



The 59th Annual Conference of the  
California School Nutrition Association



Your Invitation to Attend

November 10-13, 2011

*Sacramento Convention Center*  
1400 J Street  
Sacramento, CA 95814  
916.808.5291



# The 59th Annual Conference of the California School Nutrition Association



## School Nutrition Hero Sacramento 2011

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hether you are donning a cape, mask or just have super powers we want all you School Nutrition Heroes to join us at the Sacramento Convention Center November 10 - 13, 2011 for CSNA's 59th Annual Conference. It's sure to be a super weekend full of super ideas, products and fun.

The Conference Committee, led by Lynnelle Grumbles, has been working diligently to put together a great program for all. We have two exceptional Keynote Speakers planned; Gary Soiseth, son of member Scott Soiseth, will be sharing his experience as an Agribusiness Specialist for USDA in Afghanistan and Maureen G. Mulvaney will inspire us with her version of "Recipes for Success - Scoops of Love."

There will be Educational Sessions that fit all levels in the School Nutrition arena; from the front line Staff and Cooks to Directors and Industry. We have a few new things in the works for Best Practices - Scratch Cooking and Locally Sourced Produce to Kitchen Techniques and an update and information session regarding the American Commodities Distribution Association (ACDA). Whatever your interests are we'll have something for you. The California Department of Education will also be presenting several strands and providing updates from Nutrition Services.

Our Conference Committee Professional Development Chair, Rene Yamashiro has planned several exciting Pre-conference Sessions taught by the National Food Service Management Institute (NFSMI). There are three classes in total; one 8 hour course, Financial Management and two 4 hour classes, Cooking for the New Generation and Focus on the Customer. Detailed course descriptions can be found on page 4 or at: <http://www.nfsmi.org>. A special Future Leaders Workshop is also being offered this year.

House of Delegates (HOD) will be held on Saturday morning. This is when our governing body meets and formal business is executed. If you've never attended, this is your opportunity to see how things work. Please come as a guest for this informative hour.

If you've ever wanted to be Superwoman or Captain America now's your chance. Saturday night the President's Party theme will feature the Beatles and there will be a costume party with a Super Heroes theme. Prizes will be awarded based on several different themes; Best Group, Best Individual, and Best in Keeping with the theme. So don your capes and super powers and get ready to twist and shout!

We are excited about our conference line up this year and look forward to seeing each and every one of you in our state capitol. See you in November!

Margan Holloway, 2011 CSNA Conference Chair

# The 59th Annual Conference of the California School Nutrition Association

## School Nutrition Hero Keynote Speakers



### FIRST GENERAL SESSION

## GARY SOISETH

USDA AGRICULTURAL ADVISOR EMBEDDED WITH  
THE US ARMY'S 173RD AIRBORNE UNIT  
IN WARDAK PROVINCE, AFGHANISTAN

*"AGRICULTURAL DEVELOPMENT IN AFGHANISTAN  
AND OTHER CONFLICT ZONES"*

FRIDAY, NOVEMBER 11, 2011:  
3:15 P.M. — 4:45 P.M.

Gary Soiseth is an Agribusiness specialist and Agricultural Advisor for the United States Department of Agriculture (USDA), and serves as an advisor to the Directorate of Agriculture, Irrigation, and Livestock (DAIL) in Maydan Shahr, Wardak, Afghanistan. Gary will share his experience working to build the agricultural capacity of farmers and government officials in Wardak province. Describing his efforts to increase agricultural production and sustainability, ranging from specialized training in pruning methods, beekeeping and pest management, to long-term projects such as restoring water supplies and creating international markets for Afghan goods. By commenting on the on-the-ground realities of counterinsurgency strategy, Gary will illustrate the challenges and opportunities of agricultural development in a conflict zone.

Gary Soiseth is a USDA Agricultural Advisor embedded with the US Army's 173rd Airborne Unit in Wardak Province, Afghanistan. As the youngest member of President Obama's civilian surge in December 2009, Gary is responsible for implementing the President's counterinsurgency strategy alongside Department of State and USAID colleagues. Gary works with and trains Afghan farmers directly, as well as serving as an advisor to the province's Directorate of Agriculture, Irrigation, and Livestock (DAIL) in Maydan Shahr, Wardak.

Born and raised on his family's almond farm in Turlock, Calif., Soiseth received a Bachelor of Arts degree from the University of California at Berkeley with a major in political science. He went on to study agribusiness management at the Indian Institute of Management at Ahmedabad in Gujarat, India. Thereafter, he earned a Master of Public Policy degree from Georgetown University's Public Policy Institute with a major in water resources and agriculture policy.

### SECOND GENERAL SESSION

## MAUREEN MULVANEY

MGM & ASSOCIATES, INC.

*"RECIPES FOR SUCCESS - SCOOPS OF LOVE"*

SATURDAY, NOVEMBER 12, 2011:

4:00 P.M. — 5:30 P.M.

It's time that Child Nutrition Professionals know their worth in the school systems and embrace their position as The HEART of the School!

It's not 'What YOU serve the children' but 'How You Serve the Children'. Let's put the Fun and Excitement Back Into Child Nutrition--for You, Your Staff and Your Customers, the Kids.

MGM's session will provide the Success Recipes--Strategies and Techniques from Yesterday, Today and Tomorrow for Child Nutrition Professionals to be more Positive, Productive, and Profitable!

MGM's Powerful Message Helps Participants GET EXCITED about Child Nutrition, again. Although we know the average school lunch contains less fat and sugar, is higher in fiber and nutrients and is packaged in appropriate portion sizes--some parents, teachers and administrators still have not gotten the word--Child Nutrition Professionals make a Difference in the Lives of the Students! Let's Celebrate our School Nutrition Success and Build on It!

You will LAUGH...CRY...and walk away from MGM's presentation Knowing YOU Change the Lives of Children. One recent participant said, "After hearing MGM's presentation,

The Self-Esteem of the entire Audience went up, up, up! WOW--I've never heard anyone more passionate about School Nutrition! I can't wait to start the school year so I may have the privilege of serving our students."

# The 59th Annual Conference of the California School Nutrition Association



## School Nutrition Hero Workshops

### FUTURE LEADERS OPPORTUNITY

**Wanted** – Future HEROS of CSNA and local Chapters!

Have you ever considered becoming more involved in the State or Local School Nutrition Association but were just too scared to try? Well then, this workshop is for you. Come and learn more about CSNA and SNA and how you can play a role in the Association.

In this course you will learn what your leadership style is and how to work with people who are different from you. You will learn how to communicate your thoughts clearly and concisely. And you will have fun doing it!

For the first time ever, CSNA will be offering a Future Leaders Workshop at CSNA's Annual Conference in Sacramento in November. Each Chapter can nominate one or more individuals to attend the course. There is a \$75 fee to attend this course, but because CSNA believes that you could be the next leader, they are offering \$75 scholarships.

There is only one scholarship available per Chapter, so let your Chapter President know today that you want to attend. The Workshop will be offered on Saturday, November 12th from 1:30 pm to 3:45 pm and on Sunday from 10:45 am to 3 pm. You need to attend the entire Workshop to be eligible for the scholarship.

To apply, you must be nominated by your Chapter and complete the application which can be found on the [www.calsna.org](http://www.calsna.org) website. You will be notified by October 1 if you have received a scholarship and are selected to attend.

For more information, contact Linda Sweeney at 408-924-3125 or [Linda.Sweeney@sjsu.edu](mailto:Linda.Sweeney@sjsu.edu).

Hope to see you there!

Lynette Rock, CSNA Vice President

WORKSHOP 1 - THURSDAY, NOVEMBER 10 - 8:00 AM - 12:00 PM

#### *Cooking for the New Generation* (Presented by NFSMI)

This workshop is designed to help school nutrition professionals learn about preparing multiple ingredient or “new generation” foods for a high quality product. This workshop will present current best practices, procedures for receiving and storing processed products, and safety measures such as temperature controls and use of monitoring logs, calibrating thermometers, use of correct equipment to prepare food according to manufacturer's instructions, and resources for proper food handling using SOPs and HACCP-based principles.

WORKSHOP 2 - THURSDAY, NOVEMBER 10 - 1:00PM - 5PM

#### *Focus on the Customer* (Presented by NFSMI)

This workshop is designed for training school nutrition teams to focus on the customers' wants and needs to develop strategies for achieving satisfied customers and effective programs

WORKSHOP 3 - THURSDAY, NOVEMBER 10 - 8:00AM - 5:00 PM

#### *Financial Management*

(1 hour break for lunch will be given, lunch on your own.) Good financial management is critical for successful school nutrition programs. The ability to interpret the financial outcomes of operational decisions is essential to effective management of school nutrition programs. The workshop will include a segment on the importance of using financial reports that are consistent with federal and state guidelines to achieve a cost effective program with nutritional integrity.

WORKSHOP 4 - THURSDAY, NOVEMBER 10 - 8:00AM - 5:00 PM

#### *ServSafe®*

(Includes Exam)

(1 hour break for lunch will be given, lunch on your own.)

# The 59th Annual Conference of the California School Nutrition Association

## Sacramento 2011 Highlights



### President's Party

You're going to Twist and Shout at this year's President's Party featuring **Beatles** music and a Superhero theme! Dress as your favorite Superhero or maybe as one of the Fab Four from your favorite **Beatles** period. Mop Top, Sgt. Pepper! Maybe as **Beatle Superheros!** Surprise us with your creativity!



#### *SNS Exam*

Thursday, November 10th

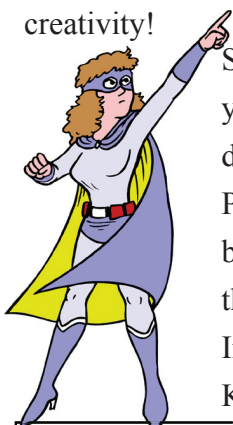
Noon - 4 P.M.

Cost: Members \$175

Non-Members \$270

*Register directly with SNA*

So grab your cape and grab your mask, and make the dancefloor in nothing flat. Prizes will be awarded based on several different themes; Best Group, Best Individual, and Best in Keeping with the theme.



### DISCOVER SACRAMENTO TOUR

If you're new to the Sacramento area or a veteran of the Capitol City terrain, you won't want to miss this fantastic tour of the city! Thursday, November 10 is the date and the tour will be broken into three parts. Join the group for all three legs or choose any portion that looks like the best fit. Part 1 is a bus tour that visits Morningsun Herb Farm California Family Farms (a rice processing plant). Part 2 is a lunch featuring herbs and incorporating discussion from the morning bus tour. Finally, Part 3 is a walking tour that will take you to Old Sacramento - about ten blocks from the Convention Center. It's sure to be a great time, so Register today!

**Tour Package - \$80 Total (includes Parts 1-3) A savings of \$15 if paying separately!**

#### Tour Part 1 - Cost \$30

8:00 Bus departs Sheraton Grande Hotel

9:00 Tour of Morningsun Herb Farm and time to purchase plants. Morningsun Herb Farm is a beautiful place to just walk around. You will be treated to a tour by Rose, who will point out all kinds of herbs and how and what to cook with them.

*Visit them at [www.morningsunherbfarm.com](http://www.morningsunherbfarm.com).*

10:45 Tour of California Family Farms a rice processing plant

*[www.calrice.com](http://www.calrice.com)*

12:20 Arrive back at Sheraton Grande Hotel

#### Tour Part 2 - Cost \$40

12:30 Gourmet Lunch at Local Restaurant featuring herbs and incorporating discussions and items from the mornings tours.

#### Tour Part 3 - Cost \$25

2:00 Private Historical Walking tour and Old Sacramento Underground Tour (departing on foot from restaurant)

*[www.historicoldsac.org](http://www.historicoldsac.org)*

3:30 Return on foot to Sheraton Grande Hotel (you may stay in Old Sacramento for additional shopping if you would like, and return on foot at your convenience. It is about 10 blocks from the hotel.)

# School Nutrition Hero Sacramento 2011 Conference Hotels & Pre-Cons



## ***Sheraton Grand Sacramento***

1230 J St.  
Sacramento, CA 95814  
1 (800) 325-3535  
Single/Double \$134 Triple \$159, Quad \$184

## ***Hyatt Regency Sacramento***

1209 L Street  
Sacramento, CA 95814  
1 (888) 421-1442  
Single/Double \$139 Triple \$164, Quad \$189



### **Pre-Conference Workshops:**

NFSMI is presenting some outstanding pre-conference workshops. Visit our website at [www.calsna.org](http://www.calsna.org) and click on the conference link for complete details and descriptions.

	Mem Price	Non Mem Price
SNS Exam - Thursday, Nov 10th - 12 pm - 4 pm	\$175	\$270
Register directly with SNA		
Financial Management - Thurs, Nov 10th - 8 am - 5 pm	\$ 75	\$100
Cooking for the New Generation - Thurs, Nov 10th - 8 am - 12 pm	\$ 35	\$ 60
Focus on the Customer - Thurs, Nov 10th - 1 pm - 5 pm	\$ 35	\$ 60
ServeSafe (Includes Exam- Thurs, Nov 10, 2011 - 8 am - 5 pm	\$ 75	\$100
ServeSafe (Re-Certification Exam Only)- Thurs, Nov 10, 2011 - 3 pm - 5 pm	\$ 50	\$ 75

**Registration for Pre-Conference Workshops and Tours must be completed by Oct 1, 2011. SNS Exam has its own deadlines, please visit <http://www.schoolnutrition.org/Content.aspx?id=132> to see the registration deadline dates and to download the new SNS Credentialling Handbook to register.**



# OFFICIAL 2011 CONFERENCE REGISTRATION FORM

**School Food Service Employees Only** - (Industry members please contact Amber at CSNA (818) 842-3040 for registration information)

Registration is NOT OPEN to non-exhibiting Industry Professionals. You must work in a school district to attend if your company is not exhibiting.

**School Nutrition Hero!** - The 59th Annual Conference - November 10-13, 2011 - Sacramento, California

**PLEASE PRINT OR TYPE. ONE REGISTRATION FORM PER PERSON. PLEASE DUPLICATE THIS FORM FOR ADDITIONAL COPIES.**

SNA Membership Number \_\_\_\_\_ Preferred Name on Badge \_\_\_\_\_

Name \_\_\_\_\_ Special Accommodations or Dietary Requirements \_\_\_\_\_

Title \_\_\_\_\_ District Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

( ) ( ) \_\_\_\_\_

Work Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-Mail \_\_\_\_\_

## REGISTRATION FEES

FULL CONFERENCE REGISTRANTS <i>(Includes President's Party and Regional Awards Breakfast)</i>				SINGLE DAY REGISTRANTS <i>(Does not include meals unless chosen and paid for below)</i>					
		Early Discount (On or before 9/30/11)	Registration Fee	Amount					
<b>CSNA Members</b>				<b>Members:</b>					
Director/Supervisor	\$220	\$245	\$ _____	Director/Supervisor	\$ 95	\$110	\$ _____		
Manager	\$200	\$225	\$ _____	Manager /	\$ 90	\$105	\$ _____		
Staff/Student/Retired	\$195	\$220	\$ _____	Staff / Student / Retired	\$ 85	\$100	\$ _____		
CSNA Past President	\$ 0	\$ 50	\$ _____	<b>Non-member:</b>					
<b>Non-Members</b>				Director/Supervisor	\$ 120	\$ 135	\$ _____		
Director/Supervisor*	\$370*	\$395*	\$ _____	Manager /	\$ 115	\$ 130	\$ _____		
Manager*	\$245*	\$270*	\$ _____	Staff / Student / Retired	\$ 110	\$ 125	\$ _____		
Staff*	\$235*	\$260*	\$ _____	<i>MEAL FUNCTIONS (optional, not already included in price above)</i>					
Student/Retired/Guest	\$210	\$235	\$ _____	President's Party - Saturday, 11/12	\$ 60	\$ _____			
* includes 1 year subscription to CSNA and SNA ( \$150 for Directors and \$45 for Managers and \$40 for Staff)				Regional Breakfast - Sunday, 11/13	\$ 35	\$ _____			

### PRE-CONFERENCE TOURS & WORKSHOPS:

	Member Price	Non-Member	
SNS Exam - Thursday, November 10th - 12 pm - 4 pm	\$175	\$270	Register with SNA
Financial Management - Thursday, November 10th - 8 am - 5 pm	\$ 75	\$100	\$ _____
Cooking for the New Generation - Thursday, November 10th - 8 am - 12 pm	\$ 35	\$ 60	\$ _____
Focus on the Customer - Thursday, November 10th - 1 pm - 5 pm	\$ 35	\$ 60	\$ _____
ServeSafe (Includes Exam- Thursday, November 10, 2011 - 8 am - 5 pm	\$ 75	\$100	\$ _____
ServeSafe (Re-Certification Exam Only)- Thursday, November 10, 2011 - 3 pm - 5 pm	\$ 50	\$ 75	\$ _____
Tour Package - Full Day- Thursday, November 10, 2011 - 8 am - 3:30 pm	\$ 80	\$ 95	\$ _____
Tour Part 1 - Thursday, November 10, 2011 - 8 am - 12:20 pm	\$ 30	\$ 40	\$ _____
Tour Part 2 - Thursday, November 10, 2011 - 12:30 pm - 2:00 pm	\$ 40	\$ 50	\$ _____
Tour Part 3 - Thursday, November 10, 2011 - 2 pm - 3:30 pm	\$ 25	\$ 35	\$ _____

Register for tours and workshops by 10/1/11 CSNA reserves the right to close registration if pre-cons fill up, or cancel if minimum registration is not reached, so please register early.

I would like to participate in the Fitness Fundraiser on Saturday, November 12, 2011 - 7:00 - 8:00 am - \_\_\_\_\_ (No Cost)

**Grand Total Registration/Meals \$ \_\_\_\_\_**

Please make your CHECK PAYABLE TO CSNA and mail with completed registration form to:  
CSNA, 210 N Glenoaks Blvd., Suite C, Burbank, CA 91502 (818) 842-3040 Fax: (818) 843-7423

If paying by credit card, please fill out the following information, sign and mail or fax to the address listed above

Credit Card Number (Visa/MC/AmEx) \_\_\_\_\_ Exp Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_ V-Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

*V-Code is the 3 Digit code on the back of VISA & MC and the 4 Digit Code on the front of AMEX*

Purchase orders will not be accepted. Request for refund must be received in writing by 9/30/11. A \$25 cancellation fee will be deducted.

Children under 16 will not be permitted in the exhibit hall. College students must be registered by an instructor.

For further information about this conference, please visit [www.calsna.org](http://www.calsna.org)



**California School Nutrition Association**  
 210 North Glenoaks Boulevard Suite C  
 Burbank, California 91502

[www.calsna.org](http://www.calsna.org)

*Return Service Requested*

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Thursday, November 10, 2011														
PreCon 8:00 am - 12:00 pm	Sheraton Bataglieri	Sheraton Tofanelli	Sheraton Kamilos/Hendricks	Sheraton TBD										
PreCon 1:00 pm - 5:00 pm	Financial Management	Cook for the New Generation	ServSafe	SNS Exam										
Room Number					301	302/303	304/305	309	310	311	312	317/318	319 306-308 & 313-315	
Friday, November 11, 2011														
A 8:45 am - 9:45 am					Processing USDA Foods: What You Need to Know	SHAPE California in the 21st Century: SHAPeIng Healthy School Environments in Calif. One District at a Time		Students: How They Can Make Breakfast Happen			Apron Decorating 5:00 pm - 6:30 pm		1st General Session 3:15 pm - 4:45 pm	
Saturday, November 12, 2011														
7 - 8 am											Fitness Activity			
B 8:45 am - 9:45 am	8:15 am - 9:45 am HOD SHERATON Gardenia Room				Summer Food Programs - Best Fit For You	Innovation on a Shoe String	Fresh Fruits and Vegetables: How to Serve More!	Managing the Mystery: Correcting Myths & Sharing Best Practices of Food Allergy Management						
C 1:30 pm - 2:30 pm		CSNA Future Leaders Training 1:30-3:45 Separate Registration Continues Sunday			Menu Planning with the 6-5-4 School Lunch Matrix: Pairing Fresh, Seasonal Ingredients with USDA Commodities in School Meals	Best Practices: Getting Ready for New and Improved Meals Part I	ACDA Presentation	Cafeteria Funds - The Do's and Don't's	State Update/Child Nutrition Reauthorization		Be Prepared for Your CRE Review of the National School Lunch Program PART ONE	Curing the Intoxicating effect of negativity ... Principles of JB	Food Connect: A California-approved Database of Competitive Foods and Beverages	
D 2:45 pm - 3:45 pm	President's Party at Sheraton Ballroom 6:30 pm - 11:00 pm				Controlling Operational Costs	Best Practices: Getting Ready for New and Improved Meals Part 2	Connecting Nutrition Between the School Cafeteria, Classroom and Home Improves Healthy Eating Patterns. A panel interacts about the powerful link nutritio	What Makes a Great Manager?	Nutrient-Rich Foods: Simple Tools for a Complex Problem		Be Prepared for Your CRE Review of the National School Lunch Program PART TWO	Farm to Institution Produce	Marketing - Resources and Tools for Better Communication	2nd General Session 4:00 pm - 5:30 pm
Sunday, November 13, 2011														
E 8:00 am - 8:45 am					The "Real High Schools" of California	Keys to Eligibility and Verification	Energy Savings = Budget Savings - FoodService Equipment	Digital Menu Boards - The New Way to Communicate to Your Students	Oakland Eats Garden Fresh! Integrating Nutrition Education into the Garden, Classroom, & Cafeteria		K12 Nutrition Hot Topics		Awards Brunch 9:00 - 10:30 am	
F 10:45 am - 11:45 am					CSNA Future Leaders Training 10:45-3:00 Separate Registration Continued from Saturday	BREAKFAST AND BEYOND! Launching & Sustaining Effective School Breakfast Programs in Your District	Schools Bringing Fresh Fruit and Vegetables to the Desert- The Food Desert That Is	Nutrition Education that Works!	Clean Up the Cafeteria and Reduce Waste: Compost or Recycle Those Milk Cartons!		School Food Service Around the World			
G 12:00 pm - 1:00 pm 1:00 pm - 3:00 pm					Going for the Gold: Tips on Winning a HealthierUS School Challenge Award	Best Practices in Processing Free & Reduced Meal Applications		Water, Water Everywhere! Providing free, fresh drinking water to your students.	Avenues to Receive U.S. Department of Agriculture Foods					