

2015-2016 Annual Report

The 2015-2016 year was one of reflection, reinvigoration, and rejuvenation for the Dietitians in Business and Communications (DBC) Dietetic Practice Group of the Academy of Nutrition and Dietetics. For the past several years, DBC has struggled to define itself and better communicate its mission. At a time when many more registered dietitians are entering the business world and even more recognizing the crucial need to hone their business skills, DBC is well poised to grow – not only in its membership but also in its contributions to the Academy as a whole. That growth, however, has been challenged by several factors, not the least of which is a decline in sponsor support. DBC also lacks a clear identity, having largely been thought of as a DPG serving those working in food service with a small minority of members working in public relations. Potential members also see DBC as too similar to other DPGs and are often reluctant to join two DPGs that seemingly overlap.

In 2015-2016, DBC's executive committee sought to clearly position itself among DPGs, enhance member services, grow sponsorship and change the perception of DBC among Academy members.

Accomplishments from June 2015 through May 2016 included:

- A 1.9% increase in membership
- New member CPEU offerings and other opportunities, including a TED Talks club and Twitter chats
- Enhanced social media engagement, resulting in new followers and new channels of communication
- Great coordination of educational content with marketing/communications efforts by aligning along four key themes
- Partnership with NE on a successful networking event at FNCE®
- Enhanced participation in Academy governance through the House of Delegates

Membership

- After putting a renewed focus on demonstrating DBC's appeal to students and enhance our value among all members, we concluded the year with 1,308 members, a 1.9% decrease from the previous year. Our member orientation webinar, coordinated by Membership Chair, Elaine Farley-Zoucha, RD, LD, LMNT, was conducted in June 2015. The recorded webinar was viewed more than 50 times via our website.

General

In our efforts to redefine and rejuvenate DBC, a concerted effort was made to bring new members to the Executive Committee, with a key focus on tapping newer RDNs and more members working within the food industry. All told, the Executive Committee, had eight (8) new members, with 5 working in industry. Other accomplishments included:

- The 2016-17 program of work and budget was submitted and approved.
- Nominations and election for 2016-17 executive committee officers were completed.
- Executive Committee appointments for 2015-16 were completed.

Financial

Our 2015-16 budget was approved at breakeven. The goal was to stem the residual loss from the previous year's DBC Communications Camp.

- The 2015-16 year concluded with \$90,954 in revenue and \$99,793 in expenses.

Marketing and Communications

Under the leadership of new Marketing and Communications Chair, Missy Nelson, RD and new committee members, DBC created a livelier, more engaging newsletter, streamlined our e-updates and improved our social media following and engagement. For the Spring 2016 House of Delegates meeting, delegates were asked to identify members on the cutting edge of practice related to digital health and technology. DBC's entry, highlighting the use of Facebook, Twitter and Linked and the platforms used for postings was recognized for its innovative use. Additional accomplishments included:

- Facebook "likes" at the end of May were 1,951 -- up over 39% from last year.
- Increased Twitter followers to 1,893, up over 69% from last year.
- Had 432 members in our LinkedIn group —50 more than last year.
- Added monthly Twitter chats with xx participants each month.
- 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.

Governance

- We solicited and shared member comments on mega issues for the Fall and Spring Academy House of Delegates meeting dialogues.
- We completed our research and moved forward with establishing a student member position on the Executive Committee. The new position begins in June 2016.
- Our Delegate served as a table facilitator during the Fall 2015 meeting.
- For the Spring 2016 House of Delegates meeting, delegates were asked to identify members on the cutting edge of practice related to digital health and technology. DBC's entry, highlighting the use of Facebook, Twitter and Linked and the platforms used for postings was recognized for its innovative use.

Member Networking

- Our networking event, held in conjunction with NE DPG, was held at the historic Hermitage Hotel in Nashville during the Food & Nutrition Conference & Expo™ (FNCE®), More than 358 DBC and NE members, sponsors and guests attended. We held our annual fundraiser for the Academy Foundation and raised \$1,170.00

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Education

- Our educational webinars included four separate events (with an average attendance of 55). This year, the Education Team expanded the series to include both traditional webinars and new TED Talk discussion webinars. DBC's "Business Essentials" webinars included:

Date	Title
September 17, 2015	Information Overload: How Do You Create a Story That Stands Out from the Noise?
October 20, 2015	TED Talk: Tales of Creativity and Play
November 17, 2015	TED Talk: Opportunity Making
December 17, 2015	TED Talk: The Future of Food
January 19, 2016	TED Talk: Food Marketing
January 28, 2016	What Keeps Us Up at Night: The Hot Topics Facing RDNs and the Food & Beverage Industry
February 16, 2016	TED Talk: Productivity in Today's Workplace
February 23, 2016	Facebook Best Practices for Business
April 12, 2016	Build Your Influence with Target Audiences Using Live Streaming Video
April 19, 2016	TED Talk: Life's Passions – Why Some of Us Have Many
May 31, 2016	TED Talk: Food Waste

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

Other DBC Activities

- Kathy Wilson-Gold, MS, RD, LD received the DBC Circle Award and Elisabeth D'Alto, RD, received 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.

Sponsorship

Grateful appreciation is extended to our 2015-2016 sponsors:

FNCE®:

President Level

CanolaInfo

Red Bull

KIND Bars

Ambassador Level

Sysco

Leader Level

Lyons

Lemon-X

Shasta Foodservice

Gordon Food Service

AdvancePierre

The 2015-16 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:

Terri Raymond, MA, RDN, CD, FAND – Chair-Elect
Erin DeSimone, MS, RD, LDN – Past Chair
Linda Roberts, MS, RD, LDN – Treasurer
Jenny Karl, MS, RD - Secretary
Elaine Farley-Zoucha, RD, LD, LMNT – Membership Chair
Mary Lee Chin, MS, RD – Delegate
Kristen Stoehr, RDN, LD – Education Committee Chair
Missy Nelson, RD – Marketing & Communications Chair
Becki Homes, RD – Sponsorship Chair
Carol Berg Sloan, RDN, FAND – Nominating Chair

Marketing & Communications Team

Claire Allen – E-Update Editor
Amari Thomsen, RD – *Dimensions* Newsletter Editor
Tyler Rolling, MS, RD – Social Media Coordinator

Nominating Team

Elana Natker, MS, RD

Education Team

Karen Payne, MS, 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,



Ilene Smith, MS, RD
DBC 2015-16 Chair