

2018 – 2019 DBC Annual Report

Tony Robbins so eloquently stated, "There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality". This illustrates why our mission is to empower DBC members to be food and nutrition business and communications leaders.

It's an exciting time where we have a robust and diverse member base of influential decision-makers holding leadership positions within private practice, CPG companies, PR agencies, foodservice channels, restaurant industry, and even the supermarket sector. Our influence is vast reaching over 1,100 members across North America and many international countries with greater than 1/3 of members having over 26+ years' experience.

This practice groups offers many exclusive benefits with a powerful leadership team as the cornerstone for pushing boundaries. We took risks and challenged ourselves to new lengths with budget planning and new ventures, like the DBC Workshop. The workshop never made it to fruition; however, we 'failed forward' and what we learned through the process will make us more successful in the future.

Leveraging the momentum from the previous year, during our June annual planning meeting, the executive team agreed to continue focusing on the three workstreams: 1) member acquisition, retention, turnover, 2) education and audience development, and 3) revenue streams, finance and succession planning. This report highlights the major accomplishments among the 3 areas of focus.

Best,

Missy Schaaphok, RDN
2018-2019 Chair
Dietitians in Business & Communications

Accomplishments from June 2018 through May 2019 included:

- Proprietary business development and sponsorship engagement through unique surveys
- Robust regional networking and local/state affiliate engagements
- Focused and enhanced member CPEU offerings
- Heightened social media engagement, including the launch of the NEW Instagram resulting in new followers and improved channels of communication
- Great coordination of educational content with marketing/communications efforts by aligning along key themes
- 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 1,209 members, a 2.5% increase from the previous year. Our member orientation webinar, coordinated by Membership Chair, Nikki Nies, MS, RD, was conducted in June 2018. The recorded webinar was viewed more than 60 times via our website.

General

- The 2019-20 program of work and budget was submitted and approved.
- Nominations and election for 2019-20 executive committee officers were completed.
- Executive Committee appointments for 2018-19 were completed.

Financial

Revenue	\$49,503
Expenses	\$73,663

Marketing and Communications

Under the leadership of Marketing and Communications Chair, Tyler Rolling, MS, RD, DBC continued to improve our social media following and engagement. Additional accomplishments included:

- Facebook "likes" at the end of May were 2,304 -- up 4.4% from last year.
- Increased Twitter followers to 4,260, up 8.7% from last year.
- Increased LinkedIn connections to 470, up 24.2% from last year.
- Launched Instagram with a year end 711 followers.
- Two issues of the *DBC Business Essentials* newsletter were distributed via website posting. Themes included Becoming an Influencer and Dimensions of Marketing.
- 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.

Governance

- We solicited and shared member comments on mega issues for the Fall and Spring Academy House of Delegates meeting dialogues.
- Our third student Executive Committee member served enthusiastically this year.

Member Networking

- Our networking “Success in the City,” was held during the Food & Nutrition Conference & Expo™ (FNCE®) in Washington, DC. More than 80 DBC members, sponsors and guests attended.
- Our Communications and Professional Development Team continued our virtual meet-ups in the fall.
 - August 2018: How to be Heard Better (25 attendees)
 - September 2018: How Dietitians Can Use Live Video in Their Nutrition Communications Strategy (13 attendees)
 - November 2018: How to Build a Winning Strategy for Increased Income (12 attendees)

Education

- 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	Attended
September 2018	Advance our Communication Skills Through Podcasting	42
November 2018	Developing, Communicating and Executing a Strategic Plan	84
February 2019	Inclusive Communications: Embracing Body Size Diversity to Form Stronger Connections	28
April 2019	Contracts and Policies: Making Sure our Online Business is Legally Secure	38
May 2019	What’s Trending in Nutrition: Through the RD Lens	153

- Sixty-three (63) members have taken advantage of the self-study webinar option for CPEU.

Other DBC Activities

- Terri Raymond, MA, RDN, CD, FAND received the DBC Founders’ Award and Sarah Hendren, MS, RDN, LDN, CD received the Circle Award at FNCE® 2018.

Sponsorship

Grateful appreciation is extended to our 2018-2019 sponsors:

- International Food Information Council
- Kraft-Heinz

The 2018-19 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:

Deanne Brandstetter, MBA, RD, CDN, FAND – Chair-Elect
Becki Holmes, MS, RDN – Past Chair
Sarah Hendren, MS, RDN, LDN, CD – Treasurer
Sylvia Klinger, DBA, MS, RD, LDN – Secretary
Elaine Farley-Zoucha, RD, LD, LMNT – Delegate
Nikki Nies, MS, RD – Membership Chair
Tori Schmidt, MS, RDN, LD – Education Committee Chair
Tyler Rolling, MS, RD – Marketing & Communications Chair
Jennifer Seyler, MS, RD, CPT – Business Development Chair
Lily Chen, MS, RDN, APD – Nominating Chair
Alby Bounlutay – Student EC Member

Marketing & Communications Team

Karina Jaime Carbajal – *Take 5 with DBC* Editor
Nicole Arcilla, MS, RD – *DBC Business Essentials* Newsletter Editor
Alexis Ray, RYT, RD, CSSD – Creative Content Chair
Allison Stock, RDN – Assistant Newsletter Editor

Nominating Committee

Lee Wolf-James, RD, LD
Jackie Schulz, MS, RD, CSP, LDN

Sherry Coleman Collins, MS, RD, LD

Membership Team

Dustin Reed, MS, RD

Laura Eckhard

Education Team

Theresa Hedrick, MS, RD
Erin Thacker, MA, RDN
Amanda Orfitelli, MS, RD

Michele Rager, MS, RDN-AP, LDN, CNSC, FAND
Mary Alice Shreve, MS, RD, LD

It really does take a village and we couldn't do any of this without the support and guidance of our Academy DPG Manager, Susan DuPraw, MPH, RD and our Executive Director, Barbara Pyper, MS, RD, SNS, FAND and her team, Jan Oliver, RD and Cara Nichols, RDN.

We are not a **team** because we work together, we are a **team** because we respect, trust, and care for each other. It's been a humbling and rewarding experience to lead such an incredible and diverse team of professionals and connect with equally vibrant members. I'll leave you with, "Success isn't just about what you accomplish in your life; it's about what you inspire others to do." – *Unknown*.

Thank you for a great year!

Have a healthy, active, and awesome day!

Missy Schaaphok, RDN
DBC 2018-19 Chair