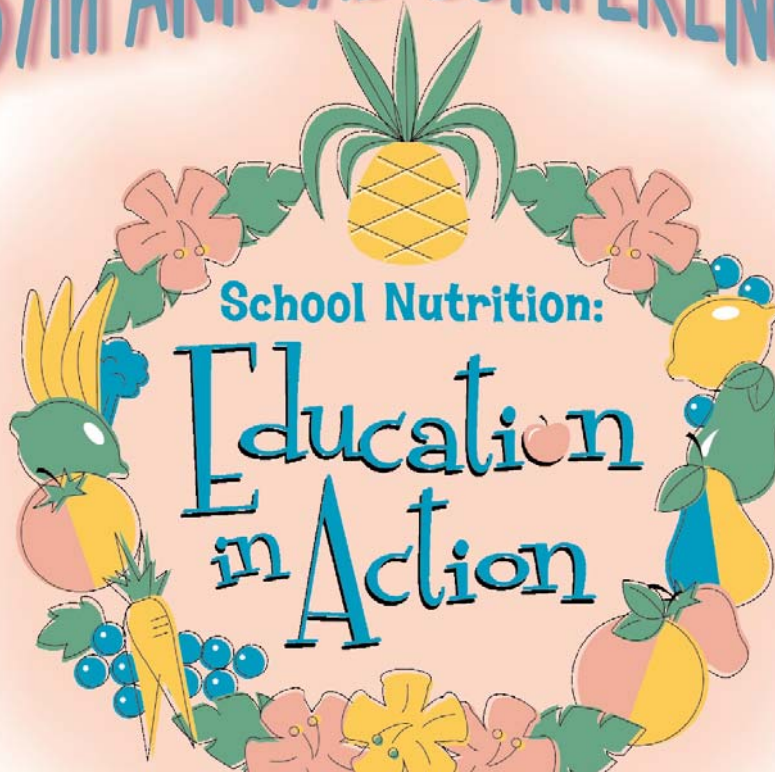




CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION

CSNA's 57th ANNUAL CONFERENCE



January 28-31, 2010
Santa Clara, California

Get out those aloha shirts, grab your ukulele, and head to Santa Clara for what promises to be the best ever Annual CSNA Conference. How can we miss when a tropical Hawaiian logo combines with the inspiring theme, “School Nutrition: Education in Action!” Meeting in the heart of innovative Silicon Valley there is no better place to reenergize and create new ideas for our programs.

Let's all get into action! Your conference committee has been working diligently to provide programs and speakers that will educate and inspire along with fun activities that foster friendship and camaraderie. Our vendors will be showing the latest and greatest of products. Pre and post workshops offer continuing education and credits towards certification.

Along with all the planned sessions and events, conference offers you a unique opportunity to meet new friends and renew old acquaintances. Some of the most valuable information you take home may be provided by the stranger sitting next to you. So I encourage or, challenge the more shy of you, to introduce yourself and speak to at least five new colleagues. Sit next to someone you don't know and strike up a conversation. Despite our differences in miles and locales, we all share many of the same challenges. Your hero with a solution to a frustrating problem may be the person standing in front of you while you wait in line for that all important morning cup of coffee. Likewise we need to share in the joys of success. Praise each others' success stories because every individual positive story puts us all a step ahead.

Although the conference committee has put forth a valiant effort to provide you the ultimate learning and networking experience, the true success of the conference depends on your involvement as a member. Take advantage of what is offered and actively participate in all that you can squeeze into the day. Learn, network, and most of all have fun doing so.

I look forward to seeing you, learning with you, and laughing with you in Santa Clara.

Sue Brooks

Sue Brooks

2010 CSNA Conference Chair



Conference Highlights

Money-Money-Money!



In today's economy, who doesn't need some of that? How about your CSNA chapter? Has your chapter met its financial goals for the year? There is a way. The CSNA 5th Annual Silent Auction is the answer! The Silent Auction will be held at the 57th CSNA Annual Conference January 28th – 31st, 2010 at the Santa Clara Convention Center. Donate an item and your chapter gets half the proceeds of the sale!

Proceeds from the silent action go to support not only chapters, but also help fund conference scholarships. It's a win-win!

Anyone can donate. You or your business or school or parent group or book club or...any friend of CSNA can bring an item for the silent auction. Do you have a hobby or craft that you would like to showcase by making a one-of-a-kind contribution? Does your community specialize in something that would make a great gift basket? Do you have memorabilia, artwork, food, wine, handmade item such as blankets, sweaters, scarves, or jewelry? All those are really popular items and make for really good sales. The ideas are endless. Take the challenge.

Please bring your donation to Membership Registration from 7:00 a.m.-12 noon on Friday, January 29th. The auction will be open from 8:00 a.m.- 5:00 p.m. on Friday, January 29th and 8:00 a.m. – 5:00 p.m. on Saturday, January 30th. Bids will close at that time and be ready for pick-up as soon as the awards are made. Please pick up your item before noon on Sunday.

Look for the Silent Auction in the lobby/registration area of the exhibit hall. Bring a friend and make a bid!

To make sure we have adequate space and tables for your wonderful donations, please contact Paula Barajas at 831-726-2100 ext. 2635 or paula_barajas@pvusd.net and let me know what you plan to bring. Thank you!

The CSNA Resource Room

I know that all of you in school nutrition do really great things. Some of you have fantastic menu ideas. Others of you know how to get a grant written and win. Still others have great slide shows and promotional material while others have pictures to share of kids really enjoying school meals. The list goes on and on and it's time to share! Someone out there has been looking for an answer for their program and it could be that very thing that you do well in yours!

The Resource Room at the 57th CSNA Annual Conference January 28th – February 1, 2010 at the Santa Clara Convention Center is looking for these items. Bring what you have to share! Make copies, make flyers, make displays and showcase your program and the hard work of your staff and district. Remember...sharing is caring!

The Resource Room will be open the same time as the Registration Booth and will be located in the Lobby/ Registration Booth Area. So please make a point to bring your sharing to the Resource Room when you register and don't forget to browse the Resource Room yourself. What you have been looking for just may be there!

To make sure we have adequate space and tables for your material, please contact Paula Barajas at paula_barajas@pvusd.net or 831-786-2100 ext. 2635.

Hula Lesson Fitness Fundraiser



You'll want to be on hand bright and early Saturday morning for a Hula Lesson that is sure to put you in the island spirit and raise a kala fortune for the CSNA Conference Scholarship Fund! Grass skirts are welcome but not necessary! Just bring a smile on your lips and a sway in your hips! Aloha!



Program Information

2010 Breakout Schedule

Friday, January 29, 2010						
	Room 203	Room 204	Room 201	Room 206	Room 207	Table Talks Rm 209/210
A 8:45 am - 9:45 am	Exploring Nutrient Profiling Systems	Hang Ten at Breakfast	Creating Asian Bowl Concepts Using Your Commodities	Upgrading the Summer Food Service Program Experience	Cafeteria Fund Accounting 101	The HealthierUS School Challenge: Recognizing Success in Achieving Healthier School Environments Extreme Makeover: School Cafeteria Becomes Popular Profit Center! School Lunch and Local Public Health Department Partnership - More Than the Sum of Its Parts
Saturday, January 30, 2010						
Special 8:45 am - 9:45 am	Fiber, Fiber Everywhere!	Understanding CalCode: What You Really Need to Know	Canned & Frozen Fruit Makes Great Cents! Nutrition and News and More!		Keys to Eligibility and Verification	
B 1:30 pm - 2:30 pm	Child Nutrition and WIC Reauthorization - Opportunities and Resources for Schools	The Role of Community in the Success of School Nutrition Programs	Customer Allegiance	Be Prepared for Your CRE Review of the National School Lunch Program PART ONE	Contracts and Food Service Management: How to Build a Procurement Process	Chapter Leadership Training/Sharing
C 2:45 pm - 3:45 pm	USDA Food Connect - Where to Find the Foods That Meet My SB 12, 965, and 490	Be Green - Save Green: How Green Initiatives Impact your Budget	Changing the Face of Food Services	Be Prepared for Your CRE Review of the National School Lunch Program PART TWO	Get the Whole (Grain) Story	Improving Consumption of Free Drinking Water During Mealtimes Getting the Most Out of Direct Certification: Increased Access, Increased Reimbursement The HEALTHY Study: An Overview of the Middle School Diabetes Prevention Grant Alliance for a Healthier Generation Schools: Be On Your Way!
Sunday, January 31, 2010						
D 8:00 am - 8:45 am	Is Fresh Always Best	School Food Service Programs Around the World	Working Together: Parents, Youth, and Food Service Directors Enhance School Food Environments	Where Should Production-Level Child Nutrition Personnel Receive Instruction and Why?	California Leads the Way: An Evaluation of the 2006 Team Nutrition Grant	Easy On-Site Implementation of the USDA Fresh Fruit and Vegetable Program When the Budget Won't Feed the Students. What Do We Do Then?
E 10:45 am - 11:30 am	Controlling Labor Costs Through Work Methods and Scheduling	Directors and Trainers- Are You Interested in Recycling the Basic Skills Δ Basic Foods Curriculum	"WOW!" Come Let Us Show You WOW.	State Update	Commodity Processing 101	Is Fresh Always Best - IN SPANISH Fresh Produce Sanitizing Using Ozone
F 11:45 am - 12:30 pm	Wellness, Food, and Academics: Making a Place for Food Services at the District Table	Summer Food Programs - The Best Fit for You	Legislative Update	Commodity Update and Commodity Processing Overview	Partnerships in the Pantry: Utilizing Commodities for Success	Turn Your Nutrition Program Into a Moneymaking Powerhouse! Breakfast First! Strategies to Improve Breakfast Participation and Your Bottom Line How Far Have We Come? Changes to the California School Competitive Food Landscape in the Past Four Years
2 part session 10:45 am - 1:00 pm		Room 212	Evolution of Steaming			

Pre & Post Conference Workshops

Healthy Edge Workshop

2 Day Course Geared toward All members
Thursday, January 28th - 9 am - 5 pm
& Sunday, January 31st - 1 pm - 4 pm
Cost: Members \$50 Non-Members \$100

Attend the Healthy Edge Workshop and learn how you can expand or start a Breakfast Program outside the cafeteria and increase participation at the same time. You will learn the many benefits of eating breakfast determine the best serving options for your site, be able to examine the financial impact of the program, and develop a step-by-step implementation and communication plan to use when you get home.

Start your way towards certification and earn 10 CEUs.

Don't Break the Bank - Keep Your Program Afloat

Geared towards Directors and Supervisors
Thursday, January 28th - 1 pm - 4 pm
Cost: Members \$35 Non-Members \$75

Do you know how to evaluate your labor costs or how to control your escalating food costs? Do you know how to enhance your bottom line? Come to this session and learn from the experts. A panel of Food Service Directors will be describing their tips and secrets on how they run a successful operation. Directors from a variety of types of Districts - small, large, high percentage of needy, low percentage of needy, high school only districts, and those in-between - will be on hand to answer your many questions - the most important being "How do you do it?". Solutions will be discussed that will help you make better decisions to enhance your bottom line.

Sanitation/Food Handler Certificate Test to Meet Health Code Regulations

Geared toward All members
Sunday, January 31st - 1 pm - 3pm
Cost: Members \$55 Non-Members \$80

Do you need to get your Sanitation/Food Handler's card updated? You are in luck! Take time before you head home from the conference to take the Sanitation/Food Handler Certificate test. The Food Handler Certificate Test will be offered right after the end of the conference. All you have to do is prepay for the test, show up with a #2 pencil and we'll do the rest. Don't miss this great opportunity!



Session 1 Keynote Speaker Dr. Janey Thornton

USDA Deputy Under Secretary for Food, Nutrition and Consumer Services

Dr. Janey Thornton was appointed by President Barack Obama as USDA Deputy Under Secretary for Food, Nutrition and Consumer Services (FNCS) on April 1, 2009.

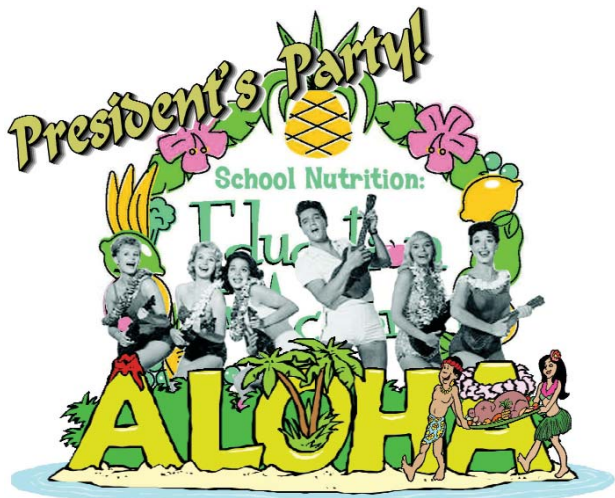
As Deputy Under Secretary, Dr. Thornton is responsible for improving the health and well-being of Americans by developing and promoting science-based dietary guidance and administering USDA's 15 nutrition assistance programs. FNCS programs work to end hunger in the United States and provide nutrition assistance, dietary guidance, nutrition policy coordination, and nutrition education.

Dr. Thornton previously served as School Nutrition Director for Hardin County Schools in Elizabethtown, Kentucky, worked with the Kentucky Department of Education and taught vocational home economics. Dr. Thornton has been active in the 55,000-member School Nutrition Association (SNA) and served as president during the 2006-2007 school year. She has also served as President of the School Nutrition Foundation and as an active member of the Global Child Nutrition Foundation.



A native of Kentucky, Dr. Thornton received her Bachelor of Science degree in Home Economics from Western Kentucky University, a Master of Science degree in Vocational Education and School Administration from the University of Kentucky and she received her Doctorate in Hotel and Restaurant Management from Iowa State University in 2007.

PRESIDENT'S PARTY SATURDAY, JANUARY 30, 2010



You're invited! Please join us for a fun evening out at the "Blue Hawaii" President's Party. We will take a retro visit to the era of Blue Hawaii; the movie soundtrack was number one in December, 1961. Our Santa Clara will be transformed into memorable Hawaiian luau, and we will celebrate the music of the 50's and 60's, in addition to Hawaiian favorites. You will enjoy an authentic luau feast, there will be talent contests and, of course, a costume contest with three categories [each category will have a prize for favorite single and favorite group entry]: Best Hawaiian Costume, Best Blue Hawaii Era (50's, early 60's, or movie look-alike), and Best Elvis Look-Alike.

We invite you to dress in your favorite Hawaiian or retro-costume for the party. *Of course, if you are not a costume-contest fan, our conference-theme luau shirts will put you right in style for this luau party.*

Come and enjoy a "rock-a-hula" good time!



Session 2 Keynote Speaker

Rhythm Power!



Rhythm Power™ for Team Development

Engage in a powerful experience of rhythmic collaboration. Through specialized facilitation, you will be energized and will directly touch the power of working together, utilizing drums and rhythm based programming. Break down barriers, create shared vision, and celebrate success. No previous musical experience is necessary; your team is guaranteed to jam!

It's POWERFUL!

In 1665 a Dutch scientist, Christian Huygens, discovered that if 2 pendulum clocks were placed side by side, and the pendulums were swinging at different speeds, by the next day the pendulums would be swinging together in perfect unison. Perfect Rhythm.

Powerful leadership necessitates the potent skills that are synchronous with team development. All the skills and tools that promote unity, alignment, depth and winning energy in a team, are the tools that cutting-edge leaders utilize and deploy. To access the reference point of total engagement, all Rhythm Power™ programs are experiential, with team and leadership skill development occurring simultaneously.

This is one of the most resoundingly energizing experiences for all participants. It sets a palpable context for all ensuing conversations/processes to go deeper and be sweeter – it super-charges authentic motivation. If placed accordingly in the agenda, it also creates a powerful celebratory capstone with which to adjourn, ensuring participant drive for action.

Join Kenya Masala and discover the skills and tools that promote unity, alignment, depth and winning energy in people that cutting-edge organizations utilize and deploy!





Santa Clara 2010 Hotel Information



Conference Hotel

Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, CA 95054
(408)200-1234

Single/Db'l \$129 Triple \$154 Quad \$179

One night's deposit may be charged upon booking your room. Cancellations must be made 30 days prior to arrival in order to avoid a one night's penalty. (See "Reservations Policies" on right for explanation)

Reservations Policies/Cancellations

This year, when you reserve a room or block of rooms, a name will need to be given for each room reserved. The hotel will also collect one nights room fee to help ensure that people only book rooms they intend to use. This fee will be refundable if the room is cancelled at least 30 days in advance. In the past we have had many rooms booked early on, but then cancelled as conference approaches. This harms the association in several ways. The most obvious is that other attendees who call up are unable to get rooms and either a) decide not to attend the conference at all because they can not get a room or b) have to book a room somewhere else and it does not count under our room block. Second, when CSNA signs the contract with the hotel, we guarantee that the rooms will be used or paid for. If the rooms are cancelled by attendees, CSNA is held responsible and must pay for the rooms not used. This can cause CSNA to have to increase the registration fees and/or cut programs and services to our members. Please help us to keep our registration fees down by thinking your hotel needs through carefully before booking your rooms to try to minimize the number of cancellations which CSNA will need to pay for. If there is an emergency and you or an employee are unable to attend, we will work with the hotel to get them to wave the 30 day requirement, but this will be done on a case by case basis. If you have any questions, please contact Janine Nichols, CSNA Executive Director at (818) 842-3040. Thank you and we all look forward to seeing you at conference.

CSNA Board of Directors

Directions to CSNA Conference

By Air

Our conference hotel is the Hyatt Regency and is a mere five miles from the Mineta San Jose International Airport (SJC). The hotel is attached to the Santa Clara Convention Center. ***Cab fare from the airport is approximately \$20.*** All activities are only a few steps away.

By Car

The Hyatt Regency and Convention Center are located at 5105 Great America Parkway, Santa Clara, 95054. From Highway 101, take the Great America Parkway Exit, head east, and it is a straight shot from there.

FREE PARKING?

Yes, for those driving, there is plenty of free parking! The parking garage is located to the left of the hotel's main entrance.

A Time to Serve

We all look forward to Conference as a chance to attend informative meetings, check out new products at the Exhibits and dance the night away at the President's Party. But many of us will also state that meeting new people and having the opportunity to connect with people all around California is another valuable part of the Conference. There are two opportunities that can enhance your Conference experience in ways you might not have thought of.

Hosts and Hostesses are needed for this years Conference. In addition to a small token of appreciation from the committee, you could also receive prime seating in those crowded sessions if you serve as the CSNA representative. Only available for one day? That's ok! We have openings for all three days. Visit the website at <http://www.calsna.org/volunteers.asp> to reserve your time slot!

Come be a big Kahuna and help your fellow colleagues! The Big Kahuna program has been set up to help Conference first-timers. We will meet before Conference and pair you up with a first-time attendee or even a first-time Director or Manager. This gives all of our first-timers a chance to get to know someone who can help them get the most from their Conference experience!

If you are interested in these programs please contact me
ahedrick@santacruz.k12.ca.us.

OFFICIAL 2010 CONFERENCE REGISTRATION FORM

School Food Service Employees Only - (Industry members please contact Amber at CSNA (818) 842-3040 for registration information)

Education In Action! - The 57th Annual Conference - January 28-31, 2010, Santa Clara, California

PLEASE PRINT OR TYPE. ONE REGISTRATION FORM PER PERSON. PLEASE DUPLICATE THIS FORM FOR ADDITIONAL COPIES.

SNA Membership Number _____ Preferred Name on Badge _____

Name _____ Special Accommodations or Dietary Requirements _____

Title _____ District Name _____

Mailing Address *Work or Home (please circle one)* _____ City _____ State _____ Zip _____

(_____) _____ (_____) _____
 Work Phone _____ FAX _____ E-Mail _____

REGISTRATION FEES

FULL CONFERENCE REGISTRANTS <i>(Includes President's Party and Regional Awards Breakfast)</i>				SINGLE DAY REGISTRANTS <i>(Does not include meals unless chosen and paid for below)</i>			
Early Discount Registration Fee Amount <i>(On or before (After 11/30/09) 11/30/09)</i>				PLEASE CHOOSE DAY: <input type="checkbox"/> FRI <input type="checkbox"/> SAT OR <input type="checkbox"/> SUN _____			
				Early Discount Registration Fee Amount <i>(On or before (After 11/30/09) 11/30/09)</i>			
CSNA Members				Members:			
Director/Supervisor	\$220	\$245	\$ _____	Director/Supervisor	\$ 95	\$110	\$ _____
Manager	\$200	\$225	\$ _____	Manager /	\$ 90	\$105	\$ _____
Staff/Student/Retired	\$195	\$220	\$ _____	Staff / Student / Retired	\$ 85	\$100	\$ _____
CSNA Past President	\$ 0	\$ 50	\$ _____	Non-member:			
Non-Members				Director/Supervisor	\$ 120	\$ 135	\$ _____
Director/Supervisor*	\$355*	\$380*	\$ _____	Manager /	\$ 115	\$ 130	\$ _____
Manager*	\$240*	\$265*	\$ _____	Staff / Student / Retired	\$ 110	\$ 125	\$ _____
Staff*	\$232*	\$257*	\$ _____	<i>MEAL FUNCTIONS (optional, not already included in price above)</i>			
Student/Retired/Guest	\$205	\$230	\$ _____	President's Party - Saturday, 1/30	\$ 60	\$ _____	
* includes 1 year subscription to CSNA and SNA <i>(\$140 for Directors and \$41 for Managers and \$38 for Staff)</i>				Regional Breakfast - Sunday, 1/31	\$ 35	\$ _____	

PRE & POST CONFERENCE WORKSHOPS:	Member Price	Non-Member
Don't Break the Bank - Keep Your Program Afloat <i>(Geared towards Directors & Supervisors) - Thursday, 1/28/10 - 1:00 P.M. - 4 P.M.</i>	\$35	\$75 \$ _____
Healthy Edge Workshop <i>(2 Day Workshop Geared towards All Members) - Thursday, 1/28/10 - 9:00 A.M. - 5:00 P.M. & Sunday, 1/31/10 - 1:00 P.M. - 4:00 P.M.</i>	\$50	\$100 \$ _____
Kitchen Tour <i>(Geared towards All Members) - Friday, 1/29/10 - 7:00 A.M. - 10:00 A.M.</i>	\$15	\$30 \$ _____
Food Handler Certificate Test <i>(Geared towards All Members) - Sunday, 1/31/10 - 1:00 P.M. - 3:00 P.M.</i>	\$55	\$80 \$ _____

_____ *I would like to participate in the Fitness Fundraiser on Saturday January 30, 2010 6:30am - _____ (No Cost)*

Grand Total Registration/Meals\$ _____

Please make your CHECK PAYABLE TO CSNA and mail with completed registration form to:
CSNA, 210 N Glenoaks Blvd., Suite C, Burbank, CA 91502 (818) 842-3040 Fax: (818) 843-7423

If paying by credit card, please fill out the following information, sign and mail or fax to the address listed above

Credit Card Number (Visa/MC/AmEx) _____ Exp Date _____

Billing Address *(If Different from Above)* _____

Billing Zip Code _____ V-Code _____

The V-Code is the 3 Digit code on the back of VISA & MC and the 4 Digit Code on the front of AMEX

Signature _____

Purchase orders will not be accepted. Request for refund must be received in writing by 12/12/09. A \$25 cancellation fee will be deducted.
 Children under 16 will not be permitted in the exhibit hall. College students must be registered by an instructor.

For further information about this conference, please visit **www.calsna.org**

57th Annual Conference - "School Nutrition: Education In Action" - Schedule of Events
Subject to Change

Thursday, January 28, 2010

Exhibitor Registration	8:00 - 5:00
Healthy Edge Workshop (Part 1)*	9:00 - 5:00
Member Registration	12:00 - 5:00
Exhibitor Lunch	12:00 - 1:00
"Don't Break the Bank" Workshop*	1:00 - 4:00

Friday, January 29, 2010

Member Registration	7:00 - 5:00
Exhibitor Registration	7:00 - 5:00
Kitchen Tour	7:00 - 10:00
Resource Room/Silent Auction	8:00 - 5:00
Breakout Session A	8:45 - 9:45
Exhibits - Open to All Attendees	10:00 - 3:00
1st General Session	3:15 - 4:45
Apron Activity	5:00 - 6:30

Saturday, January 30, 2010

Hula Lesson Fitness Fundraiser	7:00 - 8:00
Member Registration	7:30 - 3:00
Exhibitor Registration	7:30 - 3:00
House of Delegates	8:15 - 9:45
Special Breakout Sessions	8:45 - 9:45
Exhibits	10:00 - 1:30
Breakout Session B	1:30 - 2:30
Breakout Session C	2:45 - 3:45
2nd General Session	4:00 - 5:30
President's Party	6:30 - 11:00

**Separate Registration fee applies*

Sunday, January 31, 2010

Member Registration	8:00 - 12:30
Breakout Session D	8:00 - 8:45
Regional Awards Brunch	9:00 - 10:30
Breakout Session E	10:45 - 11:30
Breakout Session F	11:45 - 12:30
Healthy Edge Workshop (Part 2)*	1:00 - 4:00
Food Handler Certificate Test*	1:00 - 3:00

**Separate Registration fee applies*

We need Volunteers!!

The Registration Desk and Resource Room need volunteers. This is a great way to meet and greet conference participants.

Interested?

Visit www.calsna.org/volunteers.asp

***More Questions?
Visit www.calsna.org
Or Call (818)842-3040***



**California School Nutrition Association
210 North Glenoaks Boulevard Suite C
Burbank, California 91502**

www.calsna.org

Return Service Requested

FIRST CLASS
POSTAGE
PAID
PERMIT # 8
NO. HOLLYWOOD,
CA