



Association of Nutrition & Foodservice Professionals

For Immediate Release

Contact: Kim Harden, Marketing Manager
Dietary Managers Association, www.DMAonline.org
630-587-6336
kharden@DMAonline.org

DMA Changes Name to Association of Nutrition & Foodservice Professionals, Effective January 2012

(St. Charles, IL) – July 7, 2011- Dietary Managers Association, a leading organization for nutrition and foodservice professionals, announced today it will officially change its name on January 1, 2012.

The new name, Association of Nutrition & Foodservice Professionals (ANFP), is part of a strategic rebranding effort that began in early 2010 and is designed to better align the association with the needs of its members and a changing professional environment.

DMA President and CEO William St. John, CAE, said the name change reflects the organization's new strategic vision and better conveys the work that its members do in the workplace.

"DMA is at a pivotal moment in its history; it has just celebrated its first 50 years and recognizes that, like so many other organizations, it must evolve and grow with the changes that are occurring around it," he said. "There is a growing demand for individuals who have the skills needed to navigate the increasingly complex foodservice environment, and are able to combine that skill with a solid understanding of how to implement nutrition care plans."

"Our new name reflects the unique combination of skills that our members have, and it also highlights the concept of professionalism," he said. "A key component of DMA's updated strategic plan is a new emphasis on promoting professionalism and excellence in career development."

Focus groups, surveys and other research conducted during DMA's strategic rebranding process indicated that the name "Dietary Managers Association" had become outdated and did not accurately describe the work responsibilities of its members, said DMA Chair Ricky Clark, CDM, CFPP, who was part of the task force that led the process.

"We asked a diverse range of people connected with this profession to tell us about the nature of their jobs and how our organization could serve them better," Clark said. "Our research clearly indicated a change was needed and that our members supported the idea of updating our name," he said.

The proposed name was put before DMA members for a vote in June 2011 and was approved.

According to St. John, DMA's new strategic vision recognizes employers' increasing need for broad skills in their foodservice managers, to help them deal with issues that range from food safety to the national increase in chronic disease.

The organization plans to create a more robust offering of products and services for members, intended to create for them what he called a "deeper, multilayered, lifelong relationship with our association."

The new strategic plan calls for expanded educational offerings for members, including the opportunity to develop advanced-level skills. Enhanced leadership training will also be offered, to help DMA members advance into more senior positions within their organizations.

"This exciting new plan takes us forward into a new era of service to our profession," St. John said. "We look forward to announcing new initiatives in coming months that reflect our commitment to enhanced service and value for our members."

A list of frequently-asked questions about the name change is available on www.DMAonline.org.

About DMA:

DMA is a national not-for-profit association that has over 14,000 professional members dedicated to the mission of providing optimum nutritional care through foodservice management.

###