

## Year in Review

### Leading the Profession

Like the rest of the world, the dietetics profession is seeing many changes in the 21st Century. How dietetics professionals position the profession to effectively deal with issues and opportunities in this changing world depends on one thing: the way we lead.

That was the focus of the ADA Leadership Institute held from February 19-22 in Tucson, Arizona. More than 400 leaders in dietetics from all practice settings attended workshops and lectures delivered by the nation's top experts on association leadership in the 21st Century.



ADA's Leadership Institute was made possible in part by support from the Canned Food Alliance, Wendy's Old Fashioned Hamburgers and Nestlé.

### XIV International Congress of Dietetics

In celebration of International Year of Nutrition and Dietetics, ADA and the Dietitians of Canada co-hosted the XIV International Congress of Dietetics at Navy Pier in Chicago. This was the first time in 20 years that ICD was held in North America, bringing together food and nutrition practitioners, educators, researchers and policy makers from more than 30 countries to address global perspectives on building healthy communities, ensuring food security, nutrition strategies for new epidemics and related topics centered around the theme: *Sharing Global Perspectives — Building Our Common Ground*.



### Research

The Food and Drug Administration announced its adoption of ADA's evidence-based rating system to evaluate qualified health claims made by food companies. As noted in FDA background documents, while many different evidence-based rating systems used by members of the medical and research communities were considered, "FDA found the modifications from the American Dietetic Association to be particularly useful as they considered diet and health relationships."

### Communication

Responding to member requests for a print publication that communicated information on services, resources and news at the Association, ADA began publishing *ADA Times*. This creative, informative and award-winning bi-monthly publication began rolling off the presses in September 2003.

This year marked the creation of another publication: a quarterly electronic newsletter, *ADAPAC Times*, sent to all ADAPAC contributors. *ADAPAC Times* spotlights issues and candidates and discusses political considerations involved in government decision making.

Even ADA's long-running publication saw some big changes this year. *The Journal of the American Dietetic Association* sported a new look with a design overhaul. Based on recommendations from the Board of Editors, three distinct sections - Practice Applications, Research and Association News - are now divided by color tabs. Peer-reviewed research papers are now clearly designated as such by their appearance in the Research section, delineated by a blue tab.

### Lifelong Learning

ADA's Center for Professional Development rolled out many exciting, new offerings during the past year using teleseminar and "Webinar" technology, with more to come. Cutting-edge member learning opportunities included "Carbohydrate Craze: Low Carb Science and Facts."

The Center also instituted a popular series of audio conferences for members on food and nutrition topics. The Center for Professional Development has educated thousands of dietetics professionals and other allied health professionals at more than 1,600 sites nationwide.

### ADA in the News

ADA is committed to being a clear and credible voice when it comes to providing the public and media with sound, evidence-based information. We take a positive approach to promoting the relationship between good health and diet.

During the past year, ADA generated news coverage in print, electronic and broadcast media that reached tens of millions of consumers. Notable media placements included NBC's *Today Show* (comparisons between organically grown and conventionally grown foods), ABC (low carbohydrate diets), CNN (raw foods), *Time* (fad diets), *Prevention* (cooking oils) and *Reader's Digest* (buying breads).

ADA collaborated with *Newsweek* on a special advertising section that reached 3.2 million readers. The special section on obesity was published in the magazine's March 22 issue. The section contained seven pages of articles, all of which were reviewed, edited and approved by ADA. Articles covered the national growing prevalence of obesity, obesity's connections to heart disease and osteoarthritis, bariatric surgery, the Glycemic Index, net carbs and the Dietary Guidelines and Food Guide Pyramid.



### Collaboration

ADA collaborates with many other organizations to pursue common goals and mutually beneficial programs and to find areas of dialogue and collaboration with ADA. Examples include our ongoing collaboration with ConAgra Foods Foundation on the very successful *Home Food Safety ... It's in Your Hands* program. This program was recently honored with perhaps the most prestigious prize in all of public relations, the 2003 Gold Sabre Award for cause-related marketing. This is a highly coveted award, sometimes likened to the "Oscar of public relations," and is a great source of pride for all of ADA.

ADA in collaboration with various sponsors also developed many new Nutrition Fact Sheets, including:

- 3-a-Day: Healthy Weight with Dairy*, National Dairy Council
- 3-a-Day: Helping Kids Build Stronger Bones and Build Better Bodies*, National Dairy Council
- 5-a-Day: Eat 5 to 9 a Day for Better Health*, National Cancer Institute
- Heart Disease and Health Claims*, Almond Board
- Minority Health*, National Dairy Council
- Polyols: Sweet Advantages*, Calorie Control Council
- Straight Answers About Aspartame*, Merisant/Calorie Control Council
- Strive-for-Five Program*, Quaker Oatmeal



### Public Policy and Advocacy

It is true of almost any organization that the group as a whole can accomplish more than any one individual. For ADA, that is especially true when it comes to influencing the direction of legislation and public policy that affects the practice of dietetics. ADA devoted substantial time, energy, person-power and resources into achieving a major public policy development affecting dietetics professionals - the new Medicare reform bill that was enacted in December 2003. A provision that ADA worked to include in this landmark legislation was covering nutrition therapy and disease management, among others.

### Networking

In 2003, the Nationwide Nutrition Network became a free benefit to all active ADA members. Consumers, doctors and other health-care professionals, restaurant owners and managers, food manufacturers and distributors all use the Network to find local dietetics professionals for individual consultation, program development, workshops and seminars and special projects.

# 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:

- Strengthened ADA's governance performance, including development of philosophy and direction regarding alliance relationships using the Alliance Program Policy and evaluation criteria to advance ADA's strategic plan
- Supported the International Year of Nutrition and Dietetics by hosting with Dietitians of Canada the XIV International Congress of Dietetics
- Enhanced public policy and advocacy programs, including clarification of the scopes of practice for registered dietitians and dietetic technicians, registered with specialized guidelines
- Strengthened member focus through Association programs and services such as creating a program to develop current and future ADA leaders, monitoring professional development program enhancements and positioning ADA and its members as leaders in evidence-based practice
- Supported leadership development and diversity awareness of underrepresented groups through the initiatives of the Diversity Committee, Nominating Committee and Networking Groups
- Ensured fiscal and risk management by evaluating and implementing income-generating programs and services and by monitoring reserves and contingency guidelines to maintain appropriate reserve levels
- Provided an effective headquarters operation by supporting resources for training on identified needs for staff and continuing the implementation of technology strategy and Web site reconfiguration.

## 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 dietetics 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:

- Discussed the issue of "Dietetics education and the needs for the future" during the Fall 2003 meeting. As a result of this dialogue session, a Dietetics Education Task Force was appointed. The charge to the task force is: Using a "clean slate" approach, create a new plan for educating and credentialing RDs and DTRs based on a review of the roles of the RD and DTR, and future practice needs. The plan will outline the options for preparing both entry-level and advanced-level dietetics practitioners and will include a timeline for implementation. The final report of the task force is due to HOD in Spring 2005.
- Convened a discussion on the issue of "Dietetic technicians and their role within the profession of dietetics" during the Fall 2003 meeting. The outcome of the dialogue resulted in the following four specific actions: 1) Issue a challenge to RDs to embrace the role of the DTR in all practice settings; 2) Issue a challenge to DTRs to collaborate with RDs to enhance the value of the RD/DTR team as providers of food and nutrition services; 3) Request the ADA Board of Directors to consider actions to promote the value of the RD/DTR team and ensure utilization of inclusive terminology (e.g., dietetics professionals) consistently within the Association; and 4) Request CADE and CDR to review the roles of the RD and DTR to reduce confusion and more clearly delineate the distinct responsibilities of each professional.
- Established a Customer Satisfaction Task Force in Summer 2003 to address the results of the Spring 2003 HOD meeting dialogue session on this professional issue. The task force is in the process of completing the development of an introductory guide to customer satisfaction for dietetics professionals. The guide will be released to delegates at the Fall 2004 HOD meeting. Delegates will receive training for disseminating the guide to members.
- Appointed the Management Task Force in Summer 2003 as an outcome of the Spring 2003 HOD meeting dialogue session on this topic. The task force has designed a management campaign to assist students and members to implement management in all areas of practice. The management campaign will be a Web-based set of tools designed to assist members. Some examples of the tools to be found are: real member stories about how management enhanced their careers; a list of various management resources; and a list of educational opportunities related to management. The implementation of the management campaign will be under the direction of the Professional Development Committee.
- Established the Prevention Task Force in Summer 2003 to address the concerns related to the Spring 2003 HOD meeting dialogue session on the issue of prevention and dietetics. The task force has developed a set of short-term and long-term strategies and action steps for implementation by ADA organizational units. These strategies are designed to promote the role of the dietetics professional in the arena of disease prevention and health promotion.

# ADA Financial Statements

*ADA and the Foundation both ended the 2004 Fiscal Year with a surplus, continuing the progress made during the 2003 Fiscal Year.*

*Many factors contributed to the success of ADA in the 2004 Fiscal Year. Two years ago, we recognized that rising costs would require us to increase membership dues. We appreciate and applaud all members who were able to step up and meet this challenge. ADA also recognized that we could not count on dues increases alone. Our challenge was to raise non-dues revenue and continue to tightly control our expenses. The 2004 Fiscal Year results reflected both. All of these, along with the rebound of the stock market, allowed ADA to fund new programs such as the Leadership Institute, New Member Advisory Panel, Nutrition News Forecast, International Congress on Dietetics and ADA Times.*

*The Foundation was again successful in generating support from corporations and members alike. Combining this effort with the continued focus on controlling operational expenses has allowed the Foundation to extend the reach of dietetics by providing scholarships and supporting research.*

*The 2005 Fiscal Year budgets continue these trends. The ADA budget is balanced and continues to focus on providing new programs for our members while controlling operational expenses.*

*The Foundation budget is aggressive and has increased its support for scholarships and research.*

*The 2005 Fiscal Year is shaping up to be a great year for ADA, the Foundation and all members. We look forward to meeting members' needs as together we lead the future of dietetics.*

## AMERICAN DIETETIC ASSOCIATION STATEMENT OF FINANCIAL POSITION

YEAR ENDED MAY 31, 2004	2004	2003
<b>Assets</b>		
Cash and cash equivalents	\$6,898,293	\$6,471,828
Investments	20,405,037	18,129,097
Interest receivable	109,099	113,292
Accounts receivable	752,135	991,651
Prepaid expenses	635,459	841,667
Inventories	499,727	607,453
Interorganizational balances	160,414	113,338
	<u>29,460,164</u>	<u>27,268,326</u>
Property and equipment	2,734,555	2,082,951
Other assets	37,927	92,150
	<u>\$32,232,646</u>	<u>\$29,443,427</u>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable	\$1,208,368	\$622,158
Accrued liabilities	1,906,172	1,530,447
Due to state associations	<u>1,636,396</u>	<u>1,499,648</u>
	<u>4,750,936</u>	<u>3,652,253</u>
<b>Deferred revenue</b>		
Membership dues	6,232,788	5,995,605
Registration fees	1,867,612	1,439,449
Subscriptions	676,159	775,506
Annual meeting	1,073,546	886,378
Other	<u>690,838</u>	<u>849,661</u>
	<u>10,540,943</u>	<u>9,946,599</u>
Deferred compensation	746,977	629,263
Deferred rent liability	1,482,451	307,758
Note payable	<u>1,990,000</u>	<u>3,000,000</u>
	<u>4,219,428</u>	<u>3,937,021</u>
	<u>19,511,307</u>	<u>17,535,873</u>
<b>Net assets</b>		
<b>Unrestricted</b>		
Association operations	4,524,959	4,759,712
Commission on Dietetic Registration	5,369,491	4,820,449
Dietetic Practice Groups	<u>2,826,889</u>	<u>2,327,393</u>
	<u>12,721,339</u>	<u>11,907,554</u>
	<u>\$32,232,646</u>	<u>\$29,443,427</u>



## Operating Review (cont.)

### 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 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 15,000 students for entry to the profession.

CADE's program of work continues to ensure the quality and continued improvement of dietetics education that reflects the evolving practice of dietetics. Also during 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 to 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.

### 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 250 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 27th year, ADA's 29 dietetic practice groups are an important way in which ADA creates personal 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. Membership in DPGs exceeded 53,000 this year – the most ever.

### 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.

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

- *Vegetarian diet*
- *Child and adolescent food and nutrition programs*
- *World hunger*
- *Food and water safety*
- *Integration of medical nutrition therapy and pharmacotherapy*
- *Providing nutrition services for individuals with developmental disabilities and special health care needs*
- *Use of nutritive and nonnutritive sweeteners*
- *Dietary guidelines for healthy children aged 2-11 years*
- *Functional foods.*

### 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 is accredited by the National Commission for Certifying Agencies. 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.

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 2003-04.
- Administers a program provider accreditation process for continuing professional education program providers. There are currently 93 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 certificates of training in childhood and adult weight management. Since implementation in April 2001, more than 3,000 members and credentialed practitioners have participated in these programs.

#### AMERICAN DIETETIC ASSOCIATION

#### STATEMENT OF ACTIVITIES

YEAR ENDED MAY 31, 2004

	ADA Direct	Commission on Accreditation for Dietetics Education	Commission on Dietetic Registration	Dietetic Practice Groups	Total
<b>Revenue</b>					
Membership dues - net	\$7,335,795	-	-	\$1,319,006	\$8,654,801
Registration and examination fees	1,295	-	3,322,421	-	3,323,716
Programs and meetings	3,375,942	27,030	-	300,100	3,703,072
Publications and materials	4,506,126	6,971	163,823	155,189	4,832,109
Subscriptions	341,314	-	-	1,337	342,651
Advertising	-	-	-	28,755	28,755
Grants and donations	2,612,706	-	20,000	711,560	3,344,266
Education program	-	458,471	503,443	-	961,914
Other	826,603	-	6,119	19,129	851,851
	<u>\$18,999,781</u>	<u>\$492,472</u>	<u>\$4,015,806</u>	<u>\$2,535,076</u>	<u>\$26,043,135</u>
<b>Expenses</b>					
Personnel	\$8,507,961	\$526,263	\$983,521	-	\$10,017,745
Publications	1,773,305	1,200	21,141	40,315	1,835,961
Travel	1,363,583	161,723	256,615	461,941	2,243,862
Professional fees	1,394,279	7,700	238,254	292,510	1,932,743
Postage and mailing service	637,081	8,996	275,128	198,676	1,119,881
Office supplies and equipment	257,384	3,688	34,431	23,307	318,810
Rent and utilities	911,335	66,000	82,281	850	1,060,466
Telephone and communications	786,171	16,512	54,967	33,623	891,273
Commissions	46,022	-	-	30,738	76,760
Computer expenses	275,561	-	-	-	275,561
Advertising and promotion	268,153	-	7,287	8,861	284,301
Insurance	142,124	10,847	56,530	-	209,501
Depreciation and amortization	477,103	17,400	76,870	-	571,373
Income taxes	15	-	-	-	15
Other	1,074,371	11,131	522,360	211,323	1,819,185
Donations to the foundation	2,000	-	-	42,163	44,163
Examination administration	-	-	653,470	-	653,470
Meeting services	1,299,775	14,611	238,462	422,286	1,975,134
Legal and audit	134,745	-	2,807	-	137,552
Printing	307,260	6,299	293,550	424,533	1,031,642
	<u>\$19,658,228</u>	<u>\$852,370</u>	<u>\$3,797,674</u>	<u>\$2,191,126</u>	<u>\$26,499,398</u>
Increase (decrease) in net assets from operating activities	(658,447)	(359,898)	218,132	343,950	(456,263)
<b>Investment returns</b>					
Designated for current operations	776,000	-	-	-	776,000
Balance less than amount designated for current operations	(6,620)	-	330,910	155,546	479,836
Net Investment returns	769,380	-	330,910	155,546	1,255,836
Increase (decrease) in net assets before other items	110,933	(359,898)	549,042	499,496	799,573
<b>Other items</b>					
ICD	14,212	-	-	-	14,212
Transfers	(359,898)	359,898	-	-	-
Increase (decrease) in net assets	(234,753)	-	549,042	499,496	813,785
<b>Net assets</b>					
Beginning of year	4,759,712	-	4,820,449	2,327,393	11,907,554
End of year	<u>\$4,524,959</u>	<u>-</u>	<u>\$5,369,491</u>	<u>\$2,826,889</u>	<u>\$12,721,339</u>

#### ICD Surplus

During the 2004 fiscal year, the Association co-hosted, with the Dietitians of Canada, the 2004 International Congress of Dietetics. This is a one-time event for the Association and, accordingly, the 2004 net results have been reflected on the statement of activities as an other, non-operating expense. The net amount is comprised of approximately \$685,000 of revenue and a similar amount of expenses. Accounts receivable includes a \$35,488 due from the Dietitians of Canada for its share of the estimated cumulative net loss. A separate audit will be completed for this program by November 1, 2004.

# ADAF Financial Statements

## AMERICAN DIETETIC ASSOCIATION FOUNDATION STATEMENT OF ACTIVITIES

YEAR ENDED MAY 31, 2004

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Revenue</b>				
Publications and materials	\$1,838	-	-	\$1,838
Grants and donations	141,710	107,151	71,343	320,204
Member contributions	523,602	389,121	152,093	1,064,816
Other revenue	9,044	-	-	9,044
Release from restrictions	477,632	(477,632)	-	-
	<u>1,153,826</u>	<u>18,640</u>	<u>223,436</u>	<u>\$1,395,902</u>
<b>Expenses</b>				
Personnel	\$412,207	-	-	\$412,207
Publications	1,150	-	-	1,150
Travel	107,783	-	-	107,783
Professional fees	197,596	-	-	197,596
Postage and mailing service	24,428	-	-	24,428
Office supplies and equipment	11,209	-	-	11,209
Rent and utilities	60,000	-	-	60,000
Telephone and communications	29,845	-	-	29,845
Insurance	7,951	-	-	7,951
Depreciation	1,446	-	-	1,446
Other expense	143,159	-	-	143,159
Meeting services	80,309	-	-	80,309
Printing	26,531	-	-	26,531
Scholarships and awards	299,633	-	-	299,633
	<u>1,403,247</u>	<u>-</u>	<u>-</u>	<u>1,403,247</u>
Increase (decrease) in net assets from operating activities	(249,421)	18,640	223,436	(7,345)
<b>Investment returns</b>				
Designated for current operations	70,440	211,320	-	281,760
Balance less than amount designated for current operations	115,900	123,845	-	239,745
Net investment return	186,340	335,165	-	521,505
Increase (decrease) in net assets	(63,081)	353,805	223,436	514,160
<b>Net assets</b>				
Beginning of year	3,076,895	1,113,415	3,959,028	8,149,338
End of year	<u>\$3,013,814</u>	<u>\$1,467,220</u>	<u>\$4,182,464</u>	<u>\$8,663,498</u>

## AMERICAN DIETETIC ASSOCIATION FOUNDATION STATEMENT OF FINANCIAL POSITION

YEAR ENDED MAY 31, 2004

	2004	2003
<b>Assets</b>		
Cash and cash equivalents	\$424,836	\$181,702
Investments	8,031,861	7,791,588
Interest receivable	48,389	49,761
Accounts receivable	264,384	190,285
Prepaid expenses	450	450
Inventories	15,533	15,533
Interorganizational balances	(160,414)	(113,338)
	<u>8,625,039</u>	<u>8,115,981</u>
Property and equipment	0	1,446
Other assets	54,459	46,911
	<u>\$8,679,498</u>	<u>\$8,164,338</u>
<b>Liabilities and net assets</b>		
Deferred revenue	\$16,000	\$15,000
<b>Net assets</b>		
Unrestricted	3,013,814	3,076,895
Temporarily restricted	1,467,220	1,113,415
Permanently restricted	4,182,464	3,959,028
	<u>8,663,498</u>	<u>8,149,338</u>
	<u>\$8,679,498</u>	<u>\$8,164,338</u>

### Supporters of the ADA Foundation

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

American Dietetic Association	Col. Katharine E. Manchester, MS, LD
Colgate-Palmolive	McNeil Nutritionals
ConAgra Foods	Mead Johnson Nutritionals
Diabetes Care and Education dietetic practice group	Morrison Management Specialists
Ecolab	National Cattlemen's Beef Association
James and Susan Finn, PhD, RD, LD, FADA	National Dairy Council
General Mills and the General Mills Foundation	New York Dietetic Association
Gerber Products Company	Estate of Jessie C. Obert, RD
HealtheTech	Estate of Patsyjane H. O'Malley
Ann A. Hertzler, PhD, RD, LDN	Sodexo Healthcare Services
	Sunkist Growers, Inc.

# Operating Review (cont.)

## 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 ADAF's unrestricted Research Endowment continues to be a priority for the Foundation.

More than \$600,000 was raised for this initiative to date. The research endowment will help keep dietetics professionals at the forefront of 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 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 2004-05 academic year, the Foundation awarded more than \$210,000 to 166 students. In addition, \$570,000 was awarded in the form of fellowships, research grants, recognition awards, General Mills Champions Youth Nutrition and Fitness grants and education stipends.

Special thanks to the Foundation's corporate scholarship and award sponsors:

Campbell Soup Company	Gerber Products Company
Colgate Palmolive	Kellogg's
ConAgra Foods	MBNA Marketing Systems
Distilled Spirits Council of the U.S.	Mead Johnson
Ecolab	Sodexo Healthcare Services

Several new scholarships and awards were established in the past year.

- Herbert and Nylda Gemple, RD, sponsored an annual \$2,000 scholarship for a dietetics student enrolled at the University of Puerto Rico.
- Friends and colleagues of Margene A. Wagstaff, MS, RD, created an award in her honor that rewards dietetics professionals who inspire a younger generation of registered dietitians to pursue professional values in their careers.
- The Food and Culinary Professionals dietetic practice group established a fund to sponsor the FCP Speakers Bureau and to award FCP members for culinary learning.
- Friends and colleagues of Marianne Smith Edge, MS, RD, LD, FADA, established a scholarship honoring her dedicated service to dietetics, ADA and the Foundation.
- The Foundation received \$70,000 from the estate of Jessie C. Obert, RD, which will support scholarships for graduate students and continuing education for community nutrition for teachers.

## 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 a 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 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 has been publicized widely, identified behaviors and attitudes among kids and parents alike that may contribute to unhealthy weight in children and families.

The partnership among the ADA Foundation, General Mills Foundation and the President's Challenge continues to be successful in providing grants for community programs that promote healthy weight for kids, exercise and good nutrition. Since 2003, more than 100 programs have received grants of \$10,000 each. The Foundation is gathering information from registered dietitians associated with each project to publish best practices for operating similar community projects.

The ADA Foundation will continue to 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.