



ACCELERATING
THE MOVEMENT

 American Diabetes Association®

ANNUAL REPORT 2013

OUR MISSION

**TO PREVENT AND CURE
DIABETES AND TO IMPROVE
THE LIVES OF ALL PEOPLE
AFFECTED BY DIABETES**



OUR VISION

**LIFE FREE OF DIABETES
AND ALL OF ITS BURDENS**

Introduction

A crisis is at hand, affecting all Americans. Nearly 30 million Americans have diabetes while another 86 million have been diagnosed with prediabetes, putting them at high risk of developing the disease and suffering its potentially deadly complications. Diabetes consumes one in five of our health care dollars today. Worse yet, the Centers for Disease Control and Prevention estimates that one in three of the U.S. adult population will have diabetes by 2050, making the acceleration of our movement to Stop Diabetes® even more critical.

The American Diabetes Association is a driving force within the global diabetes community, working relentlessly to provide targeted programs and lifesaving resources for those living with diabetes, their families, health care professionals, and those at risk. This was the kind of year where we accelerated our efforts full throttle to move our mission forward.

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Message from the Chair of the Board and the Chief Executive Officer



Karen Talmadge, PhD
Chair of the Board

Who would have thought that one of our greatest supporters in the fight to Stop Diabetes® this year would be a NASCAR newcomer? For every NASCAR event he travels to, 20 year-old Ryan Reed is focused on winning two races. One race places him behind the wheel of the #16 American Diabetes Association Drive to Stop DiabetesSM presented by Lilly Diabetes Ford Mustang, driving to become the next NASCAR Rookie of the Year. The other race places this outstanding young man with type 1 diabetes in the fight of a lifetime—putting a stop to diabetes. His drive and commitment inspire all of us, and they inspire our theme for this annual report—*Accelerating a Movement*. (See Ryan's story on opposite page.)

Accelerating a Movement also reflects the progress we have made with the American Diabetes Association's Pathway to Stop Diabetes® campaign. Pathway is a radical new road to transforming outcomes for people with diabetes, by attracting brilliant scientists into diabetes research, and providing them with the right resources to help them make breakthroughs. This year, we were able to open the first call for nominations to find this new generation of researchers who will lead us on our road to Stop Diabetes. Our vision is to fund 100 new diabetes researchers over the next decade, and we are pleased to have started down this road.

The American Diabetes Association had another big victory this year, working for children with diabetes in California. Propelled by countless hours of effort and the voices of the Association's dedicated advocates—including parents, health care providers and attorneys—we fought in both federal and state court for nearly eight years to ensure students with diabetes have access to insulin at school. In August, the California Supreme Court unanimously overturned a lower court decision, ruling instead that trained nonmedical school staff members can provide students with the insulin they need to survive—and to thrive! Because of this groundbreaking decision, students with diabetes will get the care they need when a school nurse is not available.

We also applaud the thousands of volunteers and event organizers walking in our Step Out®: Walk to Stop Diabetes® events, pedaling in our Tour de Cure® cycling events or paying tribute to outstanding dads at our Father of the Year fundraising events. As you will see, our signature campaigns have grown. With so many important causes competing for support, we are grateful for everyone's hard work, and for the inspiration we get when we see a Red Strider or Red Rider—those who walk or ride with diabetes—reach their self-determined physical and fiscal goals for this important cause.

We worked hard to reach all our financial goals, but we did not. We are analyzing the causes and developing strategies to address them. We know that the number of people with diabetes continues to rise rapidly, reaching nearly 30 million in 2013, according to the Centers for Disease Control and Prevention. We also recognize that the personal and societal costs of this disease are enormous. However, the American Diabetes Association is armed with nearly 75 years of experience and more than 400,000 passionate volunteers who are dedicated to winning this battle. Like NASCAR driver Ryan Reed, we are driven and committed, and will continue to fight to overcome our challenges. We are in this race to confront diabetes, to fight diabetes, and ultimately, to stop diabetes once and for all.

Thank you for helping us accomplish the many important achievements in 2013 outlined in these pages. Everything that we are able to do is because of the remarkable support of our donors, volunteers and partners. With your courage and determination in the face of this crisis, we will prevail.



Larry Hausner, MBA
Chief Executive Officer



After Ryan Reed received the life-changing news that he had type 1 diabetes, he refused to give up his dream of racing. He has since become an inspiration for millions of people living with diabetes by continuing to pursue his goals as a professional race car driver while managing his diabetes. To help spread his message, Ryan collaborates with the Association on the Drive to Stop Diabetes initiative, which is presented by Lilly Diabetes.

Ryan competed in five events in 2013, reaching millions of NASCAR fans with his inspiring message. In 2014, he will continue to be a driving force in the movement to Stop Diabetes as he competes full time on the NASCAR Nationwide circuit.

Ryan's courage and conviction has made us all faster in the fight to Stop Diabetes. To learn more about Ryan's story go to drivetostopdiabetes.org

Research

Al Powers, MD, is Chair of the Research Policy Committee and a member of our Research Foundation Board. He is also a member of our Board of Directors. Dr. Powers is strongly committed to supporting a results-oriented research program. He led the development of the Pathway to Stop Diabetes® initiative—an innovative, transformative research program that is breaking new ground in diabetes research. He has also been instrumental in involving researchers in advocacy and fundraising.



Taking the Lead in Research

“I’m pleased to be a part of a research program that has been a leader in funding and supporting cutting-edge diabetes research for more than 60 years. In 2013, we made \$35.7 million available to support projects across a range of topics that are critical for people with diabetes. Over the years, the Association has supported more than 4,000 research projects and invested more than \$675 million in diabetes research.

Association-funded research leads to innovative solutions that improve the lives of all people with diabetes. The program supports basic science to increase our understanding of how diabetes develops and identify novel targets for development of new drugs to treat diabetes. Clinical investigation supported by the Association tests the effects of new treatments in people with diabetes, and examines the impact of educational and behavioral approaches on diabetes care. Association-supported research has been critical in the development of technologies leading to modern insulin pumps and blood glucose sensors; laid the groundwork for development of many of the new classes of oral medications that are now used to prevent and treat diabetes; and has provided evidence for the importance

of diet and exercise in diabetes management and the role of blood glucose control in reducing complications.

New investigators and innovative ideas are critical to improving diabetes care and to finding a cure. Believing in the drive and potential of young and promising researchers, we offer training and career development awards to support scientists interested in diabetes research at the early stages of their research careers—from graduate and medical school through assistant professorship. A focus on early-career researchers and innovation makes the Association’s research programs distinct from what is funded by the federal government, and is essential to our mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes. As evidence of the impact of funding these early career scientists, 98% of researchers supported by the Association continue their careers in diabetes research.

A special thanks for the generous support of individuals, corporations, foundations and other philanthropic organizations that are making this important work possible.”

PATHWAY TO STOP DIABETES

With the vision of developing a new generation of brilliant scientists focused on diabetes, we officially launched our *Pathway to Stop Diabetes* program in 2013. We reviewed 115 outstanding applications from scientists nominated by research institutions across the U.S. and selected an inaugural class of five *Pathway Scientists*. This bold initiative will inspire a fresh generation of scientists to discover new diabetes prevention and treatment approaches. Through awards of \$1.625 million over the course of five to seven years, the program will allow researchers to have the time and focus needed to explore new ideas.

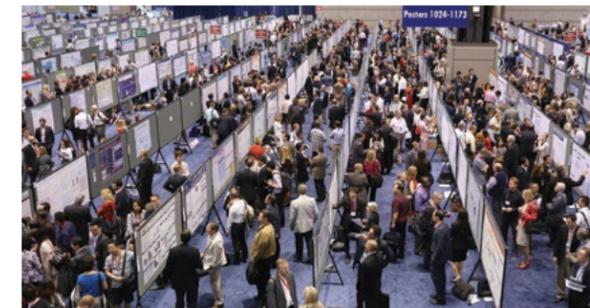
Rather than focusing on particular scientific projects, *Pathway*

instead focuses on attracting the most creative and brilliant minds, and then helps them pursue their discoveries—in essence, creating a human *Pathway* to transformative science. This program aims to find the modern day counterparts to the game-changing scientific breakthroughs of the Nobel laureates of the past. We want to fund 100 brilliant researchers in the next 10 years—a notable assembly of outstanding scientists that will bring unparalleled prestige to the program and attract an ever-increasing elite talent pool from which to identify future candidates.

Pathway to Stop Diabetes will be a model for launching and accelerating brilliant scientific careers.

Primary Goals of the Association’s Research Program:

1. Support high quality science across the broad spectrum of diabetes research.
2. Support investigators early in their careers to encourage them to dedicate their efforts to diabetes research.
3. Support innovative ideas and research with a high potential to have an impact for patients with diabetes; Association support at this early stage of development then allows greater support by the federal government.



73rd scientific sessions

JUNE 21-25, 2013 • CHICAGO, IL

Scientific Sessions exemplifies our leadership role in the global diabetes community, while providing a critical platform for driving diabetes awareness. It is the world’s largest scientific and medical meeting focused on the latest basic and clinical science related to diabetes and its complications. Held in Chicago in June, the 73rd Scientific Sessions brought together more than 17,600 scientists, health care professionals and industry representatives from 117 countries. The program included more than 700 speakers and 2,178 original research poster presentations.

The Pinnacle Society, the American Diabetes Association’s recognition society for individuals who are large contributors to the organization, renewed 33 memberships in 2013. The majority of these individuals directed their gifts to funding research initiatives, while others designated their contributions to Association programs or the general fund.

The Summit Circle, the Association’s recognition society for donors who leave the Association in their estate plans added 105 new members. These legacy donations are comprised of instances when the Association is left as a beneficiary in a will, trust, annuity or other type of planned giving vehicle.

VOLUNTEER SPOTLIGHT:



Outstanding volunteer, Alan L. Yatvin, JD, Immediate Past Chair, Legal Advocacy Subcommittee explains how we're working to secure the rights of all people living with diabetes.

Police encounters can leave a person feeling helpless and not in control of their own body. Imagine, then, what the experience is like for a person with diabetes suffering from severe hypoglycemia. Sweating, shaky, confused, even uncooperative, she can't explain what is happening, while the police officer only sees someone he thinks is under the influence of drugs or alcohol, giving her a hard time. That's why we have spent so much time trying to educate law enforcement officers to recognize and appropriately respond to a person suffering from adverse effects of their diabetes. In 2013, we advanced this effort through education and training collaborations with the New York City and Philadelphia police departments. In addition, the Association initiated a law enforcement diabetes education campaign in which a wide spectrum of our volunteers reached nearly 400 law enforcement agencies across 33 states. 🙌

Advocacy

Driving Momentum to Protect the Rights of People with Diabetes

The American Diabetes Association's advocacy efforts and achievements are at the core of creating effective and lasting change for people living with, and at risk for, diabetes. Raising our voices from Capitol Hill to state houses to court houses across the country, our dedicated Diabetes Advocates continue to drive momentum in our ongoing fight to Stop Diabetes®.

Through our Safe at School® campaign, the Association continued our fight to protect the rights—and health—of children, helping families across the country. As a result of our advocacy efforts, three more states now meet all three tenets of the campaign: access to insulin, access to the emergency medication glucagon and the ability for those students who are able to do so to self-manage their diabetes at school. Arizona and Missouri achieved these milestones as a result of legislative victories. 🙌



Reaching more than 2.5 million people, the Association implemented an educational outreach plan to provide resources and information about the Affordable Care Act's benefits for people living with diabetes, including information on new rights—such as the end of discrimination based on diabetes in the health insurance market—and how to enroll in new insurance options.

In California, the fight for kids with diabetes took more than eight years of litigation before the California Supreme Court unanimously decided in favor of the American Diabetes Association. This was a landmark case litigated by the Association involving diabetes care in California public schools. This monumental decision affirmed that every child with diabetes has the right to access the lifesaving insulin needed to stay healthy and safe at school.

The work that went into this win for people with diabetes could not have happened without the passion and diligence of many volunteers and staff.

In our ongoing efforts to increase funding and raise awareness for vital diabetes research and prevention programs, more than 200 Diabetes Advocates from 45 states and Washington, D.C., journeyed across the country for the Association's Call to Congress. Taking part in more than 220 meetings with Members of Congress and their staff, Diabetes Advocates shared their personal diabetes story to put a name and face to the diabetes epidemic, and to make the case for an increased investment to curb the trajectory of the disease. Our advocacy efforts continued throughout the year, as Diabetes Advocates took action through tens of thousands of emails, phone calls and in-district meetings with elected officials at the state and federal levels. 🙌



The Association continued to build support for ending health disparities in diabetes by delivering our message at high-profile conferences including:

- ▶ Asian American, Native Hawaiian and Pacific Island Diabetes Coalition Scientific Conference
- ▶ Congressional Black Caucus Foundation Legislative Conference
- ▶ National Hispanic Medical Association Conference
- ▶ National Indian Health Board Consumer Conference

High Risk Programs

Accelerating A Universal Message



Nina Agbayani, RN, BSN, Member, Board of Directors and Chair, National Adult Strategies Committee

“I’m glad that as part of a renewed aggressive focus on reducing health disparities, the Association, through its High Risk Programs and Health Disparities, is bringing culturally—appropriate programs to the many communities that are disproportionately affected by diabetes. For example, African Americans are 1.7 times more likely to develop diabetes compared to non-Hispanic whites, and in some Native American communities, one in two adults has diabetes. We are working to help curb this inequity by working closely with civic, social, faith-based and health care organizations in targeted communities.”

Through the efforts of volunteers and staff, the Association reached more than 1.5 million people through our **African American Initiative (Live EMPOWERED)**. In November, local markets participated in the *I Decide to Stop Diabetes Day* Church Campaign reaching African Americans across the country during American Diabetes Month. The Prince Hall Shriners presented a \$200,000 donation to the American Diabetes Association to support its African American education efforts.

Our **Latino Initiative (Por Tu Familia – PTF)** reached 589,560 Hispanic/Latinos in 2013. In collaboration with Community Health Corps/AmeriCorps, PTF successfully

concluded two rural pilot projects. Hispanic Heritage Month (a Heritage Celebration without Diabetes!) was re-launched and successfully implemented at 36 events throughout the country. The Association also attended the National Council of La Raza’s annual conference in New Orleans in July 2013, reaching more than 2,600 participants at the exhibit booth, which was featured in the local media as one of the **10 Best Booths Not To Miss!** We partnered with the local Walgreens to conduct 811 glucose screenings and also provided several cooking demonstrations in collaboration with the Tulane University Culinary Medical Program.

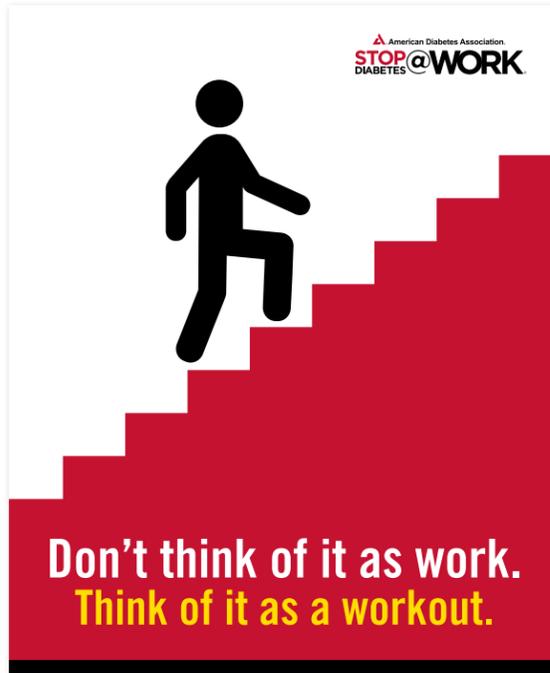
The **American Indian/Alaska Native Programs (Awakening the Spirit)** staff participated in multiple local and national conferences, the National Indian Health Board and meetings with Indian Health Services to drive awareness about the seriousness of diabetes and provide resources to American Indian/Alaska Native communities across the country. The Association’s fifth annual John Pipe Voices for Change Award took place in Traverse City, Michigan, recognizing Special Diabetes Program for Indians grantees for their effective diabetes prevention and treatment services in the American Indian and Alaska Native communities. 🖐️



The 6th Disparities Partnership Forum attracted 202 attendees from targeted diverse backgrounds. Participants shared strategies to address social determinants of health, cultural competency and health literacy as key components of reducing diabetes health disparities.



Prevention



Virginia Peragallo-Dittko, RN, BC-ADM, CDE, FAADE, Executive Director Diabetes and Obesity Institute, Winthrop-University Hospital and member of the American Diabetes Association's Prevention Committee.



Stepping Up the Pace in Prevention

Do social and environmental factors influence the risk for prediabetes and type 2 diabetes? In 2013, the Association released a new scientific statement that explored this concept and set the stage for a new way to move the needle in diabetes prevention.

A healthier environment was a key focus throughout the year, particularly in Stop Diabetes @ Work, the Association's healthy worksite program. Stop Diabetes @ Work quickened the pace in worksite wellness programming by developing and disseminating great tools, such as these 'take the stairs' posters, as well as guidelines for healthy vending machines and healthy meetings.

Nationwide, we continued to spread the word about the risk for developing type 2 diabetes, encouraging Americans to take the Diabetes Risk Test, know their risk, and take steps to lower their risk. Several of the Association's Public Service Announcement (PSA) campaigns won awards for airplay. The PSAs ranked within the top 6% of all PSAs played in the US, with an earned dollar amount of more than \$10 million and more than one billion audience impressions.

In March, the Centers for Disease Control and Prevention (CDC) reported that more than 11% of American adults with prediabetes are now aware of their prediabetes compared to 7.3% in 2006. "These results bring us closer to our strategic goal to raise awareness of prediabetes to 15% by 2015," said Virginia Peragallo-Dittko. 🍌



An actor portrays the steps needed to help prevent type 2 diabetes in this PSA that ranked in the top 8% of all PSAs played in 2013.



"Our CheckUp America PSAs had such broad reach among myriad media outlets including airwaves, bus terminals, and train stations that they received three separate airtime awards in 2013," said Virginia Peragallo-Dittko, member of the Association's Prevention Committee. "The PSA campaigns exposed more people to messages about the seriousness of diabetes and what they need to do to prevent it."

Awareness Initiatives Making Us Faster in the Fight

The 25th **American Diabetes Association Alert Day**[®] inspired more than 803,000 people to take the online Diabetes Risk Test. According to a follow-up survey, 78% of respondents who took the risk test and were at high risk followed up with their doctor, while 86% carried out at least one healthy lifestyle change. In addition, 36% of respondents referred friends, family members and/or co-workers to one of our campaign resources such as the Diabetes Risk Test, Facebook, 1-800-DIABETES or stopdiabetes.com.

American Diabetes Month in November, brought thousands more people into the race to Stop Diabetes[®]. We continued our Facebook-generated campaign asking Americans what “A Day in the Life of Diabetes” meant to them by adding a personal photo to the mosaic on our Facebook page. The changing images of the mosaic included NASCAR driver Ryan Reed and his car, hip hop artist and Grammy-award winning producer Lil Jon, and singer-songwriter Nick Jonas. Ryan Reed’s race car, wrapped with images from the mosaic, was featured live at his Phoenix and Miami races in November. In addition, celebrity social media enthusiasts including Alec Baldwin, Alan Thicke, Bret Michaels, Dr. Oz, Patti LaBelle, Duane Brown, and Larry King helped to put out the clarion call during the month of November. 📍

Digital

Driving Awareness

When it comes to diabetes, knowing the facts can be the difference between life and death. As a trusted leader, the American Diabetes Association is committed to ensuring that those at risk for developing diabetes, those affected by the disease and their health care team as well as the general public receive targeted, timely and accurate information. One of the best avenues to accomplish this is through the Internet and social media as well as targeted national awareness initiatives.

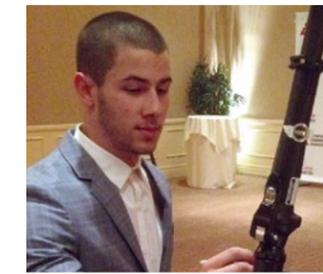
DIGITAL ENGAGEMENT

The American Diabetes Association offers a variety of targeted and interactive online properties to connect with its consumer and professional audiences, while providing the latest diabetes-related information and news. From our award-winning website, diabetes.org, to our **Diabetes Stops Here** blog, an ever-growing presence on **Facebook**, **Twitter** and **YouTube**, the American Diabetes Association is there for its constituents around the clock.

In 2013, the Association provided critical information to more than 18 million visitors via its online properties. In addition, for the second year in a row, the Association topped the rankings in the *Association Social Media Report* published by Association TRENDS. The Association ranked #1 overall in terms of social media activity, making it the most social media-savvy association of all groups measured by the report.

Websites: diabetes.org and professional.diabetes.org

The American Diabetes Association’s award-winning website for consumers and professionals, diabetes.org, is widely regarded as the most informative and credible diabetes and



NASCAR driver Ryan Reed, hip hop artist and Grammy-award winning producer, Lil Jon, and singer-songwriter, Nick Jonas helped capture the national spotlight around the urgency of diabetes.

nutrition resource on the Internet. In 2013, the site had 18 million visits, up 20% from 2012. Serving as the gateway for all Association information and activities, diabetes.org saw a major redesign in 2013 to place a greater focus on consumer needs and deliver on the Association’s mission promise. The all-new diabetes.org features a responsive design, improved navigation, a sharing tools section, a refined utility bar with quick links, greater emphasis on local office content and a brand bar housing all of the Association’s signature events and programs.

The Association’s online acquisition campaigns, *Living with Type 2 Diabetes* and *MyFoodAdvisor: Recipes for Healthy Living*, continued to thrive in 2013.

- *Living With Type 2 Diabetes* provides people who are newly diagnosed with type 2 diabetes a series of information packets to help them navigate their first year with the disease. In 2013, more than 112,000 people registered online, bringing the total number of registrants to more than 388,100.
- *MyFoodAdvisor: Recipes for Healthy Living* provides participants with new recipes and nutrition information every month. In 2013, more than 130,000 people registered online, bringing the total number of enrollees to more than 270,000. The microsite received a Gold Web Health Award from the Health Information Resource Center. Survey results indicate that MyFoodAdvisor is positively affecting constituents with increased engagement with the Association and recipe usage, as well as improved self-reported dietary behaviors.

For health care professionals and scientists, *DiabetesPro* at professional.diabetes.org provides the latest resources in diabetes care and research. *DiabetesPro* is a professional education website, giving those who have placed diabetes in the center of their careers the opportunity to stay informed and take advantage of various resources and educational offerings. Featured content includes diabetes meetings and continuing education opportunities, news, clinical practice recommendations, webcasts and podcasts, journals and books, research grants, recognition programs and professional section interest groups.

SOCIAL MEDIA

Growing our social media base gives the Association another avenue for providing valuable news and information to people affected by diabetes. It helps us foster a sense of community among people affected by diabetes, who are increasingly uniting online. It also gives us a window into the conversations of our constituents, so we can better understand their needs.

Our flagship social media channels kept on growing in 2013. Our Facebook fan base increased 21 percent, ending the year at more than 374,000; Twitter following increased 65 percent, reaching nearly 60,000; and YouTube subscribership increased 59 percent, to 2,882. Launched in the fall of 2012, Pinterest following more than tripled, to 4,373. The Association’s Diabetes Stops Here blog at diabetesstopshere.org ended 2013 with 1,207 subscribers and consistently drew an average of more than 11,800 monthly page views, an increase of 45% over 2012. 📍

Special Events

Signature Events Help *Drive* Support

Step Out: Walk to Stop Diabetes, the Association's premier walk event, conducted 120 walks nationwide with more than 110,000 participants raising nearly \$24 million gross.

Tour de Cure, the Association's premier cycling event, featured 89 Tours across the country with nearly 65,000 participants raising more than \$29 million gross.

Father of the Year, a fundraising event that honors men from across the country as role model fathers and community leaders, was carried out in 30 markets and raised nearly \$5.6 million gross.



Information

American Diabetes Association EXPO helped to carry our message to nearly 65,000 people in 11 cities around the country. Attendees learned how to be healthy, active and live well with diabetes.



Center for Information and Community Support

The Association's Center for Information and Community Support (CICS) processed 170,000 contacts from constituents, professional members and others seeking information about diabetes care, self-management, events, memberships and making donations.

Carmen Salas, five-year Associate Manager, CICS

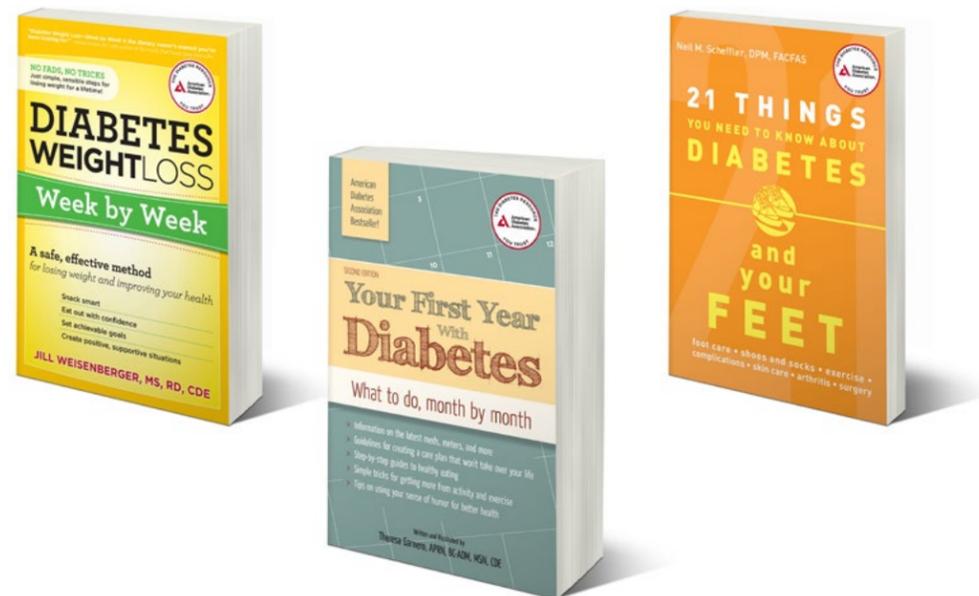


The Center for Information and Community Support responded to 170,000 contacts—that's an average of 465 people served each day.

Leading the Field as a Trusted Knowledge Source

Diabetes is 24/7, so we deliver trusted information and resources that people can access at any time, in multiple formats. It's all about providing high-quality, accurate, and relevant content for people affected by diabetes—how they want it and when they want it.

We've adapted our award-winning content for delivery on popular devices such as tablets and smartphones. We've used responsive design to make information easy to navigate on small screens. And despite the explosion of mobile devices, we realize that many people prefer the warmth of a human voice when they have questions about diabetes. Our Center for Information and Community Support is ready and waiting to answer questions and provide resources at 1-800-DIABETES.



Our Books team published 21 new titles for people with diabetes and health care providers.

Association Books

Association books bring top-quality healthy recipes to readers and the best in diabetes research and information to people with diabetes and health care providers. The Association published 21 new books, with a number of them receiving national recognition:

- The *Healthy Home Diabetes Cookbook*, published in November, received Silver in the Nautilus Awards and was the U.S. regional winner of the Gourmand International culinary award.
- The *Smart Shopper Diabetes Cookbook* and the *American Diabetes Association Vegetarian Cookbook* received Silver Medal honors in the Benjamin Franklin awards and are in the running for Gold, to be announced later in 2014.

Our books make it clear that people with diabetes can eat healthy and eat well at the same time. All of our books are available in bookstores and libraries nationwide, and a number of self-care guides have been prominently displayed at Safeway and Walgreens stores nationwide, giving people the information they need on healthy lifestyles and diabetes care where they are most likely to find it and put it into action.

Our best sellers include:

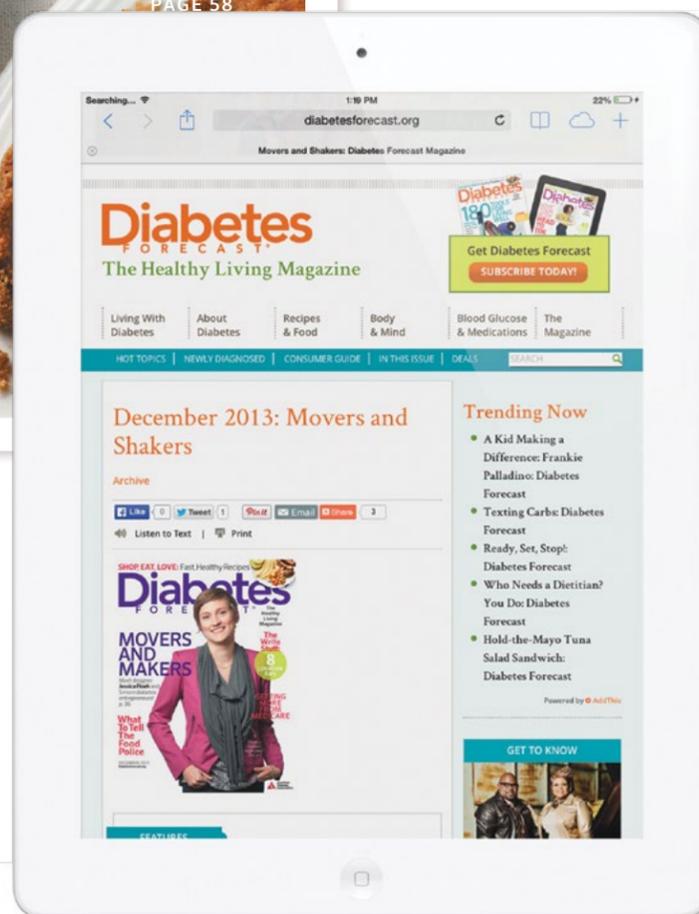
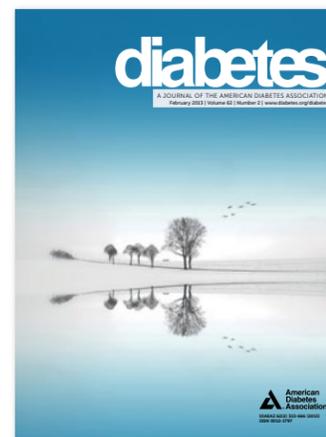
- *Your First Year with Diabetes, 2nd edition*
- *21 Things You Need to Know about Diabetes and Your Feet*
- *Diabetes Weight Loss Week-by-Week*

Living With Type 2 Diabetes

The program offers primary care providers a free resource to share with patients newly diagnosed with type 2 diabetes. People who enroll in the free program receive a series of digital or print information packets in English or Spanish to help them navigate their first year with the disease. The program now serves more than 388,100 participants.

Is it making a difference? Last year, nearly 80 percent of respondents indicated that they had a strong understanding of diabetes at the end of the program as compared to 66% at the beginning. More than 70% indicated they were very confident in their ability to care for themselves at the end of the program.

Living With Type 2 Diabetes served more than 388,100 total participants.



Diabetes Forecast Magazine

More than 445,000 subscribers received the Association's healthy living magazine each month. According to a 2013 survey, readers rely on *Diabetes Forecast* (83.8%) and their doctor (63.7%) to regularly obtain information about diabetes. A volunteer reader panel and an editorial board of health experts review all articles and help to ensure the quality, accuracy, and relevance of the content.

Highlights include:

- Positive outcomes from reading *Diabetes Forecast*: 76.8% indicate they “learned something they didn’t know” about diabetes and more than half said they made a healthy lifestyle change as a result of reading the magazine.
- The redesigned, mobile-friendly website, diabetesforecast.org, launched in October, which increased ease of access to high-quality diabetes self-management content for nonmembers and provided more opportunity for them to engage with the Association’s mission.
- Twenty-eight articles based on the *2013 Clinical Practice Recommendations* and devoted to preventing long-term complications of diabetes, including heart disease, vision loss and amputation, and acute complications such as severe hypoglycemia and diabetic ketoacidosis.
- Newsstand distribution began in select Walmart stores, reaching people where they make purchasing decisions related to medications, food, and physical activity.

DiabetesForecast.org launched a redesigned, mobile-friendly website, easily searchable for new and archived content.

Professional Journals

The Association continued to publish the leading scientific and medical journals related to the Association’s focus on the prevention and treatment of diabetes and diabetes complications. In 2013, *Diabetes*, *Diabetes Care*, *Clinical Diabetes* and *Diabetes Spectrum* reached more than 51,000 health care professionals with key research findings, the *2013 Clinical Practice Recommendations*, and major position statements and scientific statements from the Association.

The Association’s professional journals at diabetesjournals.org received more than nine million visits and 20 million page views. The Association continued to expand the digital reach of its professional journals in 2013:

- The mobile-optimized “ADA Journals” websites received more than 500,000 unique visits.
- The “ADA Journals” mobile app for iOS and Android received approximately 17,000 hits per month.
- Subscribers to the “Diabetes Core Update” podcast, which summarizes select journal content relevant to general practitioners and family physicians who provide the bulk of diabetes care, more than doubled to a total of 20,000 subscribers.

The Association and BMJ Group launched an online-only, open-access journal, *BMJ Open—Diabetes Research & Care*. This provides open access to essential research and expands the diabetes knowledge of health care providers across the globe.

Diabetes and *Diabetes Care* ranked 2nd and 3rd, respectively, among journals publishing original research in the field of endocrinology/metabolism.

Corporate Support

Banting Circle Supporters

Companies that make medicines and devices to help people live with diabetes are recognized for their cumulative annual support. Our highest level of recognition, **Banting Circle Elite**, honors companies who have given \$1 million or more. They are:

AstraZeneca

Eli Lilly and Company

Janssen Pharmaceuticals, Inc.

Novo Nordisk® Inc.

Sanofi

The **Banting Circle** includes those companies who have donated \$500,000 or more:

Abbott/Abbott Diabetes Care

BD Medical-Diabetes Care

Boehringer-Ingelheim
Pharmaceuticals

GlaxoSmithKline

LifeScan, Inc. and Animas
Corporation

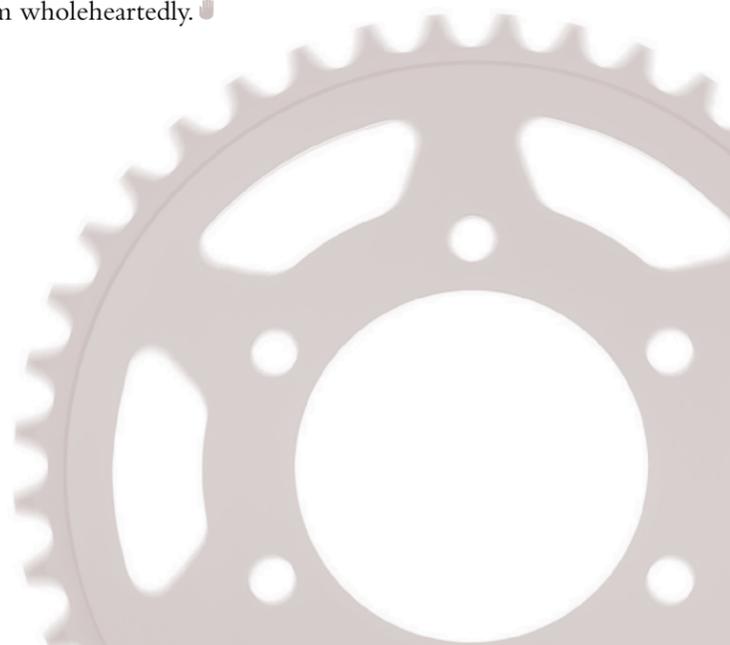
Medtronic Diabetes

Merck

Moving Us into *High Gear*

Making progress in the fight to stop diabetes doesn't happen because we hope for it. Progress happens when we are able to reach more Americans with the critical information and tools needed to better manage and control diabetes. Progress happens when we have the opportunity to amplify our efforts and raise more dollars and empower more people in the fight. Progress happens when committed supporters work with us to change the status quo.

In 2013, we moved the needle closer to our goal of stopping diabetes. While many factors contributed to this progress, corporate support played a significant part. These supporters championed our cause. They provided financial support and helped us reach new audiences through their far-reaching resources; they connected us with their customers; and they educated and motivated their employees. Hands down, they were some of our greatest advocates. We applaud their efforts and thank them wholeheartedly.



National Strategic Partners

Consumer product companies and companies that make medicines and devices to help people live with diabetes, whose cumulative annual support is at least \$400,000, represent our National Strategic Partners:

Colgate-Palmolive Company

Domino Foods, Inc.

Nutrisystem®, Inc.

Richelieu Group

Speciality Brands of America

Walgreens

The American Diabetes Association would also like to thank the following companies whose cumulative annual support is more than \$100,000:

Bumble Bee® Foods, LLC

CareMore Health Plan

Catherines®

Covidien

The Dannon Company, Inc.

KAO USA, Inc.

Ethicon Endo Surgery

Gold's Gym International, Inc.

MetLife Auto and Home®

Meijer®, Inc.

Johnson & Johnson

Merisant Company

Takeda Pharmaceuticals
U.S.A., Inc.





Walgreens — Chicago 2013



Corporate America Supports Our Signature Events

The Association's two premier signature fundraising events, Step Out®: Walk to Stop Diabetes® and Tour de Cure®, are an integral part of our strategic vision to eradicate the disease. In 2013, these events collectively raised more than \$50 million and attracted more than 185,000 participants. A big part of that success was due in large part to our corporate partners who supported these events by forming employee teams, raising additional funds, as well as expanding our promotional and recruitment efforts.

We'd like to recognize the following companies that got involved in our signature events nationally and played a major role in their success:

Walgreens: Advancing Our Steps

Walgreens raised more than \$525,000 in support of the cause by getting their employees and their families to participate in Step Out events around the country.

For the second year in a row, Walgreens was the leading fundraising team in the history of Step Out and recruited more than 4,500 walkers as part of 798 corporate Walk teams.

In addition, to culminate Walgreens support of Step Out, the company actively promoted the American Diabetes Association in more than 8,000 stores nationwide and their digital "pin-pad" raised \$4.2 million by encouraging customers to donate during American Diabetes Month. Walgreens efforts helped us to reach tens of thousands in communities across the country with important messages about the prevention and management of diabetes and it raised money to support community programs.

"We are honored to be recognized as a National Strategic Partner of the American Diabetes Association and we are committed to helping people live well by raising awareness among our customers about the prevention and detection of type 2 diabetes. We are also excited about the efforts and activities we have planned with the



Kermit Crawford, RPh, Member, American Diabetes Association Board of Directors and Chair, Diversity & Inclusion Committee, and President of Walgreens Pharmacy, Health and Wellness Division

Association for next year to help raise critical funds in support of their mission, and help educate our consumers about knowing their risk for diabetes and taking steps to prevent and manage their disease."

Novo Nordisk: Walking Strong

As a leading diabetes care company, Novo Nordisk is committed to stopping diabetes—and making a difference in the world of diabetes.

For many, the first step in the race against diabetes is making a commitment to be more active and healthy by joining Step Out: Walk to Stop Diabetes®. Our signature event provides an ideal platform for Novo Nordisk, the Premier Sponsor for the third year, to connect with people fighting diabetes and get them moving. In addition to their sponsorship, Novo Nordisk engaged in the event with more than 100 employee Walk teams from around the country and 1,358 walkers. They generated more than \$140,000 through fundraising.

The company also championed our National Red Strider program and helped us celebrate the perseverance and dedication it takes to live with diabetes.

Lilly Diabetes: Riding to Stop Diabetes®

Our relationship with Eli Lilly (Lilly Diabetes) continues to accelerate. For the second year, Lilly became a National Sponsor of Tour de Cure®.

Most employees at Lilly will tell you they are into cycling; it is part of their culture. However, Lilly doesn't just support our Tour de Cure because their employees are avid cyclists. They ride in the event because they believe in our cause and are passionate about raising critical funds for diabetes research, education and advocacy.



This year, Lilly employees, family and friends joined together nationwide to form 89 Tour de Cure teams with 954 team riders, helping to raise \$222,139 for people with diabetes—an incredible 211% increase in dollars raised compared to 2012.



Thanks to the support of Eli Lilly, the Association continues to be the world's largest provider of camps for children with diabetes. In 2013, the Association hosted 50 camp sessions serving nearly 5,300 campers. That means more children with diabetes find greater comfort in each other and in living with diabetes every day.

Gold's Gym: Getting Stronger Every Year

Every year since 2004, Gold's Gym has teamed up with the American Diabetes Association. Gold's Gym has helped raise more than \$3.5 million in support of our cause. A pioneer in the fitness industry, it's not surprising Gold's recognized early on that the Tour de Cure® event was a powerful way to drive funds and promote the importance of physical activity in preventing and managing diabetes.

As a National Sponsor of the Tour de Cure signature cycling event, Gold's Gym involved franchise owners from around the country and promoted the event in more than 500 gyms across the country through posters, banners, mirror-clings and Tour pin-ups sold to customers to raise additional funds. As part of their ongoing commitment to stop diabetes, Gold's Gym also worked with the Association to develop an *Intro to Fitness Guide* and an online fitness resource center that offers free fitness information, tips and exercise programs.

ADDITIONAL CORPORATE HIGHLIGHTS

Nutrisystem® D®: Amplifies Our Cause



It is widely known that one of the best ways to manage, control and prevent diabetes is through proper weight management. Nutrisystem D is dedicated and fully committed to helping those with type 2 diabetes manage their disease and lead a healthier life. And it shows. For several years, Nutrisystem D has been helping to move the Association and our messages forward, and as a National Strategic Partner, the company helped to significantly extend our reach this year. Their Nutrisystem D Jumpstart Kit, which features the Stop Diabetes logo, reached millions of Walmart shoppers through an in-store promotional display—reminding those with diabetes that managing their weight can help to better manage the disease.

And once again this year Nutrisystem D turned up the volume even more for the Association by involving their celebrity spokespeople including Marie Osmond, Janet Jackson, and Dan Marino, who all engaged in social media messaging during American Diabetes Month.

Dannon® Light & Fit® Greek Yogurt: Reaching Active Women



The Association launched the very first Tour de Cure Women's Series®. And we were pleased to welcome Dannon Light & Fit Greek Yogurt as the event's first National Sponsor. It was a perfect match because like the Association, they care about helping women live a healthy lifestyle in the fight against diabetes. Their activation was themed around the key tenets of the event: new friendships, camaraderie and accomplishing a new challenge. Of course, the riders also got to sample the yogurt and pick up cool swag—Light & Fit headbands.

Domino® Light: A Sweet Supporter



Domino Foods, the maker of Domino® Light and C&H® Light Sugar and Stevia Blend joined the fight to Stop Diabetes® and became a National Strategic Partner in 2013. As first time supporters of the Association, the company was engaged in multiple fundraising and awareness campaigns including, American Diabetes Month and American Diabetes Association Alert Day.

They also sponsored My Food Advisor: Recipes for Healthy Living, which is designed for people living with diabetes. The company contributed recipes that provided healthier savory options. And, they interacted with thousands of people in the diabetes community at our American Diabetes Association EXPO events. In Chicago, Domino Light sweetened the EXPO experience for some 1,000 attendees by hosting live healthy cooking demonstrations. The company also involved their employees and families in our signature Step Out®: Walk to Stop Diabetes® event in Baltimore, Maryland—the site of one of their manufacturing plants.

Awards



National Scientific and Health Care Achievement Award Recipients



Banting Medal for Scientific Achievement

Graeme I. Bell, PhD

Graeme I. Bell, PhD, received the Banting Medal for Scientific Achievement at the American Diabetes Association's 73rd Scientific Sessions. This award for scientific excellence recognizes

significant, long-term contributions to the understanding, treatment or prevention of diabetes. Dr. Bell presented the Banting Medal for Scientific Achievement Lecture, *"Genetics of Diabetes—A Personal Journey of Discovery,"* on June 23.

Dr. Bell is currently the Louis Block Distinguished Service Professor of Medicine and Human Genetics and Director of the Diabetes Research and Training Center at the University of Chicago. He has contributed landmark research in diabetes, including cloning the human insulin cDNA and gene and recently discovering that mutations in the insulin gene can cause Maturity Onset Diabetes of the Young (MODY). His work in the molecular biology and genetics of diabetes has had an international impact and changed the field several times, and he is among the most cited investigators in the history of diabetes research.

Throughout his career, Dr. Bell has made his reagents, clones and expertise freely available to other laboratories without regard to competition. He is a leader in the international diabetes community, serving as a tireless reviewer of grants and manuscripts. He continues to couple high-impact scientific accomplishments with exemplary mentorship and his trainees include past presidents of the American Diabetes Association and Chinese Diabetes Society.



Outstanding Scientific Achievement Award

Jens C. Brüning, MD

The Outstanding Scientific Achievement Award has been given to Jens C. Brüning, MD. Supported by an educational grant from Lilly USA, LLC, this prestigious award recognizes research in diabetes

that demonstrates particular independence of thought and originality. Dr. Brüning delivered the Outstanding Scientific Achievement Award Lecture, *"Insulin Action—Beyond Its Classic Targets,"* on June 24.

Currently Director of the Center for Endocrinology, Diabetes, and Preventive Medicine at the University Hospital and Director of the Max Planck Institute for Neurological Research, Cologne, Germany, Dr. Brüning has made an extraordinary number of contributions to our understanding of how hypothalamic systems control glucose homeostasis. His research has elucidated the function of specific hypothalamic neurons and revealed important mechanisms by which insulin and nutritional cues regulate these neurons and affect metabolism.

His elegant studies have demonstrated roles for other signals in hypothalamic neurons for the genesis of obesity and diabetes, including the role of pathways involved in inflammatory and stress signaling. Known for being open and helpful with his technologies and expertise, Dr. Brüning continues to make essential and pioneering contributions to diabetes research. Recently, Dr. Brüning's laboratory made groundbreaking findings on an involvement of miRNAs and novel cytokine pathways in the pathogenesis of insulin resistance.



Outstanding Educator in Diabetes Award

Ann L. Albright, PhD, RD

The Outstanding Educator in Diabetes Award has been given to Ann L. Albright, PhD, RD. Supported by an educational grant from Lilly USA, LLC, this award is presented to a distinguished

health professional who has made outstanding educational efforts in the field of diabetes and has demonstrated significant contributions to the understanding of diabetes education. Dr. Albright gave the Outstanding Educator in Diabetes Award Lecture, *"Diabetes Prevention and Management—The Thrill Is NOT Gone,"* on June 22.

Dr. Albright is Director of the Division of Diabetes Translation at the Centers for Disease Control and Prevention, in Atlanta. As the first nonphysician to hold this position, she is unparalleled as an advocate for the role of diabetes educators in health care delivery and administration.

With her background in research, clinical care and public health, Dr. Albright has contributed to a range of projects. She directed the diabetes program for the California Department of Health Services for many years, and also served as an advisor to the U.S. Surgeon General on diabetes, obesity, nutrition, and physical activity. In addition, Dr. Albright led the U.S. Department of Health and Human Services' Diabetes Detection Initiative, coordinating and building consensus among government agencies, industry and nonprofit organizations.

Dr. Albright has promoted best practices in diabetes care to individuals, local communities, statewide organizations and the federal government, and she is passionate about the importance of diabetes education and its efficient delivery across all sectors of society, particularly to those who have limited resources.



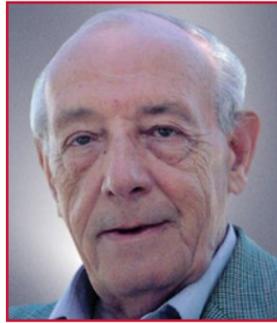
Graeme I. Bell, PhD, receiving the 2013 Banting Medal for Scientific Achievement from John E. Anderson, MD, President, Medicine & Science.



Jens C. Brüning, MD, delivers the 2013 Outstanding Scientific Achievement Award Lecture.



Graham Ogle, MBBS, FRACP, receives the Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes from Lurelean B. Gaines, RN, MSN, President, Health Care & Education.



Albert Renold Award
Peter H. Bennett, MB, ChB, FRCP, FFPH

The 2013 Albert Renold Award has been given to Peter H. Bennett, MB, ChB, FRCP, FFPH. Supported by a grant from Merck, this award is presented to an individual whose career is distinguished by

outstanding achievements in the training and mentorship of diabetes research scientists and the facilitation of diabetes research.

Dr. Bennett is Scientist Emeritus at the Phoenix Epidemiology and Clinical Research Branch (PECRB) of the National Institute of Diabetes and Digestive and Kidney Diseases. He has taught hundreds of scientists over his career, guiding them with his fresh insights and critical thinking on the problems of diabetes epidemiology, prevention and control.

Dr. Bennett has directly mentored more than 50 scientists, many of whom now hold leadership positions in academic and federal institutions focused on diabetes and its complications. As Chief of the PECRB from 1970 to 2000, Dr. Bennett established a robust research environment for hundreds of clinicians, epidemiologists, physiologists, geneticists and nutritionists to expand the knowledge of diabetes while working together with the Gila River Pima Indian community.

Over the past 30 years, Dr. Bennett has organized, led and taught diabetes epidemiology training courses sponsored by universities and diabetes organizations worldwide. Often these courses have been the springboard for young scientists in countries with limited diabetes infrastructure to develop programs in their own countries, expanding our knowledge of diabetes.



Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes
Graham Ogle, MBBS, FRACP

The Harold Rifkin Award for Distinguished International Service in the Cause of Diabetes has been given to Graham Ogle, MBBS, FRACP. Sponsored by Janssen Pharmaceutical Companies of Johnson & Johnson, the Harold Rifkin Award honors individual outstanding service in the cause of diabetes that has been performed with an international perspective and with international impact.

Dr. Ogle, a pediatric endocrinologist, is General Manager of the International Diabetes Federation's *Life for a Child* program, working from the Australian Diabetes Council in Sydney. He is compassionate and resourceful, and he has been effective in establishing and strengthening diabetes services in many parts of the developing world. *Life for a Child* now helps 11,200 children and youth in 41 countries, and Dr. Ogle has visited many of these countries. By empowering local champions in diabetes centers and associations, and mobilizing international support, he has been able to develop individual solutions to improve access to insulin, test strips, expert medical care and diabetes education.

Earlier in his career, Dr. Ogle worked for HOPE worldwide in Papua New Guinea, where he conducted nationwide type 2 diabetes research, expanded clinical care services, developed national treatment guidelines and helped establish the Diabetic Association of Papua New Guinea. He continues to supervise a program to improve diabetes services there. In Cambodia, he was the founding director of the Sihanouk Hospital Center of HOPE in Phnom Penh, which provides extensive diabetes care and education.

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Outstanding Physician Clinician in Diabetes Award
Guillermo E. Umpierrez, MD, FACP, FACE

The 2013 Outstanding Physician Clinician in Diabetes Award has been given to Guillermo E. Umpierrez, MD, FACP, FACE. Sponsored by Janssen Pharmaceutical Companies of Johnson & Johnson, this award is presented to an individual who has made outstanding efforts in diabetes care and is recognized as a highly regarded clinician and educator with more than ten years of distinguished service.

Dr. Umpierrez is Professor of Medicine in the Division of Endocrinology and Metabolism at Emory University School of Medicine, Section Chief in the Division of Diabetes and Endocrinology in the Grady Health System, and Director of the Grady Memorial Hospital Clinical Research Network, in Atlanta. He has an international reputation for his work on diabetes in minority populations and interventions to improve clinical outcomes in hospitalized patients with diabetes.

With his patient-oriented clinical research, Dr. Umpierrez has provided new insight into the underlying mechanism for pancreatic beta-cell dysfunction in African Americans with ketosis-prone type 2 diabetes. His work on the management of hyperglycemia in critically and noncritically ill patients has provided the foundation for many treatment protocols now used to treat patients with hyperglycemia and diabetes in the hospital setting.

A champion for improving diabetes care in underserved, Dr. Umpierrez heads a nationally accredited diabetes education program dedicated to serving Latinos in Georgia. He is also an outstanding educator and has mentored a large number of residents, postdoctoral clinical research fellows and junior faculty members at Emory University.

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Kelly West Award for Outstanding Achievement in Epidemiology
Edward J. Boyko, MD, MPH

The recipient of the Kelly West Award is Edward J. Boyko, MD, MPH. Supported by a grant from Merck, this award is given to an individual who has made significant contributions to the field of diabetes epidemiology. Dr. Boyko delivered the Kelly West Award for Outstanding Achievement in Epidemiology Lecture, "*Central Obesity—Cause or Correlate in Type 2 Diabetes and the Metabolic Syndrome?*" on June 23.

Currently a Professor in the Department of Medicine and Adjunct Professor in the Department of Epidemiology, University of Washington, and Staff Physician at the Veterans Affairs Puget Sound Health Care System, Seattle, Dr. Boyko has distinguished himself through contributions to identifying determinants of diabetes and its complications.

Dr. Boyko's best-known work comes from the Japanese American Community Diabetes Study, which demonstrated associations between visceral fat and incidence of diabetes, hypertension, insulin resistance and ischemic heart disease. Dr. Boyko wrote the first reports of diabetes as an independent risk factor for symptomatic urinary tract infection, and on the link between post-traumatic stress disorder and risk of diabetes. He also developed a foot ulcer prediction model which was recently validated in a European population with diabetes.

In 2004, Dr. Boyko received the University of Washington Medical Center Award for Outstanding Mentorship. He has chaired the National Institutes of Health Kidney, Nutrition, Obesity and Diabetes study section, the Association's Epidemiology and Statistics Interest Group, and currently serves as President of the International Diabetes Epidemiology Group.

In 2004, Dr. Boyko received the University of Washington Medical Center Award for Outstanding Mentorship. He has chaired the National Institutes of Health Kidney, Nutrition, Obesity and Diabetes study section, the Association's Epidemiology and Statistics Interest Group, and currently serves as President of the International Diabetes Epidemiology Group.

Professional Interest Group Award Recipients



Richard R. Rubin Award
Margaret Grey, DrPH, RN,
FAAN

The Richard R. Rubin Award has been given to Margaret Grey, DrPH, RN, FAAN. This award recognizes a behavioral researcher who has made outstanding and/or innovative contributions in

the study and understanding of behavioral aspects of diabetes. Dr. Grey gave the Richard R. Rubin Award Lecture, “*The ‘White Cap’ Advantage—Contributions of Nurses to Behavioral Research in Diabetes*,” on June 22.

Currently the Dean and Annie Goodrich Professor and Director of the Multidisciplinary Research Training Program in Behavior and Type 1 Diabetes at the Yale University School of Nursing, New Haven, Connecticut, Dr. Grey has aided in the understanding of adaptation and coping behaviors of children and adolescents with diabetes and their parents.

With a long-standing, extramurally-funded program of research, Dr. Grey has developed a program to enhance coping skills in teens with type 1 diabetes (Coping Skills Training) and showed that this program leads to improvement in glycemic control and quality of life. Recently, she led the modification of this program for delivery on the Internet (TENCOPE). This innovative modality for behavioral interventions can improve outcomes during adolescence, a vulnerable developmental stage, and has the potential to reduce long-term disease-related psychological and physiological complications.



Roger Pecoraro Award
Christopher E. Attinger, MD,
FACS

The Roger Pecoraro Award has been given to Christopher E. Attinger, MD, FACS. This award recognizes a researcher who has made scientific contributions and demonstrates an untiring

commitment to improving the understanding of the detection, treatment and prevention of diabetic foot complications. Dr. Attinger delivered the Roger Pecoraro Award Lecture, “*The Three Keys to the Kingdom of Diabetic Limb Salvage*,” on June 22.

Dr. Attinger is Professor of Plastic and Reconstructive Surgery and Orthopedic Surgery at Georgetown University, Washington, D.C., and Chief of the Division of Wound Healing at MedStar Georgetown University Hospital. He has promoted the integration of surgical, podiatric and vascular approaches to wound treatment and the use of the angiosome model of reperfusion when planning therapies. Dr. Attinger has published on new modes of therapy while emphasizing that they should not supplant, but be used in tandem with, core principles of wound management and evidence-based protocols to ensure optimal clinical care of diabetic ulcers.



Norbert Freinkel Award
Caroline A. Crowther, MD,
FRANZCOG, FRCOG, CMFM

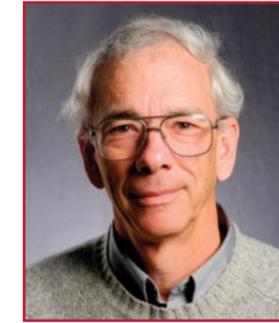
The Norbert Freinkel Award has been given to Dr. Caroline A. Crowther. This award is given in memory of Norbert Freinkel, a dedicated and insightful investigator as well as gifted writer, to honor a

researcher who has made outstanding contributions including scientific publications and presentations to the understanding and treatment of diabetes and pregnancy. Dr. Crowther gave the Norbert Freinkel Award Lecture, “*Generating, Synthesizing, and Using the Best Evidence for Care of Women with Gestational Diabetes*,” on June 22.

Currently Professor of Maternal and Perinatal Health at the Liggins Institute, University of Auckland, and Clinical Director at the Australian Research Centre for Health of Women and Babies, within the Robinson Institute, University of Adelaide, Dr. Crowther is internationally recognized for her extensive experience in the design, conduct and analysis of multicenter trials.

She has been involved in numerous trials of therapies to improve outcomes following gestational diabetes, as well as studies of preterm birth and hypertensive disease in pregnancy. Results from these studies have led to the translation of research findings into clinical practice guidelines and health policy, improving maternal and perinatal health.

Dr. Crowther has published 179 primary research papers and 93 Cochrane Reviews.



Edwin Bierman Award
Joseph L. Witztum, MD

The Edwin Bierman Award has been given to Joseph L. Witztum, MD. This award recognizes a leading scientist who has made outstanding contributions in the field of diabetes-related macrovascular complications and

related risk factors. Dr. Witztum gave the Edwin Bierman Award Lecture, “*Immune Mechanisms in Atherogenesis—A Serendipitous Observation*,” on June 23.

Dr. Witztum is Professor of Medicine in the Department of Medicine, Division of Endocrinology and Metabolism, University of California, San Diego. He is internationally recognized for his research into the pathogenesis of atherosclerosis, and in particular on the role of oxidized low-density lipoprotein (LDL) in atherosclerotic lesions of experimental animals and man.

His laboratory made the seminal observation that oxidation of LDL renders it immunogenic, and his team has played an important role in the recognition that immune mechanisms are an integral part of the atherogenic process. They have demonstrated that there are both adaptive and innate humoral and cellular immune responses to oxidized LDL that affect atherogenesis, suggesting novel therapeutic strategies.

Dr. Witztum is Editor-in-Chief of the *Journal of Lipid Research*, Senior Consulting Editor at *Journal of American College of Cardiology*, and he is on the editorial board of *Cell Metabolism*.

National Service Achievement Award Recipients



Wendell Mayes, Jr. Medal for Lifetime Service

Larry Ellingson, RPh

For more than 40 years, Larry Ellingson, RPh, of Fountain Hills, Arizona, has devoted himself to making life better for people affected by diabetes. His global efforts, both professionally and

personally, have made a tremendous contribution to the fight against diabetes worldwide.

Mr. Ellingson has led the American Diabetes Association as Chair of the Board and served on numerous Association task forces and committees, including Chair of the Fund Raising Committee, the Marketing and Pharmacists Recognition Committee, and the International Task Force, as well as member of the Executive Committee, Communications Committee and Income Development Committee. Under his leadership, the Association achieved significant growth in the areas of diabetes research, advocacy, awareness and volunteer leadership recruitment.

Having been involved as a leader of global diabetes care for Eli Lilly and Company for more than half of his career, Mr. Ellingson retired from Eli Lilly in 2001. He currently serves as an advisor/consultant to several start-up biotech companies in the field of diabetes. In addition, he is a member of the American Association of Diabetes Educators, the European Association for the Study of Diabetes, and a life member of the International Diabetes Federation (IDF). He also serves on the Board of Trustees of North Dakota State University (NDSU), the Research Park Board at NDSU and is Chair of the NDSU Pharmacy School Advisory Board.

Mr. Ellingson has received the American Diabetes Association's Charles H. Best Medal for Leadership and Service and J.K. Lilly Award, the NDSU Alumni Achievement Award and several awards from Eli Lilly and Company including the Ellingson Legacy Award.



Public Policy Leadership Award

Senator Al Franken

Senator Al Franken has shown an untiring commitment to the mission of the American Diabetes Association, becoming the leading voice in the Senate for diabetes prevention since he was sworn

into the U.S. Senate in 2008 to represent Minnesota. Through his leadership, Congress authorized the National Diabetes Prevention Program (National DPP). As a result, the Centers for Disease Control and Prevention has begun to recognize programs across the country, launching a nationwide network of this effective and affordable prevention initiative.

Senator Franken has continued his efforts to improve access to the program for high-risk individuals through a variety of efforts. His Medicare Diabetes Prevention Act would provide coverage of the National DPP for seniors in the Medicare program, a critical benefit for the 50% of Medicare beneficiaries who have prediabetes. Working with another large federal health care provider, the Department of Veterans Affairs, Senator Franken helped initiate the National DPP for veterans at high risk for diabetes, another growing population in the United States—with current pilot projects in Minneapolis, Baltimore and the Los Angeles area. In addition, he has continually fought for additional National DPP funding. Senator Franken is also an active member of the Senate Diabetes Caucus and was a strong supporter of the Affordable Care Act and reauthorization of the Special Diabetes Program.

Senator Franken currently sits on the Health, Education, Labor, and Pension (HELP) Committee; the Judiciary Committee; the Energy and Natural Resources Committee; and the Committee on Indian Affairs. Before running for the Senate, he spent 37 years as a comedy writer, author and radio talk show host.



Addison B. Scoville Award for Outstanding Volunteer Service

Kermit Crawford, RPh

Kermit Crawford, RPh, of Deerfield, Illinois, has been an avid supporter of the American Diabetes Association and its Stop Diabetes® movement, serving in various

leadership positions at the local and national level. He is spearheading the Association's Diversity & Inclusion initiative and has been instrumental in expanding the Association's collaboration with Walgreens.

National appointments include Chair, Diversity & Inclusion Workgroup, and Chair, Diversity and Inclusion Committee, as well as member of the Board of Directors, Community Initiatives Committee, Audit Committee, Adult Strategy Committee, Medicine, Science & Health Care Awards Committee, Strategic Planning Team, and Executive Compensation Committee. Local service includes Northern Illinois Community Leadership Board member, Chair, Chicago Step Out, and supporter of Care to Cure, American Diabetes Association EXPO, and Father of the Year.

Under Mr. Crawford's leadership, the Association created its first Diversity & Inclusion strategy, providing a framework for creating a progressive, diverse and inclusive culture. He has also been the driving force behind Walgreens' transformation from local supporter to one of the Association's most valued corporate partners. Today, Walgreens is a national sponsor of CheckUp America and American Diabetes Association EXPO, as well as a national partner of Step Out: Walk to Stop Diabetes.

Having been with Walgreens for 30 years, Crawford is President of the Pharmacy, Health and Wellness Division, leading the advancement of community pharmacy to play a greater role in health care through integration and expanded services.



Health Professional Award for Volunteer Service

Brenda Montgomery, RN, MS, CDE

Brenda Montgomery, RN, MS, CDE, of Seattle, Washington, is widely recognized throughout the American Diabetes Association and diabetes community for her

knowledge and expertise in diabetes prevention as a result of her leadership role in the landmark Diabetes Prevention Program clinical trial and her continuing work on the NIH-sponsored trials, Look AHEAD, GRADE and RISE.

As a passionate and committed Association volunteer leader, Ms. Montgomery has tirelessly shared her knowledge with numerous national Association committees including the Board of Directors, the Community & Volunteer Development, Scientific & Medical Meetings Oversight, Research Policy, Board Development, and Cardiometabolic Risk Initiative committees, as well as the Programs & Community Initiatives Task Force. She currently serves on the Prevention and Adult Strategies committees. At the local level, for the past seven years Ms. Montgomery has served on the Western Washington Community Leadership Board, including two years as President. She is also Chair of the Seattle American Diabetes Association EXPO committee and team captain for the Seattle Step Out: Walk to Stop Diabetes event.

Ms. Montgomery is Director of the Diabetes Research Group at the University of Washington and VA Puget Sound Health Care System in Seattle. She has conducted numerous education sessions around the country, which includes her role as a course director for the American Diabetes Association-sponsored Annual Advanced Postgraduate Course. Over the course of her career, her scientific endeavors have resulted in the publication of more than 80 manuscripts.

Ms. Montgomery holds a Bachelor of Science degree in Nursing and a Master's degree in Health Sciences with an emphasis in Clinical Research Administration from George Washington University.

Principal Officer Awards for Leadership and Service



Charles H. Best Medal for Leadership and Service

Karen Talmadge, PhD
Chair of the Board

Karen Talmadge, PhD, of Los Altos Hills, California, has been an award-winning American Diabetes Association volunteer leader since 1993, tirelessly sharing her talents

and working on behalf of those affected by diabetes. She is inspired by her 23 year-old daughter who has had type 1 diabetes for 21 years.

In addition to her appointment as Chair of the Board, Dr. Talmadge served a previous three-year term on the Board of Directors. She is currently serving as Vice Chair of the American Diabetes Association Research Foundation Board, and as well as Chair of the Pathway to Stop Diabetes initiative, which has a goal of bringing 100 scientists into diabetes research in the next decade. She also served as Audit Committee Chair, and two terms as Chair of the American Diabetes Association's Silicon Valley Community Leadership Board.

An entrepreneur and executive in the biomedical industry, Dr. Talmadge is currently President of Nabu Health Care Consulting. She is also Chair of the Board of Directors of Gynesonic, and serves on the Boards of Directors of Amplyx Pharmaceuticals and Velocity Pharmaceutical Development. In December of 2010, she retired as Vice President, Chief Science Officer, and Bakken Fellow, for the Kyphon Products Division of Medtronic Spinal and Biologics in Sunnyvale, CA. She founded, funded and was start-up CEO of Kyphon Inc., a minimally invasive spine company that Medtronic acquired in 2007. She also spent a decade in research and business roles at the biotechnology company, Scios Inc.

Dr. Talmadge holds a PhD in Biochemistry from Harvard University, and a Bachelor of Arts in Biology from Bryn Mawr College.



Rachmiel Levine Medal for Leadership and Service

Lurelean B. Gaines, RN, MSN
President, Health Care & Education

Lurelean B. Gaines, RN, MSN, of Los Angeles, California, is a long-time volunteer leader for the American Diabetes Association,

sharing her knowledge and passion about diabetes care and management, nursing and education at the national and local level.

In addition to serving on the Board of Directors, she served as Chair, Latino Initiatives Subcommittee, and as a member of the Community Initiatives Committee. She also represents the Association as a volunteer spokesperson during the Virgin Islands Lifestyle Festival. In 2012, Ms. Gaines participated as a presenter at the first American Diabetes Association Middle East Congress in Dubai. Locally, she is Immediate Past President and Executive Committee Member of the Los Angeles Community Leadership Board.

Ms. Gaines is Chair, Department of Nursing, East Los Angeles College. She was the Western Region Coordinator for the International Nursing Honor Society and is Immediate Past Chairperson for the Accrediting Commission for Community and Junior Colleges in the Western Region. She is also Retired LTC, United States Army Reserve, Assistant Chief Nurse 349th General Hospital. In addition, Ms. Gaines has been affiliated with the Los Angeles Community College District, LAC-USC Medical Center, Downey Regional Medical Center, White Memorial Medical Center, Garfield Medical Center, St. Vincent's Medical Center, St. Francis Medical Center, Monterey Park Hospital, the Metropolitan State Hospital, and the county of Los Angeles Department of Public Health. She holds a Master of Science in Nursing and Education from California State University at Los Angeles.



Banting Medal for Leadership and Service

John E. Anderson, MD
President, Medicine & Science

John E. Anderson, MD, of Nashville, Tennessee, has been a dedicated American Diabetes Association volunteer leader for

more than 20 years, bringing his medical expertise and passion for advocacy to help advance the Association's mission.

In addition to his current Board appointment, Dr. Anderson served a previous term on the Board of Directors as Chair of the Advocacy Committee, and as a member of the Strategic Marketing work group. He was also Co-Chair of the Association's Health Reform Task Force, served on the Professional Practice Committee, and on the Legal Advocacy and Legislative Subcommittees of the Advocacy Committee. Locally, he is serving as a Community Leadership Board member.

Dr. Anderson has more than 20 years of experience in the practice of internal medicine with a focus on the care of people with diabetes. He is a board certified Internist and has completed a term as President of The Frist Clinic, a 31-member internal medicine multi-specialty group in Nashville, Tennessee. He has also served as Chair of the Department of Medicine of Centennial Medical Center, a 650-bed tertiary care referral hospital in Nashville. He has been a member of the Board of Trustees and currently serves as Chair of the Board of this facility. Dr. Anderson has given lectures and conducted workshops across the country about a variety of diabetes-related topics. He holds a Bachelor of Arts from the University of Virginia and completed his Doctorate in Medicine at Vanderbilt University School of Medicine in Nashville.



Charles Kopke Medal for Leadership and Service

Patrick L. Shuler, CPA
Secretary/Treasurer

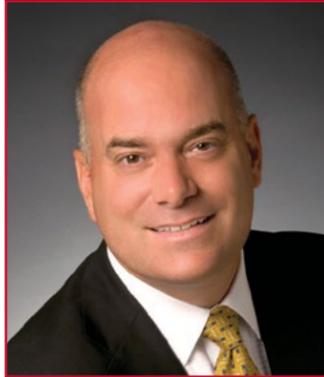
Patrick L. Shuler, CPA, of Virginia Beach, Virginia, has served as an American Diabetes Association volunteer leader for more than 13 years, helping advance the

Association's mission through his business know-how, focus and drive.

His national service with the Association includes his current appointment on the Board of Directors, member and past Chair of the Finance Committee and service on the Community & Volunteer Development Committee. In 2006, he received the American Diabetes Association's National Community Based Outstanding Leadership Award, and he has also been honored locally for his successful volunteer recruitment that aligns corporations and resources with the Association. At the local level, he is serving as Corporate Development Chair for the American Diabetes Association Community Leadership Board of Hampton Roads, Virginia.

Mr. Shuler is Capital Partner at Dixon, Hughes, Goodman, LLP, in Virginia Beach, Virginia, and has more than 25 years of experience in the accounting profession. In addition to his public accounting experience, he has served as Chief Financial Officer for a national organization and in other key financial and managerial roles in the private sector. He also works closely with the owners of small-to-medium-sized businesses, advising them on compliance with regulatory requirements relating to the presentation and reporting of accounting data. Additionally, he is a frequent lecturer for various states for continuing professional education and has received several awards for his instructed courses and exemplary leadership. Mr. Shuler holds a Bachelor of Science in Business Administration from Old Dominion University in Norfolk, Virginia.

Message from the Secretary/Treasurer



Patrick L. Shuler, CPA
Secretary/Treasurer

As I reflect back on 2013, and across my many years as a volunteer with the American Diabetes Association, I continue to be inspired by the dedication and commitment we receive from every one of our volunteers and donors. These individuals, corporations and foundations are the driving force behind the revenue that makes our mission work possible. In 2013, the Association raised \$221.8 million through a combination of public support contributions and fee revenue. We used these dollars to fund many important programs including granting research awards to fund comprehensive solutions toward curing diabetes and effectively caring for those with diabetes, fighting for increased research funding, giving voice to those facing discrimination, and providing superior education to people with diabetes and health care providers.

Despite the successes we achieved, we did not meet our revenue targets for the year, and we raised less money than last year. Although our mission is worthy of contributions in far excess of what we raised, we continue to encounter hesitancy from donors for many reasons including tax policies and the continuing uncertain economy.

The Association's budget goals are typically ambitious as we look to spend as much of our contributions as possible on our many critical mission programs. Admittedly, this year the results ran close with total net income of \$598,000. When we realized that we would not achieve our revenue targets, we were able to pull back on our spending, ensuring that we minimized the impact on direct mission spending.

Our financial priorities moving forward are a return to sustained revenue growth, an aggressive focus on reducing support costs in favor of direct mission spending, and the need to build the Association's financial reserves to provide additional stability in times of uncertain revenue.

My many years of volunteer service to and fundraising for the American Diabetes Association are rooted in the confidence I have in the Association's stewardship of contributions from its supporters. Because of those donations, we are progressing toward a cure and improving more lives each year. I am optimistic that the passion I hold for the Association's mission, which I share with so many others, will help us move forward with a renewed purpose in our fight. It has been my privilege to serve as the Secretary/Treasurer of this outstanding organization and I look forward to being a part of the many successes yet to come.

Financial Highlights December 31, 2013

Statement of Activities (in thousands of dollars)

Public Support and Other Revenue

Donations	\$85,687
Special Events, Net	58,285
Bequests	27,535
Fees from Exchange Transactions	50,254
Total Revenue	221,761

Expenses

Research	47,653
Information	57,939
Advocacy and Public Awareness	56,666
Program Expense subtotal	162,258
Management	9,540
Fund Raising	49,365
Total Expenses	221,163
Net Income	\$598

Balance Sheet

Assets

Cash and Investments	\$56,424
Accounts Receivable, Net	9,540
Contributions Receivable, Net	67,787
Fixed Assets, Net	9,238
Other Assets	7,143
Interest in Perpetual Trusts	8,126
Total Assets	\$158,358

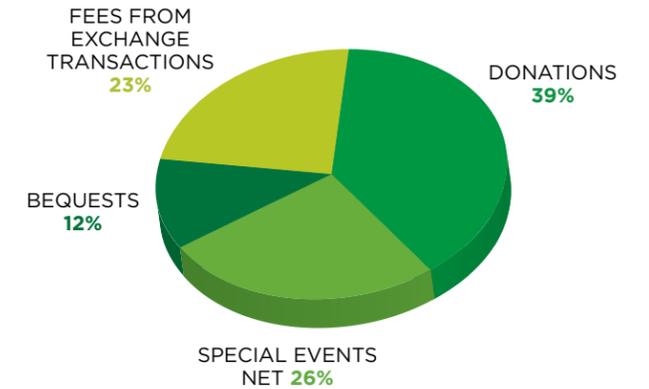
Liabilities

Accounts Payable & Accrued Liabilities	\$14,266
Line of Credit	\$10,000
Research Grant Payable	12,833
Deferred Revenues	13,743
Total Liabilities	\$50,842

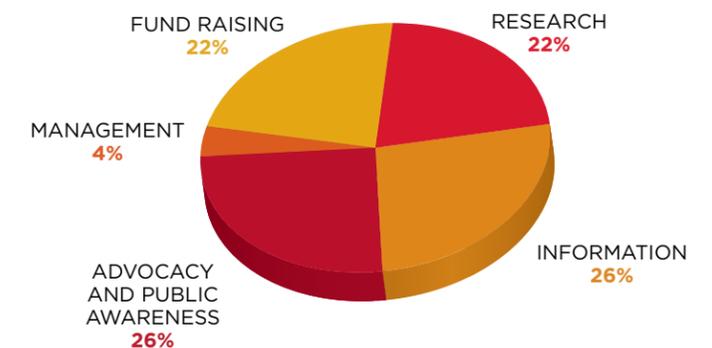
Net Assets

Unrestricted Net Assets	\$7,387
Temporarily Restricted Net Assets	87,658
Permanently Restricted Net Assets	12,471
Total Net Assets	\$107,516
Total Liabilities and Net Assets	\$158,358

PUBLIC SUPPORT & OTHER REVENUE



EXPENSES



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Diversity & Inclusion: An Engine of Progress

Given the seriousness of diabetes and the communities that it most heavily impacts, it is crucial for diversity and inclusion to be central to the American Diabetes Association's work. This commitment informs and empowers us to reflect and effectively serve all of our communities and will help us to capture the national spotlight around the magnitude of diabetes. To this end, we established the Executive Diversity & Inclusion Council (EDIC) in January 2013. The EDIC is responsible for prioritizing strategies, monitoring implementation, identifying success metrics and evaluating outcomes of the Association's diversity and inclusion efforts. It consists of senior-level staff members who have the authority to successfully drive implementation. This council led the formation of a strategic framework and established a path for the development of key workgroups. It has also overseen the selection and training of a team of Diversity Advisors to identify ways to integrate diversity and inclusion into everything we do.

All Association staff completed diversity and inclusion general awareness training in 2013 and all incoming staff receive diversity and inclusion general awareness training during their orientation period.



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