At the annual retreat in late April, the DCE leaders initiated conversations about the strategic plan. A new strategic plan cycle begins in 2013, and it is important to understand who we are today and where the dietetic practice group (DPG) is heading. The conversation led to identification of five key areas:

1) Practice: The goal of DCE is to support members and provide the tools necessary to meet their patients’ needs.
2) Partnerships: Collaborations with individual group organizations can achieve mutual strategic benefit.
3) Membership: Increasing the volunteers within DCE can make them more connected and committed to their DPG.
4) Research: Specific research areas should be identified to increase Registered Dietitian (RD) value and visibility.
5) Public Policy: Understanding of the value of nutrition services and the RD/DTR (Dietetic Technician Registered) must be elevated among lawmakers.

We also realized that the mission statement requires adjustment. We need to expand our scope by encouraging those without expertise in diabetes to join DCE, with the goal of becoming authorities in diabetes and nutrition.

To aid in better positioning DCE and its members for the future, we have asked for member input in two areas:

- **Member Survey:** DCE sent surveys to members in August 2011 to identify current membership demographics and needs as well as perceptions of DCE member benefits. With greater technology, DCE has transitioned from surveying the membership every 3 years to sending brief surveys annually to obtain input from members about their needs.
- **Expertise Survey:** The new annual survey launched this membership year is designed to identify talents within the DCE membership to help with projects with the Academy, industry, and DCE.

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**Mission**

DCE members are the most valued authorities on nutrition and diabetes prevention, education, and management.

**Vision**

DCE members lead the future of nutrition and diabetes prevention, education, and management.
The member survey was completed by 1,682 members (24% of the membership). Key findings include:

**Highly credentialed:**
- 50.6% are Certified Diabetes Educators (CDE)
- 1.7% hold Board Certification in Advanced Diabetes Management (BC-ADM)
- 48.7% have a master’s degree

**Work Place:**
- 54.1% work in the outpatient setting
- 12.4% in private practice
- 6.9% in long-term care
- 26.9% in the inpatient setting
- 73% work primarily with type 2 diabetes
- 60.3% are currently Medicare providers

**Of those who engage in Diabetes Self-Management Training/Education:**
- 71.5% are part of an American Diabetes Association (ADA) recognition program
- 27.2% are part of the American Association of Diabetes Educators (AADE) recognition programs
- 1.3% are part of the Indian Health Services recognition programs

**Well Connected:**
- 22.4% use Facebook daily and 2% use Twitter

**Value:**
- 62% found On The Cutting Edge most valuable
- 61.9% — complimentary magazines (Diabetic Living, Diabetic Cooking)
- 56.5% — continuing education opportunities
- 49% — NewsFlash
- 43% — e-updates, e-blasts
- 40.6% — website
- 39% — education slicks
- 35.3% — webinars

**The Expertise Surveys:**
The first survey in 2011 elicited 370 responses, and the second, sent at the end of May 2012, had 722 responses. Key findings from the 2012 survey are:
- 5.6% (41) consider themselves experts with type 1 diabetes in children, adolescents, and teens
- 2.5% (18) with athletes
- 7.8% (56) with insulin pump therapy
- 1.2% (9) with continuous quality improvement
- 6.8% (49) with obesity and weight management in pediatrics
- 1.4% (10) with media training
- 1.4% (10) with complementary medicine
- 29.8% (215) with vegetarianism
- 3% (22) with social media.

We also have an impressive array of members who are fluent in 28 languages from Arabic to Visayan.

Our future is bright, and DCE continues to forge ahead. We will be busy creating the new strategic plan as well as adding new features to the website, including a technology corner, member highlights area, and links to best practices and member-created handouts. Our DPG is member-driven, and that tradition will continue to keep us growing.

Amy Hess Fischl, MS, RD, LDN, BC-ADM, CDE 2011-2012 DCE Chair
Andrea Dunn, RD, LD, CDE 2011-2012 DCE Chair-Elect
MEMBERSHIP ACTIVITIES

This past year saw an increase in membership benefits. These included: revision of the Membership Brochure, the Annual Membership drive (with a chance to win an iPad 2), a booth at the AADE Annual Meeting & Exhibition in August 2011 (with raffle of a cookbook at the end of each of the 3 days), and a booth at FNCE in September. An article appeared in each NewsFlash issue discussing the many benefits of belonging to DCE. DCE volunteers answered questions about diabetes on the student blog of the Student Community of Interest (COI).

The Mentoring Program continues to be popular. Topics requested are resources for the CDE exam, how to become a CDE, how to start a private practice, and reimbursement issues related to private practice as well as specific topics such as gestational diabetes mellitus, pump training, and requests for mentors working in specific geographic areas.

Facebook: www.facebook.com/DCEdpg: DCE Facebook committee monitors and updates timely information for our membership. A Facebook 101 article appeared in the Spring 2012 NewsFlash to explain how to join and use the DCE Facebook website.

PUBLICATIONS AND COMMUNICATIONS

The newsletters On the Cutting Edge and NewsFlash are each published three times a year and continue to be favorite benefits of membership. On the Cutting Edge is peer-reviewed, and each issue provides 3 to 4 hours of Continuing Professional Education Units (CPEUs), while NewsFlash keeps members up-to-date in the field of diabetes care and education.

DCE distributes over 7,000 issues of each newsletter to national and international members, RDs, and advocacy organizations as well as Academy spokespersons, industry sponsors, and dietetic education programs across the United States.

Themes: On the Cutting Edge
Spring 2011: Optimizing Diabetes Care with Help from the 2010 Dietary Guidelines for Americans
Theme Editor: Kathaleen Briggs Early, PhD, RD, CDE

Summer 2011: How Research Impacts Clinical Practice and Care in Diabetes
Theme Editor: Linda Delahanty, MS, RD, LDN

Winter 2011: Gastrointestinal Issues Encountered in Diabetes
Theme Editor: Carol Rees Parrish, MS, RD

Patient Education Handouts
Fourteen peer-reviewed, copy-ready patient education handouts are downloadable by DCE members and non-members at one of the most visited webpages on the DCE website. The following handouts were revised for members and their patients:

- “Ready, Set, Start Counting!”
- “Sweet Taste without the Calories”

Electronic Communications
The DCE website (www.dce.org) had a major makeover to improve the user experience, with better navigation, expanded resources, and new features. Changing to a content management system allows more rapid and cost-effective updating and editing.

New features include:
- A new, dynamic homepage that includes a Find a DCE RD by location
- Calendar of events
- DCE Facebook feed
- Individual member pages that include a member profile and a history of CPEUs earned as well as media and orders purchased
- Market site, allowing purchase of CPEU opportunities, including DCE webinars
- Research section

Popular sections and pages were updated, including:
- Access to DCE newsletters (both current and archived issues) and CPEU quizzes
- Webinars and other educational opportunities
- Copy-ready, peer-reviewed patient education handouts
- Articles about diabetes, credentialing, standards and scope of practice, medical nutrition therapy (MNT), and public policy updates
- Recipes of the Month and more than 80 archived recipes
- DCE member benefits, leaders, sponsors, awards, and volunteer and mentoring opportunities.

Each month, the DCE website had approximately 6,000 visits and 30,000 page views. The committee has continued to work on more new features and updates to make the website an even a more valuable member resource.

Other Electronic Communications
- The DCE e-Update, a monthly e-newsletter, features DCE announcements, news, and opportunities to keep members informed.
- Periodic e-Blasts are used to communicate urgent messages to members
- Electronic mailing list (EML) or listserv is very popular and active, with approximately 1,000 subscribers. EML facilitates asking questions and sharing ideas, tools, and nutrition information worldwide among DCE members. DCE EML averaged about 500 messages per month (more than 17 messages per day).
DCE conducted five live webinars offering CPEUs. The webinars were attended by both members and non-members, and all achieved high satisfaction ratings. The webinars were recorded and are stored on the DCE website for 1 year. Participants could also earn CPEUs after viewing the recording and successfully completing a quiz for all webinars after June 2012.

- **“Strengthening the Diabetes Community: Social Media for Dietetic Professionals and People with Diabetes”** - June 25, 2011. Opportunities for use of social media by RDs and DTRs to strengthen the diabetes community were discussed. Attendees heard examples of how RDs and DTRs can benefit from and become involved with social media.

- **“Money Matters in MNT & DSMT: Reimbursement Basics for RD’s”** - October 25, 2011. This webinar examined how to charge Medicare and private payer MNT and Diabetes Self-Management Education (DSME) dollars. Highlights included Medicare’s coverage guidelines related to MNT-DSME referrals, MNT telehealth, CPT, ICD-9 and revenue codes, billing guidelines, the new “tiered” payment rates and fee setting and specifics related to private payer reimbursement, prediabetes billing, and appropriate documentation to meet requirements of the Centers for Medicare & Medicaid Services and other regulatory agencies.

- **“Ominous Octet: Non Insulin Therapies of Diabetes”** - January 17, 2012. The human pathophysiology that contributes to hyperglycemia and why multitherapeutic modalities benefit a person with type 2 diabetes were discussed.

- **“Ominous Octet: Insulin Therapies in Diabetes”** - February 21, 2012. The normal insulin secretion pathway of human physiology and different methods of insulin injection therapy that might benefit glycemic control were described.

- **“Supplements for Type 2 Diabetes”** - May 4, 2012. Dietary supplements that patients may be taking, how these supplements work, and how to use them safely in clinical practice were reviewed.

**The Technology & Diabetes Task Force**

Articles were published in *NewsFlash* to advance DCE members’ use of technology for managing diabetes. Topics included available apps, how to communicate blood glucose data with providers, and a look at new insulin delivery systems. New avenues were explored to inform members of technology advancements, including the option to use the DCE website for current updates and trainings.

**PROFESSIONAL DEVELOPMENT PROJECTS**

**PUBLIC POLICY AND REIMBURSEMENT**

The October 2011 DCE webinar on reimbursement prompted more than 200 questions from participants. For the next 4 months, the presenters’ responses were posted on the DCE website. The Academy’s Public Policy Workshop (PPW) provided further information on reimbursement issues. DCE members need to be informed about legal issues, such as funding/reimbursement, for advocating DCE positions to state legislators. Building relationships with state reimbursement chairs at the PPW can create connections to distribute diabetes-related reimbursement issues/knowledge to DCE members and future members.

For the upcoming year, reimbursement topics will be displayed prominently on the DCE website, which will also address current legislative issues related to reimbursement. DCE will take a proactive role in communicating with the state reimbursement chairs.

**RESEARCH COMMITTEE**

Evidence-based research continues to drive our members’ practices. This past year, DCE provided several resources to encourage members to become active users of research and to conduct their own research. Although it is challenging for many DCE members to conduct research studies, investigations are needed to document the value of RDs and MNT in the care of persons with diabetes. The summer issue of *On The Cutting Edge* highlighted the impact of research on our jobs and included two articles designed to increase DCE members’ comfort level with reading and conducting research. The Academy supported these efforts with the publication of the Research Toolkit, which was offered free to members. Links to these resources are on the updated research pages of the DCE website.
### 2011 ACADEMY AWARD RECIPIENTS

**Medallion Award**
Linda Delahanty, MS, RD, LD

**Excellence in Management Practice**
Jackie Boucher, MS, RD, LD, CDE

### 2011 DCE AWARD RECIPIENTS

**Legislative Activity Award**
Michele Chynoweth, MEd, RD, CDE

**Distinguished Service Award**
Patti Urbanski, MEd, RD, LD, CDE

**Diabetes Educator of the Year Award**
Marlisa Brown, MS, RD, CDE, CDN

**Diabetic Living’s People’s Choice Diabetes Educator of the Year Award**
Patti Geil, MS, RD, FADA, CDE

**Publications Award**
Maggie Powers, PhD, RD, CDE

**Champion Award**
Patricia Babjak, MLIS

**Legislative Stipends**
Janice Fisher, PhD, RD, LD, BC-ADM, CDE

**Educational Stipends**
Sarah C. Buice, RD, LD, CDE
Lisa K. Roche, MS, RD, CD, CDE
Carolyn Gaydos, MS, RD, LD, CDE
Linda Rocafort, MPH, RD, LDN
Carrie Swift, MS, RD, BC-ADM, CDE

**Speaker Stipends**
Cindy Brinn, MPH, RD, CDE
Cyndee Stegeman, EdD, RDH, RD, LD, CDE
Amy Stephens, MS, RD, CDE
Diane Reader, RD, LD, CDE
Cecilia Sauter, MS, RD, CDE

**Student Stipend Recipients**
Cassie Alvardo
Jacob Atwood
Julie Przbyla
Rachel Stricjney
Tiffany Tjaarda
Michael Zanovec

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### 2011-2012 UNAUDITED FINANCIAL REPORT

DCE's executive board continues to be fiscally responsible, holding an ample amount of funds in reserve in the event of a downturn in the economy. The following financial report reflects our success in maintaining low expenses and meeting our fundraising goals.

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<tr>
<th>REVENUE</th>
<th>YTD Actual</th>
<th>YTD Budgeted</th>
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</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$184,511</td>
<td>$187,332</td>
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<tr>
<td>Meeting Registration Fees</td>
<td>11,026</td>
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<td>Publication Sales/ Subscriptions</td>
<td>30</td>
<td>0</td>
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<td>Grants/Contracts</td>
<td>241,046</td>
<td>284,500</td>
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<td>Interest Incomes</td>
<td>(4,635)</td>
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<td>Miscellaneous Receipts</td>
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<td>6,600</td>
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<td>Donations and gifts</td>
<td>5,500</td>
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<tr>
<td>Merchandise Sales</td>
<td>99</td>
<td>0</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$437,577</strong></td>
<td><strong>$478,432</strong></td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>YTD Actual</th>
<th>YTD Budgeted</th>
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<tbody>
<tr>
<td>Lodging/Food/Transportation</td>
<td>$88,409</td>
<td>$168,314</td>
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<td>Professional/Consulting</td>
<td>146,067</td>
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<td>Postage</td>
<td>24,488</td>
<td>58,321</td>
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<td>Mailing Service</td>
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<td>Office Supplies</td>
<td>2,130</td>
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<td>Stationery/Forms</td>
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<td>Telephone</td>
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<td>Teleconference Expenses</td>
<td>996</td>
<td>3,156</td>
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<td>Advertising/Promotion</td>
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<td>Depreciation</td>
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<td>5,316</td>
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<tr>
<td>Other Expenses</td>
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<td>0</td>
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<tr>
<td>Books/Subscriptions</td>
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<tr>
<td>Membership Dues/Seminar Fees</td>
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<td>Credit Card Processing Fees</td>
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<td>Donations/Contributions</td>
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<td>Outside Services</td>
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<td>14,856</td>
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<td>Donations/Contributions</td>
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<td>Honorariums/Awards</td>
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<td>Rental – Off-site</td>
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<td>804</td>
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<td>Audio Visual</td>
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<td>Expo/Meeting Services</td>
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<td>Food Service</td>
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<td>55,764</td>
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<tr>
<td>Printing/Copying</td>
<td>958</td>
<td>46,252</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$393,657</strong></td>
<td><strong>$553,800</strong></td>
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<tr>
<td><strong>Net profit/(loss)</strong></td>
<td>$(48,197)</td>
<td>$(71,968)</td>
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</tbody>
</table>

**Net Investment reserves**

$654,680
DCE INVOLVEMENT WITH THE NATIONAL DIABETES EDUCATION PROGRAM (NDEP)

DCE members have been and continue to be instrumental in the development of NDEP resources and the NDEP strategic plan. DCE has representation on several NDEP Task Forces and Groups. The Supporting Behavior Change Task Group reviews materials for HealthSense, which strives to provide easy access to resources that can help people with or at risk of developing diabetes and the BetterDiabetesCare Website Task Force, whose purpose is to “provide a practical resource to help physicians, health care teams, and health care organizations across the country to transform the delivery of diabetes prevention and management services to achieve improved patient outcomes.” DCE is also represented on the NDEP Promotions Task Force and the Strategic Directions Group.
2011-2012 EXECUTIVE COMMITTEE

FROM LEFT TO RIGHT:

Back row: Amber Wamhoff, Carolyn Harrington, Susan Yake, Andrea Dunn, Lisa Brown, Patti Unbanski, Maggie Powers, Amy Hess Fischl

Front row: Judy Giusti, Susie Wang, Molly Gee, Liz Quintana, Maryann Meade

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