

shape.

With ADA in
a leadership role,
the future of food,
nutrition and dietetics
is taking **shape.**

A new mission. New vision.
New home. ADA is nurturing
the future of dietetics.



▶ ONE

what's
cooking



4 ADA: Leading the future of dietetics

The American Dietetic Association was founded in Cleveland, Ohio, in 1917 by a visionary group of women, led by Lenna F. Cooper and ADA's first president, Lulu C. Graves, who were dedicated to helping the government conserve food and improve the public's health and nutrition during World War I. Since those earliest days, ADA has grown steadily. Today the Association has nearly 70,000 members, making ADA the nation's largest organization of food and nutrition professionals.

Corporations, educators, legislators and policy makers, other health professionals and the public alike increasingly and routinely turn to the American Dietetic Association to help address the full range of food and nutrition issues facing our country and the world: Obesity. Food safety and security. Biotechnology. Fad diets. Children's nutrition. Diabetes. And a hundred more.

Whatever the topic in food and nutrition, the American Dietetic Association is there with advice, input, answers... and leadership. And by virtue of our history, our accomplishments and our plans for the future, the American Dietetic Association amply fills that leadership role. We are nurturing the development of a robust dietetics profession. We are nourishing consumers with reliable advice on eating well and staying healthy. We are growing and flowering in influence – in academia, corporate boardrooms, legislatures and policy agencies.

The late John Gardner, president of the Carnegie Foundation and an architect of President Lyndon Johnson's Great Society, once said that resilient, relevant, responsive and self-renewing organizations and people share three common characteristics: tough-minded optimism, staying power and belief in a mission above self.

Eighty-six years ago, those characteristics defined ADA's founders, who shaped the world of food and nutrition forever and for the better. These characteristics define ADA today and are helping us shape that world again.

During the past year, the American Dietetic Association embarked on a strategic thinking process designed to review our accomplishments of the past several years, gauge our progress and create a framework to guide decisions ADA will make and objectives we will pursue during 2004-2008 at all levels of the Association. ADA members were asked to help develop a plan built on empowerment, generational synergy, teamwork, inclusiveness and collaboration. Members were encouraged to take ownership of the plan and be active partners in its development and implementation.

ADA's mission

Mission statements are intended as concise answers to questions like: What do we do? Why? For whom?

Developed during ADA's strategic planning process, the Association's new mission statement summarizes how ADA works to advance the profession of dietetics to improve the nutritional health of all people.

ADA's mission is:
Leading the future of dietetics.

ADA's vision

There always will be many different providers of food and nutrition services. It is the goal and the intent of ADA that dietetics practitioners will always be in demand for the quality of our services and the breadth of our profession.

ADA's vision is:
ADA members are the most valued source of food and nutrition services.

Through our planning process in the past year, ADA determined our strategic goals for 2004-2008. We will:

- Build an aligned, engaged and diverse membership
- Influence key food, nutrition and health initiatives
- Impact the research agenda and facilitate research supporting the dietetics profession

- Increase demand for and utilization of services provided by members
- Empower members to compete successfully in a rapidly changing environment
- Proactively focus on emerging areas of food and nutrition

ADA's new home

On March 1, ADA moved the headquarters operation – with no interruptions in service to members or the public – to 120 South Riverside Plaza, a newer and more modern facility overlooking the Chicago River. ADA leased approximately 36,000 square feet on one floor of the building, improving operating efficiencies and increasing the amount of available meeting space for boards, members and other ADA groups. In electing to keep its headquarters in Chicago, ADA continues to draw on the city's central national location and its wide and deep talent pool of experienced association staff.

Providing the public and health professionals alike with reliable, accurate nutrition information

▶ TWO

feed
the need





8 Meeting people's online nutrition information needs

ADA's Web site has long been a popular Internet destination for people seeking the straight story on food and nutrition. Our site ranks in the top 50,000 on the entire Internet, with an average of 4.75 million hits every month.

On the final day of ADA's 2002–03 fiscal year, the Association unveiled our completely revised and updated Web site, *www.eatright.org*. New features enable consumers to quickly and easily navigate a vast store of reliable information on food, nutrition and health. Features of the revised site include:

- Consumers can now search for a dietetics professional. In one recent month, more than 17,000 visitors used this service.
- Thousands of pages of consumer nutrition information including Daily Tips, press releases, ADA position statements, information on special programs and activities, limited access to research studies and other articles in the *Journal of the American Dietetic Association* and more
- Background and regular updates on legislative and public policy issues related to food and nutrition, such as food safety, nutrition education, school meals and medical nutrition therapy for people with chronic conditions like diabetes and kidney disease.

Nutrition and You: Trends 2002

Every two years since 1991, ADA has conducted a national public opinion survey of people's beliefs, attitudes, knowledge and behaviors regarding food and nutrition. The results of ADA's survey are commonly cited in the media, in research studies, by other health professionals and by government agencies.

ADA released the full findings of our latest popular and authoritative survey this past year, to significant public and media interest. Among the survey's findings, these are the percentages of people who said:

- Diet and nutrition are important to me personally: 85 percent
- I carefully select foods in order to achieve balanced nutrition and a healthful diet: 75 percent
- Exercise and physical activity are important to me: 82 percent
- I make a conscious effort to engage in exercise and physical activity: 66 percent
- I actively seek information about nutrition and healthful eating: 58 percent
- I get most of my nutrition information from television: 72 percent

ADA in the News

The American Dietetic Association helps fill people's need for reliable information through a creative, successful media outreach program that positions our members and dietetics professionals as the trusted experts when it comes to news about food and nutrition.

During the past year, ADA generated news coverage in print, electronic and broadcast media that reached tens of millions of consumers. Notable stories that made extensive use of ADA, our resources and our spokespeople appeared on NBC's *Dateline* and ABC's *20/20* (diet trends), CNN (comparisons between organically grown and conventionally grown foods), the BBC (childhood obesity) and NBC's *Today* show (separate stories on school lunch and childhood obesity), as well as in *Newsweek* (a pilot program of the ADA/ConAgra Foods Foundation *Home*

Food Safety ... It's in Your Hands initiative to place food safety information on restaurant carry-out packages) and the *Wall Street Journal* (citing ADA's book *The Health Professional's Guide to Popular Dietary Supplements* as a "must-read" for consumers interested in the straight story on supplements). ADA's outreach to diverse media and consumers was reflected in coverage in *Latina*, *Black Enterprise*, *Ebony*, *India Abroad* and *Asian Week* along with Black Entertainment Network, Univision and Telemundo.

Policy initiatives and advocacy

ADA's comprehensive Government Relations program, based in Washington, D.C., assists the Association in serving the public interest by shaping sound food, nutrition and health policies and programs through policy initiatives and advocacy. Government Relations works with legislators, administration officials and policy makers, showcasing our members' knowledge, skills and competencies.

Following are highlights of the past year at ADA in the fields of policy and advocacy:

- ADA expanded the board of the American Dietetic Association Political Action Committee. More board members mean greater diversity of backgrounds and more representation of ADA members throughout the country. ADAPAC is the only political action committee dedicated to promoting the dietetics profession, and ranks in the top 20 among all health professional political action committees in terms of contributions to candidates.
- ADA also expanded membership in ADA's Legislative and Public Policy Committee. LPPC established priority areas in which ADA could have the greatest impact in advancing our members' interests: aging, child nutrition,

Medicare medical nutrition therapy and Medicare reform, nutrition monitoring, nutrition research, obesity and state government issues related to dietetics. The committee also pledged to work in additional important food and nutrition areas including hunger, HIV/AIDS, food safety, allied health and physical activity.

- The ADAPAC Board approved a new newsletter, *ADAPAC Times*, that will be sent to all contributors beginning in late 2003. It will highlight issues and candidates whom ADAPAC is supporting and will discuss political considerations involved in government decision making.
- ADA maintained a high-energy advocacy program, urging the Bush Administration to strengthen the country's national program of nutrition research; testifying many times on Capitol Hill and other settings on food, nutrition and health matters; working closely with congressional committees overseeing appropriations as well as food and health issues; encouraging and supporting candidacies of dietetics professionals as appointed officials, federal advisors and committee members; and helping government officials assess and use nutrition science research as the basis for their decision-making.
- In its first full year as an ADA online member publication, *The Grassroots Times* offered readers advice on building effective grassroots networks and representation in their states.
- Weekly e-mailed issues of *On the Pulse* kept ADA members informed about developments affecting food, nutrition and health in Washington, the states and around the world.

Strengthening links:
ADA, our members
and the world



▶ THREE

your link to
nutrition



12 **Nationwide Nutrition Network**

ADA's Nationwide Nutrition Network is a national online referral service that links consumers, physicians, food manufacturers, distributors and restaurant managers with dietetics professionals.

Effective this past year, all active ADA members are eligible to participate for free in the Nationwide Nutrition Network. This new benefit will extend members' knowledge and high-quality services to many more people, including patients, customers, shoppers and business clients. The Nationwide Nutrition Network also includes the "Find a Nutrition Professional" feature on ADA's Web site, which allows consumers seeking dietary advice from the experts to enter their zip code and obtain a list of registered dietitians in their area.

Dietetics Compensation and Benefits Survey

ADA's mission to lead the future of dietetics in part means helping our members achieve their career goals and increasing opportunities for dietetics professionals by assisting them to shape the environment in which they work.

ADA published the results of the first national survey of dietetics professionals' compensation and benefits – the largest, most comprehensive and objective compilation of dietetics professionals' salaries, broken down by region, area of practice, level of supervision, level of education and much more. Thirteen thousand professionals responded to the survey. The published results have given many ADA members leverage in requesting – and receiving – pay increases from their employers since its publication in January.

National Nutrition Month®

Each year, National Nutrition Month® helps link dietetics professionals to the public in fun and interesting ways that promote good nutrition and health – in March and all year long.

This year marked the 30th anniversary of National Nutrition Month®, which took the theme "Healthy Eating, Healthy You." This popular consumer awareness program promoted the importance of making informed food choices and developing sound eating and physical activity habits.

ADA Journal

The *Journal of the American Dietetic Association* is the most widely read peer-reviewed publication for disseminating knowledge in the dietetics field.

Beginning with the January 2003 issue, the *Journal of the American Dietetic Association* is now being published by the Health Sciences Division of Elsevier, one of the world's largest and most-respected publishers of health science journals. Among many benefits to ADA, our members and the *Journal's* readers and subscribers, the new publishing arrangement includes a significantly expanded Web site, www.adajournal.org, with extensive search capabilities; online ability to access ten years of back *Journal* issues, with a searchable database; and more widely indexed research articles, enabling the *Journal* to increase its subscriber base throughout the world.

This year saw the retirement of Elaine R. Monsen, PhD, RD, after 20 years of service as the *Journal's* editor-in-chief. Monsen, professor of health services at the University of Washington, contributed significantly in enhancing the *Journal's* quality, prestige and status. Monsen was succeeded by Linda Van Horn, PhD, RD, professor of preventive medicine at Northwestern University and an expert on the role of diet and nutrition in the prevention and treatment of chronic diseases.

Increasing the value of ADA membership

For 2002–03 a priority for the American Dietetic Association has been to maximize the value of ADA membership for all dietetics professionals, especially increasing educational and practice opportunities.

Center for Professional Development

This was the first full year of operation for ADA's Center for Professional Development, described as "a one-stop shopping center for life-long learning." The Center was created to promote and offer learning opportunities for ADA members to develop and enhance their knowledge and skills; promote partnerships with other professional organizations to develop and deliver multidisciplinary learning opportunities; identify and promote delivery of professional development through appropriate technology; and continuously improve the quality of professional development programming available to ADA members.

In the past year the Center for Professional Development offered online courses on Dietetic Reference Intakes through a cooperative arrangement with Dietitians of Canada; instituted a popular series of audio conferences

on food and nutrition topics that attracted more than 1,000 ADA members at more than 200 sites for in the first conference alone; and offered members the opportunity to participate in sessions at ADA's Food & Nutrition Conference & Expo by remote Webcasts.

Publications for consumers and health professionals

ADA publishes a wealth of information and resources designed to help everyone from health-care professionals seeking reference and client education materials to consumers looking for nutrition advice. All ADA books are peer-reviewed by experts in the field and are published or co-published by ADA.

New and updated ADA books in the past year include:

- ADA's Complete Food and Nutrition Guide, second edition*
- ADA's Guide to Eating Right When You Have Diabetes*
- ADA's Guide to Better Digestion*
- ADA's Guide to Healthy Eating for Kids*
- Celiac Nutrition*
- Comprehensive Guide to Transplant Nutrition*
- Disaster and Emergency Preparedness*
- in Foodservice Operations*
- Genetics: The Nutrition Connection*
- Health Professional's Guide to Dietary Supplements, second edition*
- If Your Child is Overweight*
- Lactose Intolerance*
- Living Well with HIV/AIDS*
- National Dysphagia Diet*
- National Renal Diet*
- The Way to Eat*

Partnerships planting
seeds for growth

▶ FOUR



way to
grow



16 **Alliances and partnerships**

Effective strategic partnerships and alliances are critical to the future success of the dietetics profession. ADA is involved in a number of important and effective coalitions, including the National Coalition for Promoting Physical Activity, the Healthy Schools Summit and the Urban League's "Lift Every Voice" national diabetes education program, among other key initiatives.

ADA received funding for four years to continue our participation in Partners in Program Planning for Adolescent Health (PIPPAH), a partnership of ADA, the National Association of Social Workers, American Bar Association, American Medical Association, American Nursing Association and the American Psychological Association. ADA looks forward to continuing our work with our PIPPAH partners to improve adolescents' health and to increase awareness of health and policy issues related to adolescents, such as eating disorders, obesity, sports nutrition and teen pregnancy.

Start Healthy™

A recent survey shows that more than 90 percent of parents believe the foods babies eat can have a significant impact on their eating habits later in life, and three-quarters of parents say they are concerned about childhood obesity. But many parents are unsure how much to feed their small children, especially foods like fruits and vegetables.

ADA and Gerber Products Company launched a partnership this year called Start Healthy™, designed to assist consumers and pediatric health professionals alike in feeding infants and toddlers. An expert advisory panel, which includes several ADA members, is developing feeding guidelines and providing strategic direction and scientific expertise in developing real-world applications of the new groundbreaking Gerber Feeding Infants and Toddlers study of 3,000 infants and toddlers. The *Journal of the American Dietetic Association* will publish the findings of this comprehensive study; during the past year the *Journal* published preliminary results indicating that children's food preferences are established very early in their lives.



3-A-Day for Stronger Bones

The low calcium intake of many Americans is recognized as a significant public health issue. A recent assessment by the U.S. Department of Agriculture indicates that three servings of dairy products each day can meet the majority of people's calcium requirements. Foods such as broccoli and fortified beverages are also good sources of calcium, though dairy products have been identified by a conference of the National Institutes of Health as the preferred source of calcium for most people.

ADA and three leading health organizations have joined with the National Dairy Council on a multifaceted partnership to encourage adequate consumption of low-fat dairy products among children and adults. The program is designed to reach out to both consumers and to health professionals who can educate the public on addressing the nation's "calcium crisis." Other partners in 3-A-Day are the American Academy of Family Physicians, American Academy of Pediatrics and National Medical Association.

Consumer's guide to kids' healthy weight

Childhood obesity approaches epidemic levels in the United States. ADA is involved in many efforts to address the issue of excess weight among young people.

ADA collaborated this year with WellPoint Health Networks Inc. on the development and production of a consumer's guide to healthy weight for children. The primary audience is parents of children at risk for obesity. Copies of the colorful and informative brochure were distributed to ADA members and to pediatricians throughout the WellPoint network of Blue Cross and other insurance companies.

Bottom line...
A better-informed,
healthier public

A diverse group of people, including a young boy in the foreground, smiling. The background is a plain, light color.

nourishing a
healthy public

2002–03 operating review

OPERATING REVIEW

Setting ADA's direction, governing the dietetics profession

In advancing the profession of dietetics and leading the Association, ADA assigns distinct and co-equal governance roles to the 17-member Board of Directors and the elected House of Delegates. Six House leaders serve on ADA's Board, directly connecting the professional issues of members to the interests of the entire Association.

Board of Directors

The course of the American Dietetic Association is charted by a Board of Directors, consisting of national leaders in food, nutrition and public health.

During the past year, ADA's Board devoted much of its efforts toward creating and implementing the Association's strategic plan for the 2004-08 period. Additional ADA activities and accomplishments at the Board level include:

- Evaluated and refined ADA's new governance structure, including evaluation of directors' terms, tenure, composition, roles and responsibilities
- Reviewed and approved new organizational policies concerning the organization and direction of ADA's alliance and media spokesperson programs, organization of dietetic practice groups, line of credit, investment, financial planning, purchasing, insurance and advertising
- Moved forward on many fronts to implement recommendations of the Board's leadership task force, to help prepare ADA members for leadership positions within the Association and in their professional lives
- Established ADA's first New Member Advisory Committee, consisting of dietetics professionals who have been members of ADA for fewer than seven years, whose role is to communicate with new ADA members about benefits, services and organization opportunities within ADA
- Established a task force on aging to identify resources needed for ADA and its members to play leading roles in serving the specific nutrition needs of aging adults
- Approved the purchase and installation of TIMSS, ADA's new association management software system, to improve process flow, information accuracy, consistency and overall performance
- Approved ADA's first five-year financial plan and forecast.

House of Delegates

As the deliberative body serving as the voice of all ADA members, the House monitors and evaluates trends, issues and concerns affecting members and the profession; debates and approves educational, practice and professional standards; establishes ethical standards for practitioners and disciplinary procedures for unethical conduct; and identifies and develops ADA position statements.

During the past year, the ADA House of Delegates made significant strides, including:

- Approved a systematic and standardized Nutrition Care Process for the profession of dietetics. This is an important step for dietetics professionals in providing the highest-quality patient and client care, from nutrition assessment through discharge from care.
- Initiated development of a new American Dietetic Association position statement on "Prevention and treatment of childhood and adolescent obesity"
- Approved an incremental dues increase designed to maintain the financial viability of the Association
- Appointed task forces to examine the crucial issues of prevention, management and customer satisfaction in the dietetics profession
- Appointed a Dietetic Technician Tactical Workgroup to provide background to the House for a future dialogue session
- Provided member input for ADA's Food, Nutrition and Health Policy Priority Issues which provides direction to the Association's legislative agenda
- Provided input for the Ethics Opinion "Dietetics Professionals are Ethically Obligated to Maintain Personal Competence in Practice," which was published in the May 2003 issue of the *Journal of the American Dietetic Association*
- Submitted to the Board of Directors a final report of the validated trends gathered by delegates and published it in the December 2002 issue of the *Journal of the American Dietetic Association*.

ADA positions

The result of carefully considered deliberations by leading authorities as well as ADA's House of Delegates, ADA position statements represent the Association's stance on important issues in food, nutrition and health that affect the public. All ADA position statements are available at www.eatright.org.

During the past year, ADA published new and updated statements for health professionals and consumers alike on the following issues:

- Domestic food and nutrition security
- Healthy implications of dietary fiber
- Liberalized diets for older adults in long-term care
- Nutrition and lifestyle for a healthy pregnancy outcome
- Nutrition services in managed care
- Nutrition services: an essential component of comprehensive school health programs (a joint position of ADA, American School Foodservice Association and Society of Nutrition Educators)
- Oral health and nutrition
- The role of dietetics professionals in health promotion and disease prevention programs
- Weight management

Commission on Dietetic Registration

The Commission on Dietetic Registration remains committed to its public protection mission by attesting to the professional competence of more than 75,000 credentialed dietetics practitioners who have met CDR standards to enter and continue in dietetics practice. CDR provides credentialed practitioners with the tools to maintain and continue to advance their professional knowledge and skills. CDR administers four separate and distinct credentialing programs: Registered Dietitian; Dietetic Technician, Registered; Board Certified Specialist in Renal Nutrition; and Board Certified Specialist in Pediatric Nutrition. CDR is accredited by the National Commission for Certifying Agencies.

In addition to administering examinations and recertification for these programs, the Commission on Dietetic Registration:

- Administers a prior approval process for continuing professional education programs. More than 5,000 programs were reviewed and approved in 2002–03.
- Administers a Program Provider Accreditation process for continuing professional education program providers. There are currently 88 accredited providers.
- Maintains a searchable continuing professional education database of more than 6,000 programs
- Administers licensure board services, including use of CDR's registration examinations for licensure purposes and continuing professional education tracking for licensed non-registered dietitians
- Administers a Certificate of Training in Adult Weight Management Program. Since implementation in April 2001, more than 2,000 members and credentialed practitioners have participated in this program.

Commission on Accreditation for Dietetics Education

The Commission on Accreditation for Dietetics Education serves the American public and ADA members by establishing and enforcing standards for the educational preparation of dietetics professionals and by recognizing dietetics education programs at colleges, universities and other organizations that meet these standards. CADE is recognized by the United States Department of Education and the Council for Higher Education Accreditation, affirming that CADE meets national standards and is a reliable authority on the quality of nutrition/dietetics education programs.

CADE's scope of accreditation includes baccalaureate- and graduate-level Dietetics and Nutrition Programs, post-baccalaureate Dietetic Internships, and associate degree Dietetic Technician Programs. During the past year, there were 611 such accredited or approved programs, preparing more than 14,000 students for entry to the profession.

Also in the past year, CADE implemented new eligibility requirements and accreditation standards for education programs seeking initial and continued recognition. These accreditation standards are a product of CADE's comprehensive, ongoing process to maintain the currency of the educational competencies – and match those competencies to the expectations for future practice. In response to the interest of programs in other countries in the U.S. model of quality assurance and program evaluation, CADE also has policies that will allow international, non-U.S.-based dietetics programs to apply for review and recognition. CADE's program of work continues to ensure the quality and continued improvement of dietetics education that reflects the evolving practice of dietetics.

Affiliate dietetic associations

All ADA members also receive automatic membership in the affiliate dietetic association of their choice, making affiliates a powerful benefit of ADA membership. There are 50 state dietetic associations, plus the District of Columbia, Puerto Rico and the American Overseas Dietetic Association, all affiliated with ADA. And within these groups, there are approximately 230 district or local dietetic associations. Affiliates enable members to build lasting collaborations and relationships close to home.

Dietetic practice groups

ADA is committed to keeping our members abreast of trends in food and nutrition and preparing members for the requirements of an always-changing profession and marketplace. Now in their 25th year, dietetic practice groups are an important way in which ADA creates personal and professional opportunities for members to excel and grow. DPGs offer ADA members the opportunity to network with others in their areas of interest and to increase their knowledge in specific areas of practice.

The number of dietetic practice groups open to ADA members grew during the past year to 29, with the creation of a Weight Management DPG. Membership in DPGs exceeded 52,000 – the most ever.

American Dietetic Association Foundation

The ADA Foundation is the only 501(c)3 organization devoted exclusively to nutrition and dietetics. As the philanthropic arm of the American Dietetic Association, the Foundation works to improve the nutritional health of the public by raising and granting funds for research, education and public awareness initiatives that promote good nutrition and advance the science and practice of dietetics.

Research

Raising money for ADA's unrestricted research endowment continues to be a priority for the Foundation.

Of the \$485,000 raised for this initiative to date, \$145,000 was pledged and collected during the 2002–03 fiscal year. The research endowment will help keep dietetics professionals at the forefront of knowledge in food and nutrition science and will enable ADA members to provide the public with the most up-to-date and accurate food and nutrition information.

Education

The ADA Foundation is committed to reducing financial roadblocks and creating incentives for the best and brightest to pursue careers in dietetics. The ADA Foundation is the largest provider of academic scholarships in the dietetics field, annually providing funding to deserving students at all levels of study.

For the 2002–03 academic year, ADAF awarded nearly \$320,000 to 200 students. In addition, more than \$60,000 was awarded in the form of fellowships, research grants, recognition awards and education stipends.

Several new ADAF scholarships and awards were established in the past year, including one by the Northwest Ohio Dietetic Association and by friends and colleagues of Elaine Monsen, PhD, MS, RD, in honor of her retirement as editor-in-chief of the *Journal of the American Dietetic Association* after 20 years of service to the dietetics profession and to ADA.

The Foundation received a \$200,000 bequest from the estate of Irene Jones to endow a scholarship for a dietetic intern demonstrating both financial need and potential for professional leadership.

ADA's Diabetes Care and Education practice group established an award that recognizes excellence in outcomes research in diabetes medical nutrition therapy; and another created in memory of Margaret Dulles Simko, PhD, RD, an ADA member for 50 years who served as editor of *Topics in Clinical Nutrition*, that recognizes high-quality poster sessions at ADA's annual Food & Nutrition Conference & Expo. Friends and colleagues of ADA's 2002–03 President Julie O'Sullivan Maillet, PhD, RD, FADA, also established an award that will fund dietetic research.

Public awareness

Increasing public understanding of both the importance of nutrition and of the dietetics professional's role in providing sound advice is the goal of the ADA Foundation's public awareness initiatives. A top priority is educating the public on creating healthier lifestyle for all children, especially those at risk for obesity.

Through the Healthy Weight for Kids Initiative, the ADA Foundation continues the development of a Family Nutrition and Physical Activity Screening Tool, thanks in part to the generosity of ADA member Ann Hertzler, PhD, RD. Using this tool, families will be able to measure behaviors such as TV and computer time, food choices and activity level, and to identify behaviors that contribute to obesity in children, as well as those that will have a preventive impact on childhood obesity.

During the past year, the ADA Foundation conducted the first *Child and Family Nutrition and Physical Activity Study*, a nationwide public opinion survey of parents and their children, in conjunction with Knowledge Networks. This study was funded through a generous gift from the Val Vaden Family in memory of Allene Vaden, PhD, RD, past president-elect of ADA. The survey, which is being publicized widely, identified behaviors and attitudes – among kids and parents alike – that may contribute to unhealthy weight in children and families.

Other initiatives have been developed through ADAF's Corporate Partners program. The Expert Partners in Practice program, funded by an educational grant from Mead Johnson Nutritionals, is a network of registered dietitians who are experts in infant nutrition and feeding and other general pediatric nutrition issues, with an emphasis on obesity treatment and prevention. A partnership was also formed among the ADA Foundation, General Mills Foundation and the President's Challenge to launch a community grants program focused on youth nutrition and fitness. Fifty nonprofit organizations from all parts of the country received up to \$10,000 in the General Mills Champions Grants initiative, which requires that a registered dietitian be an integral part of all recipient programs.

As it plans for the coming year, the ADA Foundation will continue its focus on raising and distributing funds that help advance initiatives in the areas of research, education and public awareness, through corporate and member support. In addition, the Foundation will work to increase ADA member giving.

Supporters of the ADA Foundation

The ADA Foundation thanks organizations and individuals who have made gifts of \$10,000 or more to help support research, education and public awareness initiatives:

Colgate Palmolive
ConAgra Foods
Diabetes Care and Education (ADA dietetic practice group)
Ecolab
General Mills Foundation
HealthTech Inc.
Ann Hertzler
Hormel HealthLabs
Estate of Irene Jones
Col. Katharine E. Manchester
McNeil Nutritionals
Mead Johnson Nutritionals
National Cattlemen's Beef Association
National Dairy Council
Northwest Ohio Dietetic Association
Peanut Institute
Pediatric Nutrition (ADA dietetic practice group)
Rey-Vaden Family Foundation

AMERICAN DIETETIC ASSOCIATION FOUNDATION

STATEMENT OF ACTIVITIES

YEAR ENDED MAY 31, 2003

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue				
Publications and materials	\$ 2,368			\$ 2,368
Grants and donations	302,064	38,000		340,064
Member contributions	389,461	345,144	305,883	1,040,488
Other revenue	1,164			1,164
Release from restrictions	792,703	(792,703)	-	-
	<u>1,487,760</u>	<u>(409,559)</u>	<u>305,883</u>	<u>\$1,384,084</u>
Expenses				
Personnel	\$ 422,352			\$ 422,352
Publications	7,675			7,675
Travel	104,235			104,235
Professional fees	168,067			168,067
Postage and mailing service	25,101			25,101
Office supplies and equipment	10,044			10,044
Rent and utilities	60,000			60,000
Telephone and communications	35,690			35,690
Advertising and promotion	50			50
Insurance	7,823			7,823
Depreciation	17,139			17,139
Other expense	353,406			353,406
Meeting services	144,148			144,148
Legal and audit	4,898			4,898
Printing	69,668			69,668
Scholarships and awards	435,373			435,373
	<u>1,865,669</u>	<u>-</u>	<u>-</u>	<u>1,865,669</u>
Increase (decrease) in net assets from operating activities	<u>(377,909)</u>	<u>(409,559)</u>	<u>305,883</u>	<u>(481,585)</u>
Investment returns				
Designated for current operations	160,354	239,646	-	400,000
Balance less than amount designated for current operations	<u>(146,554)</u>	<u>(206,039)</u>	<u>-</u>	<u>(352,593)</u>
Net investment return	13,800	33,607	-	47,407
Increase (decrease) in net assets	<u>(364,109)</u>	<u>(375,952)</u>	<u>305,883</u>	<u>(434,178)</u>
Net assets				
Beginning of year	<u>3,441,004</u>	<u>1,489,367</u>	<u>3,653,145</u>	<u>8,583,516</u>
End of year	<u>\$ 3,076,895</u>	<u>\$ 1,113,415</u>	<u>\$ 3,959,028</u>	<u>\$ 8,149,338</u>

AMERICAN DIETETIC ASSOCIATION FOUNDATION

STATEMENT OF FINANCIAL POSITION

YEAR ENDED MAY 31, 2003

	2003	2002
Assets		
Cash and cash equivalents	\$ 181,702	\$ 288,377
Investments	7,791,588	8,144,706
Interest receivable	49,761	50,962
Accounts receivable	190,285	193,801
Prepaid expenses	450	-
Inventories	15,533	15,533
Interorganizational balances	<u>(113,338)</u>	<u>(146,554)</u>
	8,115,981	8,546,825
Property and equipment	1,446	18,585
Other assets	46,911	43,106
	<u>\$ 8,164,338</u>	<u>\$ 8,608,516</u>
Liabilities and net assets		
Deferred revenue	\$ 15,000	\$ 25,000
Net assets		
Unrestricted	3,076,895	3,441,004
Temporarily restricted	1,113,415	1,489,367
Permanently restricted	<u>3,959,028</u>	<u>3,653,145</u>
	<u>8,149,338</u>	<u>8,583,516</u>
	<u>\$ 8,164,338</u>	<u>\$ 8,608,516</u>

26

27

AMERICAN DIETETIC ASSOCIATION
STATEMENT OF ACTIVITIES

YEAR ENDED MAY 31, 2003

	ADA Direct	Commission on Accreditation for dietetics Education	Commission on Dietetic Registration	Dietetic Practice Groups	Total
Revenue					
Membership dues - net	\$ 5,396,406	\$ -	\$ 115,900	\$ 1,273,950	\$ 6,786,256
Registration and examination fees	115,690	-	3,373,965	-	3,489,655
Programs and meetings	3,450,642	16,445	-	303,969	3,771,056
Publications and materials	4,338,817	10,158	124,806	156,024	4,629,805
Subscriptions	1,490,931	-	-	4,096	1,495,027
Advertising	844,697	-	-	27,091	871,788
Grants and donations	1,693,505	-	-	545,516	2,239,021
Education program	-	460,544	456,283	-	916,827
Other	610,186	-	1,704	900	612,790
	<u>\$ 17,940,874</u>	<u>\$ 487,147</u>	<u>\$ 4,072,658</u>	<u>\$ 2,311,546</u>	<u>\$24,812,225</u>

Expenses

Personnel	\$ 7,769,938	\$ 495,884	\$ 960,117	\$ 60	\$ 9,225,999
Publications	1,333,821	1,361	15,761	61,701	1,412,644
Travel	778,130	171,431	197,802	456,143	1,603,506
Professional fees	1,097,390	6,040	289,051	289,790	1,682,271
Postage and mailing service	827,017	9,115	271,943	188,049	1,296,124
Office supplies and equipment	206,109	7,108	27,012	20,383	260,612
Rent and utilities	1,064,721	66,000	87,186	1,085	1,218,992
Telephone and communications	963,172	15,037	47,364	38,602	1,064,175
Commissions	115,916	-	-	33,576	149,492
Computer expenses	270,606	-	3,112	480	274,198
Advertising and promotion	277,106	-	6,942	12,848	296,896
Insurance	105,673	6,468	44,898	-	157,039
Depreciation and amortization	391,805	17,400	34,055	-	443,260
Income taxes	3,711	-	-	-	3,711
Other	789,788	11,211	405,895	161,398	1,368,292
Donations to the foundation	-	-	-	54,220	54,220
Examination administration	-	-	747,550	-	747,550
Meeting services	1,116,199	11,583	139,296	383,861	1,650,939
Legal and audit	382,009	-	24,035	-	406,044
Printing	338,445	6,938	249,513	377,672	972,568
	<u>\$17,831,556</u>	<u>\$ 825,576</u>	<u>\$ 3,551,532</u>	<u>\$ 2,079,868</u>	<u>\$24,288,532</u>

Increase (decrease) in net assets from operating activities	109,318	(338,429)	521,126	231,678	523,693
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AMERICAN DIETETIC ASSOCIATION
STATEMENT OF ACTIVITIES (CONTINUED)

YEAR ENDED MAY 31, 2003

	ADA Direct	Commission on Accreditation for dietetics Education	Commission on Dietetic Registration	Dietetic Practice Groups	Total
Investment returns					
Designated for current operations	921,770	-	282,996	54,933	1,259,699
Balance less than amount designated for current operations	(843,352)	-	(231,280)	(27,665)	(1,102,297)
Net Investment returns	<u>78,418</u>	<u>-</u>	<u>51,716</u>	<u>27,268</u>	<u>157,402</u>
Increase (decrease) in net assets before other items	187,736	(338,429)	572,842	258,946	681,095
Other items					
Non-operating relocation expense	(2,588,807)	-	-	-	(2,588,807)
Transfers	(338,429)	338,429	-	-	-
Increase (decrease) in net assets	<u>(2,739,500)</u>	<u>0</u>	<u>572,842</u>	<u>258,946</u>	<u>(1,907,712)</u>
Net assets					
Beginning of year	7,499,212	-	4,247,607	2,068,447	13,815,266
End of year	<u>\$ 4,759,712</u>	<u>\$ 0</u>	<u>\$ 4,820,449</u>	<u>\$ 2,327,393</u>	<u>\$11,907,554</u>

One-time non-operating expense

In July 2002, the American Dietetic Association Board approved preliminary exploration of moving to a new headquarters location. In order to move forward, any transaction would have to meet three basic criteria: 1) It would have to be, at a minimum, cost-neutral to the Association; 2) The new location should remain within the proximity of the current location; 3) New location would have to provide adequate space for all of the Chicago staff to be retained on one floor.

Generally Accepted Accounting Principles (GAAP) require that all transactions be reflected in a conservative manner. In a relocation, this requires that all expenses paid to terminate an existing agreement and all related moving expenses be reflected as an expense in the year they are incurred. This cost is represented by the \$2,588,807 in non-operating expenses reflected in the audited financial statements. In addition, GAAP also requires that all lease incentives, even those paid in cash, must be

reflected as rental reductions over the life of the new lease. These benefits cannot be reflected up front at the origination of the new lease. Therefore, even though the incentives from the new location will satisfy the costs of terminating the lease at 216 W. Jackson Blvd., this will not be reflected on the audited financial statements. The Association will see this benefit as lower rental expense over the next 18 years. This is reflected in ADA's future lease commitments. Beginning in 2004 and going through the 2008 Fiscal Year, the Association's total rent obligation will be \$23,326. The future lease savings will exceed the \$2,588,807 in non-operating expenses reflected in the audited financial statements.

In short, the non-operating expenses reflected on the audited financial statements result in an accounting loss. However, the accounting loss will be reversed in the long term by the year-to-year lease savings, resulting in a net financial gain to the Association and its members.

AMERICAN DIETETIC ASSOCIATION

STATEMENT OF FINANCIAL POSITION

YEAR ENDED MAY 31, 2003

	2003	2002
Assets		
Cash and cash equivalents	\$ 6,471,828	\$ 6,598,253
Investments	18,129,097	17,813,267
Interest receivable	113,292	100,028
Accounts receivable	991,651	1,662,048
Prepaid expenses	841,667	824,259
Inventories	607,453	467,654
Interorganizational balances	113,338	146,554
	<u>27,268,326</u>	<u>27,612,063</u>
Property and equipment	2,082,951	1,019,101
Other assets	92,150	
	<u>\$29,443,427</u>	<u>\$28,631,164</u>
Liabilities and Net Assets		
Liabilities		
Accounts payable	\$ 622,158	\$ 928,479
Accrued liabilities	1,530,447	1,737,793
Due to state associations	1,499,648	1,462,192
	<u>3,652,253</u>	<u>4,128,464</u>
Deferred revenue		
Membership dues	5,995,605	5,525,376
Registration fees	1,439,449	1,387,601
Subscriptions	775,506	1,128,860
Annual meeting	886,378	828,428
Other	849,661	602,652
	<u>9,946,599</u>	<u>9,472,917</u>
Deferred compensation	629,263	694,384
Deferred rent incentive	307,758	520,133
Note payable	3,000,000	0
	<u>3,937,021</u>	<u>1,214,517</u>
	<u>17,535,873</u>	<u>14,815,898</u>
Net assets		
Unrestricted		
Association operations	4,759,712	7,499,212
Commission on Dietetic Registration	4,820,449	4,247,607
Dietetic Practice Groups	2,327,393	2,068,447
	<u>11,907,554</u>	<u>13,815,266</u>
	<u>\$29,443,427</u>	<u>\$28,631,164</u>

boards and
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