



**California
School Nutrition
Association**

**Leadership Training
June 2, 2007**

2007 Theme



CSNA's Mission Statement

The mission of the California School Nutrition Association, as a powerful voice for all involved in school nutrition programs, is to provide a forum for personal and professional development offering innovative educational programs, supporting legislative efforts, and promoting community awareness for the purpose of improving the well being of California's children.



Organization of CSNA Executive Committee



- President – Lynnelle Grumbles
- President-elect – Stephanie Bruce
- Vice-president – Marilyn Briggs
- Secretary/Treasurer – Denise Ohm
- Membership Director – Brenda Robinson
- Industry Representative – Cindy Otto
- Food Service Representative – Kelly Cervantes
- Executive Director - Janine Nichols

Regional Coordinators

- Region #1 - Lannie Riley
- Region #2 - Cathy Luellen-Aflague & Phyllis Thivierge
- Region #3 - Diane Brooks
- Region #4 - Lee Anne Frame
- Region #5 - Sue Rose
- Region #6 - Peggy Caballero
- Region #7 - Arlene Sims
- Region #8 - Cynthia Wallace



CSNA Committees working for our members



- Awards and Scholarships – Elena Dibble
- CDA Liaison – Natasha Uhlik-Slebiss
- Conference – Kathey Conner & Rhonda DeVaux
- Editorial Committee – Sally Spero
- Public Policy and Legislation – Rene Yamashiro
- NAC - Virginia Allerton
- Nominating – Michelle Curry
- Nutrition Standards – Theresa Mee

CSNA Committees working for our members



- Professional Development – Aulani Cler
- Marketing & Public Relations – Robert Lewis
- Industry Seminar – Kathy Tanaka
- Resolution and Bylaws – Glenn McAnally
- West Region Director – Craig Weidel
- ACDA Liaison – Pavel Matustik
- State Department Liaison - Phyllis Bramson-Paul

CSNA Events



Annual Conference

- General Session
Speakers
- Over 40 breakout
sessions
- Food Show
- January 18 – 20, 2008
Palm Springs



Legislative Action Conference

- Legislative speakers
- Review CSNA's position on legislative bills
- Visit legislators in the Capitol
- April or May



Industry Seminar October 28 – 30, 2008

Monterey Plaza Hotel



CSNA Meetings

- Leadership, June
- Fall Board Meeting, October
- Winter Board Meeting, February
- House of Delegates at annual conference



Chapters

- 34 affiliate chapters
- Members can apply to CSNA to start a new chapter
- A chapter can consist of five or more members
- A chapter must have a President
- The chapter will follow CSNA's Plan of Work



Marketing Campaign

- CSNA contracts with a marketing firm, the Wild West Gang, and has launched a campaign to boost our image and showcase the services we provide that promote student health
- The campaign is “*Stay Fit. Eat Right. Looking good California!*”
- We feature the kid friendly website www.stayfiteatright.org



Marketing Campaign



Marketing Campaign

With the funding from Health Net, Parent Outreach programs in Spanish were conducted. They were presented in 10 cities in California as part of the campaign.



Marketing Campaign

Latino resources were available at the Parent Outreach workshop.



SNA's "Vote for School Lunch"

National School Lunch Week

October 2007



Certification

- Becoming SNA certified adds credibility to your position and to your school's program. Certification enhances the profession's overall image with parents, children and school administrators. It is also a factor in attracting people to careers in school foodservice and nutrition.



How do I become Certified?

- 3 levels of Certification based on education
- Required courses:
 - Food Safety (ServSafe or other)
 - Nutrition Course
 - Electives
- Continuing education – must complete a minimum number of continuing education every 3 years to stay certified.



CSNA Awards & Scholarships

- Josephine P. Morris Scholarship
 - For CSNA members
 - \$50 per undergraduate unit earned
 - \$100 per graduate unit earned
- \$500 to graduating high school seniors
- Louise Sublette Award
- Heart of the Program Award
- Director/Supervisor Award of Greatness





Palm Springs 2008

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Right!**

**with
School Meals**

CSNA Plan of Work 2007-08

- Membership retention
- Leadership positions
- Training
- Marketing



Leadership Conference

- Handbook Materials
- Announcements & Updates
- 6 Breakout Sessions



Palm Springs 2008

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