



2009-2010 Executive Committee
Newsletter Issue III, December, 2009

In an informal, newsletter style, we will communicate the latest California School Nutrition Association (CSNA) news to members.

The California School Nutrition Association (CSNA) provides our members resources for quality school nutrition programs and services, as partners in academic achievement.

CSNA's Core Values are:

Children First
Respect
Honesty and Integrity
Professionalism
Education
Science-Based Nutrition
Knowledge-Based Decision
Making

Your CSNA 2009-2010 Executive
Committee:

Marilyn Briggs, President
Andrew Soliz, President-Elect
Denise Ohm, Vice President
Charmane Williams, Membership
Director
Lori Preskitt, School Nutrition
Representative
Morgan Holloway, Secretary
Agnes Lally, Treasurer
Tracey Tinder, Industry Advisor
Janine Nichols, Executive Director
(ex-officio)

Newsletter Editor: Morgan Holloway

PRESIDENT'S MESSAGE: SEASON'S GREETINGS!



As we send holiday and New Year's greetings, I extend my sincere appreciation to all of the hard-working volunteers who have made the following CSNA accomplishments possible:

- Thanks to Tracey Tinder and her team, the **Industry Conference** was a stunning success, with excellent presentations and productive discussions that will be used to form Town Hall Action Groups (TAG Teams) to formulate recommended actions on several CSNA "hot topics" (more on page 3).
- With the assistance of the CSNA Supervisory Chapters, we have hired a new **Legislative Advocacy team**, beginning January, 2010 (more on page 2).
- The Marketing Committee is beginning a new **public relations campaign**, based on input at the Industry Conference, which will help us to use our "voice" as the leaders in school nutrition programs (you will be hearing more soon).
- Sharon Briel and the Nutrition Committee are working on a CSNA position statement regarding the new **Institute of Medicine report** which provides recommendations for school meal menu planning requirements. Sharon presented our initial input, by invitation, at the State Board's Child Nutrition Advisory Committee (more on this soon also; the IOM report is available on the CSNA Web site).
- Sue Brooks and her committee are hard at work putting together the finishing touches for the **January CSNA Annual Conference**, to make this a very special event (more on page 5).
- **Forty member scholarships** for assistance to attend the Annual Conference were awarded (more on page 4).
- We are making great progress on completing **strategic planning objectives**, such as a new **district brochure template**, available to all members on the CSNA Web site. We invite you to use this new brochure to market your school nutrition program. Thanks to Denise Ohm for ensuring that progress on all strategic planning objectives is regularly posted on the CSNA Web site.
- The CSNA **mentor program** is becoming a reality, thanks to Carol Hiort-Lorenzen; a mentor application is available at <http://www.calsna.org/mentor.asp>.
- The new SNA **school district membership** is now available in California, making it possible for a district to purchase memberships for all school nutrition staff.
- Don't forget our wonderful **new membership brochure**, available at no charge: order as many as you need from the CSNA office and take them wherever you go, inviting others to join our network and receive membership benefits!
- AND, thanks to activities such as these, **CSNA just received the SNA award as the top member recruiting state in the Western region during the fall membership drive!**

There is not room to post the names of all those contributing to these, and many more, accomplishments. Heartfelt thanks to *all* members for your commitment and energy helping our CSNA family to move forward into a new decade. Sending my very best wishes for a happy and peaceful holiday season,

Marilyn Briggs, CSNA President



LEGISLATIVE UPDATE

BY MIGUEL VILLARREAL, PP&L CHAIR

CSNA Hires Legislative Advocacy Firm

The California School Nutrition Association is pleased to announce that School Innovations and Advocacy will represent our association on legislative issues.

The CSNA process to retain legislative advocate services was initiated by Past President Stephanie Bruce, who formed a screening committee made up of CSNA representatives, reviewing and scoring over 20 potential applicants. Based on 24 key CSNA criteria, six applicants were selected as finalists to be interviewed. Due to CSNA budget constraints, the PPL Committee then determined highest priority tasks, and decided that the best course for PPL this year was coalition building and protecting our state reimbursement, rather than introducing new legislation

Next, an interview committee made up of nine key CSNA representatives was assigned to interview the final legislative candidates. The interviewing committee had the difficult task of selecting only one legislative advocate out of six very qualified candidates. In the end, the interviewing committee's selection of School Innovations and Advocacy's team was unanimous. We have committed to a six month contract, beginning this January 1, 2010.

School Innovations and Advocacy's team of six highly qualified advocates is headed by Kevin Gordon, President. Mr. Gordon is widely viewed as a top education advocate in California. Mr. Gordon was the longtime **Executive Director of the California Association of School Business Officials**

(CASBO). He is one of the few advocates in the education community that understands and has a demonstrated passion for school nutrition and food service management issues. Mr. Gordon served for 12 years as the Chief Lobbyist and Assistant Executive Director for the California School Board Association. He also served as Chief of Staff to Congressman Robert T. Matsui and as a legislative advocate for the California Building Industry Association. Mr. Gordon will be joined by Teri Burns to represent CSNA. Ms. Burns served as the **Deputy State Superintendent** for Governmental Affairs for the California Department of Education (CDE), managing the Departments' legislative program at both the state and federal levels. Ms Burns served in that capacity for both Superintendent Delaine Eastin and Superintendent Jack O'Connell. Prior to her work at CDE, Ms. Burns was a staff member in the state Legislature for 16 years.

CSNA is extremely fortunate to be represented in Sacramento and across the state by Mr. Gordon and Ms. Burns. Other members of the team are also well-known leaders in the educational community, and you will hear more when the team is introduced at the first general session in Santa Clara.

The "rest of the story" behind the hiring of this expert legislative advocacy team is that this was made possible through the generous financial contribution of the CSNA Southern California Supervisory Chapter 1, following their legislative fundraising events. We send our sincerest thanks to Chapter 1 for stepping forward to support their state public policy program in this way.

And the story continues! Northern California Supervisory Chapter 2, Far North Supervisory Chapter 20, and Mother Lode Supervisory Chapter 45 have also stepped forward with contributions that have made it possible for CSNA to have the services of this expert team. We are most appreciative of our CSNA Supervisory Chapters for their generosity and commitment to our public policy program.

The PP&L committee and Executive Committee will work closely with School Innovations and Advocacy in the coming months to ensure our legislative agenda items are at the forefront. We welcome your input, comments, and questions! You will also hear soon regarding the legislative updates and information that will be available to all CSNA members as a result of these new services. Stay tuned.

INDUSTRY SEMINAR – FOLLOW UP
BY DENISE OHM, VICE PRESIDENT

Industry Seminar 2009
November 1 – 3



SURVIVOR – TAHOE
“Weathering the Storm Together”

According to the buzz in the halls of Embassy Suites, Tahoe the CSNA Industry Seminar was far beyond all expectation.

President Marilyn Briggs opened the meeting with a warm welcome and Tracey’s team presented a “Survivor” style *Weathering the Storm* skit that lightened the mood and gave a glimpse of a morning after any storm that we all look for.

Marilyn then gave an overview of CSNA’s Strategic Plan. This overview held the guiding principles as four table discussions were held:

Table One: (Led by David Durkin): LAC State & Federal; Fundraisers; Possible Bill Written by CSNA; Legislative Advocate

Table Two: (Led by Nadene Haynes): Disaster Plans, Preparation and Helpful Insights

Table Three: (Led by Kellie Long): Are We Recession Proof?; Ala Carte Sales; SB12 Compliant Items; Reimbursable Meal Components

Table Four: (Led by Tracey Tinder & Denise Ohm): CSNA Five Year Plan; How to Accomplish Goals, Membership

The groups were allocated about an hour to compile comments and report out. Those results are posted on the www.calsna.org Web site. As a result of this information, several subcommittees were formed to help us with more specific action steps, and details are also on our Web site. Watch for future Executive Committee Newsletters for updates.

Later on Day One of the gathering, there was a candid talk, replete with panelists from Child Nutrition Directors and Industry persons. There was a sheet designed for our industry partners presented by a director that

featured district information such as needy percentages, menu design, enrollment, and delivery service. This kind of tool is just the type of information that can be so useful.

Monday’s schedule included a lineup of fantastic speakers armed with extremely interesting and valuable trend information such as going green, the science of sodium, CRE planning, and last but not least a rousing discussion on Co-ops and how Cooperative are they for Industry and Directors.

Midday, the highlight was the Information Highway at its finest! Barry Sackin of B. Sackin and Associates, LLC, spoke with us in three D...and then facilitated a Skype-style meeting with Duane Williams of Agricultural Marketing Services. As Mr. Williams sat at his desk in Washington DC he updated all of us on the upcoming trends in commodity acquisition. Mr. Williams was eloquent and his report was informative.

The Tuesday morning agenda positively sparkled as Mr. Baldev Johal, the Deputy Superintendent of Yuba City Schools presented a normally tedious subject – the dire state budget – in such a way that even the most politically science-challenged person could have a clear picture of exactly how we got here and possible future outcomes. A final hour of Trends... and the magnificent program wrapped up by noon.

A very special thank you is in order for the Super Team who put all this together! We all survived the storm in beautiful Lake Tahoe.



AWARDS AND SCHOLARSHIPS

BY CHARMANE WILLIAMS, MEMBERSHIP DIRECTOR AND MARGAN HOLLOWAY, SECRETARY

CSNA Annual Conference Scholarship Winners Announced!

Congratulations to all of our Conference Scholarship winners. We’re looking forward to seeing everyone there!

Listed in order by school district:

Donna Levy	Food Service Manager	Accelerated Charter School
Pamela Lay	Manager F.S.	Bakersfield City SD
Lori Preskitt	Food Service Manager	Bakersfield City SD
Barbara Ramos	Food Service Manager	Bakersfield City SD
Christine Williams	District Secretary of Food Services	Brentwood USD
Teri Molina	Secondary Nutrition Coord	Chico USD
Anita Molino	Director of Child Nutrition	Eastside USD
Brenda Arnett	Lead	Elk Grove USD
Maria Hernandez	Accounting Tech I	Elk Grove USD
Mary Ellen McIntyre	Food Service Elementary Lead	Elk Grove USD
Normita O. Rivas	Food Service Assistant	Elk Grove USD
Esther Margaret Sillands	Food Service Assistant I	Elk Grove USD
Christina Cazares	Student Nutr. Asst.&Accts Clerk	Escondido UHSD
Rachel Macias	Site Manager	Escondido UHSD
Ligia Ashook	Cook/Baker	Glendale USD
Jasmen Avedian	Cook/Baker	Glendale USD
Anna Barrera	Cook/Baker	Glendale USD
Linda Boghossian	Cook/Baker	Glendale USD
Nina Danoukh	Cook/Baker	Glendale USD
Zaruhi Gezelyan	Cook/Baker	Glendale USD
Lusik Grigoryan	Cook/Baker	Glendale USD
Hilda Keshishian	Cook/Baker	Glendale USD

Iskouhi Moradi	Cook/Baker	Glendale USD
Liliya Tadevossian	Cook/Baker	Glendale USD
Anita Karakesisoglu	Nutrition Services Technician	Irvine USD
Ellen Tse	Account Clerk	Irvine USD
Patricia (Pat) Welliver	Retired, now a substitute	Irvine USD
Sharon Briel	Director	Kern HSD
Cindy Groves	Food Service Supervisor II	Kern HSD
Anna Fisher	Supervisor	Mt. Diablo USD
Marion MacArthur	Food Service Supervisor	Mt. Diablo USD
Cynthia Erbeck	Child Nutrition II	Murrieta Valley USD
Nancy Underwood	NS III	Murrieta Valley USD
Edna Sarmiento	School Site Manager	Newhall
Sally Spero	Food Planning Supv.	San Diego USD
Andy Ramirez	Field Supv. - Food Services	Santa Ana USD
Laurie Storey	Site Manager	Saugus SD
Lynette Rock	Director	Torrence USD
LaShawn C. Bray	Clerk/Nutrition Services Office	Victor Elementary SD
Jacci Morrow	Asst. Dir. Child Nutr	Westminster SD

At press time, our breaking news is that Janey Thornton, past SNA president and current Deputy Under Secretary of the US Department of Agriculture Food and Nutrition Service, will be speaking at our first General Session. We will also be introducing our new Legislative Advocate team, School Innovations and Advocacy (SI&A) at this session, and have added a breakout session lead by Teri Burns of SI&A which you won't want to miss.

Don't miss this fantastic opportunity to learn, meet, greet, taste and experience the best Annual Conference ever.

What can you expect?

- *RHYTHM POWER*, at our second general session, comes to us highly recommended as a fun-filled, energizing, and educational session.
- 6 hours of breakout sessions, catering to your needs, ranging from financial planning to menu planning.
- Loads of Table Topics, giving you the opportunity to interact with the presenters one-on-one. There is also time for you to organize your own "Table-Talk Job-Alike Session:" if you would like to gather a group on a unique job-related issue or topic, tables are available.
- 8½ hours of uninterrupted time to explore the exhibit floor to find just what you've been looking for. New equipment? New food items? New POS? It's ALL under one roof.
- Untold hours of networking opportunities to see and learn from colleagues, make new friends and broaden your horizons covering all facets of school nutrition.



CSNA Annual Conference – Reminder!

IT'S NEVER TOO LATE TO REGISTER!

Yes, start the new decade right by joining us at the Santa Clara Convention Center, in the heart of the Silicon Valley, January 28 - 31, for the 2010 Annual Conference: **"School Nutrition: EDUCATION in ACTION."**

- 8½ hours of uninterrupted time to explore the exhibit floor to find just what you've been looking for. New equipment? New food items? New POS? It's ALL under one roof and just for you.
- Pre-Conference kitchen tours and classes (Healthy Edge, Don't Break the Bank - Keep Your Program Afloat.)
- Sanitation Certificate Exam.
- Resource Room.
- Silent Auction, supporting Chapters.
- *Hula lessons* as our fitness session this year, with a command performance at the President's Party (see below).

President's Party Information

The theme for this year's President's Party is "Blue Hawaii," reflecting the 1961 Elvis hit movie. At 6:30, we will open with a traditional Hawaiian procession of Past Presidents and Past Industry Advisors. We are planning a luau feast for you, in addition to costume and talent contests, dancing, and a rock-a-hula good time:



- **Costumes:** dress in your favorite Hawaiian or retro-costume for the party. We will have three categories for the **costume contest** (each category will have a prize for favorite single and favorite group entry):
 1. Best Hawaiian Costume;
 2. Best Blue Hawaii Era (50's, early 60's, or movie look-alike), and
 3. Last-but-no-least, Best Elvis Look-Alike.

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.

- **Talent Contests:** if you or a group would like to volunteer theme-related entertainment (dancing, singing, Karaoke), please contact **Kim Clark** at kclark@slvusd.org. We will have a special category for Chapters who wish enter the talent contest as a group. This is your opportunity to become the year's CSNA Chapter Idol!
- **Music:** please email your favorite dancing music (from this era, or any favorites) to cvarela@saminas.k12.ca.us to be sure our DJ plays your special music during the party.

Pass on a conference invitation to colleagues and business associates For registration and accommodation information, see the Fall Issue of *Poppyseeds* or visit www.CalSNA.org and click on meetings and Events.

UPCOMING MEETINGS AND EVENTS:

SNA Child Nutrition Industry Conference, Ponte Vedra Beach, FL: **January 10-12, 2010**

CSNA Annual Conference, Santa Clara: January 28-31, 2010



SNA Legislative Action Conference, Washington DC: **February 28-March 3, 2010**

California Dietetic Association Annual Meeting, Oakland, **April 15-17, 2010**

CASBO Meeting, Sacramento, **April 16-19, 2010**

ACDA Conference: Orlando, FL, **April 17 - 21, 2010**

CSNA Board Meeting, Strategic Planning Meeting, Installation, and Leadership Meeting, Pasadena, **May 21-22, 2010**

SNA Annual National Conference, Dallas, TX: **July 11-14, 2010**