DCE | Annual Report

2010-2011
Chairs’ Message

Organizations are only as good as their members!

As director of the Behavioral Medicine Research Center at Baylor College of Medicine in Houston, Texas, I marvel at all of our study participants. But I am most touched by the 335 participants who have committed 13.5 years of their lives to the landmark Look Ahead study. I always look forward to our patients’ stories about the challenges and triumphs of living with diabetes. I am thrilled when a patient tells me, “Since I lost 15 pounds and have kept my sugars under control, I feel great.” But the true payoff from our partnership with patients is reflected in simple things — like a patient’s ability to once again bend over and tie his or her own shoelaces. Or the sense of exhilaration a patient experiences after taking a trip on a plane for the first time to visit out-of-town family members.

Each day, more than 6,400 DCE members build partnerships with others, whether patients, organizations or other health care professionals. Everything we do enriches our organization and reflects DCE’s vision.

DCE leads through:

• Evidence-based practice, which sets registered dietitians apart from other health care professionals in medical nutrition therapy, diabetes self-management training and prediabetes management. The 2010 update of the Diabetes Care Standards of Practice/Standards of Professional Performance (SOP/SOPP) for Registered Dietitians (Generalist, Specialty and Advanced) was published in the January, 2011 issue of the Journal of American Dietetics Association. Plans are underway to offer this as a webinar for all members of the American Dietetic Association (ADA).

• Collaboration with others, especially the more than 72,000 members of the ADA. DCE provides its expertise in diabetes to other Diabetic Practice Groups (DPG) like a joint ADA publication with the Renal DPG — a new publication, Making Choices: A Counseling Guide and Client Education for the Diabetic-Renal Meal Plan. DCE also partnered with the Weight Management DPG to sponsor webinars and member receptions at the Food & Nutrition Conference & Expo (FNCE).

• Public policy advocacy. DCE members contribute expert opinions to the ADA on recommendations that shape health care reform, including reimbursement.

Other milestones include:

• Held a new membership drive that resulted in the addition of a record 6,425 members
• Demonstrated our commitment to outcomes research
• Revised several popular educational handouts
• Launched a DCE Facebook page, www.facebook.com/DCEdpg
• Enhanced electronic communication to our members via list serve, e-blasts, e-updates and our website
• Hosted popular webinars that resulted in a record registrations
• Demonstrated excellence through the peer-reviewed On The Cutting Edge and NewsFLASH newsletters
• Represented DCE at other diabetes conferences, both domestic and international
• Elected DCE leaders in other diabetes organizations
• DCE members honored for national ADA Awards

Our challenges are never over. According to the Centers for Disease Control and Prevention (CDC), diabetes affects nearly 26 million children and adults in the U.S., and contributes to more than 230,000 deaths each year. The total cost of diagnosed diabetes in the U.S. is estimated to exceed $174 billion. Studies suggest that when additional costs for gestational diabetes, pre-diabetes and undiagnosed diabetes are factored in, the total cost of diabetes-related health care in the U.S. exceeds $218 billion.1 These challenges mean opportunities, especially in terms of health-care reform and reimbursement. DCE’s uniquely qualified membership must lead the future of nutrition and diabetes prevention, education and management.

To that end, look for an update of our strategic plan in the coming year.

The future for dietitians who assist people with diabetes is up to us. Working with our legislators and the American Dietetic Association home office to create a plan that will ensure our long-standing role as the expert in nutrition and diabetes is essential. All voices are important, all ideas are worthwhile.

Molly Gee, MEd, RD, LD
2010-2011 DCE Chair

Amy Hess-Fischl, MS, RD, LD,
BD-ADM, CDE
2010-2011 DCE Chair-Elect

2010-2011 Key Projects

Publications and Communications

Newsletters
The newsletters On the Cutting Edge and NewsFLASH are each published three times a year and continue to be favorite benefits of membership. On the Cutting Edge is peer-reviewed and each issue provides three to four hours of continuing professional education units (CPEUs), while NewsFLASH keeps members up to date in the field of diabetes care and education.

DCE distributes over 7,000 issues of each newsletter to national and international members, RDs and advocacy organizations, as well as ADA spokespersons, industry sponsors and dietetic education programs across the U.S.

On the Cutting Edge themes in the past year included:
Spring 2010: Diabetes and Tough Economic Times
Theme Editor: Susan Yake, RD, CD, CDE, LLC
Summer 2010: Diabetes Education and Management in Primary Care
Theme Editor: Rosalyn Haase, RD, CD, CDE, MPH, BC-ADM
Winter 2010: Modified Foods with Special Functions: Impact on Diabetes
Theme Editor: Jill Weisenberger, MS, RD, CDE

Patient Education Handouts
The following handouts were revised for members and their patients:
• “Healthful Eating with Whole Grains”
• “Whole Grains with Carb Counting”
• “Nutrition to help manage your diabetes and weight: What is a meal replacement?”

The following handouts are pending revision:
• “Sweet Taste without the Calories”
• “Ready, Set, Start Counting!”

Members and non-members may download these patient education handouts from the publication section of the DCE website. DCE handouts were also featured in the 2011 North Carolina Dietetic Association’s NCDA Nutrition Care Manual.

Electronic Communications
The DCE website, www.dce.org, provides a wealth of resources for DCE members and non-members alike, including:
• Membership benefits and sponsor information
• DCE newsletters
• CPEU testing and recording functionality
• Patient education handouts
• Articles about diabetes and associated conditions, credentialing, standards and scope of practice, medical nutrition therapy (MNT) and public policy updates
• DCE webinars, DCE-sponsored FNCE presentations and other professional development opportunities
• Recipe of the Month feature

DCE will launch an upgraded website in the 2011-12 membership year, which will feature:
• Improved navigation
• Integrated member and public pages
• A new research area
• “Find a DCE RD” and “Marketplace” functionality

Other electronic communications:
• A monthly e-newsletter, DCE e-Update, that features news, opportunities and announcements
• Periodic urgent-action e-blasts
• The widely used electronic mail list (EML), comprised of over 1000 DCE member-subscribers, provides an open forum where members may share ideas, tools and clinical information, as well as ask questions of other DCE members.

Professional Development Projects

2010 Pre-FNCE Workshop, Boston, MA
DCE conducted a pre-FNCE workshop with ADA titled, “Tools You Can Use: Advances in Diabetes Medication Delivery and Self-Monitoring Devices” on November 6, 2010. Led by Patti Urbanski, MEd, RD, LD, CDE and Alison Evert, MS, RD, CDE, approximately 100 DCE and non-DCE members attended this interactive workshop.

University of the West Indies Diabetes Outreach Project (UDOP)
In March, Karen Chapman-Novakofski, RD, LDN, PhD represented DCE at the UDOP conference in Ocho Rios, Jamaica. At the conference, Dr. Chapman-Novakofski delivered an address titled, “Nutritional Implications for People with Diabetes Consuming Alcohol.”

DCE Webinars
This past year, DCE conducted three 90-minute live webinars. All achieved high satisfaction ratings, and were attended by over 500 DCE members and non-members. Attendees earned CPEU credit for participating.
• “Cardiovascular Health and Wellness” — June 18, 2010
  Kenneth Snow, MD and Leah Gillingham PhD (c), M.Sc., addressed cardiovascular biomarkers related to cardiovascular diseases (CVD), treatment interventions and benefits of canola oil on CVD. Dr. Gillingham was sponsored by CanolaInfo.
• “Dietary Fibers: What RDs and Consumers Want to Know NOW” — September 24, 2010
  Julie Miller Jones, PhD, LN, CNS and Hope Warshaw, MMSc, RD, CDE, BC-ADM, who addressed:
  • Current carbohydrate and dietary fiber intake
  • Dietary fiber recommendations
  • The 2010 Dietary Guidelines for Americans
  • Benefits of dietary fibers for people with prediabetes, type 2 and type 1 diabetes
  • “Gestational Diabetes Update” — March 25, 2011
  Catherine Spoon, MD discussed diabetes and associated morbidities; gestational diabetes mellitus (GDM) treatment options and pregnancy outcomes; and new screening-method recommendations. Ayele Thomas, RD, and Diane Reader, RD, CDE covered ADA’s evidence-based MNT guidelines for GDM, and nutrition-related interventions in the management of GDM.

Technology and Diabetes Task Force
The Technology & Diabetes Task Force has promoted proficiency with diabetes care technology for our members by publishing articles in NewsFLASH. Topics included: resources to download meters, sensors and pumps; and documenting the benefits of downloaded reports to help patients better manage their diabetes. The Task Force also helped with pre-FNCE conference planning.

Public Policy and Reimbursement
DCE has been involved in many exciting initiatives in Washington, D.C. over the past year; including these highlights:

DCE leadership met with the ADA Policy, Initiatives and Advocacy staff to discuss ADA’s position and support of diabetes-related legislation.

ADA’s Public Policy Workshop (PPW) took place on February 6-8. Outlined at www.eatright.org/ppw/, the messages to members of Congress from their constituents who attended PPW covered:
• Healthy Aging: Older Americans Act Reauthorization
• Reducing Health Disparities: The Medical Foods Equity Act
• The Healthier Lifestyles and Prevention America Act-the Help America Act- S.174

DCE’s executive board continues to be fiscally responsible, holding 50 percent of our budgeted expenses in reserves in the event of a downturn in the economy. The following financial report reflects our success in maintaining low expenses and meeting our fundraising goals.

REVENUE

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EXPENSES

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Net Investment Reserves | 599,651 |

2010 ADA Award Recipients

Medallion Award
Melinda Maryniak, MEd, RD, CDE

2010 ADAF Award Recipient
Karen Goldstein Memorial Research
Anna D. Parker, MS, RD, CNSD, CDE

2010 DCE Award Recipients

Legislative Activity Award
Betty Krauss, RD, CDE

Diabetes Educator of the Year
John Pastoor, MPH, RD, LDN, CDE

Distinguished Service Award
Tami Ross, RD, LD, CDE

Publications Award
Linda Delahanty, MS, RD

People’s Choice Diabetes Educator of the Year
Mary M. Austin, MA, RD, CDE

Champion Award
Ritchie M. Tindall, Healthcare Resources, LLC

Educational Stipends
Valerie Bassous, MS, RD, CD
Megan Robinson, MS, RD, LDN, CDE
Kathy Reily, RD, CDE
Lisa Resurreccion-Wuhl, MS, RD, LDN, CNSD

Speaker Stipends
Sharon R. Schatz MS, RD, CSR, CDE
Gita Patel, MS, RD, LD, CDE
Charlene Dorcey, RD, LMNT, CDE
Mary Ames, RD, LD, CDE
Constance Brown-Riggs, MS, RD, CD, CDE

Student Stipend Recipients
Jeanette Wieczorek
Mal Tossey
Leda Tello

Our 2010–2011 Corporate Sponsors

It is through the generous support of our corporate sponsors that DCE is able to fulfill our mission and vision. We sincerely thank the following industry sponsors for their support of DCE initiatives during the DCE fiscal year of June 1, 2010 through May 31, 2011:

 Abbott Diabetes Care
- Donation for the 2010 pre-FNCE workshop

 Abbott Nutrition
- 2010 DCE Past Chiar’s Dinner at FNCE
- Educational Handout: “Nutrition to Help Manage Your Diabetes and Weight: What is a Meal Replacement?”
- 2011 DCE Spring Leadership Retreat luncheon

 American Diabetes Association
- Complimentary Diabetes Forecast magazine subscription for members

 Arkay
- Donation for the 2010 pre-FNCE workshop

 Bayer Diabetes Care
- Donation for the 2010 pre-FNCE workshop

 BD Medical — Diabetes Care
- Donation for the 2010 pre-FNCE workshop Spring 2010 NewsFLASH

 CanolaInfo
- Co-sponsor of the DCE and Weight Management Practice Groups’ Joint Member Reception at 2010 FNCE
- Webinar — “Cardiovascular Health and Wellness”

 Chobani Yogurt
- Co-sponsor of the DCE and Weight Management Practice Groups’ Joint Member Reception at 2010 FNCE

 Corn Refiners Association
- Sponsor of the Member Breakfast and presentation at 2010 FNCE

 Diabetic Cooking Magazine
- 2010 DCE Diabetes Educator of the Year award
- Sponsor of the DCE Awards Breakfast at 2010 ADAFNCE
- Complimentary magazine subscription for members

 Diabetic Living Magazine
- Meredith Corporation
- Complimentary magazine subscription for members
- Sponsor of the 2010 DCE’s People’s Choice Diabetes Educator of the Year award

 Eli Lilly and Company
- Review of corporate educational handouts
- Donation for the 2010 pre-FNCE workshop

 General Mills, Inc.
- Sponsor of the DCE Members’ Meeting breakfast at the 2010 ADAFNCE

 Health Management Resources
- Support of five 2010–2011 DCE Educational Stipend awards

 International Food Information Council
- Educational handout, “Sweet Taste without the Calories”

 Kraft Foods
- Sponsor of the 2010 DCE Executive Committee’s Fall Strategic Planning Breakfast

 Lean Cuisine® Nestlé
- Educational handout, “Healthy Eating with Whole Grains” and its expanded companion, “Whole Grains with Carb Counting”

 LifeScan, Inc.
- 2010 DCE Distinguished Service Award
- Donation for the 2010 pre-FNCE workshop

 McNeil Nutritional
- Sponsor of the DCE Networking Reception at the 2010 AADE Annual Meeting & Exhibition
- Co-sponsor of the DCE and Weight Management Practice Groups’ Joint Member Reception at the 2010 FNCE

 National Starch Food Innovation
- Webinar — “Dietary Fibers: What RDs and Consumers Want to Know NOW”

 NoveNordisk
- Donation for the 2010 pre-FNCE workshop

 Roche Diagnostics
- Fall 2010 NewsFLASH
- Donation for the 2010 pre-FNCE workshop

 SOYJOY®
- Summer 2010 On the Cutting Edge, “Diabetes Education in the Primary Care Setting”

 Sanofi-aventis
- Donation for the 2010 pre-FNCE workshop

Other corporate educational handouts
- Review of corporate educational handouts
- Donation for the 2010 pre-FNCE workshop
2010–2011 Executive Committee

Listed left to right:

Back row: Pat Severson-Wager, Judy Giusti, Maggie Powers, Andrea Dunn, Susie Wang, Naomi Wedel

Front row: Carolyn Harrington, Molly Gee, Amy Hess-Fischl, Joan Hill

Missing from Picture: Maryann Meade, Jo Jo Dantone-DeBarbieris, Charlotte Hayes

2011–2012 Executive Committee

Chair
Amy Hess, MS, RD, LD, BC-ADM, CDE
(847) 528-2804
amyfish12@aol.com
firemanskid@comcast.net

Chair-elect
Andrea Dunn, RD, LD, CDE
(440) 871-1421
dm2rdddce@gmail.com

Past Chair/Industry Relations
Molly Gee, MEd, RD, LD
(713) 798-3448
mgee@bcm.edu

Secretary
Carolyn Harrington, RD, CD, CDE
(715) 675-2003
carolynh@aspirus.org
cchjfh@yahoo.com

Treasurer
Amber Wamhoff, MA, RD, LD, CDE
(314) 583-4525
wamber470@yahoo.com

Membership Coordinator
Judy Giusti, MS, RD, LDN, CDE
(617) 201-9054
judy.giusti@joslin.harvard.edu
jgius@verizon.net

Print Communications Coordinator
Liz Quintana EdD, RD, LD, CDE
(505) 977-3709
equintana@hsu.wvu.edu

Electronic Communications Coordinator
Susie Wang, MS, RD, CD, CDE
(425) 869-7931
srwang@aol.com

Professional Development Coordinator
Lisa Brown, RD, LD, CDE
(612) 889-5633
brown1457@gmail.com

Public Policy Liason
Susan Yake, RD, CD, CDE, CLC
(360) 990-4473
yakes36@bigplanet.com
susan.yake@med.navy.mil

Research Coordinator
Maggie Powers, PhD, RD, CDE
(952) 993-2793
margaret.powers@parknicollet.com

Nominating Committee Chair
Patti Urbanski, Med, RD, LD, CDE
(218) 879-6896
pattiurbanski@msn.com

Dietetic Practice Group Delegate
Maryann Meade, MS, RD, CD-N, CDE
(203) 265-9756
mameade@sbcglobal.net

DCE Manager
Linda Flanagan Vahl
(312) 899-4725
lflanagan@eatright.org