

Annual Report

June 1, 2007 – May 31, 2008

Chair's Message

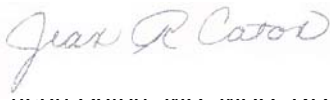


On Plan! “*Enhance the value of the Nutrition Entrepreneurs DPG... as a means of attracting new members and retaining existing members.*” This # 1 goal of the NE Strategic Plan set the direction for all we did during 2007–2008. Not only did the number of members grow but also the number of engaged and involved members. This happened because of the focus on offering enhanced and new opportunities for members to learn and network. Teleconferences, webinars, the always popular *Ventures* articles, expansion of the mentoring program, more mini-NE regional networking meetings and of course the List Serv provided members a great return on their membership investment. The tools and programs NE makes available to members equips them to succeed in a wide variety of innovative, entrepreneurial endeavors.

How do all of these great benefits happen? A talented, generous, energetic group of volunteers that comprise the NE Executive Committee. It is their hard work that brings the benefits to the members. They contribute their knowledge, skills, time, and experience and in return receive professional development of their leadership skills, new relationships, and fun.

It has been a privilege to Chair this dynamic DPG that is poised to continue its growth and vitality in the future.

Regards,



Jean R. Catov, MS, MBA, RD

Membership

Nutrition Entrepreneurs DPG continued our growing trend and ended the year with 2,798 members. We continue to be on one of the most flourishing practice groups of the American Dietetic Association. The practice group attracts innovative, creative dietetic leaders from around the world. Members come from all 50 states and 15 foreign countries.

NE serves our members by providing quality newsletters, the NE Web site, electronic mailing lists, specialty groups, a mentor program, teleconferences, mini-meetings and networking opportunities.

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Food & Nutrition Conference & Expo (FNCE) Philadelphia, Pennsylvania

The NE-sponsored session "Thriving in a Virtual Business Landscape – What it takes to run a successful business in cyberspace," was presented by NE members Nadine Fisher, MS, RD, LD, and Teresa Pangan, PhD, RD, and moderated by Jean Caton, MS, MBA, RD.

In addition, the NE Authors Specialty Group sponsored a successful session, "Book Marketing Secrets of Successful Nutrition Entrepreneurs," presented by Shelley Case, BSC, RD, and Zonya Foco, RD, and moderated by Nancy Clark, MS, RD, FACSM, CSSD.

NE was also highly visible at the following FNCE events:

- Annual Networking Breakfast
- Product MarketPlace
- DPG Showcase
- Specialty Group Meetings

Publications

Ventures, NE's quarterly newsletter, is rated one of the top member benefits. Each issue follows a theme and is packed with informative, useful articles. Recent themes included:

- Summer 2007:
 - The Power of One: Being Your Own Leader
- Fall 2007:
 - The Power of Team
- Winter 2008:
 - Marketing You: Polishing Your Image
- Spring 2008:
 - Mentoring: Getting Started

Electronic Communication

The NE Web site (www.nedpg.org) is continually updated. The Products & Services area has expanded and is a model for other practice groups.

NE has an active electronic mailing list (EML) with over 900 members willing to share their expertise and experience with others. Members with a product or service can advertise for free quarterly on the EML.

All of NE's six specialty groups (Authors, Coaches, Corporate Health, Internet & Business Technology, Private Practice and Speakers) have their own EML where members share more specialized information.

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Networking Opportunities

At the 2007 Food and Nutrition Conference and Expo (FNCE) in Philadelphia, Pennsylvania, NE held their annual Networking Breakfast, themed “Pursuing Excellence in Your Practice.” Ten different roundtable discussion groups, each led by an expert, gave members the chance to network, expand their knowledge and earn continuing education credits. The breakfast received wonderful reviews, and comments from members made reference to it being the ‘highlight’ of the conference.

In addition, each of NE’s specialty groups had an informal hour-long meeting at FNCE where members could connect with one another. Specialty group chairs are also hosting teleconferences several times a year, which are open to all members.

NE sponsored a week-long discussion on the Student Community of Interest. Jean Caton, MS, MBA, RD, Shelly Marie, MS, LDN, RD, and Liz Friedrich, MPH, RD, LDN, answered questions from the students, offered advice and outlined the challenges as well as the opportunities faced by entrepreneurs in the dietetics field.

Jean Caton, MS, MBA, RD, and Liz Friedrich, MPH, RD, LDN, attended ADA’s Leadership Institute in June, bringing new leadership skills back to enhance the NE board. Mary Sobnosky Gross, MS, RD, LDN, represented NE at ADA’s Public Policy Workshop in February.

We continued our NE mini-meetings, an opportunity for local members to network and share ideas. These are fun, informal gatherings of local NE members held at various locales across the United States.

Awards

The 2007 Outstanding Nutrition Entrepreneurs Award was presented to Christine Palumbo, MBA, RD, for being an innovative leader in the field of dietetics. Her entrepreneurial spirit is one that sets an example for all of us in the field of dietetics.

NE proudly applauds its members receiving these distinguished ADA Awards in Philadelphia at FNCE 2007. Congratulations!

- Medallion Awards:
 - Georgia G. Kostas, MPH, RD
 - Marilyn Laskowski-Sachnoff, MA, RD
 - Margaret A. Powers, PhD, RD, CDE
- Consultation & Business Practice
 - Becky Dorner, RD, LD
- Management Practice
 - Linda R. Hofmeister, RD, LD, FADA, CHE

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2007–2008 Budget Report

Our actual total revenues were \$105,929 and total budgeted revenues were \$98,235. Our total actual expenses were \$78,188 and total budgeted expenses were \$124,394. We ended the year with a net profit of \$196,858. Thanks to the efforts and support of our leaders, industry partners and you—our members—NE DPG continues to be a strong and effective practice group.

Sponsors

We thank the following sponsors for their support of NE events at FNCE:

- Enova
- Myca
- Dietz & Watson

2007–2008 NE Executive Committee

Chair

Jean Caton, MS, MBA, RD

Past Chair

Victoria Shanta Retelny, RD, LD

Chair-elect

Robin Plotkin, RD, LD

Treasurer

Jessica Bowhall, MBA, RD, LD

Secretary

Dina M Aburmishan, RD, LDN

Director of Member Services

Theresa Sage, RD, MBA, LDN

Director-elect of Member Services

Mitzi, Dulan, RD, ACSM-HFI

Director PR & Marketing

Shelly A. Marie, MS, LDN, RD

Incoming Director PR & Marketing

Susan Haines, MBA, RD, LD

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2007–2008 NE Executive Committee (continued)

Director Awards & Networking

Vanessa Cavallaro, MS, RD, LDN

Incoming Director Awards & Networking

Kimberly Dong, MS, RD, LDN

Newsletter Editor

Shelley A Rael, MS, RD, LD

Incoming Newsletter Editor

Penny Wilson, RD, LD

Reimbursement Committee Chair

Mary Ann Hodorowicz, RD, LD, MBA, CDE

Sponsorship Chair

Emma Fogt, MS, RD, MBA, LDN

Mentor Program Coordinator

Liz Friedrich, MPH, RD, LDN

Authors Specialty Group Chair

Nancy Clark, MS, RD, FADA, FACSM

Coaches Specialty Group Chair

Marjorie Geiser, RD, NSCA-CPT

Corporate Health Specialty Group Chair

Denice Ferko-Adams, MPH, RD, LDN

Internet & Business Technology Specialty Group Chair

Nadine Fisher, MS, RD, LD

Private Practice Specialty Group Chair

Mary Gross, MS, RD, LDN

Speakers Specialty Group Chair

Cindy Heroux, RD

Nominating Committee Members:

Rebecca Bitzer, MS, RD, LD

Maye Musk, MS, RD

Lisa Stollman, MA, RD, CDE, CDN

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NE Past Chairs

2006 – Victoria Shanta Retelny, RD, LD
2005 – Nancy Collins, PhD, RD, LD/N
2004 – Kathryn Fink, RD, LD
2003 – Maye Musk, MS, MS, RD
2002 – Maryann Meade, MS, RD, CDN
2001 – Ann M. Silver, MS, RD, CDE, CDN
2000 – Donna Israel, PhD, RD, LD, LPC
1999 – Christine Palumbo, MBA, RD
1998 – Toni Bloom, MS, RD, CDE
1997 – Ann Litt, MS, RD, LD
1996 – Linda Scovern, MPH, RD, LD
1994–95 – Lisa Stollman, MA, RD, CDE, CDN
1993 – Susan Moores, MS, RD
1992 – Janice Kidd, PhD, RD
1991 – Lisa Dorfman, MS, RD
1990 – Linda McDonald, MS, RD
1989 – Jeanne Houston, RD
1988 – Denice Ferko-Adams, MPH, RD, LDN
1987 – Aviva Croll, RD
1986 – Luanne Anderson, RD
1985 – Becky Varner, RD
1984 – Glee Kincannon, RD
1983 – Cece Davis, RD
1982 – Marcia Mills, RD
1981 – Sue McFarlane, RD
1980 – Carolyn Donahoe, RD
1979 – Philomena Koulbanis, RD
1978 – Norma MacRae, RD
1975–1977 – Carol Hunerlach, RD