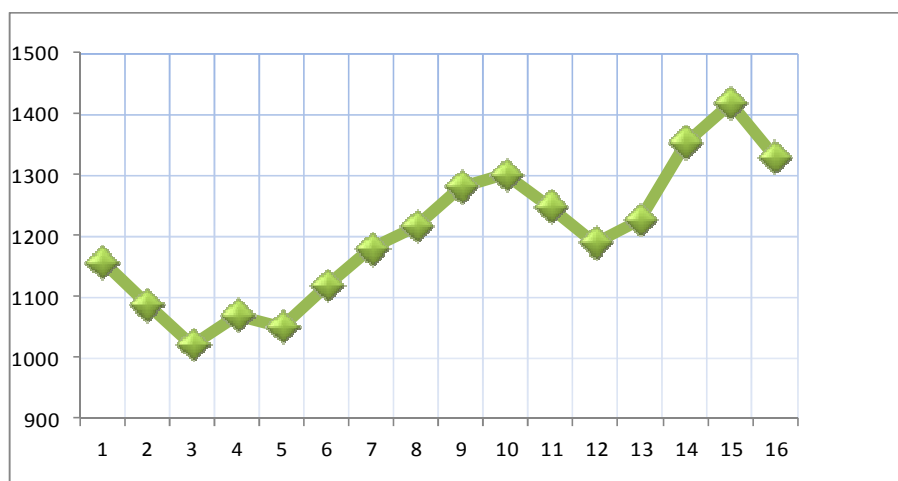


The Dietitians in Business and Communications Dietetic Practice Group of the Academy of Nutrition and Dietetics had a year of growth and development with a continued focus on member benefits. Accomplishments from June 2014 through May 2015 included:

### Membership

We concluded the year with 1,328 members, a 6.3% decrease from the previous year. Our goal is to continue to increase membership by enhancing member services and benefits and showcasing to new and prospective members, including students, all the value DBC brings.



### General

- The 2014-15 program of work and budget was submitted and approved.
- Nominations and election for 2015-16 executive committee officers were completed.
- Executive Committee appointments for 2014-15 were completed.
- The 2014-15 year concluded with \$124,162.00 in revenue and \$178,011.00 in expenses.

### Marketing and Communications

- Four issues of the Dimensions newsletter were distributed via website posting. Themes included Technology in Communications, Staying on Top of Trends, The Art of Mentoring and Cleaning out E-Clutter.
- Twelve 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 2014-15, 432 members have joined our group—50 more than last year.
- Our Facebook "likes" at the end of May were 1,404, up over 44% from last year.
- We recently passed 1,893 followers on Twitter, up over 69% from last year. We drove interest and engagement through the use of #DBCATL14 and #DBCCommCamp during FNCE® and the DBC Communications Camp.
- Our member orientation webinar, coordinated by Membership Chair, Terri Raymond, MA, RD, CD, FAND, was conducted in June 2014. The recorded webinar was viewed more than 65 times via our website.

### Education

- Our educational webinars included five separate events (with an average attendance of 57). DBC's "Business Essentials" webinars included:

Date	Title
September 10, 2014	Managing Social Media to Build Your Brand and Following
November 12, 2014	Building Your Business with LinkedIn
February 11, 2015	Interpreting and Communicating Scientific Literature
April 8, 2015	Building a Successful Business Plan
May 20, 2015	Build Powerful Presentations that Get Funding

- Twenty-three members have taken advantage of the self-study webinar option for CPEU.



### DBC 2015 Communications Camp

- The second DBC Communications Camp was held January 15-17, 2015 in Lake Las Vegas, Nevada with more than 100 attendees.
- 100% of attendees rated the event as excellent or good.
- The next Communications Camp likely will take place in 2018.

### Governance

- We solicited and shared member comments on mega issues for the Fall and Spring Academy House of Delegates meeting dialogues, including participating in a webinar with multiple DPGs and states for the Fall issue.
- Our Guiding Principles were revised to expand both the number and length of service for the Nominating Committee.

### Member Networking

- Our networking event, held at Nikolai's Roof at the Atlanta Hilton during the Food & Nutrition Conference & Expo™ (FNCE®) in Atlanta, was attended by more than 162 DBC members, sponsors and guests. We held our annual fundraiser for the Academy Foundation and raised \$1,220.00 – almost three times the funds raised in 2013.

### Other DBC Activities

- Once again, DBC did an exceptional job in obtaining student stipend donations for FNCE®. A total of 12 stipends were given to the Academy Foundation through member and sponsor generosity.
- Kathy Wilson-Gold, MS, RD, LD will receive the DBC Circle Award and Elisabeth D'Alto, RD, will receive the DBC Founder's Award during FNCE® 2015.
- 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 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.

Sponsorship

Grateful appreciation is extended to our 2014-2015 sponsors:

**FNCE®:**

Ambassador Level

Campbell's

Dole

Sysco

Leader Level

Lyons

Lemon-X

Shasta Foodservice

Patron Level

AdvancePierre Foods

Gordon Food Service

Basic American Foods

National Pasteurized Eggs

Ecolab

Nutricia

**DBC Communications Camp:**

Platinum Level

National Confectioners Association

Gold Level

Red Bull

Silver Level

FoodMinds, LLC

**Other:**

Cranberry Institute

Monsanto

The CBORD Group, Inc.

The 2014-15 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 hard work and tireless commitment to DBC this year:

Ilene Smith, MS, RD – Chair-Elect  
Kathy Wilson-Gold, MS, RDN, LD – Past-Chair  
Linda Roberts, MS, RD, LDN – Treasurer  
Elaine Farley-Zoucha, RD, LD, LMNT – Secretary  
Mary Lee Chin, MS, RD – Delegate  
Sarah Woodside, MS, RD—Education Committee Chair  
Andrea Carrothers, MS, RD—Marketing & Communications Chair  
Terri Raymond, MA, RD, CD, FAND – Membership Chair  
Karen Payne Schwartz, MS, RD – Sponsorship Chair  
Rita Storey Grandgenett, MS, RD, LMNT, FAND – Nominating Chair  
Elisabeth D'Alto, RD, LDN – 2015 DBC Communications Camp Chair

**Marketing & Communications Team**

Torey Jones Armul, MS, RD, LDN—E-update Editor  
Claire Allen – E-Update Editor  
Elisabeth D'Alto, RD, LDN —*Dimensions* Newsletter Editor  
Julie Alessi Pappas, RD – Social Media Coordinator

**Nominating Team**

Katie Ferraro, MP, RD, CDE

**Membership Team**

Becki Holmes, RD – Mentoring Chair

**Education Team**

Diane Quagliani, MBA, RDN, LDN  
Sarah Downs, MBA, RD

We are grateful for the support and guidance 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,



Erin DeSimone, MS, RD, LDN  
DBC 2014-15 Chair