
**CEO'S REPORT
BOARD OF DIRECTORS MEETING
FEBRUARY 21-22, 2019**

Activity highlights since the September Board meeting follow.

FNCE[®] 2018 Highlights

Overall, FNCE exhibits, registration and rebates generated nearly \$5,150,000 for the Academy. Even though this was short of budget, we believe the income target of \$3,072,000 will be achieved. Staff worked hard to reduce costs in order to offset the revenue shortfalls.

Attendance and Housing

- Nearly 11,150 registered FNCE[®] attendees, second largest in 15 years
- More than 12,700 sleeping room nights at 21 FNCE[®] hotels
- Registration and housing rebates generated \$3,247,093 in revenue for the Academy

International and Allied Organization Guests

- 54 countries represented at FNCE[®]

Expo Floor

- 445 exhibiting companies, including the Member Product Marketplace and Center for Career Opportunities
- 115 companies made their debut
- Exhibitors generated \$1,901,342 in revenue for the Academy
- Besides exhibitor booths, the Expo floor hosted Culinary Demonstrations (seating for 300) and Expo Hall Learning Center Briefings (seating for 100) had overflow crowds
- 4,058 pounds of food were donated to the Capitol Area Food Bank, equivalent to 3,381 meals
- New booth positioning strategy for FNCE[®] 2019 in Philadelphia, Pa is being explored

Attendee and Convention Center Specifics

- 10,596 Mobile FNCE[®] App installations
 - 81.9% were Apple Users
 - 18.1% were Android Users
 - For the first time, all session attendee questions were submitted via the mobile app and utilized crowdsourcing for voting up/down priority from the audience
- 4,376 unique users connected to the FNCE[®] Wi-Fi network
 - 3,146 were iPhones
 - Average unique user connected two or more devices
- 42% indicated attending 4 or more FNCE[®] meetings followed by 32% attending 1, 16% attending 2, and 10% attending 3
- 67% of attendees indicated they would attend FNCE[®] 2019, an increase of 8% over the previous year
- 45 sessions scored above a 4.5/5.0 on attendee evaluations
- \$16,132 was spent at Compass Coffee at the convention center, an estimated 4,300 cups of coffee
- \$59,843 spent at convention center food outlets

- 8 FNCE® banners; 6 FNCE® sidewalk clings courtesy of Destination DC were displayed surrounding the convention center blocks

Media Coverage

- 3.5 million social media users
- 62.9 million impressions
- 14,035 total posts
- 2,351 total unique authors
- #FNCE trended locally in D.C. on Saturday, Sunday and Monday
- #FNCE trended nationally on Sunday morning
- Some events and sessions also trended locally
- 68 media outlets covered FNCE®, including *Boston Globe*, CNN.com, *Cooking Light*, Food Network, Forbes.com, *Psychology Today*, *Reader's Digest*, *U.S. News & World Report* and *Washington Post*

Public Policy Workshop

- First to be held together with FNCE®
- More than 1,400 registrants: most ever
- 1,060 PPW registrants were first-time attendees
- PPW 2018 attendees represented all 50 states, District of Columbia and Puerto Rico
- 284 students registered for PPW 2018; 267 were first-time attendees
- More than 325 meetings were scheduled by Academy members with their members of Congress

Honors at FNCE®

The Academy's 2018 national honors recipients were recognized at FNCE®, including the first recipient of the Outstanding Social Media Award. The Honors Committee is promoting and accepting [nominations for all awards](#), with a special emphasis on the inaugural Excellence in Practice – Diversity Promotion award. The submission deadline is March 1; the committee has received 48 “intents” from nominators – up 12% from last year.

FNCE® 2018 Foundation Highlights

The Academy's 2018 Food & Nutrition Conference & Expo™ was a resounding success for the Foundation, raising funds to help advance its mission and vision. Thanks go to Board members for assisting at the Foundation's booth, donor lounge and events. Foundation highlights include:

- Foundation raised \$339,175 overall
- Silent Auction raised \$17,703; almost 100 individuals and companies donated
- Gala generated \$110,240, including tables and individual ticket sales
- \$14,450 in stipends to student members were awarded
- Local food bank was provided \$5,755
- More than 1,000 attendees were at the pre-FNCE Nutrition Symposiums
- The Foundation's seven Fellows shared their work with donors and other grant recipients during the first “Meet the Fellows” event
- Four videos featuring heartfelt testimonials from Fellows, scholarship and Disaster Relief Fund recipients were showcased throughout the conference

Healthy Eating Research Healthy Beverage Consensus Statement

The Academy of Nutrition and Dietetics is working with the American Heart Association, the American Academy of Pediatrics, and the American Academy of Pediatric Dentistry in the development of a [Healthy Eating Research](#) Healthy Beverage Consensus Statement. Healthy Eating Research is a national program of the Robert Wood Johnson Foundation. The program supports research on policy, systems, and environmental strategies that have strong potential to promote healthy eating among children, especially among lower-income and racial and ethnic minority populations that are at risk for poor nutrition and obesity. Findings are expected to advance efforts to ensure that all children and their families have the opportunity and resources to experience the best physical, social, and emotional health possible, promote health equity, and build a Culture of Health. Alison Steiber serves on the expert panel developing the Consensus Statement.

Walmart Approves Foundation's Retail Environment Grant Application

Walmart Giving has approved a planning grant application in the amount of \$250,000 to fund a new project focused on "Leveraging RDNs in the Retail Environment to Improve Public Health." This grant was the culmination of a relationship that was built over several months and involved a series of discussions about opportunities that would be mutually beneficial to our profession and retailers. The retail space presents a tremendous opportunity for RDNs to improve public health by meeting consumers where they are on a regular basis and, importantly, where they are making food decisions. This funding will support an RDN fellow to oversee and execute the program, which will include:

- A review and analysis of the retail environment and existing research
- Creation of an advisory group of experts
- The development of the scalable pilot program model(s) (to be tested in a later phase of this program) which may include nutrition-centered programming and nutrition counseling for customers through a "food is medicine" approach

This work will be done with input from our member experts and with the goal of increasing access to RDNs and nutrition resources, which in turn will improve nutrition and health outcomes for the general public.

National Nutrition Month

A nutrition education and information campaign sponsored annually by the Academy, National Nutrition Month® (NNM), held annually in March, focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits. The NNM press releases feature information for the media on activities and messages that the Academy highlights every March, along with events and initiatives around Registered Dietitian Nutritionist Day, also celebrated during the month. For more information and to view the press releases, please click [here](#).

Foundation's Guatemala Research Projects and Fellowships

Guatemala Research Projects and Foundation Fellowship

In November, RDNs and staff members Beth Jimenez and Gaby Proaño attended the launch of [Conectate Guate](#), a mapping project to identify and connect organizations delivering chronic malnutrition interventions in Guatemala. The mapping project was initially a collaborative effort of the Conectate Guate Consortium, which included the Academy Foundation, Wuqu'

Kawoq/Maya Health Alliance (MHA), Duke Center for International Development, and local organization FUNDEGUA. The Academy's Research, International and Scientific Affairs (RISA) Team, including the Nutrition Research Network (NRN) and the Evidence Analysis Center, also provide support for the project. Guatemalan government agency (Secretariat of Food and Nutritional Security (SESAN)) was present at the launch event and have a committee to update the map in the future. Academy staff and the Foundation's Duke Center for International Development Malnutrition Fellow, Alice Figueroa, presented during the launch of Conectate Guate and participated in a roundtable discussion with national and local level stakeholders.

Also in November 2018, Academy representative and RDN Jen Brewer, along with Beth Jimenez and Gaby Proaño, met with staff from MHA in Tecpán Guatemala to discuss the study protocol and data collection methods for a research project aimed at evaluating the effects of a family garden intervention in rural Guatemala. The NRN and an Academy Foundation Applied Global Research Fellow, Stephen Alajajian, are participating in the planning and implementation of this study.

Resources to Support Members as Reimbursement Experts

On October 20, 2018, 36 Affiliate and DPG Reimbursement Representatives gathered in Washington, D.C. prior to FNCE® for a day-long training event. This intensive training was designed to enhance knowledge and performance at the grassroots level.

Dietitians of Canada

Dietitians of Canada CEO Nathalie Savoie and I agreed to meet in Chicago in 2019. Our teams are excited to discuss potential collaboration opportunities.

Canada's new [Food Guide](#) launched January 21, taking a modern approach to communicating dietary guidance to consumers, health professionals and policy makers. The Guide's resources include:

- Canada's Dietary Guidelines for Health Professionals and Policy Makers
- Food Guide Snapshot
- Resources such as actionable advice, videos and recipes
- *Evidence Review for Dietary Guidance 2015* and the *Food, Nutrients and Health: Interim Evidence Update 2018*.

NASEM Food Forum Representative

Alison Steiber, PhD, RDN, has been named the Academy's representative to the [Food Forum of the National Academies of Sciences, Engineering and Medicine](#). Established in 1993, the Forum discusses problems and issues related to food, food safety and regulation, and identifies possible approaches for addressing those problems and issues. The Forum is comprised of 32 members from the food and beverage industry, federal governmental agencies, academic and consumer interest groups.

Forty Under 40 Award Winner

Lori Granich, MBA, RDN, the Academy's director of lifelong learning and engagement, received the Association Forum's Forty Under 40 award in December at the [Forum's 2018 Holiday Showcase](#). The awards are given to outstanding association and nonprofit

professionals for their accomplishments, commitment to the industry, leadership skills and continued potential.

Academy Wins 2019 AVA Digital Awards for Excellence in Communications

The Academy of Nutrition and Dietetics recently won two AVA Digital Awards and one honorable mention for its communications efforts. The awards recognize outstanding work in the planning, concept, direction, design and production of digital communication.

- Platinum Award, the competition's top honor: 2018 National Nutrition Month® Social Media Campaign
- Gold Award: "[Feeling the Food Connection](#)" video for the Opening Session of the Academy's 2018 Food and Nutrition Conference & Expo™, which highlights Academy members who are making a difference in their communities
- Honorable Mention: [Licensure Statutes and Information by State](#), an interactive map to help Academy members find information about licensure boards, statutes and rules as well as the type and nature of nutrition and dietetics regulations in each state.

Meetings

October

- October 21: In a meeting made possible by former Academy Board public member Larry Ellingson, a number of senior Academy staff met October 21 at the Food & Nutrition Conference & Expo with Tracey Brown, MBA, BChE, the new chief executive officer of the American Diabetes Association. I was joined by Diane Enos, Alison Steiber and Mary Beth Whalen. Among numerous topics, we discussed our organizations' shared commitment to the highest quality diabetes care, education and prevention, and ways in which the Academy and ADA can work together. A follow-up meeting is planned to discuss substantive joint initiatives.
- October 30: Mary Beth Whalen, Alison Steiber, Marsha Schofield, Sharon McCauley and I met with CVS leaders Bruce Culleton, chief medical officer; Andrew Krueger, medical director; and Jennifer Hammond, senior director of product development. The meeting included top-line overviews of the Academy and CVS, and possibilities for the Academy to work with CVS on initiatives such as improving early identification of chronic kidney disease and related areas, including diabetes and hypertension. Alison Steiber was extended and accepted an invitation to serve on the CVS Accordant CKD Advisory Board.

November

- November 11: Academy members and RDNs Connie Diekman, Tracy Oliver, Hollie Raynor, Mary Russell, Diane Enos; Jeanne Blankenship and I represented the Academy at The Obesity Society's Obesity Week Alliance meeting in Nashville, Tenn. The Academy and The Obesity Society announced a three-year collaboration in November to develop educational, scientific and clinical materials, programs and other activities related to evidence-based treatment of obesity and weight management. The collaboration will feature educational, scientific or clinical sessions or presentations at each organization's annual meetings; workshops, programs or presentations at other conferences; and live or recorded webinars or other online programs and presentations.

- November 15: Mary Russell, Mary Beth Whalen, Alison Steiber, Jennifer Horton, Joe Scariot and I met with Baxter International leaders Valery E. Gallagher, global director of global businesses, government policy, advocacy and reimbursement; and Yuri Salido Mendoza, group marketing manager, Nutrition U.S. Hospital Product. This was an exploratory meeting to identify possible opportunities for collaboration between the Academy and Baxter. Baxter provided an overview of its Global Clinical Nutrition division and the Academy gave a general overview and highlighted our research initiatives and industry opportunities.

February

- February 6: Richard Boykin met with Dr. Lezli Baskerville, President of the National Association for Equal Opportunity in Higher Education (NAFEO) and Presidents from Chicago State University, Central State University (Ohio) and Kennedy King College. They discussed a possible initiative focused on reducing diabetes and high blood pressure in the African American community and increasing the number of graduates with degrees in dietetics. Boykin is also meeting with Rep. Robin Kelly's Chief of Staff to begin the dialogue regarding an intern or Fellow for the Academy.



- On February 7: I attended a meeting with Bill Daley, Chicago Mayoral candidate and former Secretary of Commerce, Special Counsel to President Clinton and President Obama's White House Chief of Staff. The Chicago Mayoral election will be held on February 26. If elected, he promised an initiative to include the Academy related to health disparities (diabetes, high blood pressure, and hypertension) and access to nutrition services.
- February 13: Lisa Gable, Chief Executive Officer for Food Allergy Research and Education (FARE) requested a meeting with Mary Beth Whalen and me to discuss FARE's five-year strategic plan and opportunities to partner with the Academy. Gable has supported the Academy and the Foundation in the past during her prior tenure as CEO of the Healthy Weight Commitment Foundation. Because of FARE's focus on education, Lori Granch, Director of Lifelong Learning participated as well. FARE board member Dr. Ruchi Gupta, pediatrician and epidemiologist joined the meeting by phone. Dr. Gupta shared some insights related to her recent research that was widely

publicized in the *Wall Street Journal* indicating the growing prevalence of allergies reported in children and adults and also the disconnect between food allergies and food intolerance. Ways to engage with the Academy, including Fellowship, Spokesperson and FNCE education opportunities were explored. A follow-meeting will be scheduled to connect Dr. Gupta with Alison Steiber to continue the research dialogue.

SUBMITTED BY: Patricia M. Babjak