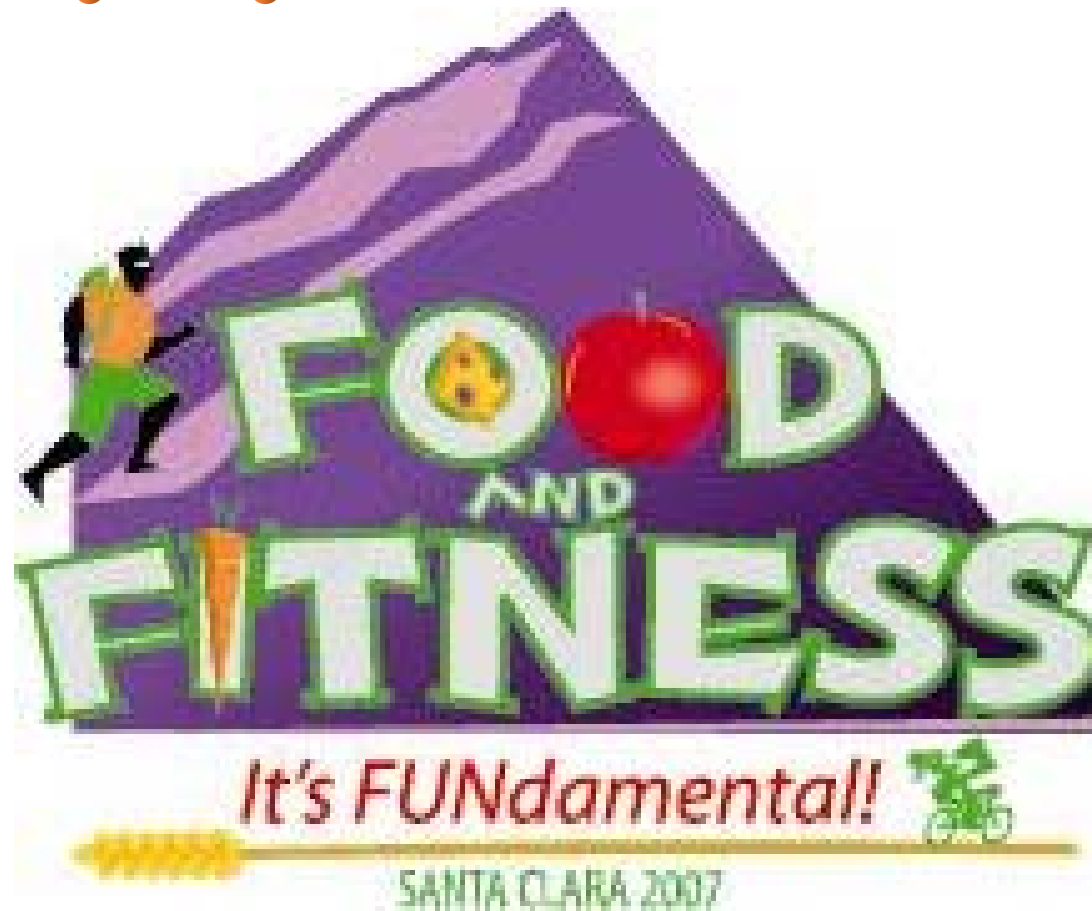





**California
School Nutrition
Association**

2006 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.




"Our Promise"

- 
- Who feeds generations of America's children? **We do.**
 - Who takes care to make sure hungry children are fed at school? **We do.**
 - Who provides the link between health, nutrition and academic success? **We do.**
 - Who helps children establish healthy eating habits? **We do.**



"Our Promise"

- 
- Who are we? We are the **School Nutrition Association** – the only association devoted exclusively to protecting and enhancing children's health and well being by providing healthy school meals and sound nutrition education.



Organization of CSNA Executive Committee

- 
- President – René Yamashiro
 - President-elect – Lynnelle Grumbles
 - Vice-president – Stephanie Bruce
 - Secretary/Treasurer – Brenda Robinson
 - Membership Director – Denise Ohm,
Enterprise School District
 - Industry Representative – George Knecht
 - 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 – Rhonda DeVaux
 - CDA Liaison - Piper Mattson
 - Conference – Sue Brooks
 - Editorial Committee – Sally Spero
 - Public Policy and Legislation – Nadene Haynes
 - NAC - Virginia Allerton
 - Nominating - Judy Schulz
 - Nutrition Standards - Marilyn Briggs



CSNA Committees – working for our members

- 
- Professional Development - Elizabeth Brown-Smith
 - Promotions - Brenda Padilla
 - Resolution and Bylaws - Geri Dee
 - State Department Liaison - Phyllis Bramson-Paul

CSNA Events



Annual Conference

- General Session Speakers
- Over 40 breakout sessions
- Food Show
- January 18 – 21, 2007 in Santa Clara



Legislative Action Conference

- Legislative speakers
- Review CSNA's position on legislative bills
- Visit legislators in the Capitol
- May 21-23, 2006



Industry Seminar

November 5 – 7, 2006

- Silverado Resort in Napa




CSNA Meetings

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






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 the CSNA's Program of Work



Marketing Campaign

- 
- CSNA has hired 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 are conducted. They will be presented in 10 cities in California as part of the campaign.



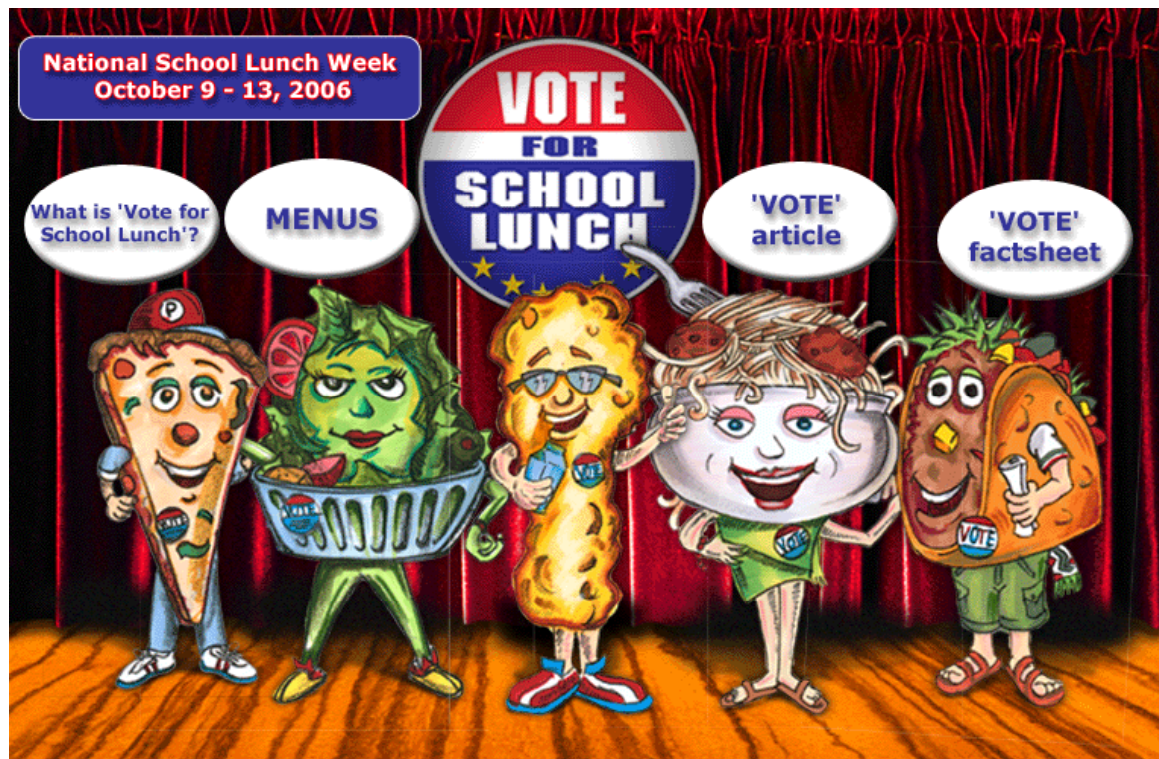
Marketing Campaign

Latino resources were available at the Parent Outreach workshop. Over 120 parents attended in National City on a Tuesday morning!




SNA's "Vote for School Lunch"

National School Lunch Week
October 9 – 13, 2006







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: (see handout)
 - 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



How do I Join?

- 
- Via CSNA's website at calsna.org
 - Complete the membership form in any Poppyseeds Journal
 - You also become a member of the School Nutrition Association (SNA) with an informative website at schoolnutrition.org.
 - Once you join, **Get Involved**, you'll be glad you did!