

55th Annual Conference

Palm Springs

January 18-21, 2008



Ladies & Gentlemen ... fuel up right, start your engines and get ready to race to Palm Springs for the first event of our 2008 season, the Annual CSNA Conference.

Be sure to mark your calendars and line up for your starting position for January 18-21, 2008 in beautiful Palm Springs.

The CSNA conference is a great place to meet new friends while networking with other California child nutrition professionals. While attending the conference, you will also have the opportunity to see many new products and learn of the latest trends in child nutrition programs.

The Wyndham Palm Springs Hotel, which is just a short drive from the Palm Springs International Airport, will serve as conference and race headquarters. The hotel is conveniently attached to the Palm Springs Convention Center, our race garage, where all exhibits, sessions and events will be held.

Palm Springs is a premier resort destination with something for everyone. The hotel is just three blocks from the fashionable Palm Canyon Drive, the Palm Springs Desert Museum and downtown. The nearby San Jacinto Mountains offer a variety of activities such as skiing, camping, hiking, backpacking and trail riding.

Your conference committee has been revving their engines and putting the pedal to the metal to bring you an outstanding program. The Commodity Expo will once again be scheduled for the three hours preceding the official opening of the exhibits on Friday. In addition to the motivating speakers and informative presentations scheduled during the conference, a school kitchen tour is being planned for Friday and a post conference workshop is on Monday's agenda. Conference registration information and a tentative program schedule are available at www.calsna.org.

In addition to the knowledge you will gain from the conference breakout sessions, you will have a unique opportunity to share ideas with your counterparts in child nutrition. Hear how others are handling the challenges we all face. Learn about new, innovative and successful marketing programs from other child nutrition professionals.

It is not too early to FUEL UP RIGHT and make important race preparations for our 2008 CSNA Conference. We hope to see you on the starting grid when the green flag drops in Palm Springs.

Your co-crew chiefs,
Conference Program Chairs

Kathey Conner & Rhonda DeVaux



Rev up your engines and join us beginning Friday, January 18-21, 2008 for the 55th Annual California School Nutrition Association (CSNA) Conference and Exhibit Show at the newly renovated Palm Springs Convention Center. With close to 400 booths, you will be able to sample new products; touch and feel the piece of equipment that you always wanted and test drive the latest technologies that will turbo-charge your operations. Fuel up Right! with School Meals; timing is Right; venue is Right and you'll want to be "right" in the fun and excitement.

For all the directors and decision makers, there will be a Commodity Showcase from 9:00 a.m. to 12:00 noon on Friday, January 18 for your own version of "Deal or No Deal" with all the commodity processors. Even if you are not planning on attending the entire conference, directors and decision makers are encouraged to come for the Showcase as there is no admission charge for this three-hour event. Just look for the sign: "Commodity Processors."

The Grand Opening of the Exhibits for all attendees will be at 12:00 noon Friday and will continue until 3:00 p.m. The Exhibits will reopen on Saturday from 10:00 a.m. to 2:00 p.m.

Our Annual Conference is a time to learn and share new ideas, sample new food products and to meet people who share the same desire of wanting to serve our customers better and with healthier choices. The conference committee and vendors/processors have been working hard in partnership to put together a great show. Your presence will definitely make this Exhibit and Conference a bigger success than ever: Fuel Up Right! with School Meals.

See you in *Palm Springs.*

Rick Mui
CSNA Exhibits Chair

2008 Draft Breakout Schedule

Friday January 18		Saturday January 19		Sunday January 20		
		Breakout A 8:00-9:00 AM	Breakout B 9:15 - 10:15 AM	Breakout C 8:30 - 9:30 AM	Breakout D 11:15 AM-12:15 PM	Breakout E 12:30-1:30 PM
Commodity Breakouts 8-9AM	Commodity Processing Basics	Set the Mood of the Day	Keep your Customers Coming Back	Marketing Through the Eyes of the Customer	Tried and True Tips for Successful Employee Training	Teaching Nutrition in the Classroom
	Commodity Program Update	Best Practice: Paramount USD Outside the Lunch Box	Fuel After School! The After School Healthy Snack Project	Lego Leadership	CRE: Are you Ready?	Preparing for your SMI
Single Site Breakouts 9:15-10:15 AM	Mingo Bingo	Best Practices in School Breakfast Programs	High School Kids: How to feed Them Part I	High School Kids: How to Feed Them Part II	SB12 & SB965 Additional Clarification on the New Food and Beverage Regulations	Using Student Internships to Market your Wellness Policy
Single Site Breakouts 10:30-11:30 AM	A Crafty Way to Market your School Meals	Lessons Learned From School Lunch in Other Countries	Motivating People Using Awards & Scholarships	Get The Whole Grain Story	Rise & Shine! New Reasons to get up and Enjoy School Breakfast	Planning for a Cook Chill Central Kitchen
Commodity Co-Op Meetings 9:15-12 Noon		Sifting Through Nutrition Science: Separating Hype from Scientific Research	The Important Role You Play in Your Districts Coordinate School Health Counsel	When Kitchen Construction Becomes a Four Letter Word	Commodity Update and Commodity Basics	Build Your Own Salad Bar Program From Start to Finish
		Provision 2 & 3 Universal Feeding Options	Seamless Summer Feeding Options	Wake Up to Fruits and Vegetables: Online Training	Capturing the School Milk Opportunity	Monitoring Monthly Milk Prices
NAC Conference 10:00AM - 1:00 PM		School Food Service and a Network for a Healthy California: Working Together as Champions for Change	Pathways to Accessing the Child Nutrition Profession	Green Guide Phase-in Plan: How to offer more "Green" choices for the NSLP	Green (Go), Red (Stop) What's in your Food; Understanding Ingredients	Where has all the Flavor Gone? Let's get it Back: A Researched base review of sodium, HFC, Fats and Whole Grains
		Teaming with Teachers for Better Nutrition	Farm to School			

Keynote Speakers

Erik Wahl *Inspirational Artist*



Erik Wahl is a recognized artist and speaker who inspires professionals to achieve greater levels of performance. His consulting firm, The Wahl Group, challenges organizations to implement breakthrough thinking techniques to accomplish extraordinary results. Erik's unique understanding of vision traces back to his experience as an artist. Erik earned his bachelors degree in Business Communication before embarking on an eight year career as a partner in a corporate firm.

After first working in the business world and playing with his art; Erik now **PLAYS** in the business world by **WORKING** with his art. Erik's sought-after artwork can be seen hanging in executive offices around the world. And as one of the country's top platform speakers, Erik shares his powerful message with audiences from coast to coast.....

What's the first thing that comes to mind when you hear the word 'Australia'? Kangaroos? Koalas? The Crocodile Hunter? Well, after this program, the first thing you'll think of is Amanda Gore!

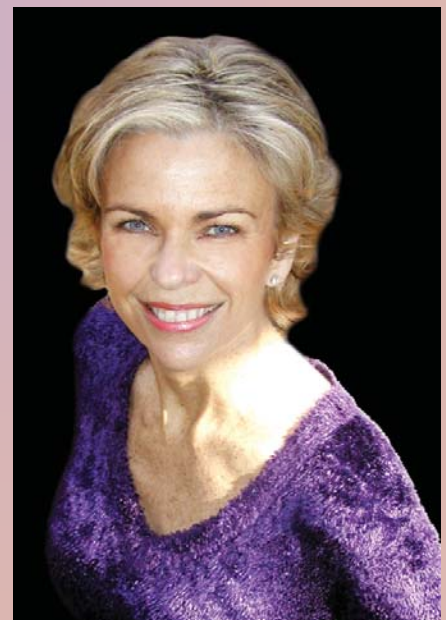
Amanda is an accomplished physio-therapist and an expert in the fields of connection, group psychology, joy, stress and health.....

The 'Queen of Connection' will have you laughing your problems away and learning new ways to connect and be joyful.

Now a resident of Dallas, Texas, Amanda is Internationally known as an Energy-Giver and is prepared to impart some to you during her session.....whether you want it or not!

It's going to be a wild ride, so hang on tight as we experience the 'Wonder From Down Under' - Amanda Gore!

Amanda Gore *The Wonder From Down Under*



3rd Annual Silent Auction

Friday, January 18 & Saturday, January 19
With Results on Sunday, Jan 20

Commodity Showcase

For the third consecutive year the CSNA Exhibit Show will begin with three hours dedicated to commodity processing! From 9:00 AM - 12 Noon on Friday, January 18 the Exhibit Floor will be open free of charge to buyers of commodity processed goods in addition to our registered Director/Supervisor attendees. This will be your best opportunity to meet with all of your commodity connections in one setting, so take advantage.

ONLY DIRECTORS, COMMODITY BUYERS AND DECISION MAKERS WILL BE ALLOWED ON THE FLOOR FOR THESE SPECIAL SHOW HOURS

All exhibit booths will be open at this time, but the primary focus of attendees will be commodities

Not sure what commodities are or how they would benefit your program? No problem!

Sit in on one of the Commodity Processing Breakouts taking place from 8:00 AM - 9:00 AM on Friday, January 18.

Pre-Conference Workshop

California Department of Education
SHAPE Workshop

Thursday, January 17, 2008
12:30 P.M. - 5:30 P.M.
(Additional Fee applies)

Walk for Global Hunger



Pack a comfortable pair of walking shoes and an alarm clock to participate in this year's Walk for Global Hunger to support The California School Nutrition Foundation!

Awards Luncheon



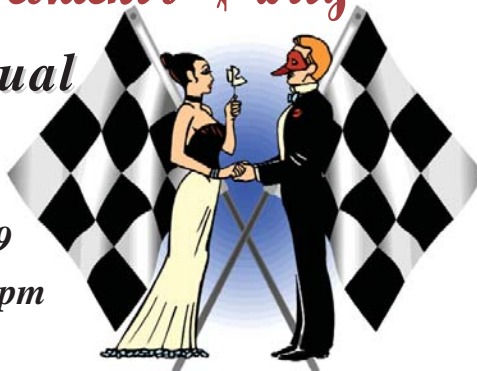
Sunday,
January 20
10:00 am -
12:15 pm

Don't miss the chance to acknowledge and congratulate your peers for their outstanding achievements at the Annual Awards Luncheon.

President's Party

55th Annual
Gala

Saturday,
January 19
6:00 - 11:00 pm



It's time for the President's Party! Join the incoming Association Leadership as they celebrate CSNA's Accomplishments. The President's Party will feature great food and spirits. This year's party will be a "Black and White Masquerade Ball" so plan now to bring your costume and help us celebrate another wonderful year!

Post-Conference Workshops

CHEF MINI-CAMP

"The Global War on Average Food"
with CHEF JEFF

and

MEDIA TRAINING 101

(For Directors & Supervisors Only)

Monday, January 21, 2008
8 A.M. - Noon
(Additional Fee applies)

OFFICIAL 2008 CONFERENCE REGISTRATION FORM

School Food Service Employees Only - (Industry members please contact Amber at CSNA (818) 842-3040 for registration information)
55th Annual Conference - January 18 - 21, 2008, Palm Springs, 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 Luncheon)</i>				SINGLE DAY REGISTRANTS <i>(Does not include meals unless chosen and paid for below)</i>			
Early Discount Registration Fee Amount (On or before (After 12/14/07) 12/14/07)				Early Discount Registration Fee Amount (On or before (After 12/14/07) 12/14/07)			
CSNA Members				PLEASE CHOOSE DAY: <input type="checkbox"/> FRI <input type="checkbox"/> SAT OR <input type="checkbox"/> SUN _____			
Director/Supervisor	\$220	\$245	\$ _____	Members:			
Manager	\$200	\$225	\$ _____	Director/Supervisor	\$ 95	\$110	\$ _____
Staff/Student/Retired	\$195	\$220	\$ _____	Manager /	\$ 90	\$105	\$ _____
CSNA Past President	\$ 0	\$ 50	\$ _____	Staff / Student / Retired	\$ 85	\$100	\$ _____
Non-Members				Non-member:			
Director/Supervisor*	\$355*	\$380*	\$ _____	Director/Supervisor	\$ 120	\$ 135	\$ _____
Manager*	\$240*	\$265*	\$ _____	Manager /	\$ 115	\$ 130	\$ _____
Staff*	\$232*	\$257*	\$ _____	Staff / Student / Retired	\$ 110	\$ 125	\$ _____
Student/Retired/Guest	\$205	\$230	\$ _____	MEAL FUNCTIONS (optional, not already included in price above)			
* includes 1 year subscription to CSNA and SNA (\$135 for Directors and \$40 for Managers and \$37 for Staff)				President's Party - Saturday, 1/19	\$ 60	\$ _____	
				Regional Luncheon - Sunday, 1/20	\$ 35	\$ _____	

TOURS & WORKSHOPS:				Member Price	Non-Member	
Thursday, January 17, 2008 CDE SHAPE Workshop	12:30 P.M. - 5:30 P.M.	\$15	\$15		\$ _____	
Friday, January 18, 2008 Tour	8:00 A.M. - NOON	\$10	\$10		\$ _____	
Media Training 101 - 1/21/08	8:00 A.M. - NOON	\$50	\$75		\$ _____	
Chef Mini Camp - 1/21/08	8:00 A.M. - NOON	\$50	\$75		\$ _____	

I will attend the Commodity Exhibit ONLY (9:00 - 12:00 Friday, January 18, 2008) _____ (No Cost)
This option is available to DIRECTORS AND COMMODITY PURCHASERS/DECISION MAKERS ONLY

I would like to participate in the Walk for Child Nutrition, Saturday January 19, 6:30am - T-shirt size _____ (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 12/14/07. 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**

Schedule of Events

Subject to Change

Thursday, January 17, 2008

Exhibitor Registration	8:00 - 5:00
Member Registration	12:00 - 5:00
Exhibitor Lunch	12:30 - 1:30
Pre-Conference Workshop	12:30 - 5:30

Friday, January 18, 2008

Member Registration	7:00 - 5:00
Exhibitor Registration	7:00 - 5:00
Commodity Breakout	8:00 - 9:00
L.B. Nutrition Center Tour	8:00 - 10:00
Special Commodity Showcase	9:00 - 12:00
Grand Opening of Exhibits	12:00 - 3:00
Resource Room/Silent Auction	12:00 - 3:00
First General Session	3:00 - 5:00
House of Delegates	5:15 - 7:00

Saturday, January 19, 2008

Walk for Global Hunger	6:30 - 7:30
Member Registration	7:30 - 3:00
Exhibitor Registration	7:30 - 11:00
Breakout A	8:00 - 9:00
Resource Room/Silent Auction	9:00 - 3:00
Breakout B	9:15 - 10:15
Exhibits	10:00 - 2:00
Second General Session	2:00 - 4:30
Installation & President's Party	6:00 - 11:00

Sunday, January 20, 2008

Resource Room/Silent Auction	8:00 - 11:00
Member Registration	8:30 - 12:00
Breakout C	9:00 - 10:00
Breakout D	10:15 - 11:15
Awards Lunch & Third General Session	11:30 - 3:15
Breakout E	3:30 - 4:30

Monday, January 21, 2008

Post-Conference Workshops	8:00 - NOON
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***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

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

