

Date: June 26, 2012

To: Angie Tagtow, MS, RD, LD, Delegate, HEN DPG
Lisa Dierks, RD, LD, Delegate, Minnesota
Stephanie Heim, MPH, RD, LD, Past At-large Delegate: 30 Years and Under
Eleanor Pella, MS, RD, LDN, Delegate, VN DPG
Pat Bebo, MS, RD, LDN, Past Delegate, Massachusetts
Ane Marie Kis, MS, RD, Delegate, DIFM DPG

From: Becky Dorner, RD, LD, Speaker, House of Delegates

Subject: Response to June 22, 2012 Request: Academy's Corporate Sponsorship Program

Thank you for your June 22 correspondence expressing your concerns related to the Academy's corporate sponsorship program. We appreciate your willingness to share your perspectives regarding the Academy's sponsorship program along with potential solutions. On behalf of the HOD Leadership Team and the Board of Directors, I am responding to your two requests.

1. Presence of Corporate Partners at Future HOD Meeting

During the June 14-16, 2012 HOD Leadership Team Retreat, we discussed the issue of corporate partner presentation at the Fall 2012 HOD Meeting. The result of the discussion was the approval of a motion to create a panel presentation for our five corporate sponsors that would occur at the end on Friday, October 5, 2012 (3-10 minute presentations) and Saturday, October 6 (2-10 minute presentations). This will replace the presentations by corporate sponsors during HOD meals (breakfast and lunch). We will recess the Fall HOD Meeting before we move into the presentations on Friday evening. On Saturday, we will adjourn the meeting in advance of the optional partner presentations. We will announce that the Corporate Partner Panel Presentations will be an optional educational event for HOD members and meeting participants. This will be noted in Speaker Messages prior to the meeting and on the final HOD Meeting agenda, in addition to an announcement during the meeting. We will take into consideration your concerns related to the connection between the HOD dialogue topics and presentations made by the corporate partners during the planning process. However, we understand that current contractual agreements require speaking opportunities by our partners to leaders within the Academy, which we need to honor until contracts are renegotiated.

In addition, at our HLT Retreat in June, we also expressed our desire to end corporate partner presentations at future HOD Meetings. This has resulted in a discussion by the Academy's Executive Management Team at Headquarters to explore other speaking opportunities for corporate partners. Harold Holler has provided us with some ideas that would provide a better opportunity for our corporate partners and Academy members. We will be discussing these concepts at upcoming Board Meetings.

2. Establishment of a Corporate Relations Committee

This potential solution will not be discussed by the HOD Leadership Team, but rather will be a discussion by the Academy Board of Directors at the next regularly scheduled Board meeting in October 2012. The establishment of this type of committee is under the purview of the Board of Directors since they are responsible for overall governance of the organization. The six members of the HOD Leadership Team, who are members of the Board of Directors, will share their perspectives as well as those of the House of Delegates during the discussion of this topic. We will be sure to communicate the outcomes of these discussions and plans for moving forward in the future.

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Again, please accept our thanks in presenting your concerns with potential solutions to the members of the HOD Leadership Team. We understand your desire to support the Academy while encouraging us to consider new ways of doing business that will be transparent and beneficial to all members.

If you have any questions or concerns related to our response, please do not hesitate to contact me (Becky: becky@beckydorner.com) or our staff partner, Harold Holler (hholler@eatright.org or 800.877-1600, ext. 4896). See you in Philadelphia in October!

cc: Board of Directors
HOD Leadership Team
Patricia Babjak, CEO
Academy Executive Management Team
Anna Murphy, Senior Manager, HOD Governance Team
Donna Wickstrom, Manager, HOD Governance Team
Jennifer Horton, Director, Corporate Sponsorship Team
Daun Longshore, Manager, Corporate Sponsorship Team