



TM

FOOD AND CULINARY PROFESSIONALS  
DIETETIC PRACTICE GROUP OF THE AMERICAN DIETETIC ASSOCIATION  
2006-2007 ANNUAL REPORT

A Message from Your Past Chair:

I would like to highlight the FCP Key Accomplishments and Special Acknowledgements for the 2006-2007 Board Year:

The Food and Culinary Professionals (FCP) Dietetic Practice Group experienced significant growth in membership and programming during the 2006-2007 year. By end of May 2007 we reached the 2,000-member mark, which was a goal set at the beginning of the year (10% growth). As we near our 10-year anniversary, our members have brought food, and culinary knowledge and professional leadership to the forefront of dietetics.

Our FCP DPG is viewed as the go-to group for all food related issues. Our visibility and participation in the ADA Times (*RD's Love Food*) exemplifies the changing interest of food and culinary topics among our profession. It has been a pleasure to work along with Liz Spittler, ADA Times Managing Editor, as she has cleverly grasped this topic of interest and created a place for RD's to explore this interest.

We could not have accomplished our outstanding programs and member offerings without the incredible support of our industry partnerships. Our deepest thanks to each of them.

Many thanks also to the efforts of our FCP board and active membership. Thanks to the leadership that has come before us, each of the nine past chairs has been an inspiration and trailblazer and should be revered for their passion and belief in culinary nutrition. We have been challenged by Mary Abbott Hess's initial flame to be advocates for food literacy and quality. As our world changes, we must also be ready for change and the resulting effect on food and cuisine. I am confident that our talented membership will be the leaders as we move forward, ignite our passions and make a difference.

Chavanne B. Hanson, MPH, RD, LD  
2006 – 2007 FCP Chair

## FOOD AND CULINARY PROFESSIONALS DIETETIC PRACTICE GROUP OF THE AMERICAN DIETETIC ASSOCIATION 2006-2007 ANNUAL REPORT

The Food and Culinary Professionals Dietetic Practice Group is pleased to present the 2006 – 2007 annual report.

Mission: Food & Culinary Professionals is a Dietetic Practice Group of the American Dietetic Association whose members are committed to developing food expertise throughout the profession of dietetics.

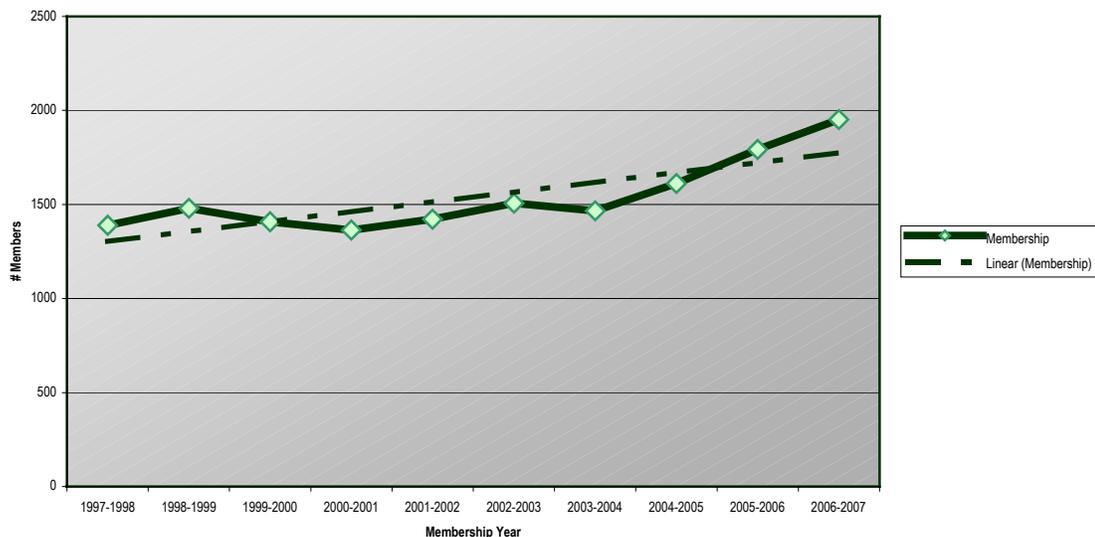
Our events and activities have supported FCP's goals:

- Increasing food knowledge and culinary skills
- Enhance the ability to shape food choices that impact nutrition status, health, and quality of life
- Expand career opportunities

### Membership

Our membership continues to grow. FCP has had steady growth since its inception and the 2006-2007 FCP year ended with a record membership of 1,952 and 87 Friends. This is an increase of 178 members from year-end 2005-06. Our members work in diverse settings that include culinary schools, supermarkets, food industry, journalism, public relations, food research, media, education and healthcare.

**FCP Membership**



### Financial Status

For the program year ending May 2007, FCP has a healthy financial profile. We are pleased to report that we have 57% of budget in reserves, attributable to sound financial management.

Year-end Financials:	Budget	Actual
Revenue	\$179,966	\$211,096
Expenses	\$115,951	\$131,720
Excess	\$ 64,015	\$ 79,376

FCP is in full compliance with ADA's fiscal policies for DPGs. We anticipate these trends to continue into the 2008 program year and beyond.

## Key Activities and Events

- The Executive Board Meeting was held in Las Vegas, Nevada in June 2006. In addition to board business, the board conducted a strategic planning session.
- Creative vegetable preparation was the focus of the Fall 2006 regional FCP Cookshop in Chicago. This first-ever, 1 ½ day culinary workshop event allowed attendees to enhance culinary skills via practical techniques learned in professional kitchens. The Washburne Culinary Institute hosted the event for 67 FCP members and exemplified the unique relationship between the Registered Dietitian and professional chef. This will serve as a model for upcoming culinary workshops.
- Chef Alan Wong and FCP Member Nicole Kerr, RD, brought FNCE 2006 Priority Session attendees to their feet with a standing ovation as they celebrated Hawaii's Melting Pot Cuisine: The Evolution from Plantation to Now. This was yet another occasion to feature the synergy between the Chef and Registered Dietitian. For Chef Wong and Ms. Kerr, this was just the beginning of an extremely beneficial relationship.
- FNCE events included:
  1. An early morning trip to the Honolulu Hawaiian Fish Auction and delightful breakfast at Sam Choy's
  2. The FCP networking event, held at the oceanside resort, The Halekulani. FCP members and guests enjoyed Hawaiian hors d'oeuvres and cocktails. Sponsors and FCP Award winners were honored.
  3. Our DPG showcase continued to give interested individuals a closer look at the many benefits of membership
- The 2006 FCP Recipe Contest was a great success for our sponsor, Hellmann's, as well as our grand winner Robin Kline, RD, for her recipe, Grilled Thai Turkey Burgers. We experienced record participation and have established guidelines for future contests.
- "Member Marketplace" was a newly created online offering that showcases our own Members products and services.
- Our international trips (both to the heartland of Tuscany) featured over 28 hours of continuing education and highlighted hands-on culinary experiences, lectures and food and wine sampling from Italy's most respected vineyards, culinary schools and restaurants. We had a record number of attendees securing amazing growth potential for the future.
- Our FLINGS (Food Lovers In Neighborhood Groups) encouraged members to gather in their local networks to enjoy food, book reviews and the shared interest of the pleasures of the table. FCP members in Cleveland, Detroit, Lincoln, Nebraska and Washington, DC met, ate and enjoyed this new benefit.
- A strong teleforum schedule included: "Feeding Desire: Design and the Tools of the Trade, 1500-2005; The Changing Landscape of Taste and Table; An encyclopedic Tour of Culinary Trends as well as Supermarket Teleforums on Gluten Free, Cooking with Kids, Diabetes and the Supermarket.
- FCP Members were offered approximately over 80 Continuing Professional Education hours through the International Educational Tour, teleforums, Symposium and 2006 FNCE events.

## Our Sponsors--FCP had a diverse and very supportive group of Sponsors during 2006-2007, including:

- Bush Brothers and Company
- California Strawberry Commission
- CanolaInfo
- DowAgrosciences
- Duda Farm Fresh Foods
- Enova™ Oil
- Folgers
- Hellmann's
- International Food Information Council
- National Cattlemen's Beef Association
- Nutrisoda
- The Distilled Spirits Council of the United States
- Tri-Lamb Group

## **Other Accomplishments and Member Benefits**

### **Leadership**

- An emphasis on national exposure resulted in FCP representation at House of Delegates Public Policy Workshop and Leadership Institute 2006/2007
- A fall trip to ADA headquarters to meet key ADA staff and administration provided an opportunity for open dialogue about expectations and goals for the future of FCP. It will be our plan to send the Chair/Chair-elect each year to HQ to foster this very important relationship.
- Updated our network with International Association of Culinary Professionals (IACP) and began working on a new relationship with the Research Chefs Association (RCA) as we showcase our role as the “trusted source of nutrition information” amongst these recognized culinary organizations
- Executed a formalized FCP Strategic Plan which included online placement

### **Membership**

- A newly designated Marketing Committee (Bonnie Johnson and Allison Beadle) supported FCP Leadership to market and grow our 06-07 programs and services
- The supermarket sub-specialty group continues to experience growth and a heightened participation on daily listserv exchange. Superb supermarket teleforums were offered this year.
- The food safety sub-specialty group began to establish a small base and leadership structure. This is a new group for the 06-07 year.
- Significant Corporate Sponsorship Growth was established under the leadership of Liz Marr; the FCP Sponsorship Prospectus is a template for ongoing use.
- Tastings Newsletter upgrades included: Supermarket SSU column, listserv lines captured and regular recipe listings.
- The listserv continued to grow in membership, providing members a forum for communication and an opportunity for exchanging information.
- Website growth included National Election Information, Member Marketplace, an Events Calendar and updates for all web pages
- The 2007 FCP Campaign for the 10<sup>th</sup> anniversary of the practice group was set up to fully endow the ADAF FCP Communications and Education Fund. This endowment is to provide funds for several culinary education opportunities for members in the future. Current donations are approximately \$20,000.00
- FCP members received several award nominations for the 2007-08 year. Those who will be recognized during FNCE 2007 include Medallion Award recipients Michele Fairchild, Georgia Kostas, Marilyn Laskowski-Sachnoff, Vivian Pilant and Margaret Powers; ADAF Excellence in community Practice Award recipient Katrina Holt; ADAF Excellence in Management Practice recipient Linda Hofmeister and ADAF Excellence in Practice (DTR) Kathy Petersen.

## **Acknowledgement and Thanks**

### FCP 2006-2007 Board of Directors

Bob Earl  
Chavanne Hanson  
Alice Henneman  
Edee Hogan  
Naomi Kakiuchi

Liz Marr  
Jell Melton  
Nelda Mercer  
Amy Myrdal  
Deanna Segrave-Daly

### FCP 2006-2007 Committee/Program Chairs

Allison Beadle-Marketing  
Bonnie Johnson-Marketing  
Catharine Powers-Awards  
Janice Daciuk-Tastings  
Judith Dodd-Awards  
MaryAnne Hogue-Food Safety SSU

Kathy Goldberg-Cookshop Chair  
Serena Ball-Tastings  
Shari Steinbach-Supermarket SSU  
Jane Andrews Supermarket Teleforums  
Jeannie Harrison- FCP Teleforums

FCP Management Service--An Apple A Day, LLC—Barbara Pyper and Mary Pyper

ADA Practice Manager —Frances Austin, RD

With Pride and Pleasure,

Chavanne B. Hanson, MPH, RD, LD  
Past Chair, Food and Culinary Professionals  
American Dietetic Association

**Thank you for your support of the Food & Culinary Professionals Dietetic Practice Group!**