

Dietitians in Business and Communications

a dietetic practice group of the



Academy of Nutrition and Dietetics

2016–2017 Annual Report

A Message from Your Immediate Past Chair:



The 2016-2017 year was focused on an increase in impact with communication and education as well as conservation of resources. The newsletter received a facelift and new content and was met with rave reviews. Education programs, provided in a variety of mediums, were well designed to meet the needs of all members. The budget was planned to be break-even, however, with the hard work of both Executive Director and Executive Committee, combined with an excellent stock market return we are now securely in the “black”. This position of stability along with plans to increase sponsorship support could put us in a good position to consider more programs and services for members.

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As in previous years we analyzed who we are and what we do. DBC, unlike many DPGs fulfill the needs of more than those professionals who work in business and communication. This may be a reason why there has been confusion over identity in past years and explain the amazing diversity of membership. DBC’s education, networking and communication opportunities provide a framework of support for those seeking a career path within business and communication while providing skills that enhance the work of all nutrition professionals regardless of career path and/or years worked. In understanding the dual role that DBC may play it is possible to better describe the attributes of membership and increase the utilization and subsequent value to current and potential members.

Accomplishments from June 2016 through May 2017 included:

- ◆ Continued member CPEU offerings and other opportunities, including a TED Talks club and Twitter chats
- ◆ Enhanced social media engagement, resulting in new followers and enhanced/re-branded channels of communication
- ◆ Great coordination of educational content with marketing/communications efforts by aligning along four key themes
- ◆ Enhanced participation in Academy governance through the House of Delegates
- ◆ Addition of a Policy and Advocacy Leader, bringing new information and focus to members

Regards,

A handwritten signature in cursive script that reads 'Terri Raymond'.

Terri Raymond, MA, RDN, CD, FAND
2016-2017 DBC Chair

Membership



DBC Member Orientation

Elaine Farley-Zoucha, RD, LD, LMNT
DBC Membership Chair



After placing a renewed focus on demonstrating DBC's appeal to students and enhance our value among all members, we concluded the year with 1,246 members, a 4.2% decrease from the previous year.

Our member orientation webinar, coordinated by Membership Chair, Elaine Farley-Zoucha, RD, LD, LMNT, was conducted in June 2016. The recorded webinar was viewed more than 60 times via our website.

Governance

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

Our first student Executive Committee member served enthusiastically this year.

Our Delegate served as a table facilitator during the Fall 2016 meeting.

Education



WEBiNAR



Our educational webinars included four separate events (with an average attendance of 26). The Education Team continued both traditional webinars and TED Talk discussion webinars. DBC's "Business Essentials" webinars included:

Date	Title
August 23, 2016	TED Talk: Communication in the 21 st Century
September 21, 2016	Content Marketing to Conversions: What You Need to Know About Social Media Marketing for Business
November 16, 2016	Starting/Fine-Tuning a Business: A Roadmap for Financial Success
February 15, 2017	How to Get Your Best Raise Ever: 3 Proven Techniques that Work for Women
March 21, 2017	TED Talk: From Almonds to Zucchini: How Bees Help Us Put Our Best Fork Forward
April 12, 2017	Eating Beyond the Headlines: Sorting Evidence from Emotion
May 17, 2017	Making the Most of a Mentoring Relationship

Fifty-two members have taken advantage of the self-study webinar option for CPEU.

Financial Report

For 2016-17, DBC concluded the year with a positive bottom line.

Revenue:

Budget	\$70,750
Actual	\$65,123

Expense:

Budget	\$68,295
Actual	\$57,707

Marketing and Communications

Under the leadership of Marketing and Communications Chair, Missy Schaaphok, RD and new committee members, DBC created a renamed, redesigned and focused newsletter, renamed our e-updates and improved our social media following and engagement. Additional accomplishments included:

Facebook “likes” at the end of May were 2,109 -- up 8.1% from last year. Increased Twitter followers to 3,529, up over 86% from last year.

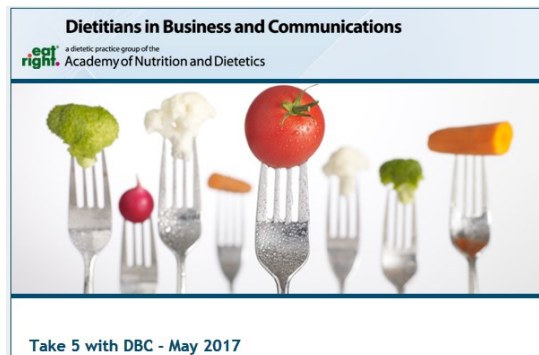
Had 337 members in our LinkedIn group.

Continued the monthly Twitter chats with guest hosts.

Four issues of the *DBC Business Essentials* newsletter were distributed via website posting. Themes included Developing Skills to Quickly and Effectively Engage with Your Company’s Executive Team, Strategies to Remain Business Savvy in an Every-Evolving Work Environment, Effectively Dealing with Change, and Policy and Advocacy.

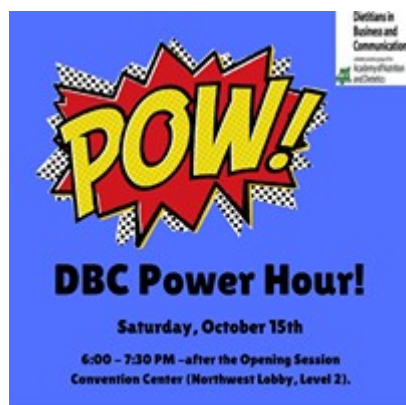
Twelve issues of the monthly *Take 5 with DBC* and other regular eblasts were distributed to members.

The electronic mailing list (EML) continued to provide a means of member-to-member communication.



Member Networking

Our networking “Power Hour,” was held during the Food & Nutrition Conference & Expo™ (FNCE®) in Boston. More than 100 DBC members, sponsors and guests attended. We raised \$890.00 for the Foundation through our event fundraiser.



DBC Awards

Becki Holmes, MS, RDN and Missy Schaaphok, RD received the DBC Circle Award during FNCE® 2016.



Sponsorship

Grateful appreciation is extended to our 2016-2017 sponsors:

Bevolution
Monsanto
Sysco

Acknowledgement and Thanks

The 2016-17 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:

DBC 2016-17 Executive Committee

Terri Raymond, MA, RDN, CD, FAND—Chair
Becki Holmes, MS, RDN – Chair-Elect
Ilene Smith, MS, RD – Past Chair
Jackie Schulz, MS, RD, CSP, LDN – Treasurer
Jenny Karl, MS, RD - Secretary
Elaine Farley-Zoucha, RD, LD, LMNT –
Membership Chair
Mary Lee Chin, MS, RD – Delegate
Sonja Stetzler, MA, RDN, CPC –
Education Committee Chair
Missy Schaaphok, RD –
Marketing & Communications Chair
Jennifer Seyler, MS, RD, CPT – Sponsorship Chair
Carol Berg Sloan, RDN, FAND – Nominating Chair
Linda Roberts, MS, RD, LDN –
Policy and Advocacy Leader
Reilly Brown – Student EC Member

Marketing & Communications Team

Nicole Arcilla, MS, RD – *Take 5 with DBC* Editor
Sarah Hendren, MS, RDN, LDN, CD –
DBC Business Essentials Newsletter Editor
Tyler Rolling, MS, RD – Social Media Coordinator

Nominating Committee

Teresa Hedrick, MS, RD, LD (Chair Elect)
Lara Felton, MBA, RDN



We are grateful for the support and guidance of our Academy DPG Manager, Susan DuPraw, MPH, RD and our Executive Director, Barbara Pyper, MS, RD, SNS, FCSI, FAND.

Thank you all for an amazing year and wonderful memories. Together, as members of DBC, we create a powerful network of experience, knowledge and support for all nutrition professionals.

Let's continue to build and share our remarkable accomplishments

Raymond