



2009-2010 Executive Committee
Newsletter Issue IV, February 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 discussed in this newsletter, two key public policy events are coming up: the School Nutrition Association Legislative Action Conference and our CSNA Legislative Action Conference which will be held soon after the national conference, on March 21 and 22 in Sacramento. In this newsletter issue, we also include the latest membership drive information and some "post-conference" reflections.

All of the Executive Committee extends our sincere appreciation to the many members contributing to a very successful CSNA Annual Conference in Santa Clara. This event involves the "many hands" of countless volunteers, and we appreciate each and every one of you. We are very pleased to report that attendance was better than expected. Thank you to the entire Conference Committee, under the outstanding leadership of Sue Brooks, and accolades to our Executive Team, Jon and Janine Nichols. Andrew Soliz coordinated an excellent educational program, and we thank the expert presenters. Special thanks to all exhibitors, and don't miss Jon Nichols' 2010 Trade Show article on pages 4 and 5.

We have received rave reviews of the presentations by State Superintendent Jack O'Connell and USDA Deputy Under Secretary Janey Thornton. The hands-on experience creating rhythms together with the amazing "Rhythm Power" group inspired and modeled some key lessons in working together. The rhythms and fun provided a perfect transition to the Luau festivities. *And* our vision became a reality with our visit from Elvis, who sure looked good for someone celebrating his 75th birthday! Thanks to Cathy Giannini for talking Craig Broadhurst, the Assistant Principal at New Brighton Middle School, Capitola, into sharing his Elvis persona with us.

Hoping to see many of you at the upcoming public policy events!

Marilyn Briggs, CSNA President

2010 SNA/CSNA MEETINGS AND EVENTS:

- **SNA Legislative Action Conference**, Washington DC: Feb. 28- March 3
- **CSNA Legislative Action Conference**, Sacramento, March 21-22
- **CSNA Board of Directors, Strategic Planning, Installation, and Leadership Meetings**, Burbank/Glendale USD, May 21-22
- **SNA Annual National Conference**, Dallas, TX, July 11-14

WE NEED WOW!

WOW! That was the title of the breakout session that Rodney Taylor, Food Service Director from Riverside USD and six of his key staff members presented at the recent CSNA Annual Conference held in Santa Clara. Every available chair in the room was taken and it was standing room only! I have to admit, that I was one of the fortunate ones who managed to find a seat and learn what a remarkable job Rodney and his staff are doing in Riverside. Right about now, you may be asking yourself, how does Rodney Taylor's session have anything to do with legislative updates?

Let me first explain briefly what Rodney and his staff have accomplished in Riverside. They have managed to personify what we all aspire in our very own operations. Letting people know what a fantastic job we do on behalf of children's nutrition and health each and every day! They have taken the simple phrase of WOW from Tom Peter's, *The Pursuit of WOW!* and branded the WOW concept in their school district. Rodney Taylor, by all accounts, has raised the bar several notches for the REST of us. More importantly, as an educator, he has provided Food Service Directors and their staff with a roadmap to WOW. Just incredible work! I am not aware of any operation in the entire country that is as comprehensive and as effective in providing healthy food, nutrition education and promoting wellness as they are in Riverside USD.

Like Rodney, the rest of us must also WOW our very own communities. I know that many of you are already doing fantastic work with nutrition and wellness in your schools and communities. Where we are falling short, as a collective whole, is that we are not marketing our operations in our communities, in our state, and in the nation as formidable food and nutrition programs. Much less, we are not as a collective whole collaborating with allied health organizations to position ourselves as one of the foremost "experts" in addressing children's health and wellness.

This leads me directly to the work that our PP&L committee will be addressing in the next few months in our state. Everyone is talking about the state budget; the gorilla in the room. What we know at this moment is that for the 2010 – 2011 school year, the state is projecting 21.95 cents per Free and Reduced meal for our state reimbursement. Our clear mission, at this point, is to ensure that this funding rate remains intact for this next school year. This brings me back to WOW. We must ALL continue to educate our communities and our legislators on the important work we do on behalf of children's nutrition and health. Please make every effort possible to join us in Sacramento on March 21st and 22nd as we address the budget crisis in school nutrition programs.

Nationally, PP&L and CSNA members are ready to descend on Washington, DC, February 28th through March 3rd. CSNA supports a strong child nutrition reauthorization this year. We are in full agreement with our national association on key issues that need to be addressed in the legislative process. There

are additional issues and perspectives that CSNA would like Congress to consider as they move forward with the legislation, primarily:

- **Indexing federal school meal reimbursement rates and eligibility for free and reduced price school meals.**

Current law establishes a single guideline for school meal eligibility guidelines and meal reimbursements with the exception of Alaska and Hawaii. Yet there are many regions in the nation with a higher cost of living than these two exceptions. This proposal is about equity and equality. The programs must recognize that hunger and poverty are more prevalent in communities with high costs of living, and the federal government's programs must reflect these disparities.

How many times have we all heard over the years, "a hungry child cannot learn"? In reality, how many parents living in our communities, how many school teachers and administrators, and how many legislators truly believe this message? I have always lived by the following simple truth: *words are meaningless if they are not followed by action.* The efforts on behalf of PP&L and our CSNA members in Sacramento and Washington, DC are only the beginning. It will ultimately be up to all of us to be proactive and, like Rodney, put words into action and WOW everyone.



ANNUAL CONFERENCE – FOLLOW UP

BY SUSAN BROOKS, CONFERENCE CHAIR

Annual Conference, Santa Clara 2010



It's a wrap...with a big red bow! Our 57th Annual Conference was a major success and a good time was had by all as we embraced the theme, "School Nutrition: Education in Action." With the dress of choice being the Hawaiian conference shirt, our 712 attendees enjoyed and actively participated in a wide range of educational sessions, cooking demonstrations, fitness activities, and other events. The exhibit hall bustled with vendors in 270 booths displaying the latest in new and innovative products and services.

Highlights included:

- Pre and post-conference workshops that included "Don't Break the Bank," "Healthy Edge," and the Food Handler Certificate Test
- Kitchen tour of San Jose Unified and Spartan Dining at San Jose State
- Keynote by Janey Thornton, Deputy Under Secretary of USDA Food and Nutrition Services and a Welcome by State Superintendent Jack O'Connell
- Hula dancing on Saturday morning
- The NAC conference attended by 165 enthusiastic 4th and 5th graders
- The feel of over 600 drums beating in unison as Kenya Masala introduced us to Rhythm Power

- Recognition awards including the Geri Dee Life Time Achievement Award and the establishment of the Donald F. Flahiff Industry Appreciation Award
- Exciting exhibits
- Varied and timely educational sessions
- Saturday night's Blue Hawaiian Luau complete with a lei laden procession of Past-Presidents and Industry Advisors lead by Polynesian dancers and followed by Elvis escorting our president, Marilyn Briggs. Orchids graced the tables and palm trees swayed. How about that special rendition of "Are You Lonesome Tonight" that Elvis sang to Marilyn! The dance floor was jammed until closing.

Poi anyone?

Most of all, Santa Clara provided a perfect setting for reconnecting with old friends, meeting new ones, and learning together. We shared stories, celebrated successes, and laughed and empathized with the courageous who took risks with new ideas that may have not gone quite as planned.

My thanks go out to all the committee members, involved attendees, presenters, and supportive industry members who made this event a success. Next January we will gather in beautiful Pasadena with the new theme, "Serving Education." Hope to see you there!



CONFERENCE EXHIBITS PERSPECTIVE

BY JON NICHOLS, CSNA ACCOUNT EXECUTIVE

Membership in the California School Nutrition Association (CSNA) comes with a myriad of benefits but each year at the Annual State Conference, CSNA's Food Service Professional Members are treated to, in my opinion, the most beneficial asset of this relationship; Access to hundreds of CSNA Vendor Members at the Annual Trade Show. It may sound like a bit of hyperbole, but the CSNA Trade Show has become a Food Show that rivals many across the nation and in some cases is a model for other States and sectors in the Industry. We are lucky to have such a fine group of Vendor Partners who not only take the time to display and sample their wares, but also sincerely take an interest in the challenges facing our Food Service Professionals from State Regulations and Administrators to parents and student customers.

The partnership formed between our Food Service Members and Vendor Members during the exchange at Conference is the basis for new and evolving product lines with the objectives of healthy food that is at once appealing and nutritious. With this in mind, the Annual Trade Show is as important as it is fun, and the 2010 version in Santa Clara was one of our best ever!

For the first time in three years, CSNA's Annual Show was held in Northern California and coupled with the current state of the economy and travel freezes in school districts there was some concern that attendance would take a huge hit. Our fears

did not come to fruition, however, as our members came out in force, proving yet again that there are no better professionals in the industry. While other Trade Shows are experiencing attendance drops of more than 50% or canceling altogether, the 2010 CSNA Conference attendance was down only 10%! And exhibitor participation dropped just 3.5%! While you never like to see a drop in attendance or participation, I am sure that you will agree that these numbers are outstanding with the existing economic conditions and institutional restrictions facing our Food Service Members, and the excitement was palpable on the Trade Show floor with a buzz that lasted from the beginning of Day One to the closing bell on Day Two.

Behind the scenes, a new Show Decorator was hired to provide services to exhibitors. I am not sure that our Food Service Members can fully appreciate what it takes for our Vendors to put a booth together, but it is often at a great cost and sacrifice to do so. The goal of CSNA was to find a “kinder and gentler” decorator both in attitude and cost points and, from what many exhibitors took the time to tell me, Tricord Tradeshow Services came through with flying colors! The crew from Tricord was professional, friendly and helpful throughout and I have been told by many vendors that they would like to see Tricord in Pasadena next year.

I also really need to mention Ed Jones who provided cold storage and frozen storage trucks for all members that needed the option. This is often not available at the venue or is outrageously expensive, so the gracious donation by Ed Jones is greatly appreciated. But, this part of the story

doesn't end there, as Ed Jones went the extra mile when the show ended and offered to drive a trailer-load of “left-over” food to the Milpitas Food Pantry. Every year, CSNA partners with a local Food Bank to donate the food that is not used during the show and is too costly for our Vendors to ship back. And every year the food bank chosen underestimates the amount of food that will be donated and sends trucks that are too small to accommodate the food left behind. It is a shame as some of the food ends up going to waste, or multiple trips are needed to get the haul to the food bank. Ed Jones saw the issue in Santa Clara and offered to take the load to Milpitas Food Pantry, thus, there was no waste this year, and many more people who need it will get the benefit of the food that could not be used during the show hours. Thank you to Ed Jones for your generosity and participation, and thank you to all of our vendors who made their extra samples available as donations for people that truly need and appreciate it.

So, in summation, the 2010 Annual Trade Show was a huge success. Our Food Service Directors and Managers were in Santa Clara in great numbers as were our Vendor Members and some excellent business was able to take place. The feedback that I received was outstanding and I sincerely hope that all of our exhibitors had a successful experience. Good or bad, we would like to hear from you. Many turned in Evaluations, but if you forgot or were not able to do so, please feel free to send them either via mail or fax to the office and we will make sure that your voice is heard. As always, this is a vital part of the planning process and we value your opinion as much as we value your participation.

AWARDS AND SCHOLARSHIPS

BY CHARMANE WILLIAMS, MEMBERSHIP DIRECTOR AND
MARGAN HOLLOWAY, SECRETARY

SNA DISTRICT OWNED MEMBERSHIP DRIVE HAS BEGUN!

By now, all districts in California should have received their School District Owned Membership (SDM) packet from SNA. The advantage to the SDM is if an employee leaves the district, their membership is transferred to the employee in the same membership category. So there is no loss if dues and renewal will be at the same time each year. And for every five new SDM's you apply for the sixth is free! If you need any assistance with the SDM memberships, please call SNA headquarters at: 1.800.877.8822

CSNA is about to roll out the annual Membership Drive which begins March 1 through April 30, 2010.

All new CSNA members who join during March and April will have their names placed in a drawing for a digital camera! And the top recruiter will be awarded one year paid membership for both SNA and CSNA. Don't forget to include your recruiter name so you can receive credit and a chance to win the camera. Winners will be notified by May 14, 2010.

Speaking of winners, did we forget to mention that CSNA is the West Region Membership Drive Top Recruiter for SNA with 38 new members! Way to go California and keep up the good work. We also have some new additions to the Star Awards program for new recruits:

Life Award:

Gloria Carner – Santa Clarita Valley
SFS Agency

One Star: (3 – 14 credits)

Matt Belasco – Tracy Joint USD

Sharon Briel – Kern HSD

Judy Brooks – Whittier Union HSD

CSNA LEGISLATIVE ACTION CONFERENCE – SACRAMENTO, MARCH 21-22, 2010

DON'T FORGET TO REGISTER – *IT'S NOT TOO LATE*

CSNA's Annual Legislative Action Conference in Sacramento is right around the corner, March 21-22, 2010. You won't want to miss this important opportunity to meet with your Legislators to tell them your stories and the need to keep current funding.

Kevin Gordon and his team at SIA are working on key speakers for this event that you won't want to miss.

On Sunday, we'll begin the day with a Legislative Update from Miguel Villarreal and David Durkin, our PP&L Chair and Co-Chair. After lunch we will hear from our guest speakers and cover bills affecting our programs. Monday, after breakfast, is reserved for visits with your Legislators.

For more information and to Register on line go to www.CalSNA.org or call 1.818.842.3040. But don't wait – register now!

