



2009-2010 Executive Committee
Newsletter Issue V, May 2010

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
Margan Holloway, Secretary
Agnes Lally, Treasurer
Tracey Tinder, Industry Advisor
Janine Nichols, Executive Director (ex-officio)

Newsletter Editor: Margan Holloway



PRESIDENT'S MESSAGE:



As many celebrate another school year and graduations, we are also celebrating the transition to a new CSNA Board this week. This Friday, we will hold a transitional meeting with members of the outgoing and incoming Boards. The meeting reports remind us of the many, many successful CSNA activities and projects this year

One of my priorities this year was to establish procedures for an Industry Advisory Board, and I am pleased to report that this new Board structure is in place to facilitate communication and decision-making, thanks to the leadership of Industry Advisor Tracey Tinder. You will hear more about decisions and activities that will be carried forward as a result of Town Hall Action Group ("TAG" Team) discussions. One recommendation coming forward is for a change in the CSNA Annual Conference timing. This change would take place *after* the 2011 conference in Pasadena. The recommendation is to exchange the timeslot of our state Industry Conference with the Annual Conference. More to come on this! Also, specific actions relating to legislative fundraising resulted from another TAG Team discussions. Let us know if you would like more information about these topics or to participate in these discussions!

Please join me in congratulating the Membership Committee, and Chair Charmane Williams, for their great success this year in membership recruitment. We are so pleased to welcome new Central Valley Chapter 38, with 12 new members, and a new Palm Springs Chapter. Thank you to all the CSNA leaders involved in helping to mentor these new chapters, and also to those involved in reactivating four additional chapters! Please refer to Charmane's Membership report for more good news resulting from this Committee's hard work this year.

Words cannot express my sincere appreciation to CSNA members, volunteers, and leaders for all you have contributed this year! Congratulations to the new Board as you begin an exciting new year, looking forward to continuing growth in our membership, continuous improvement in our membership benefits, and increasing opportunities for volunteers to participate in this very special professional organization.

Sincerely,

President, CSNA

Congratulations to our two West Region award winners who will be honored at the SNA Conference in Dallas;
see inside.



AND special thanks to
Newsletter Editor
Margan Holloway!

**CSNA INSTALLATION OF OFFICERS—
MAY 21, 2010 IN BURBANK, CA**
BY MARGAN HOLLOWAY, SECRETARY

Come on out and Celebrate!

We invite your support for the CSNA event of the year: The Third Annual Installation of Officers which will be held on May 21, 2010, in Burbank, CA. This will be an outdoor party in a private garden area in the Burbank Hills overlooking the beautiful Wildwood Canyon Park under the sun and stars. We invite you to join us for a fabulous dinner and an unforgettable evening as we install our new officers: Andrew Soliz as President, Denise Ohm as President Elect, Margan Holloway as Vice President, Agnes Lally as Treasurer, Brenda Arnett as Membership Director and Brenda Lightfoot-Handy as Secretary.

Our goal is to make this a truly special occasion for all our members, including our sustaining members who support the Association in so many important ways. This fun night out is planned to express our appreciation to volunteers and members for their time, dedication and commitment to the Association on behalf of California's children. We will celebrate the installation of the new Association officers, and welcome new Board members.

The Castaway Gardens
1250 Harvard Rd
Burbank, CA 91501

6:00 pm Reception
6:30 - 9:00 pm Dinner

CSNA Installation Dinner Fees are:
CSNA Member rate: \$45
Non-CSNA members and guests: \$60



**SNA LEADERSHIP, CHARLESTON, SC
APRIL 2010**

BY DENISE OHM, VICE PRESIDENT

Your 2010-2011 Executive & Finance Committee was present and centered at SNA's annual Leadership Training in enchanting Charleston. This experience is an important bonding opportunity for this new committee as well as a learning experience in conducting association business.

It is a bonus that we get to network with other state associations. One of my personal favorite tidbits was that some states get speakers or presenters at low to no cost through our very own Industry partners; this could be valuable for your chapter meeting planning. Of course, our group was deeply involved in the "Party Pants" contest; look for more information on this. It's great to learn while having fun is it not?

We mapped out what breakout sessions would be attended by who with the goal in mind to capture all the information we could to bring back to our membership after SNA unveiled its national Plan of Work. May 21st, we plan to lay out our template of California's plans to our entire Board and go forward finishing up 2009-2010 business and looking to the future.

SNA LEADERSHIP CONT'D

Besides breakouts, SNA gives those of us in attendance at Leadership a glimpse of exciting developments. Several were featured, but to name a couple:

New Online Communities on the www.schoolnutrition.org website (go check it out!) and the thrilling new advertisement campaign by a very savvy company, Weber-Shandwick. This ad campaign has a new tact – to target mothers who even in this changing environment are still the family chief cook and shopper. The advertisement that was shown during the final general session was very inspiring indeed, themed “School Meals – A Parent’s Partner... In This Together...And We’re Better Together!”

It was a refreshing reminder that we, as Child Nutrition Professionals, are truly advocates for the children as well as the parents. This basic ad campaign was also a very powerful message that together, we must send the message that publicly, this has become a Philosophy vs. Science issue. We want our families informed well, right????

Thank you for entrusting the 2010-2011 team to guide this Association through the next several tough economic years! We can assure you that we feel empowered with acquired knowledge and the support of all of you.



**CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION**

**MARKETING AND PUBLIC RELATIONS
COMMITTEE**

**BY DAVID MAGILL, MARKETING AND PUBLIC RELATIONS
COMMITTEE CHAIR**

The Marketing & Public Relations Committee of CSNA was formally created May 2009. The major purpose of this Committee (and its activities) is to create an outreach vehicle with two specific purposes: 1) To keep the current membership of CSNA apprised of newsworthy and exciting happenings within the CSNA community and 2) To create additional vehicles of outreach for the media -- print and electronic at the Local, State and National level.

Marketing & Public Relations activities are markedly different from that of advertising. Advertising is simply paid placement of stories, etc in the media. PR, on the other hand, is based upon several factors, the most powerful is a compelling story/idea "given" to the media. PR depends heavily on a strong working relationship with media, at all levels, which is why "instant gratification" is not possible. It all takes time and extended effort.

CSNA contracted with Echo Communications (EC) to assist the Committee in its activities. The CSNA President, Committee Chair and Members worked diligently with EC to achieve these goals. Following, is a summary of Activities conducted on behalf of CSNA:

To Date:

1. Researched and captured (documented) over a dozen school foodservice success stories in California and the number is growing weekly.

2. Created a "School Heroes" icon (Golden Medallion) for their work and a link on the CSNA website calling for "Success Stories"—Directors have been contacting EC via this feature.



3. Drafted and issued the launch of CSNA's "School Heroes" press release.

4. Follow-up releases currently in development; slated to feature additional school heroes and their phenomenal success stories.

5. Media placement -- ongoing.

6. Bakersfield blog and Bakersfield newsprint placement—to date.

7. FoodGal blog, Diablo Magazine, Oakland Tribune and others have expressed strong interest; EC following up.

8. EC formatting all current stories for placement on the CSNA website and for promotion via Facebook and Twitter. This will create our "School Foodservice Heroes Online" feature.

9. Daily monitoring of school foodservice stories/blogs that are critical, controversial, etc. and outreach to those writers, reporters,

bloggers. (For example, EC alerted CSNA President and Marketing & PR Chair about the "Fed Up with Lunch" blog, resulting in the SNA President's guest blog column which delivered the whole child nutrition story from an informed and rational point of view.)

10. Leading California and national media are now aware of CSNA's "School Hero" program and know EC can connect them to innovative school foodservice directors with compelling school/child nutrition stories throughout the state.

Comment:

I want to personally thank those who were of such enormous assistance in helping launch the activities of this Committee. Marilyn Briggs, in particular, was the force behind these efforts. Ginny Hair and her team at Echo Communications, and, finally, all the members of the Committee were there all the time. We've just started telling the CSNA story - it's been an exciting year!

MEMBERSHIP

BY CHARMANE WILLIAMS, MEMBERSHIP DIRECTOR

This has been an exciting year for Membership! Here is a brief recap of the year's activities:

- The Fall CSNA Membership Drive with 48 new members recruited.
- CSNA won the first place for the SNA Western Region for the SNA Membership Drive. We were awarded a *one year membership with SNA.
- Five School Districts submitted applications for the SNA 100%

MEMBERSHIP CONT'D

Membership Award for an Individual Site. Ten sites received awards.

- There are 4 new Star Club Members. One of the four, Gloria Carner, was awarded the Life Time award.
- In January SNA School District Owned Membership (**SDM**) was rolled out in California! Cascade ESD, Irvine USD, Enterprise ESD and Manhattan Beach USD are currently participating in the SDM membership category.
- Golden Poppy Awards were awarded to 9 outstanding chapters at our Annual Conference in January 2010!
- CSNA's Spring Membership Drive was March 1 - April 30, 2010. Our top recruiter is Jody Omellas from Gilroy. Jody recruited 6 new members and was awarded a *one year membership to both SNA and CSNA.

New news:

On May 7, 2010 the prize drawing for the new member reward was held at the Supervisory Chapter 1 meeting. ConAgra generously donated a digital camera for the raffle. Tom Lebuhn, National Sales Manager for ConAgra Foods drew the name of the lucky winner: Brenda Ramirez of Elk Grove chapter 78.

Great News! We have some new chapters that have just formed: Chapter 38 in the Central Valley, and the Palm Springs chapter. Chapter 38 had their first meeting recently with 25 people in attendance, 12 of which are brand new members. Way to go! Chapters being reactivated are: Chapter 40-Six Rivers, 64- Foothill, 111- Palm Springs and Chapter 82- has a chapter president in place.

I would like to just take a minute to thank first the committee that has worked with me on special projects. Tracey Tinder, Con Agra Foods: CSNA Industry Advisor, Dena England: Regional Coordinator 8 and Pat Welliver: Member at Large. And secondly, thank you to the Regional Coordinators for developing the 2009 Plan of Action for our CSNA Golden Poppy.

AWARDS AND SCHOLARSHIPS

BY KELLIE CERVANTES

On behalf of CSNA, we'd like to congratulate 2 winners of SNA Regional awards. Lynette Rock, Torrance Unified School District, is the West Region Director of the Year, and Sylvia Kravitz, San Diego USD, is the West Region Heart of the Program award winner. CONGRATULATIONS! We thank you both for all your hard work and dedication to school nutrition programs. All California CSNA members will be joining with you in your celebration; we are so proud of you both!

LEGISLATIVE UPDATE

BY TERI BURNS, LEGISLATIVE ADVOCATE

The CSNA State Legislative Action Conference (LAC) was held on March 21st and 22nd in Sacramento. Some 85 of our 120 members of the Legislature were contacted by the visiting CSNA members.

A special visit was arranged with the Governor's Office to introduce them to the CSNA leadership and allow a fuller discussion of issues pertinent to school nutrition providers.

For the most part, it was a day of great opportunity for educating legislators and key

LEGISLATIVE UPDATE CONT'D

staff on the issues important to school nutrition providers. Evaluations submitted after the meetings indicated that most members were unaware of the issues raised by the visiting CSNA teams.

CSNA Legislative Advocates Kevin Gordon and Teri Burns reviewed the talking points and protocol for the legislative meetings with CSNA members at the Sunday State LAC meeting, and members met with local legislators throughout Monday. They focused on three key issues:

- Shortfall in the meal reimbursement rate in the current year
- California's lower income level for food stamp eligibility that reduces our federal reimbursement
- The variation in indirect charges to school nutrition programs charged by school districts

The collective impression was that it is a difficult time to ask for funds, but most members were interested in helping where they could to improve school lunch programs.

Seven of the members were proud to be authoring legislation related to school meals, all of which CSNA is tracking and weighing in on as appropriate. Teri Burns from SI&A is following up with members and staff with additional information about these and other CSNA issues.

Given the recent budget release and the Legislative Analyst's recommendation for current year suspension of the Proposition 98 guarantee, additional funds for meal reimbursement in the current year is

unlikely. Discussion of the food stamp level will be part of the budget negotiations.

For those who participated, they found the experience generally positive with members and staff welcoming and willing to listen. Hopefully an even larger delegation next year will allow us to visit all 120 offices.

UPCOMING MEETINGS AND EVENTS:

CSNA Board Meeting, Strategic Planning Meeting, Installation, and Leadership Meetings, Glendale/Burbank, **May 21-22, 2010**

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

CSNA Industry Seminar, Hotel Maya, Long Beach, **November 7-9, 2010**

CSNA 58th Annual Conference, Pasadena Convention Center, Pasadena, **January 13-16, 2011**

SNA Legislative Action Conference, Washington, DC, **March 6-9, 2011**

