

## 2019-2020 DBC Annual Report

### Executive Summary

“Sometimes, Hem, things change and they are never the same again. This looks like one of those times. That's life! Life moves on. And so should we.”

— Spencer Johnson in “Who Moved My Cheese?”

In summarizing the 2019-2020 year for DBC, I am reminded of Spencer Johnson’s book “Who Moved My Cheese”. One of the key attributes of successful business leaders is their ability to quickly adapt to a changing environment. While our executive committee was well on the way to meeting goals set forth in the 2019-2020 POW, we faced several disruptions, including the Covid-19 global pandemic which forced us to reassess and adapt our plans.

The DBC mission “to empower DBC members to be food and nutrition business and communications leaders” has never been more important as resilience, flexibility and the ability to quickly innovate and adapt to a changing world are important to all RDNs in thriving during unprecedented times.

Our 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 has been significantly impacted by the pandemic, yet our 1000 plus members many with over 25 years of experience are well positioned to lead. DBC offers many exclusive benefits with a powerful leadership team as the cornerstone for rapid adaption to change. We challenged ourselves with a balanced budget plan and new ventures, like the DBC Virtual Workshop. We quickly adapted to changing needs, moving 2020-2021 planning into this budget year (which necessitated a one-time additional cost) and fast tracked transition to the Academy Higher Logic website platform.

We held our June 2019 planning meeting virtually (perhaps a harbinger of things to come) and agreed to focus on better alignment of goals with our POW and simplification of reporting and measuring against goals. Our three main areas of focus were: 1) Member value, recruitment, retention, turnover, 2) Educational programming of value, and 3) Passive revenue streams, finance and succession planning. This report highlights the major accomplishments among the 3 areas of focus.

Best,

Deanne Brandstetter, MBA, RD, CDN, FAND  
2019-2020 Chair  
Dietitians in Business & Communications

Accomplishments from June 2019 through May 2020 included:

- Successful Virtual Workshop Taking Your Career to the Next Level
- Focus on creating new revenue streams through creation of 4 Business Toolkits
- Balanced budget to recover from deficit associated with DBC pre-FNCE workshop in 2018-2019
- New member outreach program including personal EC member calls to new members.
- DBC value prospective member initiative: OHAND panel session (cancelled due to Covid-19), student group presentations
- Metrics tracker implemented to easily see committee status against goals.
- Development and build-out of a new website on the Academy's Higher Logic platform, scheduled to launch June 1, 2020. This included work to move professional development opportunities to the Academy's LMS platform.
- Highly successful year-end Foundation Scholarship fundraiser
- DBC was awarded both Diversity and Membership Outreach grants

**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 1,211 members, an increase of 2 members from the previous year. Our member orientation webinar, coordinated by Membership Chair, Nikki Nies, MS, RD, was conducted in June 2019. The recorded webinar was viewed more than 50 times via our website.
- A new member welcome program was implemented whereby, EC members personally called all new DBC members to welcome them, make them aware of DBC resources and answer questions. We had very positive responses to this effort.
- A Membership Outreach Grant of \$500 was applied for and awarded. We used the grant to activate a Member Referral program as a way to recruit new members through referrals from active DBC members and to reward any DBC member referring a prospect who joined DBC. A total of 6 \$25 gift cards were awarded throughout the 2019-2020 year for a total of 3 new members. For each new member a gift card was sent to the referring DBC member as a thank you and a second gift card was given to the new member for joining. Despite a significant amount of promotion, we anticipated better participation.
- Other member Outreach:
  - Ohio AND session entitled Career Opportunities in 2020 and Beyond was proposed and accepted with the below moderator/speakers (cancelled due to Covid-19)

Moderator: Tori Schmitt

Erin DeSimone SVP, Group Lead, Foodminds-Public Relations

Kristen Stoehr, Associate Brand Manager, Nestle USA- Business

Kerry Rose, Regional Wellness Director, Eurest at Goodyear , Corporate Wellness

Session Description: Opportunities in the field of nutrition and dietetics are rapidly expanding beyond traditionally identified roles. One area of significant growth has been in business and communications, but RDNs may need additional education and skill development to successfully transition to careers in business. In this panel discussion, three Dietitians in Business and Communications DPG RDNs will share their knowledge and strategies for success in the fields of Public Relations, Corporate Wellness and Brand Management.

- Maryland AND meeting exhibit planned but transitioned to virtual event due to Covid-19

- Cornell University Student Nutrition Club-Deanne Brandstetter presented to this group on careers in business & communications and benefits of student membership in DBC
- Dallas DBC Networking event-live event was planned, but pivoted to a virtual event due to Covid-19.
- Member Survey: We conducted a Spring 2020 member survey. Nearly 10% (96/1,000) of DBC membership completed the survey. All respondents were entered into a drawing for a \$150 gift card as an incentive to complete. Results:
  - local networking is a top reason members are members
  - FNCE events need to bring more 'member value' –will inform 2020-2021 efforts
  - best days for webinars are Monday, Tuesday, Wednesday and Thursday between 11am-2pm EST
  - best days for in-person local are Friday, Saturday and Sunday
  - preference for frequency of communication: weekly followed by monthly communications
  - levels of experience: 1-4 years followed by 20+ years within business, marketing and communications industry

### General

- The 2020-21 program of work and budget was submitted and approved.
- Nominations and election for 2020-21 executive committee officers were completed. Nearly all ballot positions had 2 candidates.
- Executive Committee appointments for 2019-20 were completed.

### Financial

Revenue	\$52,947
Expenses	\$54,721

Deficit of \$1774

Key factors included moving the 2020-2021 planning meetings including guest speaker/ facilitator fees into the 2019-2020 budget year and unanticipated excess administrative time in organizing and executing the virtual conference. This was coupled with a revenue less than budgeted largely due to lower dues and registration fees income.

### Marketing and Communications

Under the leadership of Marketing and Communications Chair, Nicole Arcilla, MS, RD, DBC we continued to improve our social media following and engagement.

Additional accomplishments included:

- Facebook “likes” at the end of May were 2,389 -- up 3.7% from last year.
- Increased Twitter followers to 4,388, up 3.0% from last year.
- Increased LinkedIn connections to 506, up 7.9% from last year.
- Instagram followers (in our second year) were 1,131, an increase of 59.1%
- Two issues of the *DBC Business Essentials* newsletter were distributed via website posting. Themes included Navigating Tough Conversations and Effective Connecting in a Digital World.
- Twelve issues of the monthly *Take 5 with DBC* and other regular eblasts were distributed to members.
- The electronic mailing list (EML) with almost 200 subscribers continued to provide a means of member-to-member communication.
- A new DBC-brand color palette was developed.

## Governance

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

## FNCE Member Networking

- Our networking event, "Success in the City," was held during the Food & Nutrition Conference & Expo™ (FNCE®) in Philadelphia, PA. Approximately 70 DBC members and guests attended the event prior to the Saturday Opening Session.

## Education

- Virtual Conference:

DBC planned and executed its first-ever virtual conference, in April 2020. Dustin Reed coordinated efforts. A total of 99 people registered and paid for the 2 sessions, with 62 actually attending. The speaker was Lisa Abbay, RDN, LDN, FAND, a Compass Group Talent Acquisition Manager and a CDR Commissioner. The title of the event was: Taking Your Career to the Next Level: Setting you up for Success. Lisa covered topics such as Resume and Social Media/LinkedIn best practices. The first ten registrants were given the opportunity to meet with Lisa on a one-on-one basis for personalized resume feedback. Cost for DBC members was 20.00 per session (two sessions total and could register for one or the other or both). Cost for non-DBC members was 40.00 per session. The conference was seen as valuable by attendees:

64% of respondents rated the overall workshop as excellent

71% of respondents rated the speaker, Lisa, as excellent

50% of respondents rated the workshop as exceeding expectations

### Conference Financials

- First Session: \$20 x 49 = \$980
- Second Session: \$20 x 50 = \$1000
- Total Revenue: \$1980

Per the 2019/2020 POW, we had projected \$2,800 in registration revenue and \$1000 in sponsorship (snapshot below of projected Revenue/Expense line items), however we were unable to secure a sponsor, and the onset of Covid-19 lockdowns impacted registrations. A total of 60.5 hours (60.5 x \$50/hr) was spent supporting the VW development....totaling \$3,025. Overall, we lost \$1,045 but we viewed this event as a "loss leader", as it was a very important member driven event. We learned a lot from this process and will continue to build on our learnings in the future.

- Business Skills Toolkits

Four (4) Business Skills Toolkits were developed, providing webinar and newsletter reading CPEU opportunities. These used existing resources so required only the time to bundle previously created articles and webinars by topic and submit for CPEU approval. These toolkits are now available for DBC members for download and for non-DBC members for purchase. Toolkits are available in the following topics: Trending Topics, Marketing & Communications Excellence, Core Business Skills, and Leadership Lessons. These will generate passive income to DBC over the next years.

- Educational Webinars

DBC offered its members 9 webinar events, including 6 DBC-hosted events (with an average attendance of 104) and 3 events offered by external groups. Additionally, the team offered its first virtual workshop, which offered 3.0 CPEs to members. Overall, DBC members had the opportunity to earn 12.0 CPEs with DBC within the 2019-2020 membership year!

<b>Date</b>	<b>Title</b>	<b>Attended</b>
June 2019	Plant-Based Diets: Trends, Science and Application	64
September 2019	Details Make the Difference: Jessica Setnick’s Top Ten Tips for Professional Speaking Success	51
November 2019	Nutrition Starts at the Farm: Healthy Meals from the Ground Up (sponsored)	57
January 2020	SEO Made Simple: 4 Key Strategies for Getting More Visitors to Your Website	45
January 2020	Acting Ethically in a Sometimes Unethical World (invited to participate alongside many other DPGs)	68
February 2020	The Evolution of Food Safety in Recipes (invited to participate by the Academy) , attendance data not available.	
April 2020	The Modern Workspace: Building a Dynamic Career Through Effective Virtual Work	62
April 2020	The Impact of COVID-19 on Small Nutrition Businesses – An RDN Dialogue (invited to participate alongside NE DPG members)	360
May 2020	Modern Employment: When and How to Build Your Team	25

Thirty-nine (39) members have taken advantage of the self-study webinar opportunity for CPEU.

### **Foundation Fundraiser**

Our original plan for an Academy Foundation scholarship fundraiser was cancelled due to Covid-19 financial impact on members. An alternate plan was proposed and organized by Secretary Neva Cochran. Key elements of this included

- A 2-week outreach to DBC members to support the Foundation scholarship fund.
- Members were contacted via the DBC EML, the May *Take 5* e-newsletter, an all-member email and posts to the DBC social media channels. A link to the Foundation’s website donation page was provided.
- The Foundation staff provided names of DBC members who have been recipients of Academy Foundation scholarships and these members received a separate, targeted email solicitation.
- \$1500 in matching funds were offered by DBC EC members Deanne Brandstetter and Neva Cochran so every dollar donated up to \$1500 was matched.

- Foundation staff tracked DBC members donating to the scholarship fund during the 2-week appeal so we will know how much we raised and how much would be matched.
- Campaign ran from May 11 – 25, 2020

**Results:** This short, targeted appeal to members was very successful. 31 DBC members collectively contributed \$2255, plus the two EC members match gave us a total contribution of \$3755.

The contributors were recognized in a Chair thank you in Take Five, on our website and through social media. Other DBC's have reached out for details so that they might use this fundraising model.

### **Other DBC Activities**

- Nicole Arcilla, MS, RD received the DBC Circle Award at FNCE® 2019.

### **Sponsorship**

Grateful appreciation is extended to our 2019-2020 sponsors:

- Bayer Crop Science (formerly Monsanto)
- siggi's dairy

The 2019-20 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 and especially for their flexibility in pivoting to adapt to the Covid-19 pandemic impact on our DPG:

Jennifer Seyler, MS, RD, CPT – Chair Elect  
 Missy Schaaphok, RD – Past Chair  
 Sarah Hendren, MS, RDN, LDN, CD – Treasurer  
 Neva Cochran, MS, RDN, LD, FAND – Secretary  
 Elaine Farley-Zoucha, RD, LD, LMNT – Delegate  
 Nikki Nies, MS, RD – Membership Chair  
 Tori Schmidt, MS, RDN, LD – Education Committee Chair  
 Nicole Arcilla, MS, RD – Marketing & Communications Chair  
 Jackie Schulz, MS, RD, CSP, LDN – Nominating Chair  
 Omar Guerrero, CSCS, CPT – Student EC Member  
 Jennifer Roberts, MS, RD – Policy and Advocacy Leader  
 Kerry Cowart, MBA, RD-Business Development & Sponsorship

### **Marketing & Communications Team**

Karina Jaime Carbajal – *Take 5 with DBC* Editor  
 Adrian Boulter, MS, RDN, LDN – *Take 5 with DBC* Editor  
 Allison Stock, RDN – *DBC Business Essentials* Newsletter Editor  
 Alexis Ray, RYT, RD, CSSD – *DBC Business Essentials* Newsletter Associate Editor  
 Amanda Izquierdo, MPH, RD, LDN – Creative Content Chair

### **Nominating Committee**

Sherry Coleman Collins, MS, RD, LD  
 Aaron Schwartz, MS, RD, LD  
 Morgan Deihs, MS, RD, LD

### **Membership Team**

Dustin Reed, MS, RD  
Alby Bounlutay

**Education Team**

Theresa Hedrick, MS, RD  
Erin Thacker, MA, RDN  
Michele Rager, MS, RDN-AP, LDN, CNSC, FAND

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!

Deanne Brandstetter, MBA, RD, CDN, FAND  
DBC 2019-20 Chair