

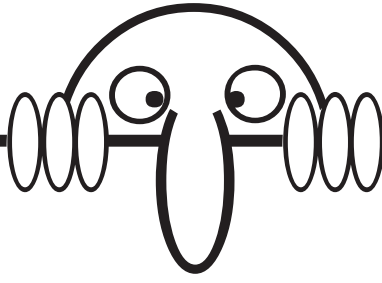
# **The 59th Annual Conference of the California School Nutrition Association**



**CALIFORNIA  
SCHOOL NUTRITION  
ASSOCIATION**

**NOVEMBER 10-13, 2011  
SACRAMENTO, CALIFORNIA**

# Conference at a Glance



Time	THURSDAY November 10	FRIDAY November 11	SATURDAY November 12	SUNDAY November 13
6:00 AM				
6:30 AM				
7:00 AM				
7:30 AM				
8:00 AM				
8:30 AM				
9:00 AM				
9:30 AM				
10:00 AM				
10:30 AM				
11:00 AM				
11:30 AM				
12 Noon				
12:30 PM	Member Reg Noon - 5PM			Member Reg 8 - 12:30PM
1:00 PM	Exhibitor Registration 8:00 AM - 5:00 PM			
1:30 PM	Conf Committee 1-4			
2:00 PM	EFC Meeting 9-12			
2:30 PM	Exhibitor Lunch & Pre-Show Mtg 12pm-1pm			
3:00 PM	Discover Sacramento Tour 8:00 AM - 3:30 PM			
3:30 PM	Financial Management 8am - 5pm			
4:00 PM	Focus on the Customer 1pm - 5pm			
4:30 PM	Cooking for the New Generation 8am - 12pm			
5:00 PM	ServeSafe (Includes Exam) 8am - 5pm			
5:30 PM	SNS Exam 12 pm - 4 pm			
6:00 PM				
6:30 PM				
7:00 PM				
7:30 PM				
8:00 PM				
8:30 PM				
9:00 PM				
9:30 PM				
10:00 PM				
10:30 PM				
11:00 PM				





# “School Nutrition Heroes”

## California School Nutrition Association

### 59th Annual Conference

Sacramento, CA  
November 10-13, 2011

Welcome School Nutrition Heroes!

It is my pleasure to welcome you to Sacramento for the 59th Annual California School Nutrition Association Conference. The Conference Committee, with expert leadership from Conference Chair Lynnelle Grumbles, promises all the very best conference experience at this year’s conference, as you meet and network with an accomplished group of fellow school nutrition professionals from across the great state of California and beyond.

The excellent Conference program, organized by President-Elect, Margan Holloway, reflects our theme this year, “School Nutrition Heroes.” A diverse offering of useful, interesting, and timely sessions are available to you. We invite you to use this Conference program booklet to assist in planning and organizing your schedule to maximize your Conference experience.

Conference Exhibits Chair Gale Hartzell has been working to provide you with the convenience of meeting with representatives from 300 companies under one roof. We encourage you to experience all there is to learn and enjoy at the Exhibitor Showcase, from food to equipment. Make sure that you evaluate all the product sampling, and new product introductions that our vendors have graciously provided for us. We hope you take time to visit each and every exhibit, providing: a wealth of information on menu ideas and equipment innovations; answers to all your questions; and the latest in trends likely to influence the school nutrition market for years to come!

One of the most valuable features of the CSNA Conference experience is the opportunity to network with the other school nutrition professionals in attendance. Make new friends as you get your Zumba workout on Saturday morning, while you visit the Silent Auction and Resource areas, or as you check your email at one of the Cyber-Cafes. The President’s Party on Saturday night will be fun as we see Super Heroes or Beatles fans dressed to the nines. On Sunday morning, please join us in celebrating CSNA member accomplishments at the Awards Brunch, where you also may pick up a specially chosen gift as our way of saying thank you for being a member of CSNA, and thank you for participating in this year’s conference.

The entire Conference Committee joins me in welcoming you to CSNA’s Annual Conference, and we hope that your participation will inspire you as we work together to improve the nutrition, health, and well-being of California’s children.

Thank you again for all you do as “School Nutrition Heroes.”

*Denise Ohm*

--Denise Ohm, SNS  
President, CSNA

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*Need to Update*

*Need to Update*

# GENERAL INFORMATION

## Badges

The CSNA Annual conference is a “closed” conference, not open to the general public. Badges must be worn at all times to the meetings, social functions and in the Exhibit Hall. Industry members request that all attendees wear badges when attending hospitality functions.

## CDA Continuing Education Hours

The California Dietetic Association has approved up to 8 Continuing Education hours plus up to 5 hours of exhibit viewing for this year's conference. To claim credit hours CDA members must pick up a Certificate of Completion which will be kept in the registration area.

## CSNA Membership Booth

The CSNA Membership Booth will be located in the Exhibit Hall. CSNA volunteers will be able to answer questions regarding membership or certification.

## Conference Photography

Conference photography information will be available in the registration area located on the concourse level of the Convention Center near registration.

## Evaluations & Prize Drawing

By filling out a conference evaluation, you will be entered into a drawing. The prize is a free registration for the 2012 CSNA Conference to be held in Pasadena. Winners do not need to be present at the drawing, and the winner's name will be posted on CSNA's website. Please take a minute to fill out the evaluation form as it provides important information for planning next year's conference. Turn in your completed evaluation to a hostess or at the registration desk in order to be entered in the drawing. If you are attending only a portion of the conference, please complete as much of the evaluation as possible as all input is valuable.

## Hostesses

All hostesses will be wearing sashes. The hostesses are there to help you, so feel free to ask them for assistance.

## Please Note

CSNA does not endorse any individual or group of individuals or any sentiment expressed by any speaker and/or other participants in the programs or exhibits. Admission to conference programs and exhibits is limited to persons wearing official 2011 registration badges.

## Smoking Rules

Smoking is NOT permitted in any official CSNA function including Breakouts and General Sessions, Meal Functions, or in the Exhibit Hall.

## Food Distribution Center

All food left over from exhibits will be donated to Sacramento Foodbank, a local charity.

# 2011 CERTIFICATION INFORMATION

**BE SURE TO COLLECT A CERTIFICATE OF COMPLETION FROM THE REGISTRATION DESK BEFORE YOU LEAVE. YOU MUST HAVE THIS CERTIFICATE FOR CREDIT**

*This Conference has been planned as a professional growth activity. Check the sessions you attend and keep this page with your certification records as proof of credits earned. Pre & Post conference formal training courses will earn additional Continuing Education Units (CEU's). Information on becoming certified is available at the CSNA Membership Booth in the Exhibit Hall.*

## ANY CONFERENCE DAY

- Viewing of Exhibits (a maximum of 15 units can be claimed in a 5 year credentialing period) 5 hours

## FRIDAY, NOVEMBER 11, 2011

- Breakout Session A 1 hour  
 1st General Session 1 hour

## SATURDAY, NOVEMBER 12, 2011

- Breakout Special Session 1 hour  
 Breakout Session B 1 hour  
 Breakout Session C 1 hour  
 2nd General Session 1 hour

## SUNDAY, NOVEMBER 13, 2011

- Breakout Session D 1 hour  
 Breakout Session E 1 hour  
 Breakout Session F 1 hour

A maximum total of 14 hours can be earned at conference  
I certify my attendance by checking the above.

For your records, total number of CEU hours claimed \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Make sure to pick up your certificate of completion from the registration desk before you leave the conference. They will be available at the end of each day.

## CDA CONTINUING EDUCATION HOURS

The California Dietetic Association has approved up to 8 Continuing Education hours for this year's conference session, plus exhibit viewing - (maximum of 15 units can be claimed in a 5 year credentialing period). To claim credit hours CDA members must pick up a Certificate of Completion which will be kept in the registration area.

# PAST PRESIDENTS OF CSNA

1953-1954	HELEN CRANE <i>Conference- San Francisco</i>	1982-1983	JUDY FREDERICK <i>Conference- Anaheim</i>
1954-1955	EDITH MURPHY <i>Conference- San Jose</i>	1983-1984	MARY POLSTER <i>Conference- Anaheim</i>
1955-1956	PEARL CALABRESE <i>Conference- Santa Monica</i>	1984-1985	JULIE DUTCHER <i>Conference- San Jose</i>
1956-1957	KATHRYN WAGONER <i>Conference- Oakland</i>	1985-1986	MARY PRATT <i>Conference- Sacramento</i>
1957-1958	RUTH E. WILLIAMS <i>Conference- San Bernardino</i>	1986-1987	GERI DEE <i>Conference- Long Beach</i>
1958-1959	FERN HICKMAN <i>Conference- San Francisco</i>	1987-1988	BECKY BETTENCOURT <i>Conference- Fresno</i>
1959-1960	ANNA CRAMER <i>Conference- Bakersfield</i>	1988-1989	SHYRL DOUGHERTY <i>Conference- Oakland</i>
1960-1961	MINNIE ATKINSON <i>Conference- Coronado</i>	1989-1990	CAROLE NAPOLITANO <i>Conference- Sacramento</i>
1961-1962	RACHEL WORKING <i>Conference- Sacramento</i>	1990-1991	TISH LITCHFIELD <i>Conference- Long Beach</i>
1962-1963	ARLENE PEARSON <i>Conference- San Jose</i>	1991-1992	SUE McCANN <i>Conference- San Diego</i>
1963-1964	MAURINE CHAPMAN <i>Conference- Long Beach</i>	1992-1993	SUE BROOKS <i>Conference- Santa Clara</i>
1964-1965	A'DELE STURTEVANT <i>Conference- Oakland</i>	1993-1994	ANN HALE <i>Conference- Anaheim</i>
1965-1966	MAUDE LARSON-BURNS <i>Conference- Los Angeles</i>	1994-1995	JAN MONFORTE <i>Conference- Sacramento</i>
1966-1967	RUTH PFISTER <i>Conference- Los Angeles</i>	1995-1996	JUDY ROSS <i>Conference- Anaheim</i>
1967-1968	BERNIECE TRACY <i>Conference- Bakersfield</i>	1996-1997	LYNN BURKE <i>Conference- Long Beach</i>
1968-1969	MABLE DALRYMPLE <i>Conference- Los Angeles</i>	1997-1998	KATHLEEN CORRIGAN <i>Conference- Sacramento</i>
1969-1970	CAROL HIORT-LORENZEN <i>Conference- San Francisco</i>	1998-1999	MARILYNN WELLS <i>Conference- Palm Springs</i>
1970-1971	GENE WHITE <i>Conference- Anaheim</i>	1999-2000	RICK DeBURGH <i>Conference- Fresno</i>
1971-1972	DAMARIS NEEL <i>Conference- San Francisco</i>	2000-2001	ELSIE LEE-SZETO <i>Conference- Santa Clara</i>
1972-1973	EVE CREMERS <i>Conference- Los Angeles</i>	2001-2002	MARTY MARSHALL <i>Conference- Sacramento</i>
1973-1974	THELMA DALMAN <i>Conference- Fresno</i>	2002-2003	ZOE ANN BRISCOE <i>Conference- Anaheim</i>
1974-1975	RUTH ANN BENNETT <i>Conference- San Diego</i>	2003-2004	GLENN MCANALLY <i>Conference- San Diego</i>
1975-1976	ERMEL DUNTON <i>Conference- Fresno</i>	2004-2005	PAVEL MATUSTIK <i>Conference- Sacramento</i>
1976-1977	HARRIETT MICHEL <i>Conference- San Diego</i>	2005-2006	RHONDA DEVAUX <i>Conference- Long Beach</i>
1977-1978	VIRGINIA FUGLESTAD <i>Conference- Sacramento</i>	2006-2007	RENE YAMASHIRO <i>Conference- Santa Clara</i>
1978-1979	CAROL HIORT-LORENZEN <i>Conference- Newport Beach</i>	2007-2008	LYNNELLE GRUMBLES <i>Conference- Palm Springs</i>
1979-1980	RUTH RICHARD <i>Conference- San Diego</i>	2008-2009	STEPHANIE BRUCE <i>Conference- San Diego</i>
1980-1981	MARY PRAGER <i>Conference- Sacramento</i>	2009-2010	MARILYN BRIGGS <i>Conference- Santa Clara</i>
1981-1982	PEGGY STEVENSON <i>Conference- Sacramento</i>	2010-2011	ANDREW SOLIZ <i>Conference- Pasadena</i>



# HISTORY OF CSNA

## HONORARY MERIT AWARDS

James Hemphill	1964-1965	Maria Balakshin	1990-1991
Jean Willmas	1965-1966	Geri Dee	1991-1992
Josephine Morris	1966-1967	June Frye	1992-1993
Helen Crane	1967-1968	Sharon Hern	1993-1994
Minnie Atkinson	1968-1969	Gayle Wilson	1994-1995
Anna Cramer	1970-1971	Sue McCann	1995-1996
Violet Roefs	1971-1972	Carol Hiort-Lorenzen	2001-2002
Gene White	1972-1973	Marty Marshall	2002-2003
Ruth Pfister	1976-1977	Lynnelle Grumbles	2003-2004
Arlene Pearson	1977-1978	Glenn McAnally	2004-2005
Harriett Michel	1979-1980	Judy Smothers	2005-2006
Adrienne Berhman	1982-1983	Zoe Ann Briscoe	2006-2007
Ermel Dunton	1983-1984	Marilyn Briggs	2007-2008
Maude Larson	1984-1985	Judy Pollock	2008-2009
Virginia Fuglestad	1985-1986	Rhonda DeVaux	2009-2010
Marie Schilling	1986-1987	Robert Schram	2010-2011
Mary Harvey	1987-1988		

## MOSCONE RECIPIENTS

Violet Roefs	1979-1980	Marilyn Briggs	1997-1998
Gene White	1980-1981	Barry Sackin	1998-1999
Carol Hiort-Lorenzen	1981-1982	Brenda Padilla	2000-2001
Harriett Michel	1982-1993	Marilyn Briggs	2001-2002
Mary Prager	1983-1984	Geri Dee	2002-2003
Ruth Richard	1984-1985	Angie Avila	2003-2004
Eve Cremers	1985-1986	Marilynn Wells	2004-2005
Virginia Fuglestad	1986-1987	Marty Marshall	2005-2006
Julie Dutcher	1987-1988	Enid Hohn	2006-2007
Bill Honig	1988-1989	Lynn Burke	2007-2008
Helen Kerrian	1989-1990	Rene Yamashiro	2008-2009
Shryl Dougherty	1991-1992	Tony Roberts	2009-2010
Rick De Burgh	1993-1994	Anne Gaffney	2010-2011
Jan Monforte	1995-1996		

## INDUSTRY APPRECIATION AWARDS

Irving Goldman	1981-1982	Perry Walrack, Frank & Craig Kohler	1994-1995
John Poulos	1982-1993	Jennifer Mullens	1995-1996
Louis Sabatasso	1983-1984	George Thorsen	1996-1997
Jack Grube	1984-1985	Bob Nasty	1997-1998
Jim Melikian	1984-1985	Tony Roberts	1998-1999
Robert Coury	1985-1986	Piranha Produce	2000-2001
Dixie Farms	1985-1986	Jim Melikian	2001-2002
Michael Anderson	1986-1987	Erik Lenocker	2002-2003
Charlene Holabird	1987-1988	Greg Peot	2003-2004
Beau Smith	1987-1988	Stacy Sagowitz	2004-2005
Leo Dudley	1988-1989	Del Siebert	2005-2006
Don Flahiff	1989-1990	Tracey Tinder	2006-2007
Jerry Roberts	1989-1990	Howard Mills	2007-2008
Rosie Kirsch	1990-1991	Tony Roberts	2008-2009
Boden Food Sales	1991-1992	Michelle Reitzin-Bass	2009-2010
J&J Snack Foods Corp.	1992-1993	Pete Belknap	2010-2011
Sabatasso Foods, Inc.	1992-1993		
Leo Dudley	1993-1994		

# DAY-AT-A-GLANCE

## THURSDAY NOVEMBER 10, 2011

8:00 - 5:00	Exhibitor Registration	Convention Center
8:00 - 5:00	Financial Management	Sheraton Bataglieri Room
8:00 - 5:00	ServSafe	Sheraton Hendricks Room
8:00 - 12:00	Cook for the New Generation	Sheraton Tofanelli Room
12:00 - 5:00	Member Registration	Convention Center
1:00 - 4:00	Focus on the Customer	Sheraton Tofanelli Room
1:00 - 4:00	Pre-Conf - SNS Exam	Sheraton Kamilos Room

### Pre-Conference Workshops

THURSDAY 8:00 AM - 5:00 PM

**Financial Management** *Presented by NFSMI.* Sheraton Bataglieri Room  
(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.

**ServSafe** Sheraton Hendricks Room  
(Includes Exam) (1 hour break for lunch will be given, lunch on your own.)

THURSDAY 8:00 AM - 12:00 PM

**Cooking for the New Generation** *Presented by NFSMI.* Sheraton Tofanelli Rm  
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.

THURSDAY 1:00 PM - 5:00 PM

**Focus on the Customer** *Presented by NFSMI.* Sheraton Tofanelli Room  
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

THURSDAY 1:00 PM - 5:00 PM

**SNS Exam**

Sheraton Kamilos Room

Pre-registration and approval required through SNA

**Pre-Conference Tour**

THURSDAY 7:45 AM - 3:45 PM

**Discover Sacramento Tour** Off-Site - Bus Departs from

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! 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 and 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.

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

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

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.)

# DAY-AT-A-GLANCE

## FRIDAY NOVEMBER 11, 2011

7:00 - 5:00	Registration/Silent Auction/Resource Room	Conv. Center Lobby
7:00 - 5:00	Exhibitor Registration	Conv. Center Lobby
	Exhibit Chair: Gale Hartzell	
	Exhibit Co-Chair: Terry Pangborn-Gerner, SNS	
	Elected Industry Representative: Dale Bowman	
	Trade Show Manager: Amber Ardizone, <i>Executive Management Associates</i>	
8:00 - 5:00	Cyber Cafe	Conv. Center Lobby
	SPONSORED BY NUTRIKIDS	
8:45 - 9:45	Breakout Session A	3rd fl. Breakout Rooms
10:00	Opening of Exhibits	Exhibit Hall B
10:00 - 3:00	Exhibits	Exhibit Hall A/B
3:15 - 4:45	First General Session	3rd Fl 306-308 & 313-315
5:00 - 6:30	Apron Decorating Contest	Room 317/318

### EDUCATIONAL BREAKOUT SESSIONS - SESSION A FRIDAY 8:45 AM - 9:45 AM

**Processing USDA Foods: What You Need to Know** **302/303**  
*Jennifer Stultz & Jessica Gray, Processing Consultant, CA Dept of Ed. NSD*  
Does processing USDA Foods seem to be a mystery? Come to this session and learn about processing. This session will provide you with an overview of processing, information to determine if processing will benefit your agency, a discussion of new processing policies, and participate in activities to help you solidify what you have learned.

**SHAPE California in the 21st Century: SHAPEing Healthy School Environments in California One District at a Time** **304/305**  
*Shannan Young, Nutrition Education Consultant, CA Dept of Ed. NSD*  
Calling all current and future SHAPE California agencies! This session highlights the collective impact of partnerships using the California Department of Education's Shaping Health As Partners in Education (SHAPE) California approach. Join us as we explore the State Superintendent of Public Instruction, Tom Torlakson's, TEAM CALIFORNIA FOR HEALTHY KIDS campaign and how this will support your efforts for creating a healthy school environment. This is also your opportunity to hear the recommendations of the SHAPE advisory committee for SHAPE California in the 21st century.

**Students: How They Can Make Breakfast Happen** **309**  
*Peggy Lee, Dori Coetzee, Peggy Blitz & Tammy Anderson Wise - Dairy Council of CA*  
Learn how to engage students to help expand their school breakfast program. Once students take ownership of the positive changes made to improve their school environment - you have a recipe for a winning breakfast program. We will show you what is needed to support this movement.



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# FIRST GENERAL SESSION

Friday, November 11, 3:15 p.m. - 4:45 p.m.

Convention Center, 3rd Fl 306-308 & 313-315

**Presiding** Denise Ohm, CSNA President

**Flag Salute** Scott Soiseth

**Patriotic Song** “God Bless America” - Irving Berlin  
Audience Sing-Along

**Introduction of 2011 Sacramento Conference Committee**  
Lynnelle Grumbles, Conference Chair

**Welcome from CDE** Tom Torlakson  
State Superintendent of Public Instruction

**Meet the Candidates** Denise Ohm, CSNA President  
Introduction of 2012/2013 CSNA Officer Candidates

**Presentation of Awards** Denise Ohm, CSNA President  
Lauren Teng, CSNA Awards & Scholarships Chair  
*Moscone Commitment to Child Nutrition Award*  
*Don Flahiff Industry Appreciation Award*

**Keynote Address** 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.”

**Closing Remarks**







**Cheddar Sauce**

Only 1g fat, 5 mg cholesterol,  
40 calories per serving



**Alfredo Sauce**

Only 1g fat, 5 mg cholesterol,  
40 calories per serving



**Butter Sauce**

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10 calories per serving

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Join us for an  
 *Apron Decorating Contest*

**Friday, November 11, 2011**

**5:00 pm - 6:30 pm**

**Room 317/318**

*Prizes will be awarded and  
winning aprons will be recognized  
at the Awards Brunch on Sunday*

*Sew  
Glue  
Paint  
Glitter  
Buttons  
Ribbons*



**All Aprons and Supplies Provided  
FREE of charge!**

*Just Show up and plan on having a sewing good time!*



# DAY-AT-A-GLANCE

## SATURDAY November 12, 2011

7:00 - 8:00	Zumba Fitness Fundraiser Event <i>T-Shirts Sponsored by eTriton, G.A. Systems, J &amp; J Snack Food, JM Smuckers, Kelloggs, Meyer Marketing, Obesity Free Food, O.F.F., True Natural Food</i>	3rd Fl Rm 311/patio
7:30 - 3:00	Registration/Silent Auction/Resource Room	Conv. Center Lobby
7:30 - 12:00	Exhibitor Registration	Conv. Center Lobby
8:00 - 5:00	Cyber Cafe <i>SPONSORED BY NUTRIKIDS</i>	Conv. Center Lobby
8:00 - 3:00	Silent Auction/Resource Room	Conv. Center Lobby
8:15 - 9:45	House of Delegates	Sheraton Gardenia Rm
8:45 - 9:45	Breakout Session B	3rd fl. Breakout Rooms
10:00 - 1:30	Exhibits	Exhibit Hall A/B
1:30 - 2:30	Breakout Session C	3rd fl. Breakout Rooms
1:30	Silent Auction Closes	Conv. Center Lobby
1:30 - 3:45	Future Leaders (pre-reg required)	Sheraton Tofanelli Rm
2:45 - 3:45	Breakout Session D	3rd fl. Breakout Rooms
4:00 - 5:30	Second General Session	3rd Fl 306-308 & 313-315
5:30 - 6:30	Conference Photos (see schedule at Registration Desk)	Sheraton Ballroom Foyer
6:30 - 11:00	President's Party	Sheraton Ballroom

### EDUCATIONAL BREAKOUT SESSIONS

#### SESSION B

#### SATURDAY 8:45 AM - 9:45 AM

#### **Advocacy 101: Telling Your Story** **301**

*Teri Burns, Director of Legislative Advocacy, School Innovations & Advocacy*

This workshop will assist participants in the basics of advocacy. Learn how to engage policy makers from the first step of making the appointment, to developing a strong policy argument, to using tactics such as storytelling to illustrate why your policy

#### **Summer Food Programs - Best Fit For You** **302/303**

*Donna Reedy, School Nutrition Program Analyst, CA Dept of Education NSD*

*Marsha Miller, Child Nutrition Consultant, CA Dept of Education NSD*

Summer Meals - Which Program is Right for my School? This session will include an overview of Summer Meal programs and a comparison of each program's requirements. State Agency specialists will describe, compare, and contrast each program's requirements and advantages.

**EDUCATIONAL BREAKOUT SESSIONS B (Cont)**

**Innovation on a Shoe String**

**304/305**

*Donnie Barclift, Cassandra Reed, Sherry Carpenter & Deborah Shahbazpour, Field Supervisors, Oakland USD*

Oakland USD has made great strides in improving school meals. This was done in the midst of a state takeover of the district and with increasing pressure on the program to do more with the same or fewer resources. Come learn how OUSD has pushed the limits with current resources to improve the meals we serve Oakland's students.

**Cafeteria Funds - The Do's and Dont's**

**309**

*Chris Kavooras, Manager, CA Dept of Education NSD*

To address growing concerns about unallowable costs being charged to the Cafeteria Fund, the CDE hopes to educate school food service personnel about what to look for, what's allowable, and what's not. Bring your questions to this session, so we can have an interactive session!

**Managing the Mystery: Correcting Myths & Sharing Best Practices of Food Allergy Mngmt 310**

*Sherry Coleman Collins, RD, LD, Marketing & Communications Mgr, National Peanut Board*

Managing food allergies in the school environment is an ongoing challenge, with more students than ever registering with special dietary restrictions. While it's tempting to simply ban offending foods – how do we do this and still meet the Dietary Guidelines for Americans when milk and eggs are top allergens? Where can foodservice professionals find reliable guidelines, best practices and recommendations about food allergies? How do we separate fact from fiction, fear from fairness and implement evidence-based recommendations to keep kids safe and nutritious foods on the menu? These and other questions will be addressed in this session.

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# BEEF UP YOUR MENU

## WITH BBQ BEEF SANDWICHES

INGREDIENTS	MEASURES	DIRECTIONS
<b>BBQ Sauce:</b>		
Barbecue sauce	5-1/2 cups	Combine sauce ingredients in large saucepan; bring to a boil, stirring often. Remove from heat.
Canned crushed pineapple, drained well	6 cups	
Packed brown sugar	1-1/4 cup	Set aside.
Worcestershire sauce	1/2 cup	Yield: 2-3/4 cups
<b>Carrot Salad:</b>		
Plain lowfat yogurt	2-1/2 cup	Combine yogurt, mayonnaise, vinegar, pepper and salt in a large bowl. Add carrots, pineapple, tomatoes and parsley; toss to combine.
Reduced-fat mayonnaise	2 cup	
Cider vinegar	1/2 cup	Cover and refrigerate until ready to use.
Pepper	1 tsp	
Salt	1 tsp	Yield: 7-1/2 cups
Shredded carrots	21 cups	
Canned crushed pineapple, well drained	6-1/4 cups	
Tomatoes, seeded, chopped	6-1/4 cups	
Chopped fresh parsley	8 Tbsp	
Frozen fully-cooked ground beef crumbles, defrosted	14 lb	Place sauce in a large stockpot, add beef crumbles and heat until mixture reaches 165°F.
Whole wheat or white sandwich rolls, 1-1/2 oz each	100 each	
Per order: Place 1/2 cup of beef mixture on roll bottom. Top with 1/4 cup of carrot salad. Close sandwich with roll top. Carrot salad may be served on side.		

*Nutrition information per serving: 265 calories; 6 g fat (2 g saturated fat); 12 mg cholesterol; 716 mg sodium; 39 g carbohydrate; 4.8 g fiber; 13 g protein; 2.8 mg iron; 69.4 mg calcium; 4091 IU vitamin A; 5.8 mg vitamin C.*

*This recipe is an excellent source of protein and vitamin A, and a good source of fiber, iron and vitamin C.*

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Beef Production Information  
[www.ExploreBeef.org](http://www.ExploreBeef.org)

**EDUCATIONAL BREAKOUT SESSIONS  
SESSION C**

**SATURDAY 1:30 PM - 2:30 PM**

**State Update/Child Nutrition Reauthorization 301**

*Carol Chase, Nutrition Education Administrator, CA Dept of Education NSD*

The California Department of Education's Nutrition Services Division will present updated information regarding a variety of topics, such as legislation, Child Nutrition Reauthorization, the automated Child Nutrition and Information Payment System (CNIPS), Direct Certification, Commodities, Nutrition Education/Professional Development, and other hot topics.

**Best Practices: Getting Ready for New and Improved Meals Part I 302/303**

*Pamela Lambert, Director, Student Nutrition Services, Escondido Union HSD*

*Sally Spero, Food Planning Supervisor, San Diego USD*

*Rodney Taylor, Director, Nutrition Services, Riverside USD*

Here from fellow colleagues about the amazing and innovative things they are doing in their districts. Farm to School and Scratch Cooking *Presented by Pamela Lambert*  
Classroom Confidential: Learn behind-the-scenes tips that will help make your Breakfast in the Classroom program a success from Day One *Presented by Sally Spero*  
Farmers Market Salad Bar *Presented by Rodney K. Taylor*

**New Image of USDA Foods 304/305**

*David Durkin, ACDA School Program RA*

Topics include new USDA food offerings and information about the American Commodities Distribution Association and what they offer to members and recipient agencies

**Fresh Fruits and Vegetables: How to Serve More! 309**

*Elizabeth Moreno, Nutrition Education Specialist, CA Dept of Education NSD*

*David Hazeleaf, Program Specialist, CA Dept of Education NSD*

To further address growing concerns about childhood obesity, Congress passed the 2008 Farm Bill which authorized the national Fresh Fruit and Vegetable Program (FFVP). The FFVP supports participating low-resource elementary schools to provide free fresh fruit and vegetable snacks to school children. Attend this session to learn strategies schools can initiate to: offer more fresh fruits and vegetables, integrate complimentary nutrition education, and build partnerships in the community as well!

**Menu Planning with the 6-5-4 School Lunch Matrix: Pairing Fresh, Seasonal Ingredients with USDA Commodities in School Meals 310**

*Georganne Brennan & Ann M Evans, Principals, Co-founders, Evans & Brennan, LLC*

*Jennifer LeBarre, Director of Nutrition Services, Oakland Unified School District*

*Zenoba Barlow, Executive Director, Ecoliteracy*

Join award-winning cookbook authors Georganne Brennan and Ann M. Evans, along with Center for Ecoliteracy executive director Zenobia Barlow and Oakland Nutrition Services director Jennifer LeBarre, as they share innovative strategies for cooking from scratch using the Center's dynamic 6-5-4 School Lunch Matrix. This innovative model menu-planning framework for school food services professionals is designed to generate a variety of high flavor dishes and increase the use of fresh, seasonal ingredients in school meals. As presented in the Center for Ecoliteracy's cookbook-guide, *Cooking with California Food in K-12 Schools*, the 6-5-4 strategy uses six basic dishes children know and love, five cultural flavor profiles, and the four seasons. As a field-tested plan for effective professional development that school food service professionals genuinely enjoy, it draws on their skills and inspires their creativity. Complementary cookbook-guides will be provided to participants.

## EDUCATIONAL BREAKOUT SESSIONS C (Cont)

### **Be Prepared for Your CRE Review of the National School Lunch Program Part One 312**

*Carol Monroe, Child Nutrition Consultant, CA Dept of Education NSD*

This session will focus on the general requirements of the National School Lunch Program. We will discuss information that you will need to provide during the Coordinated Review Effort (CRE) and your School Meals Initiative (SMI) Review. We will also include common errors found during CRE and SMI reviews and problems that will result in fiscal action.

### **Curing the Intoxicating effect of negativity ... Principles of JB 317/318**

*Bonne Bell-Hansen, President, Bell Tasty Foods*

*Matt Upton, V.P. of GO, Bell Tasty Foods*

Within all the changes in reimbursement standards, financial cut backs, and disgruntled co-workers have you been intoxicated with negativity? Then you MUST come to this session and learn the principles of JB which will cure the effect of being intoxicated with negativity.

### **Food Connect: A California-approved Database of Competitive Foods and Beverages 319**

*Michael Danzik, Nutrition Education Specialist, CA Dept of Education NSD*

*John Lund, Head, Business Development & Quality Assurance, Agricultural Marketing Service, United States Department of Agriculture*

Participants will learn about the California-approved database containing compliant competitive foods and beverages. Presenters will review the Food Connect web site showing how schools can easily access foods and beverages compliant with California's nutrition standards. Participants will leave with the understanding of how to utilize the Food Connect database to choose compliant competitive foods and beverages.

### **Future Leaders (special pre-registration required) Sheraton Tofanelli**

*Featured Speakers: Geri Dee, Robert Lewis, Andrew Soliz and Rhonda Devaux*

## EDUCATIONAL BREAKOUT SESSIONS

### SESSION D

SATURDAY 2:45 PM - 3:45 PM

#### **Controlling Operational Costs 301**

*Jim Staples, Director, K12, Horizon Software International*

Jim Staples, Director of National Accounts, will discuss how in today's economic climate, districts are investing in ways to control their back office operations with integrated modules inventory, procurement, menu planning, nutrition analysis, and production. Districts that utilize back office solutions realize an average reduction of cost 5 – 15% by reducing losses from shrinkage, over-ordering, and waste.

#### **Best Practices: Getting Ready for New and Improved Meals Part 2 302/303**

*Jamie Smith, SNS, Sr Manager, Food and Nutrition Services, Santa Cruz City Schools*

*Rafaelita Curva, SNS, Director Student Nutrition Services, Davis Joint USD*

*Cathy Luellen-Aflague, SNS, Director of Child Nutrition Svcs, Santa Rosa City Schools*

Scratching the Surface- How to Implement and Grow Scratch Cooking in Your Program!

*Presented by Jamie Smith;*

Farm to School Program– Successes in partnering with local farmers *Presented by*

*Rafaelita Curva;*

Partnering with Local Farmers and Businesses – How to produce wonderful, healthy food for students using fresh ingredients! *Presented by Cathy Luellen-Aflague*

#### **Connecting Nutrition Between the School Cafeteria, Classroom and Home Improves Healthy Eating Patterns. A panel interacts about the powerful link nutritio 304/305**

*Dori Coetzee, Territory Manager, Dairy Council of CA*

*Anne Gaffney, R.D., SNS, Elk Grove USD*

*Robin Taylor, Parent & PTA President Elk Grove USD*

*Kathleen Lewis, Elementary School Teacher, Elk Grove USD*

Participants will develop knowledge and solutions for: The synergistic role between learning about and consuming nutrient-dense foods at school and home to improve health Making your school cafeteria a food learning lab that increases meal participation and uses communication tools to connect good food choices between the school and the home Using the “village” of parents, school nutrition directors, administrators and teachers to shape healthy student food choices

#### **Are You a “Supermanager”? 309**

*JoAnne Robinett, School Nutrition Specialist, America's Meal*

Are you a “Supermanager”? There is a lot involved in the important position you hold – some days it takes superpowers to do your job!. This former manager turned director shares a list of qualities, skills and powers that all “Supermanagers” should possess.

#### **Be Prepared for Your CRE Review of the National School Lunch Program Part Two 312**

*Gloria Cabrera, Child Nutrition Consultant, CA Dept of Education NSD*

This session will focus on the general requirements of the National School Lunch Program. We will discuss information that you will need to provide during the Coordinated Review Effort (CRE) and your School Meals Initiative (SMI) Review. We will also include common errors found during CRE and SMI reviews and problems that will result in fiscal action.



**Farm to Institution Produce**

**310**

*Karen Candito, Correctional Food Service Director, County of Santa Clara*  
*Steve Del Masso, Vice President, Bay Citiesw Produce Co., Inc.*  
*Tony Serrano, General Manager, ALBA Organics*

Getting produce from the small local farm to your institution sounds like a win/win, but it's not always easy or affordable. Learn about successful farm to institution programs from those who have found creative ways to make it work. Panelists include a Food Service Director who has worked collaboratively to develop a solicitation for produce to include a local purchasing program, a Produce Distributor who's infrastructure includes established relationships, tracking systems and food safety support with and for local farms and a Manager of an agricultural and land based training organization which provides business opportunities for farm workers and aspiring farmers and sells produce through a licensed distributorship.

**Marketing - Resources and Tools for Better Communication**

**319**

*Brenda Robinson, Director of Food Services, Bakersfield City School District*  
*Leah Schmidt, SNS, Director of Nutrition Services, Hickman Mills C-1 Schools*

Resources galore – why reinvent the wheel? Come find out how to explore the internet opportunities available to you to teach nutrition lessons and promote your healthy school programs.

**Future Leaders Continued (special pre-registration required)**

**Sheraton Tofanelli**

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**SECOND GENERAL SESSION**  
**Saturday, November 12, 4:00 p.m. - 5:30 p.m.**  
Convention Center, 3rd Fl 306-308 & 313-315

**Welcome** Margan Holloway, CSNA President-Elect

**Greetings from SNA** Wanda Grant, West Region Director  
Leah Schmidt, SNA Vice President

**Introduction of Keynote Speaker**  
Margan Holloway, CSNA President-Elect

**Keynote Address** “Recipes for success - Scoops of Love”  
Maureen Mulvaney,  
MGM & Associates Inc.



**Booth Drawing** Dale Bowman,  
CSNA Industry Representative

**Closing Remarks**

**Turn in your completed Conference Evaluation Form to the facilitator at the end of the last session you attend, or at the registration desk to win a Free Registration to Conference 2012 in Pasadena.**

**Your name is optional on the evaluation form unless you are entering the drawing. Winner will be posted on the CSNA Website.**



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SATURDAY, NOVEMBER 12, 2011



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Wear your best superhero costume  
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*After dinner, dance to the music of our D.J.  
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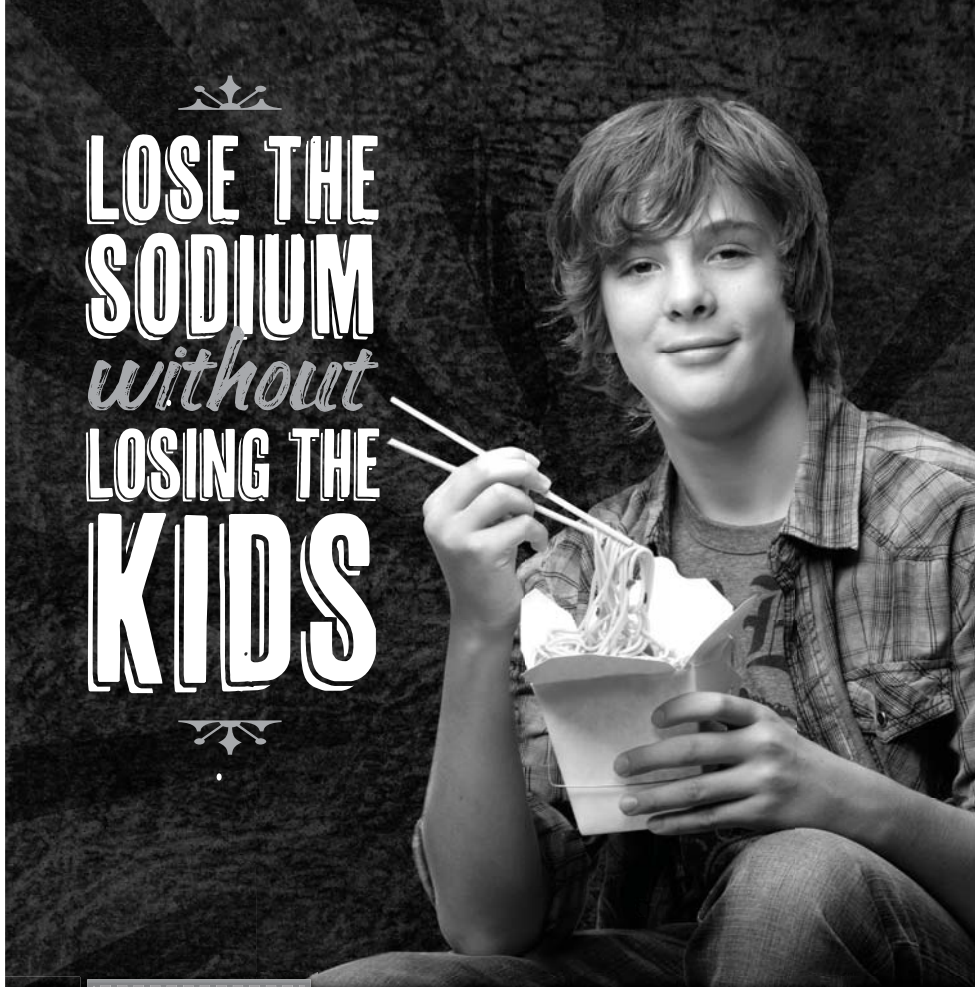


**Sheraton Grand Ballroom**

**Reception 6:30 - 7:00 pm**

*Honoring Chapter Presidents and Industry Members*

**Dinner and Party 7:00 - 11:00 pm**



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# DAY-AT-A-GLANCE

## SUNDAY November 13, 2011

8:00 - 12:00 Registration	Conv. Center Lobby
8:00 - 12:00 Cyber Cafe	Conv. Center Lobby
<i>SPONSORED BY NUTRIKIDS</i>	
8:00 - 11:00 Silent Auction Item Pick-Up	Conv. Center Lobby
8:00 - 8:45 Breakout Session E	3rd fl. Breakout Rooms
9:00 - 10:30 Regional Awards & Brunch	3rd Fl 306-308 & 313-315
10:45 -11:30 Breakout Session F	3rd fl. Breakout Rooms
10:45 - 3:00 Future Leaders (pre-reg required)	Room 301
11:45 -12:30 Breakout Session G	3rd fl. Breakout Rooms

### EDUCATIONAL BREAKOUT SESSIONS

#### SESSION E

#### SUNDAY 8:00 AM - 8:45 AM

#### **The “Real High Schools” of California 302/303**

*Sharon Briel, RD, FS Director, Kern High School District*  
*Kathy Gregory, Field Coordinator, Kern High School District*  
*Lynn McDermott, Assistant Director, Student Nutrition and Food Services, Kern High SD*  
*JoAnne Faubus, Field Coordinator, Kern High School District*  
Kern High School District is the largest, non-unified high school district in California with 18 comprehensive high schools serving more than 24,000 meals per day. A panel of KHSD administrative team members will share information, resources and hand-outs used to lead activities in the district’s cafeterias.

#### **Keys to Eligibility and Verification 304/305**

*Chris Kavooras, Manager, CA Dept of Education NSD*  
*June Preston, Child Nutrition Supervisor, CA Dept of Education NSD*  
The Eligibility and Verifications process serves as a foundation for building your school meal programs. Eligibility determinations establish the amount of reimbursement each meal earns for your program and provides the opportunity to validate your application process and possibly detect unallowable claims. We will also touch on the disclosure of meal records for purposes outside your meal programs. This session will provide an overview of federal and state requirements. Questions are welcome!

#### **Energy Savings = Budget Savings - FoodService Equipment 309**

*Kathy Creed, Director, Institutional Sales, BigTray*  
A review of energy saving technology in foodservice equipment today. Learn what is available for energy savings rebates and gain tools to educate your districts about the long term savings of the new equipment you need now. Energy Savings = Budget Dollars Saved

## EDUCATIONAL BREAKOUT SESSIONS E (Cont)

### **Digital Menu Boards - The New Way to Communicate to Your Students** 310

*Andrew Bettis, Manager of Strategic Partnerships, Texas Digital*

Learn about a new high tech way to grab the attention of the students. Not only show students menu descriptions, nutritional values, & prices of menu items, but be able to share nutritional education information and extra curricular school activities in multi-media file formats on LCD screens.

### **Oakland Eats Garden Fresh! Integrating Nutrition Education into the Garden, Classroom, & Cafeteria** 311

*Joyce Peters, Registered Dietician, Oakland USD*

*Jenny Wang, Senior Program Specialist, Alameda County Public Health Department, Nutrition Services*

Harvest of the Month education doesn't have to exist solely in the classroom. Learn how Oakland USD integrated Harvest of the Month into schools gardens and the cafeteria.

### **K12 Nutrition Hot Topics** 312

*Ali Dorazio, Senior Scientist, General Mills*



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# REGIONAL AWARDS & BRUNCH

SUNDAY, NOVEMBER 13, 2011 - 9:00 - 10:30 AM

BALLROOM

**Welcome & Brunch** Lynette Rock, CSNA Vice President,  
Master of Ceremonies

**Parade of Chapter Presidents & Golden Poppy Chapter Awards**  
Brenda Arnett, CSNA Membership Director

## **Presentation of Awards**

YEARS OF CSNA MEMBERSHIP  
STAR CLUB MEMBERS  
BEST BOOTH WINNERS  
APRON CONTEST WINNERS  
PHOTO CONTEST AWARD PRESENTATION  
VIDEO CONTEST WINNERS



## CSNA RECOGNITION AWARDS



Nutrition	Robert Lewis
Legislation	Debra Amos & Henrietta D'Ora
Professional Growth	Laura Glenn
Public Information	Arla Provo
Creativity	Sean Lear
Communications	Deborah Oviedo

"GOLDEN SPOON" PRESENTATIONS TO THE CHAPTER PRESIDENTS

100% MEMBERSHIP AWARDS  
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HUSC WINNERS



## **Introduction of 2012 CSNA Conference Committee**

Liz Brown-Smith, 2012 Conference Committee Chair and  
Margan Holloway, CSNA President-Elect

**Closing Remarks** Denise Ohm, CSNA President

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# **Obesity Free Foods Association**

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# EDUCATIONAL BREAKOUT SESSIONS

## SESSION F

SUNDAY 10:45 AM - 11:30 AM

**Future Leaders Continued from Saturday (pre-registration required) 301**

**BREAKFAST AND BEYOND! Launching & Sustaining Effective School Breakfast Programs in Your District 304/305**

*Robert Quanstrom, Food Services Director, Val Verde Unified School District*

*Matthew Belasco, Director of Child Nutrition Services, Pittsburg USD*

*Alex Carrillo, Food Services Operations Coordinator, Sanger USD*

*Tia Shimada, Nutrition Policy Advocate, BreakfastFirst Campaign Coordinator*

Effective school breakfast programs are a win-win-win for supporting students' academic achievement, bolstering districts' budgets, and improving school climate. Hear from experienced colleagues about key strategies for implementing successful and innovative breakfast service models, utilizing Provision II for breakfast only, increasing school breakfast participation, upgrading nutritional offerings, and promoting/sustaining school breakfast through district policy and promotion. The session will be facilitated by California Food Policy Advocates, coordinator of the statewide BreakfastFirst Campaign which aims to increase access, participation, and nutritional quality of school breakfast programs throughout the state.

**Schools Bringing Fresh Fruit & Vegetables to the Desert- The Food Desert That Is 309**

*Jennifer LeBarre, Director, Oakland USD*

*Christine Cherdboonmuang, Project Coordinator, East Bay Asian Youth Center*

In 2006, East Bay Asian Youth Center (EBAYC) launched weekly produce markets at two Oakland USD elementary schools. The idea was to make it easy for parents to shop for fresh produce while collecting their kids from school and to encourage healthy eating with cooking demonstrations and nutrition education workshops. In Fall 2009, the program expanded to an additional 10 schools becoming the Oakland Fresh School Produce Markets, supported by a new partnership with OUSD Nutrition Services. All markets are located in neighborhoods where there are more liquor store than stores selling fresh fruit and vegetables. Come learn how schools can bring fresh fruit and vegetables to our children's homes.

**Nutrition Education that Works! 310**

*Heather Reed & Shannan Young, Nutrition Education Consultant, CA Dept of Ed., NSD*

Nutrition Education is an important part of a comprehensive approach to prevent childhood obesity. As a child nutrition professional, you have an opportunity to coordinate nutrition education with the classroom. In this interactive session, you will consider how to recommend effective nutrition education curriculum to teachers, using the 2010 Nutrition Competencies, which are aligned with the California Health Education Content Standards. You will also practice developing education cafeteria campaigns. Don't miss this opportunity to get one of the first copies of the new nutrition education resource guide just released by the California Department of Education.



## EDUCATIONAL BREAKOUT SESSIONS F (Cont)

### Clean Up the Cafeteria and Reduce Waste: Compost or Recycle Those Milk Cartons! 311

*Debbie Dodson, School Recycling Coordinator, The Carton Council*

Over 200 communities in California are sending their milk and juice cartons to compost or recycling facilities. School districts within these communities can do the same. Learn how to engage the recyclers in your community, get the support of your administrators, school staff and students. A how-to school recycling guide and administrative summary will be provided to each program participant.

### School Food Service Around the World 312

*Tony Roberts, Proprietor, Tony Roberts Company*

This session will describe school lunch programs from throughout the world and how different countries deal with their own specific child nutrition issues

**Booth #  
528 & 530**

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### CUSTOM SERVING LINES

# EDUCATIONAL BREAKOUT SESSIONS

## SESSION G

SUNDAY 11:45 AM - 12:30 PM

**Future Leaders Continued from Sat ends at 3 (special pre-registration required) 301**

**Going for the Gold: Tips on Winning a HealthierUS School Challenge Award**

**302/303**

*Elizabeth Moreno, Nutrition Education Specialist, CA Dept of Education NSD*

*Louise Casias, Nutrition Education Specialist, CA Dept of Education NSD*

The HealthierUS School Challenge is a voluntary initiative of the U.S. Department of Agriculture and it is the cornerstone of Michelle Obama's Let's Move! Campaign to end the childhood obesity epidemic in one generation. Come learn from California award winners some strategies and best practices that they have implemented to improve their: school lunch meals, competitive foods, nutrition education, physical education, opportunities for physical activity, and school wellness policies, to be nationally recognized for their healthy school environments!

**Best Practices in Processing Free & Reduced Meal Applications**

**304/305**

*Andrew Savitt, Director of Technology, Image One*

Get prepared for Free & Reduced Meal Application Processing Season! Learn from a Food Service industry expert about best practices in promotion & communication, design, and managing free & reduced meal applications. These best practices are compiled from information collected from districts in over 30 states.

**Water, Water Everywhere! Providing free, fresh drinking water to your students.310**

*Michael Danzik, Nutrition Education Specialist, CA Dept of Education NSD*

*Ellen Braff-Guajardo, Sr. Nutrition Policy Advocate, California Food Policy Advocates*

Presenters will review the state law (Senate Bill 1413, Leno) and federal law (Section 203 of the Healthy, Hunger-free Kids Act of 2010) on providing free drinking water to students. Best practices will be shared with an emphasis on district responsibility for implementation.

**Avenues to Receive U.S. Department of Agriculture Foods**

**311**

*Amy Bell, Child Nutrition Consultant, CA Dept of Education NSD*

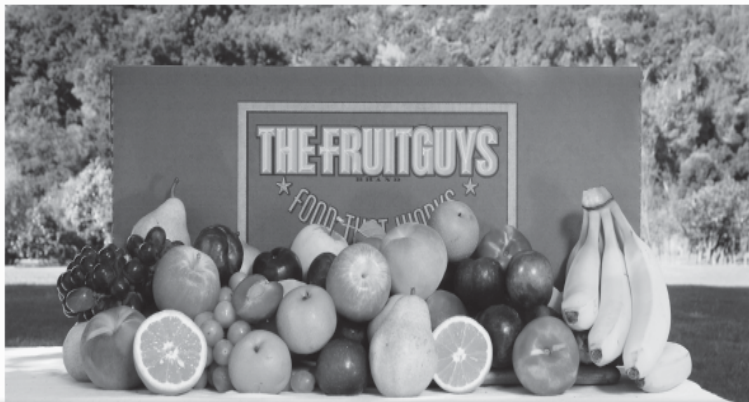
*Sherry Tam, Child Nutrition Consultant, CA Dept of Education NSD*

Are you curious about the different options available to you for ordering and receiving USDA Foods? Do you know the differences between the State cooperative, private cooperatives, and the allocation ordering system? This session will provide you with an overview of the different avenues available for ordering and receiving USDA Foods. Participants will leave this session with a clear understanding of the similarities and differences between the three avenues.

# The FruitGuys

## USDA FFVP PROGRAM

★ BRING FARM FRESH PRODUCE TO YOUR SCHOOL ★



### What is the USDA FFVP Program?

The Department of Agriculture's Food and Nutrition Service (FNS) administers the Fresh Fruit and Vegetable Program (FFVP) in an efforts to combat childhood obesity by helping children learn more healthful eating habits.

### How can The FruitGuys help?

If you have received the USDA FFVP grant for your school, The FruitGuys can help provide the nutrition, education, and administration that's fun for your students and easy for you.

**Help Keep Your Students Healthy!**

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*Speakers - Listed Alphabetically*

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Peggy Blitz

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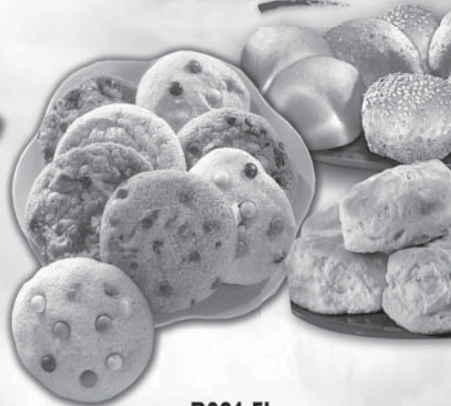


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- Whole Grain Rolls: 1 oz, 2 oz
- Whole Grain Biscuits: 1 oz, 2.2 oz
- Cinnamon Rolls: 2.5 oz

## FOR MORE INFORMATION CALL:

Cyndy Moreno  
Regional SFS Manager  
Southern California  
(909) 263-6470

Paul Oppenheim  
Regional Manager  
Northern California  
(925) 556-9317

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Nutrition Facts	
Serving Size 10.5 fl oz (315mL) Servings Per Container 1	
Amount Per Serving	
Calories 75	
	% Daily Value*
Total Acid 1g	0%
Total Carbohydrate 19g	0%
Sugars 19g	1%
Sodium 20mg	1%
Phosphorus 20mg	1%
Protein 0g	0%
Calcium	20%
Vitamin B1	20%
Vitamin B2	20%
Vitamin B3	20%
Vitamin B5	20%
Magnesium	1%

\*Percent Daily Values are based on a diet of 2,000 calories a day. \*\*Daily Value not established.

Ingredients: carbonated water, pure cane sugar, citric acid, natural flavors, fruit and vegetable juice (for color), monopotassium phosphate, calcium lactate gluconate, potassium citrate, magnesium lactate dihydrate, niacinamide, D-calcium pantothenate, pyridoxine hydrochloride, cyanocobalamin.

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## Exhibit Guide

We hope this Exhibit Guide will be a useful tool to help you get the most out of your time in the Exhibit Hall. We have listed exhibitors and their booth numbers are listed alphabetically and numerically. We also have a section with exhibitors listed according to their product category.

## Buyer's Guide

### BAKED PRODUCTS/FRESH/FROZEN

20th Century Foods  
Arizona Gold (Velmar Foods)  
Bagel-Fuls  
Bell Tasty Foods  
Bosco Pizza  
Buena Vista Food Products Inc.  
Buzz Strong Cookies  
Campbell Soup Company  
Dave's Baking Co.  
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Dobake Bakery, Inc.  
Fat Cat Scones/DMS Innovations  
Five Star Gourmet Foods, Inc.  
FullBloom Baking Company  
General Mills  
Giorgio Foods, Inc.  
Gourmet Treats Baking Company, Inc.  
Harvest Farms, Inc.  
Integrated Food Service  
J&J Snack Foods  
Kid's Kookie Co.  
Kozy Shack  
Kruger Foods  
La Tapatia Tortilleria  
Masterpiece Cookies  
Michael's Bakery Products LLC  
MJM Marketing  
Nestle Professional  
Omnibus Trading  
Otis Spunkmeyer  
Pierre Foods  
Popper Foods LLC  
Shannon's Imperial Brand  
Simply Blues Food Marketing  
Spirited Foods  
Super Bakery  
T. Marzetti  
The Danielsen Company

The Father's Table  
The Noodle Vender  
The Posh Bakery  
Tony Roberts Company  
Tools For Schools  
U.S. Bakery  
United Commodity Group  
Uno Chicago Grill  
Vendmart, Inc.  
Wawona Frozen Foods

### BEVERAGES

Apple & Eve  
Cargill/Sunny Fresh  
CG Roxane  
Clif Bar  
Cool Tropics  
Dakota Gourmet  
Dannon/Cal Tex  
DuPont Liqui-Box  
Envy Foods  
Etcetera Foods  
Focus 365  
Foster Farms Dairy  
Fruit 66  
Harvest Farms, Inc.  
Hayes Distributing  
J&J Snack Foods  
JJWV Marketing Corp.  
Johanna Beverage Company  
Land O Lakes  
Naked Juice  
Nestle Professional  
Nestle Waters North America  
PepsiCo Food Service  
Ridgefield's Fruit Smoothies  
SIRO Trading  
Sun Cup  
The Danielsen Company  
The Switch Beverage Company

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MealTime/The CLM Group  
Nutri-Link Technologies  
PCS Revenue Control Systems, Inc.  
Rocket Scan  
Schoolhouse Software, Inc.  
SMART Temps, LLC  
Tekvisions, Inc.

COMPUTER SOFTWARE

Cybersoft Technologies, Inc.  
Horizon Software International LLC  
K12 Services, Inc.  
Kronos  
MealTime/The CLM Group  
Myschoolbucks  
NUTRI KIDS  
Nutri-Link Technologies  
PCS Revenue Control Systems, Inc.  
Rocket Scan  
Schoolhouse Software, Inc.  
SMART Temps, LLC  
Tekvisions Inc.

DAIRIES

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Wells Dairy

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Gold Star Foods  
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Team Distributions Inc.  
The Danielsen Company  
United Commodity Group  
US Foodservice

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Carlisle Foodservice Products  
FWE  
Intek Manufacturing LLC  
Kamran & Company, Inc.  
Oliver Products Co.  
Par-Pak Inc.  
PMA Inc.  
Premier Marketing Group, Inc.  
Sunkist Foodservice Equipment  
True Food Service Equipment  
Utility Refrigerator

EQUIPMENT, LARGE

AccuTemp Products, Inc.  
BigTray  
Cambro Mfg.  
Carter-Hoffmann  
Cres Cor  
Duke Manufacturing Co  
East Bay Restaurant Supply  
Form Plastics Company, Inc.  
FWE  
G.A. Systems Inc.  
Hammett Packaging  
Intek Manufacturing LLC  
Kamran & Company, Inc.  
Manitowoc  
New Age Industrial/Cooper-Atkins  
Oliver Products Co.  
Plastic Package, Inc.  
Premier Marketing Group, Inc.  
Ralph Johnson & Associates  
S.A. Products Co.  
School Specialty Inc.  
SGS Marketing

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True Food Service Equipment  
 Unified Brands  
 Utility Refrigerator  
 Western Pacific Distributors  
 EQUIPMENT SMALL WARES  
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 BigTray  
 Carlisle Foodservice Products  
 Cool Tropics  
 Duke Manufacturing Co  
 Equipment Small Wares (Continued)  
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 Ekon-O-Pac  
 Form Plastics Company, Inc.  
 Green Edge Systems  
 Hammett Packaging  
 Kamran & Company, Inc.  
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 Par-Pak Inc.  
 Plastic Package, Inc.  
 SGS Marketing  
 SMART Temps, LLC  
 Sunkist Foodservice Equipment  
 Unified Brands  
 World Centric  
 EQUIPMENT, SOFTWARE  
 Land O Lakes  
 MealTime/The CLM Group  
 PCS Revenue Control Systems, Inc.  
 SMART Temps, LLC  
 Food Courts/Furniture/Signs  
 School Specialty Inc.  
 Green Edge Systems  
 JBI Interiors  
 RAS Advance Design  
 Universal Seating Company  
 FOOD, CONDIMENTS  
 20th Century Foods  
 Culinary Standards Corp.  
 Custom Culinary  
 Food 4 Thought, LLC  
 French's Food Service  
 Harvest Farms, Inc.  
 Kid's Kookie Co.  
 Kruger Foods

Malt O Meal  
 Mars Food Services  
 Pinnacle Foods  
 Portion Pac, Inc.  
 Precision Foods  
 Red Gold LLC  
 Rico's CN Cheese Sauce  
 Sun Rich Fresh  
 T. Marzetti  
 The Danielsen Company  
 Ventura Foods  
 Food, Dry Goods  
 Barilla America  
 Bella Frutta  
 Bernard Food Industries  
 Brookside Fruit Company  
 Brothers International Food Corporation  
 Butter Buds Foodservice  
 Campbell Soup Company  
 Con Agra Foods  
 Food 4 Thought, LLC  
 General Mills  
 Harvest Farms, Inc.  
 J&J Snack Foods  
 JJWV Marketing Corp.  
 Kellogg's Food Away From Home  
 Kid Smart  
 Kikkoman International  
 La Tapatia Tortilleria  
 Land O Lakes  
 Malt O Meal  
 Mello Smello  
 MJM Marketing  
 Nestle Professional  
 Pacific Northwest Canned Pear Service  
 Par-Way Tryson Company  
 PepsiCo Food Service  
 Precision Foods  
 Provisions Food Company  
 Red Gold LLC  
 Simplot  
 SIRO Trading  
 Sungold Foods  
 Team Distributions Inc.  
 The Danielsen Company  
 The Popcorn Man  
 Tools For Schools

Info will be  
 merged 10/31/11

Trinidad Benham Corp.  
United Commodity Group  
Vendmart, Inc.  
Food, Frozen  
20th Century Foods  
Advance Food Company  
American Foods Group  
Amy's Asian Foods  
Ardella's  
Arizona Gold (Velmar Foods)  
Asian Food Solutions  
ASR Food Distributors Inc.  
Bosco Pizza  
Bridgford Foods Corp.  
Buena Vista Food Products Inc.  
Food Frozen (Continued)  
Campbell Soup Company  
Clear Springs Foods  
Con Agra Foods  
Culinary Standards Corp.  
Dannon/Cal Tex  
De Waflebakkers  
Dobake Bakery, Inc.  
Don Lee Farms  
East Side Entrees  
Etcetera Foods  
Fat Cat Scones/DMS Innovations  
Fiesta Santa Fe Brands  
Five Star Gourmet Foods, Inc.  
Flower Foods  
Foster Farms  
Giorgio Foods, Inc.  
Gold Kist Farms  
Innovation Cuisine  
Integrated Food Service  
J&J Snack Foods  
J.T.M. Food Group  
Jennie-O Turkey Store  
Kid Smart  
King's Delight Coleman  
La Tapatia Tortilleria  
Land O Lakes  
Los Cabos Quality Mexican Foods  
Masterpiece Cookies  
McCain USA  
Michael B's  
Michael Foods

Michael's Bakery Products LLC  
Nestle Professional  
Omnibus Trading  
Otis Spunkmeyer  
Pierre Foods  
Pilgrim's Pride  
Pinnacle Foods  
Popper Foods LLC  
Real Mex Foods  
Rich Products  
Rose & Shore  
Ruiz Foods/Westminster Crackers  
S.A. Piazza & Associates  
Schwan Food Company  
Simplot  
Smucker's  
Spirited Foods  
Square H Brands (Hoffy)  
Sun Cup  
Sun Rich Fresh  
Super Bakery  
T. Marzetti  
Tasty Brands  
The Danielsen Company  
The Father's Table  
The Noodle Vender  
The Popcorn Man  
Tools For Schools  
Tyson Foods  
United Commodity Group  
Uno Chicago Grill  
Upstate Farms  
US Foodservice  
Vendmart, Inc.  
Viking Seafood  
Wawona Frozen Foods  
Windsor Foods  
Food, Fruit  
Apricot Producers of California  
ASR Food Distributors Inc.  
Bella Frutta  
Brookside Fruit Company  
Brothers International Desserts  
Brothers International Food Corporation  
California Cling Peach Board  
California Raisin Marketing Board  
Cal-Tropic Producers

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Food 4 Thought, LLC  
Fresh Innovations of California  
Harvest Farms, Inc.  
HMC-The Lunch Bunch  
Juice Bowl  
Naked Juice  
Pacific Northwest Canned Pear Service  
Ridgefield's Fruit Smoothies  
Sun Rich Fresh  
Taylor Farms  
The Danielsen Company  
The FruitGuys  
Tree Top, Inc.  
United Commodity Group  
Wawona Frozen Foods  
Welch's  
  
Food, IQF  
Arizona Gold (Velmar Foods)  
Bell Tasty Foods  
Bosco Pizza  
Clear Springs Foods  
Con Agra Foods  
Custom Culinary  
Dakota Gourmet  
Don Lee Farms  
East Side Entrees  
Fat Cat Scones/DMS Innovations  
Flower Foods  
Innovation Cuisine  
Innovative Food Source  
Integrated Food Service  
J&J Snack Foods  
J.T.M. Food Group  
King's Delight Coleman  
Food, IQF (Continued)  
Ling's Asian Cuisine  
Mars Food Services  
Omnibus Trading  
Pierre Foods  
Pinnacle Foods  
Rich Products  
S.A. Piazza & Associates  
Schwan Food Company  
The Danielsen Company

The Noodle Vender  
Tools For Schools  
United Commodity Group  
Ventura Foods  
Windsor Foods  
  
Food, Snack  
Advance Food Company  
Angelo's Italian Ice & Gelato  
Atnip Co., Inc.  
Bagel-Fuls  
Barrel O' Fun Snack Foods Co.  
Biscomerica  
Brookside Fruit Company  
Brothers International Desserts  
Brothers International Food Corporation  
Buzz Strong Cookies  
Cal-Tropic Producers  
California Walnut Board  
Cargill/Sunny Fresh  
Carl Buddig and Company  
Clif Bar  
Dannon/Cal Tex  
Dave's Baking Co.  
De Waflebakkers  
Del Monte Fresh  
East Side Entrees  
Farmington Fresh Cuts  
Focus 365  
Food 4 Thought, LLC  
French's Food Service  
FullBloom Baking Company  
General Mills  
Giorgio Foods, Inc.  
Gourmet Treats Baking Company, Inc.  
Harvest Farms, Inc.  
Hayes Distributing  
Innovation Cuisine  
J&J Snack Foods  
Kid's Kookie Co.  
Kozy Shack  
La Tapatia Tortilleria  
Land O Lakes  
Masterpiece Cookies  
McCain USA  
Mello Smello  
Michael's Bakery Products LLC  
MJM Marketing

**Info will be  
merged 10/31/11**



Nestle Professional  
 Otis Spunkmeyer  
 Par-Way Tryson Company  
 PepsiCo Food Service  
 Rich Products  
 Rico's CN Cheese Sauce  
 Ridgfield's Fruit Smoothies  
 Rock-N-Roll Gourmet  
 Ruiz Foods/Westminster Crackers  
 Schreiber Foods  
 Shannon's Imperial Brand  
 Simply Blues Food Marketing  
 Smucker's  
 Snikiddy  
 Spirited Foods  
 Sun Rich Fresh  
 Super Bakery  
 T. Marzetti  
 Tasty Brands  
 The Danielsen Company  
 The Father's Table  
 The Noodle Vender  
 The Popcorn Man  
 Tony Roberts Company  
 Tools For Schools  
 Tree Top, Inc.  
 Unilever-Good Humor  
 United Commodity Group  
 Upstate Farms  
 US Foodservice  
 US Nutrition  
 Vendmart, Inc.  
 Ventura Foods  
 Wells Dairy  
 Windsor Foods  
 Food, Staples  
 Cargill/Sunny Fresh  
 Carl Buddig and Company  
 Dakota Gourmet  
 Domino's Pizza  
 Flower Foods  
 Kikkoman International  
 Mars Food Services  
 Michael Foods  
 MJM Marketing  
 Pacific Northwest Canned Pear Service  
 Pilgrim's Pride

Precision Foods  
 Smucker's  
 Sungold Foods  
 Tasty Brands  
 The Danielsen Company  
 U.S. Bakery  
 US Foodservice  
 Vendmart, Inc.  
 Janitorial  
 CCP Industries  
 P&R Paper Supply Co., Inc.  
 SFSPac, a division of PortionPac C.C.  
 Money Counters/POS Equipment  
 MealTime/The CLM Group  
 NUTRI KIDS  
 PCS Revenue Control Systems, Inc.  
 Tekvisions, Inc.  
 OTHER  
 Brothers International Food Corporation  
 California School Employees Association  
 California Utilities Partnering for Energy  
 Efficiency  
 CCP Industries  
 DuPont Liqui-Box  
 Form Plastics Company, Inc.  
 FWE  
 General Mills  
 Green Edge Systems  
 Juice Bowl  
 K12 Services, Inc.  
 Land O Lakes  
 Learning ZoneXpress  
 Mission Nutrition  
 Myschoolbucks  
 Nob Hill Catering/The Lunchmaster  
 Nutri-Link Technologies  
 Par-Pak Inc.  
 Plastic Package, Inc.  
 RAS Advance Design  
 S.A. Products Co.  
 School Nutrition Services/SFSPac  
 SFSPac, a division of PortionPac C.C.  
 True Food Service Equipment  
 United Commodity Group  
 US Foodservice  
 World Centric  
 Packaging

Info will be  
 merged 10/5/11

DuPont Liqui-Box  
Form Plastics Company  
Hammett Packaging  
Juice Bowl  
Par-Pak Inc.  
Plastic Package, Inc.  
Paper Supplies  
CCP Industries  
Form Plastics Company, Inc.  
Hammett Packaging  
Mello Smello  
Mission Nutrition  
P&R Paper Supply Co., Inc.  
Par-Pak Inc.  
Plastic Package, Inc.  
Team Distributions Inc.  
The Danielsen Company  
World Centric  
Resources/State Agencies  
California Cling Peach Board  
California Raisin Marketing Board  
California School Employees Association  
California School Nutrition Association  
California Utilities Partnering for Energy  
Efficiency  
California Walnut BoardFive Star Gourmet  
Foods, Inc.  
Green Edge Systems  
School Nutrition Services/SFSPac  
SFSPac, a division of PortionPac C.C  
Southern Peanut Growers  
Uniforms  
CCP Industries

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*Exhibitors - Listed Alphabetically*

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San Clemente, CA 92673  
Dennis Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
michaelb@pfocinc.com  
Sellers Food Group/P. Wells Ent.  
Booth # 432

**AccuTemp Products, Inc.**

8415 N. Clinton Park Dr.  
Fort Wayne, IN 46625  
Tami Krause  
Ph: (260) 493-0415 Fax: (260) 493-0318  
jmcintosh@accutemp.net  
Booth # 928

**Advance-Pierre Foods**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 306, 308

**All Sport Inc.**

7898 Irma Drive  
Royse City, TX 75189  
Dewayne Chancellor  
Ph: (214) 914-1390  
dewayne.chancellor@bigred.com  
Booth # 525

**Alvarado Street Bakery**

2225S. McDowell Blvd.  
Petaluma, CA 94954  
Jim Canterbury  
Ph: (707) 283-0300 Fax: (707) 283-0350  
jim@alvaradostreetbakery.com  
Booth # 927

**American Cook Systems**

6117 Stoney Creek  
Fort Wayne, IN 46825  
Larry Holder  
Ph: (260) 437-2214  
larry@americancooksystems.com  
Booth # 317

**American Foods Group**

7300 S. W 29th St.  
Oklahoma City, OK 73179  
Tanya Culbert  
Ph: (580) 542-8068 Fax: (580) 493-2830  
tculbert@americanfoodsgroup.com  
Booth # 315

**American Paper & Plastic Inc.**

10511 E. Valley Blvd.  
El Monte, CA 91731  
Kevin Cordova  
Ph: (626) 676-0444 Fax: (626) 444-1000  
kcordova@appinc.com  
Booth # 1003

**American Pride Seafood**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis-Biernat & Associates-Boden  
Booth # 936

**AmeriQual Group**

18200 Highway 41 North  
Evansville, IN 47725  
Carolyn Gooch  
Ph: (912) 687-6642 Fax: (912) 764-3883  
cgooch@ameriqual.com  
Booth # 1016

**Amy's Foods**

1000 Calle Negocio  
San Clemente, CA 92673  
Dennis Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
sellersfoodgroup@aol.com  
Sellers Food Group/P. Wells Ent.  
Booth # 428

**Apple & Eve**

2 Seaview Blvd.  
Port Washington, NY 11050  
Debbie Perrotta  
Ph: (516) 621-1122 Fax: (516) 621-2164  
dperrotta@appleandeve.com  
Food For Kids  
Booth # 413

*Exhibitors - Listed Alphabetically*

**Apricot Producers of California**

1485 Park Ave., #200  
Emeryville, CA 94608  
Ghila Kapelke  
Ph: (510) 654-5400 Fax: (510) 654-5402  
ghilak@echopr.com  
Booth # 627

**Ardella's**

1170 Sandhill Ave.  
Carson, CA 90746  
Jennifer Valdez  
Ph: (310) 762-1560 Fax: (310) 764-1488  
jennifervaldez@ardellas.com  
Erik Lenocker  
Booth # 623, 722

**Arizona Gold**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis-Biernat & Associates-Boden  
Booth # 729, 731

**Asian Food Solutions**

6628 Fiesta Lane  
Orangevale, CA 95662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (916) 338-2327  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 619

**ASR Food Distributors Inc.**

6100 Sheila St  
Commerce, CA 90040  
Mel Olds  
Ph: (323) 890-4525 Fax: (323) 890-4522  
asrfooddist@aol.com  
Booth # 1012

**Atnip Co., Inc.**

1414 W. Commonwealth Ave.  
Fullerton, CA 92833  
Kath Atnip  
Ph: (800) 660-2864 Fax: (800) 248-5611  
kathatnip@atnipco.com  
Booth # 901

**Bagelfuls**

6628 Fiesta Lane  
Orangevale, CA 95662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (916) 338-2327  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 615

**Bakecrafters**

8530 Supply St.  
Pomona, CA 91767  
Jim Davidson  
Ph: (949) 643-8617 Fax: (949) 315-3290  
jimdsuperiorfoods@cox.net  
Sellers Food Group  
Booth # 427

**Barilla America, Inc.**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 309

**Barrel O' Fun Snack Foods Co.**

800 4th St. NW  
Perham, MN 56573  
Katherine Bridgeman  
Ph: (218) 346-7000 Fax: (218) 346-7008  
kbridgeman@barrelofunsnacks.com  
Elite & Associates  
Booth # 341

**Bell Tasty Foods, Inc.**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 804

**Bella Frutta**

2917 E Shepherd Ave.  
Clovis, CA 93619  
Steve Spears  
Ph: (559) 299-0201 Fax: (559) 299-7292  
steve@prfarms.com  
Booth # 833

*Exhibitors - Listed Alphabetically*

**Benny's Bagel Dog**

110 Ryan Industrial Court, Ste. 11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (925) 314-0542  
john@kandemarketing.com  
K & E Marketing  
Booth # 301

**Bernard Food Industries**

PO BOX 129  
Esparto, CA 95627  
Roberta Trask  
Ph: (800) 529-0560 Fax: (530) 796-4187  
robertajtrask@yahoo.com  
Booth # 728

**Best Express Foods**

1000 Calle Negocio  
San Clemente, CA 92673  
Gay Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
sellersfoodgroup@aol.com  
Sellers Food Group/ P. Wells Ent.  
Booth # 433

**BigTray/TriMark Economy Restaurant**

**Fixtures**  
1200 7th St.  
San Francisco, CA 94107  
Kathy Creed  
Ph: (916) 558-3005 Fax: (916) 447-6674  
kathy@bigtray.com  
Booth # 922, 924

**Biscomerica Corp.**

PO BOX 1070  
Rialto, CA 92377  
Kathy O'Brien  
Ph: (909) 877-5997 Fax: (909) 877-3593  
kobrien@biscomerica.com  
Food 4 Kids  
Booth # 514

**Blodgett Oven Co.**

44 Lakeside Ave.  
Burlington, Vt 05401  
Chris Lawson  
Ph: (805) 208-7898  
clawson@pitco.com  
G.A. Systems  
Booth # 524

**Bongards Creameries**

13200 County Rd. 51  
Bongards, MN 55368  
Joe DeAntoni  
Ph: (952) 466-3582 Fax: (952) 466-3525  
joed@bongards.com  
Superior Foods  
Booth # 425

**Boscoss Pizza Co.**

2900 Collier Canyon Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 813

**Brakebush**

N4993 6th Drive  
Westfield, WI 53964  
Cindy Lamm  
Ph: (608) 347-8678 Fax: (949) 258-8666  
clamm@brakebush.com  
Booth # 930

**Bridgford Foods Corp.**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 816

**Brothers International Desserts**

1682 Kettering St.  
Irvine, CA 92614  
Chris Burge  
Ph: (949) 655-0080 Fax: (949) 655-0081  
chrisburge@brothersdesserts.com  
Booth # 933

**Buena Vista Food Products Inc.**

823 W. Eighth Street  
Azusa, CA 91721  
Laura Trujillo  
Ph: (626) 815-8859 Fax: (626) 815-8829  
ltrujillo@bvfoods.com  
Food 4 Kids  
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*Exhibitors - Listed Alphabetically*

**Butter Buds Food Service**

2330 Chicory Rd.  
Racine, WI 53403  
Robert Siegel  
Ph: (262) 664-2804 Fax: (262) 598-9909  
rsiegel@bbuds.com  
Bay Brokerage  
Booth # 1019

**Buzz Strong's Bakery**

110 Ryan Industrial Court, #11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (925) 314-0542  
john@kandemarketing.com  
K and E Marketing  
Booth # 301

**C. Otto & Company**

6628 Fiesta Lane  
Orangevale, CA 95662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (209) 365-7194  
toddotto@softcom.net  
Booth # 617

**California Beef Council**

4640 Northgate Blvd., Ste. 115  
Sacramento, CA 95834  
Katie Caputo  
Ph: (916) 925-2333 Fax: (916) 925-8155  
katie@calbeef.org  
Booth # 533

**California Cling Peach Board**

1485 Park Avenue, Ste. 200  
Emeryville, CA 94608  
Ghila Kapelke  
Ph: (510) 654-5400 Fax: (510) 654-5402  
ghilak@echopr.com  
Booth # 629

**California Department of Education**

1430 N Street, Ste. 1500  
Sacramento, CA 95814  
Stephanie Enright, RD  
Ph: (916) 323-0122 Fax: (916) 445-5731  
senright@cde.ca.gov  
Booth # 412, 414

**California Family Foods**

6628 Fiesta Lane  
Orangevale, CA 95662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (916) 338-2327  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 614

**California International Cuisine**

110 Ryan Industrial Court, Ste. 11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (925) 314-0542  
john@kandemarketing.com  
K & E Marketing  
Booth # 301

**Cal-Tex Juice**

2900 Collier Canyon Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 806

**Cal-Tropic Producers, Inc.**

PO BOX 745  
Fallbrook, CA 92088  
Dale New  
Ph: (760) 723-1811 Fax: (760) 723-1142  
dale.new@caltropic.com  
Booth # 918

**Cambro Mfg.**

5801 Skylab Rd.  
Huntington Beach, CA 92647  
Gayle Swain  
Ph: (714) 230-4317 Fax: (714) 842-4375  
gswain@cambro.com  
The Fischer Group  
Booth # 527, 529

**Campbells**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 203

*Exhibitors - Listed Alphabetically*

**Cargill**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 807

**Carl Buddig and Company**

950 W. 175th St.  
Homewood, IL 60430  
Diane Muscari  
Ph: (708) 335-7920 Fax: (708) 798-0106  
dmuscari@buddig.com  
Food 4 Kids  
Booth # 409

**CCP Industries**

26301 Curtiss-Wright Parkway  
Richmond Heights, OH 44143  
Donna Cook  
Ph: (216) 535-4300 Fax: (800) 445-4235  
dcook@ccpind.com  
Booth # 233

**Chef's Corner**

1787 Sabre St.  
Hayward, CA 94545  
Grant Kwok  
Ph: (510) 575-2503 Fax: (510) 972-6237  
grantk@chefscornerfoods.com  
Booth # 504

**Clear Springs Foods**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 217

**Clif Bar/Welch's**

6900 Koll Center Pkwy., #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 207

**Con Agra Foods**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Ken Barsanti  
Ph: (925) 416-9293 Fax: (925) 460-8809  
kbarsanti@kisales.com  
Key Impact Sales  
Booth # 707

**Cookietree Bakeries**

4122 S. 500 West  
Salt Lake City, UT 84123  
Margaret Olsen  
Ph: (801) 268-2253 Fax: (801) 255-2727  
margaret@cookietree.com  
Watson & Assoc.  
Booth # 224

**Cool School Café**

12925 Prosperity Ave.  
Becker, MN 55308  
Shawn Shoutz  
Ph: (612) 802-9512 Fax: (763) 262-3124  
sshoutz@coolschoolcafe.com  
Booth # 329

**Cool Tropics**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis-Biernat & Associates-Boden  
Booth # 727

**Cooper-AtkinsNew Age Industrial**

PO BOX 2009  
Novato, CA 94948  
Walter Zebrowski  
Ph: (415) 883-3222 Fax: (415) 883-9322  
walt@walterzebrowskiassoc.com  
Walter Zebrowski Associates  
Booth # 511

**Crystal Geyser/Juice Bowl**

6900 Koll Center Parkway Ste 406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 209

*Exhibitors - Listed Alphabetically*

**Culinary Standards Corp.**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 201

**Cybersoft Technologies, Inc.**

4422 FM 1960 West, Ste. 300  
Houston, TX 77068  
Jeff Fillmore  
Ph: (281) 453-8511 Fax: (281) 895-9555  
jeff.fillmore@primeroedge.com  
Booth # 508

**D.J. Co-Ops**

26650 The Old Road  
Valencia, CA 91381  
Jerry Green  
Ph: (818) 554-3284 Fax: (661) 775-2666  
jerry@djcoops.com  
Booth # 802

**Dannon**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 806

**Dave's Bakery**

6628 fiesta Lane  
Orangevale, CA 95662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (916) 338-2327  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 617

**Daylight Foods**

660 Vista Way  
Milpitas, CA 95035  
Paul Jennings  
Ph: (408) 284-7300 Fax: (408) 284-7307  
paulj@daylightfoods.com  
Booth # 204

**Del Monte**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 211

**Del Monte Fresh Produce**

241 Sevilla Ave.  
Coral Gables, FL 33134  
Julie Gates  
Ph: (562) 777-1157 Fax: (562) 777-1137  
jgates@freshdelmonte.com  
Booth # 423

**Dobake Bakeries, Inc.**

810 81st Avenue  
Oakland, CA 94621-2510  
Merril Gilbert  
Ph: (415) 425-3768 Fax: (510) 834-4408  
mgilbert@dobake.com  
Key Impact Sales  
Booth # 705

**Domino's Pizza**

30 Frank Lloyd Wright Dr.  
Ann Arbor, MI 48016  
Geoff Weaver  
Ph: (303) 905-6986 Fax: (866) 665-7640  
geoff.weaver@dominos.com  
Booth # 737, 836

**Don Lee Farms**

200 E. Beach Avenue  
Inglewood, CA 90302  
Maria Aguilar  
Ph: (310) 674-3180 Fax: (310) 673-7008  
maria@donleefarms.com  
Booth # 633, 732

**Dos Rojos Food Co.**

7283 N. Sierra Vista Ave.  
Fresno, CA 93720  
Erik Lenocker  
Ph: (559) 259-5158 Fax: (559) 324-8465  
eriklenocker@sbcglobal.net  
Booth # 625

*Exhibitors - Listed Alphabetically*

**Dr. Pepper Snapple Group**

5301 Legacy Dr.  
Plano, TX 75024  
Kevin Asato  
Ph: (877) 475-2965 Fax: (972) 673-6474  
kevin.asato@dpsg.com  
MarketSmart  
Booth # 214

**Driftwood Dairy**

10724 E. Lower Azusa Rd.  
El Monte, CA 91731  
John Dolan  
Ph: (626) 527-3606 Fax: (626) 448-2754  
john@driewooddairy.com  
Booth # 712

**Duke Manufacturing Co**

PO Box 2009  
Novato, CA 94948  
Walter Zebrowski  
Ph: (415) 883-3222 Fax: (415) 883-9322  
walt@walterzebrowskiassoc.com  
Walter Zebrowski  
Booth # 513

**DuPont Liqui-Box**

6950 Worthington Galena Rd.  
Worthington, OH 43085  
Pete Messmer  
Ph: (614) 578-7771 Fax: (614) 888-0982  
seventhsoncreative@yahoo.com  
Booth # 630

**East Bay Restaurant Supply**

49 Fourth Street  
Oakland, CA 94607  
Carly Garland  
Ph: (510) 499-0776 Fax: (510) 465-2138  
carlyg@ebrs.net  
Booth # 917

**Ed Jones Food Service**

5100 Fulton Dr.  
Fairfield, CA 94534  
Kevin Lyons  
Ph: (707) 864-8616 Fax: (707) 864-3757  
kevin@ejfs.com  
Booth # 937

**Ekon-O-Pac, Inc.**

PO BOX 10517  
Palm Desert, CA 92255  
Al West  
Ph: (760) 340-2356 Fax: (760) 776-1271  
al@ekonopac.com  
SA Products JSP, Inc.  
Booth # 531

**Envy Foods**

5112 Cedar Lake Rd.  
Minneapolis, MN 55416  
Dave Knowles  
Ph: (952) 546-5353 Fax: (952) 546-7504  
dknowles@gvmanagement.com  
J.H.B. Food Sales  
Booth # 837

**Epicure Digital Menu Systems**

8665 Wilshire Blvd., Ste. 309  
Beverly Hills, CA 90212  
Tommy Orpaz  
Ph: (310) 652-8246 Fax: (310) 652-7665  
torpaz@epicuredigital.com  
Booth # 723

**ES Foods**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 213

**Etcetera Foods**

1232 Kroucher Rd.  
Stroudsburg, PA 18360  
Paul Schmid  
Ph: (570) 656-2147 Fax: (570) 629-2067  
phschmid@ptd.net  
Food 4 Kids  
Booth # 516

**Fairlight Bakery, Inc.**

5600 NE 121st Ave.  
Vancouver, WA 98682  
Tom Fitzgerald  
Ph: (503) 997-6533 Fax: (360) 213-0078  
info@fairlightbakery.com  
Booth # 210



*Exhibitors - Listed Alphabetically*

**Farmington Fresh Cuts LLC**

7735 S. State Route 99  
Stockton, CA 95213  
Nicole Olmos  
Ph: (209) 983-9700 Fax: (209) 983-1825  
gilbert@farmfresh.com  
Booth # 330

**Fat Cat Scones**

8130 Berry Ave #100  
Sacramento, CA 95828  
Erik Finnerty  
Ph: (916) 372-6464 Fax: (916) 372-5546  
service@fatcatscones.com  
Food 4 Kids  
Booth # 407

**Father's Table**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis-Biernat & Associates-Boden  
Booth # 831

**Fiesta Santa Fe Brands**

2530 Supply St.  
Pomona, CA 91767-2113  
Jim Davidson  
Ph: (949) 643-8617 Fax: (949) 315-3290  
jimdsuperiorfoods@cox.net  
Superior Foods  
Booth # 403

**Fishery Products International**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 810

**Five Star Gourmet Foods, Inc.**

3880 E. Ebony St.  
Ontario, CA 91761  
Michelle Eoff  
Ph: (909) 390-0032 Fax: (909) 390-0095  
meoff@fivestargourmetfoods.com  
Booth # 601

**Focus 365**

1301 N. Jefferson  
Anaheim, CA 92807  
Janette Carter  
Ph: (714) 223-0365 Fax: (714) 223-7365  
jcarter@focus365.com  
Booth # 327

**Food 4 Thought, LLC**

3938 N. Ann Ave.  
Fresno, CA 93727  
Loren Werth  
Ph: (559) 696-9841 Fax: (559) 292-1856  
lorenw@food4thought-usa.com  
Booth # 519

**Food Sales West**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 803

**Food Service Technology Center**

12949 Accosta Blvd., Ste. 101  
San Ramon, CA 94583  
Janel Rupp  
Ph: (925) 866-5275 Fax: (925) 866-2864  
janel@fishnick.com  
Booth # 829

**Fork in the Road Foods**

PO BOX 411527  
San Francisco, CA 94141  
Merril Gilbert  
Ph: (415) 425-3768 Fax: (415) 842-0354  
merril@forkintheroad.com  
Booth # 916

**Form Plastics Company, Inc.**

3825 Stern Ave.  
St. Charles, IL 60174  
Karen Dakis  
Ph: (630) 443-1400 Fax: (630) 443-1492  
sales@formplastics.com  
Booth # 500, 502



*Exhibitors - Listed Alphabetically*

**Foster Farms Dairy**

529 Kansas Ave.  
Modesto, CA 95351  
Marnie Kardy  
Ph: (916) 402-3222  
mkardy@ffdairy.com  
Booth # 324

**Foster Farms/Fernando's**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 314, 316

**French's Food Service**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 815

**Fresh Innovations California, LLC**

6628 Fiesta Lane  
Orangevale, CA 95662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (916) 338-2327  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 615

**Fresh Start Bakeries**

145 S. State College Blvd., #200  
Brea, CA 92821  
Leann Luchinger  
Ph: (714) 256-8900 Fax: (714) 256-8916  
leann.luchinger@freshstartbakeries.com  
Booth # 506

**FreshPoint**

5900 N. Golden State Blvd  
Turlock, CA 95382  
Jan Burkett  
Ph: (209) 606-8343 Fax: (877) 867-8344  
jan.burkett@freshpoint.com  
Booth # 1014

**Fruit 66**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis-Biernat & Associates-Boden  
Booth # 828

**FWE**

7900 S. IL Route 31  
Crystal Lake, IL 60014  
Tom Orgo, CFSP  
Ph: (815) 459-7500 Fax: (815) 459-7989  
t-orgo@fweco.net  
G.A. Systems  
Booth # 510 & 512

**G.A. Systems Inc.**

17872 Gothard Street  
Huntington Beach, CA 92647  
Virginia Anderson  
Ph: (714) 848-7529 Fax: (714) 841-2356  
virginia@gasystemsmfg.com  
Booth # 528, 530

**Galasso's**

145 S. State College Blvd., #200  
Brea, CA 92821  
Leann Luchinger  
Ph: (714) 256-8900 Fax: (714) 256-8916  
leann.luchinger@freshstartbakeries.com  
Booth # 506

**Garden Banner Foods/Real Mex Foods**

1000 Calle Negocio  
San Clemente, CA 92673  
Dennis Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
sellersfoodgroup@aol.com  
Sellers Food Group/P. Wells Ent.  
Booth # 426

**Gayle's Sweet "N" Sassy Foods, Inc.**

269 S. Beverly Dr., Ste. 472  
Beverly Hills, CA 90210  
Dani Caouette  
Ph: (661) 406-1464 Fax: (310) 246-1794  
info@gaylesbbq.com  
Booth # 612

*Exhibitors - Listed Alphabetically*

**General Mills**

1777 Cantrell Ct.  
Concord, CA 94521  
Robert Arevalo  
Ph: (248) 504-1703  
robert.arevalo@genmills.com  
Booth # 910, 912

**GFI**

2961 SW 19th Terrace  
Miami, FL 33145  
Neal Pfeiffer  
Ph: (800) 225-4152 Fax: (305) 443-7257  
info@gfiforu.com  
Booth # 416

**Giorgio Foods, Inc.**

PO Box 96  
Temple, PA 19560  
Dale Landis  
Ph: (610) 926-2139 Fax: (610) 926-7012  
cgroff@giorgiofoods.com  
Fleestone, Northern CA  
Booth # 932

**Girards**

6900 Koll Center Pkwy 406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 311, 313

**Gold Star Foods**

2652 Long Beach Ave. PO Box 58105  
Los Angeles, CA 90058  
Sean Leer  
Ph: (323) 846-8400 Fax: (323) 846-1997  
sean@goldstarfoods.com  
Booth # 800

**Grombomb Healthy Rehydration**

4182 Sorrento Valley Blvd., Ste. C  
San Diego, CA 92121  
Heather McCormick  
Ph: (858) 784-0379  
heather@drinkgrombomb.com  
Booth # 507

**Hammett Packaging**

13700 S. Cimarron Ave.  
Gardena, CA 90249  
John Carmichael  
Ph: (310) 324-3224 Fax: (310) 324-3359  
jcarmichael@hammettpkg.com  
Booth # 234, 232

**Harris School Solutions-eTriton**

426 Dennis Dr.  
Clovis, CA 93612  
Mike Gorden  
Ph: (800) 835-0705 Fax: (800) 840-5598  
mgorden@harriscomputer.com  
Booth # 503, 505

**Harvest Food Products**

710 Sandoval Way  
Hayward, CA 94544  
Bob DiMiceli  
Ph: (530) 320-9136 Fax: (530) 887-9199  
robert.dimeceli  
Key Impact Sales  
Booth # 709

**Hayes Distributing**

4945 Industrial Way  
Benicia, CA 94510  
Jamie Edman  
Ph: (707) 746-1660 Fax: (707) 746-1665  
jamie@hayesdist.com  
Booth # 923

**Heartland School Solutions**

570 DeVall Dr., Ste. 304  
Auburn, AL 36832  
Will Brinkley  
Ph: (334) 707-2448  
william.brinkley@e-hps.com  
Booth # 915

**Heinz-PPI**

2157 Pistachio Way  
Roseville, CA 95747  
Dan Hecker  
Ph: (925) 580-4671  
dan.hecker@us.hjheinz.com  
Booth # 904

*Exhibitors - Listed Alphabetically*

**Herspring-Gibbs/Precision Foods**

15 Crow Canyon Ct. #100  
San Ramon, CA 94583  
Ed Brink  
Ph: (209) 401-3553  
ebrink15@sbcglobal.net  
Booth # 610

**Icelandic U.S.A.**

190 Enterprise Dr.  
Newport News, VA 23603  
Denise Low  
Ph: (510) 476-0200 Fax: (510) 476-0208  
pacwestmktg@sbcglobal.net  
Booth # 1029

**Hidden Healthies**

1000 Calle Negocio  
San Clemente, CA 92673  
Dennis Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
sellersfoodgroup@aol.com  
Sellers Food Group/P. Wells Ent.  
Booth # 431

**Idahoan Foods**

529 N. 3500 E.  
Lewisville, ID 83431  
Brian Smith  
Ph: (208) 313-0848 Fax: (801) 773-0952  
bsmith@idahoan.com  
Key Impact Sales  
Booth # 711

**HMC-The Lunch Bunch**

13138 S. Bethel  
Kingsburg, CA 93631  
Stephanie Johnson  
Ph: (800) 586-2428 Fax: (559) 897-6808  
stephaniej@hmc farms.com  
Booth # 1018

**Integrated Food Service**

310 W. Alondra Blvd.  
Gardena, CA 90248  
Michelle Reitzen-Bass  
Ph: (818) 266-1978 Fax: (818) 591-5807  
michellereitzin@aol.com  
Key Impact Sales  
Booth # 701, 703

**Hobart Corp.**

701 S. Ridge Ave  
Troy, CA 45374  
Rob Geile  
Ph: (314) 378-2339  
rob.geile@hobartcorp.com  
Booth # 200

**Interior Systems, Inc.**

241 N. Broadway Ste 600  
Milwaukee, WI 53202  
Paul Gustafson  
Ph: (800) 837-8373 Fax: (414) 224-0972  
nlara@isi america.com  
Booth # 326

**Horizon Snack Foods**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 809

**J&E Restaurant Supply, Inc.**

430 E 19th St.  
Bakersfield, CA 93305  
Alfredo Lorenzo, CFSP  
Ph: (661) 631-1584 Fax: (661) 631-1586  
alfredo@jerestaurantsupply.com  
Booth # 100

**Horizon Software International, LLC**

2915 Premiere Parkway Ste 300  
Duluth, GA 30097  
Nelson Vestal  
Ph: (770) 554-6353 Fax: (770) 554-6331  
nvestal@horizonsoftware.com  
Booth # 902

**J&J Snack Foods**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 310, 312

*Exhibitors - Listed Alphabetically*

**Jack Link's Beef Jerky**

3328 Edwards Dr.  
Plano, TX 75025  
Chris Burtz  
Ph: (214) 592-2343 Fax: (715) 466-6802  
cburtz@jacklinks.com  
Food 4 Kids  
Booth # 413

**Jaz Foods Inc.**

1444 Aviation Blvd., Ste. 202B  
Redondo Beach, CA 96278  
Zubair Rawda  
Ph: (310) 376-7864 Fax: (310) 376-0070  
zubair@jazfoods.com  
Booth # 537

**Jennie-O Turkey Store**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 817, 819

**JTM Food Group**

1776 Laurel St.  
San Carlos, CA 94070  
Judy Smothers  
Ph: (650) 823-7879  
jsmothers@baybrokerage.com  
Bay Brokerage  
Booth # 607

**Kellogg's Food Away From Home**

2231 Wilcox Dr.  
Tustin, CA 92782  
Jon Hazard  
Ph: (714) 832-5098 Fax: (714) 460-8250  
jon.hazard@kellogg.com  
Booth # 716, 718

**King Brands**

9910 Bavaria Rd.  
Ft. Myers, FL 33913  
John H. King III  
Ph: (239) 691-2401 Fax: (239) 313-2059  
johnk@kingsbrand.com  
Elite Associates  
Booth # 339

**Kings Delight**

6628 Fiesta Lane  
Orangevale, CA 92662  
Cindy Otto  
Ph: (209) 607-8005 Fax: (916) 338-2327  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 618

**La Tapatia Tortilleria**

104 E. Belmont Ave.  
Fresno, CA 93701  
Dennis Walsh  
Ph: (559) 351-7368 Fax: (559) 297-1436  
walshfresno@sbcglobal.net  
Booth # 913

**Lamb Weston**

1776 Laurel St.  
San Carlos, CA 94070  
Judy Smothers  
Ph: (650) 823-7879 Fax: (209) 722-2839  
jsmothers@baybrokerage.com  
Bay Brokerage  
Booth # 607

**Land O Lakes**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 814

**Learning ZoneXpress**

PO BOX 1022  
Owatonna, MN 55060  
Londa Arnfelt  
Ph: (507) 455-9076 Fax: (507) 455-3380  
londa@learningzonexpress.com  
Booth # 632

**Let Water Be Water, LLC**

133 W. 25th St., 9 W  
New York, NY 10001  
Dave Wills  
Ph: (212) 627-2630 Fax: (212) 627-2632  
dave@wat-aah.com  
Booth # 931

*Exhibitors - Listed Alphabetically*

**Ling's**

2530 Supply St.  
Pomona, CA 91767  
Terie Furtney  
Ph: (661) 496-4019 Fax: (661) 399-9183  
terief@food4kidsonline.com  
Food 4 Kids  
Booth # 401

**Los Cabos Quality Mexican Foods**

13013 Molette  
Santa Fe Springs, CA 90670  
Lynn Mushaney  
Ph: (800) 704-4661  
lynn@mcifoods.com  
C. Otto & Company  
Booth # 613

**Malt O Meal**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 808

**Market Forge Industries**

PO BOX 2009  
Novato, CA 94948  
Walt Zebrowski  
Ph: (415) 883-3222 Fax: (415) 883-9322  
walt@walterzebrowskiassoc.com  
Walter Zebrowski Associates  
Booth # 515

**Market Smart Inc.**

6900 Koll Center Parkway Ste 406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
Booth # 216, 218

**Mars Food Services**

2900 Collier Canyon Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 825

**Masterpiece Cookies**

110 Ryan Industrial Court, Ste. 11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (525) 314-0542  
john@kandemarketing.com  
K and E Marketing  
Booth # 301

**McCain Foods**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 307

**McKee Foods Corporation**

PO BOX 750  
Collegedale, TN 37315-0750  
Pat Hobbs  
Ph: (707) 628-5048 Fax: (423) 238-2330  
pat.hobbs@mckee.com  
Booth # 826

**MCS Software/EBS, Inc**

PO BOX 179  
Pismo Beach, CA 93448  
William Bowdey  
Ph: (800) 234-6324  
service@4ebs.com  
Booth # 1031

**MealTime/The CLM Group**

11000 SW Stratus St., Ste. 360  
Beaverton, OR 97008  
Charlene Carlson  
Ph: (503) 646-7000 Fax: (503) 646-8848  
ccarlson@mealtimeclm.com  
Booth # 827

**Michael B's Food Products**

647 Camino De Los Mares #108-90  
San Clemente, CA 92673  
Michael Boden  
Ph: (714) 814-8022 Fax: (949) 361-4168  
mboden3322@gmail.com  
Key Impact Sales  
Booth # 719

*Exhibitors - Listed Alphabetically*

**Michael Foods**

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Pleasanton, CA 94566  
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Ph: (925) 475-2206 Fax: (925) 846-4465  
jbartib@marketsmartinc.com  
MarketSmart  
Booth # 406

**Mission Nutrition**

6010 Earle Brown Dr.  
Minneapolis, MN 55430  
Amy Dinkel  
Ph: (763) 504-5918 Fax: (763) 504-5493  
adinkel@mellosmello.com  
Booth # 624

**MJM Marketing**

P O Box 1477  
Kailua Kona, HI 96745  
Chuck Corey  
Ph: (800) 505-5080 Fax: (800) 510-6650  
sales@mjmmarketing.com  
Key Impact Sales  
Booth # 818

**Nardone Bros. Baking Company**

420 New Commerce Blvd.  
Wilkes-Barre, PA 18706  
Joe Bevevino  
Ph: (570) 823-0141 Fax: (470) 823-2581  
joe.bevevino@nardonebros.com  
Booth # 1017

**National Food Group**

46820 Magellan Dr., Ste. A  
Novi, MI 48377  
Tara Sharpe  
Ph: (800) 886-6866 Fax: (248) 669-3010  
tsharpe@nationalfoodgroup.com  
Booth # 223

**Nestle Professional**

2900 Collier Canyon Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 822

**Nieco Corporation**

7950 Cameron Dr.  
Windsor, CA 95492  
Ed Baker  
Ph: (707) 284-7100 Fax: (707) 284-7430  
sales@nieco.com  
G.A. Systems  
Booth # 522

**NUTRI KIDS**

550 Latona Rd., Bldg. F  
Rochester, NY 14626  
Mary Ryan  
Ph: (800) 724-9853 Fax: (585) 227-8594  
maryr@nutrikids.com  
Booth # 600

**Nutri-Link Technologies**

1049 Pathview Ct.  
Dacula, GA 30019  
Jana Lobato  
Ph: (404) 437-7964 Fax: (404) 437-7964  
jlobato@n-ltech.com  
Booth # 410

**Obesity Free Food, O.F.F.**

1875 Century Park East, Ste. 700  
Los Angeles, CA 90067  
Dr. Mazlar Ghodsion  
Ph: (310) 422-8967  
maz@obesityfreefoods.com  
Booth # 325

**Oliver Packaging & Equipment Co.**

PO Box 2009  
Novato, CA 94948  
Walter Zebrowski  
Ph: (415) 883-3222 Fax: (415) 883-9322  
walt@walterzebrowskiassoc.com  
Walter Zebrowski Associates  
Booth # 509

**P&R Paper Supply Co., Inc.**

1898 E. Colton Ave.  
Redlands, CA 92374  
Arin Knudsen  
Ph: (909) 389-1807 Fax: (909) 794-6329  
info@prpaper.com  
Booth # 1021, 1023



*Exhibitors - Listed Alphabetically*

**Pacific Cheese Co.**

21090 Cabot Blvd.  
Hayward, CA 92545  
Lauren Duff  
Ph: (510) 784-8800 Fax: (510) 784-8846  
info@pacificcheese.com  
Booth # 328

**Pacific Northwest Canned Pear Service**

105 S. 18th St.  
Yakima, WA 98901  
Mark Miller  
Ph: (866) 843-4910 Fax: (866) 843-4911  
mmiller@eatcannedpears.com  
Booth # 628

**Par-Pak Inc.**

3450 Lang Rd.  
Houston, TX 77092  
Larisa Ferguson  
Ph: (713) 686-6700 Fax: (713) 686-7733  
larisa.ferguson@parpak.com  
Booth # 1001

**Par-Way Tryson Company**

107 Bolte Lane  
St. Calir, MO 63077  
Jerry Wilson  
Ph: (530) 848-4841 Fax: (530) 662-6164  
parwayjw@live.com  
Elite Associates  
Booth # 333

**Passport Foods**

5010 Eucalyptus Ave.  
Chino, CA 91710  
Patrick McBride  
Ph: (909) 627-7312  
pmcbride@passportfood.com  
Booth # 1027

**Pastry Smart**

1100 S. Amphlette Blvd.  
San Mateo, CA 94402  
Lisa Goularte  
Ph: (650) 384-0596  
lisa@pastrysmart.com  
Booth # 1022

**Payless Shoe Source**

3231 SE 6th Ave.  
Topeka, KS 66607  
John Livers  
Ph: (785) 559-6596 Fax: (785) 368-7504  
john.livers@payless.com  
Booth # 606

**PCH Reqs**

Christopher Hamilton  
Ph: (916) 300-9922  
Booth # 208

**PCS Revenue Control Systems, Inc.**

560 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
David Dittlinger  
Ph: (800) 568-8300 Fax: (800) 854-3387  
ddittlinger@pcsrscs.com  
Booth # 637

**PepsiCo Food Service**

758 Bradley Pl.  
Manteca, CA 95337  
Wanda Thompson  
Ph: (209) 479-2959 Fax: (209) 824-2487  
wanda.thompson@pepsico.com  
Booth # 1009, 1011

**Pilgrim's Pride/Gold Kist Chicken**

1000 Calle Negocio  
San Clemente, CA 92673  
Dennis Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
sellersfoodgroup@aol.com  
Sellers Food Group/P. Wells Ent.  
Booth # 424

**Pinnacle Foods Group, LLC**

3308 Preston Rd., Ste. 350  
Plano, TX 95093  
Tracy Zoblotsky  
Ph: (972) 596-5261 Fax: (972) 596-5280  
tracy.zoblotsky@pinnaclefoods.com  
Key Impact Sales  
Booth # 717

*Exhibitors - Listed Alphabetically*

**Plastic Package, Inc.**

4600 Beloit Dr.  
Sacramento, CA 95838  
Doug Hawkins  
Ph: (916) 302-7061 Fax: (916) 921-5001  
doug@plasticpack.com  
Booth # 323, 422

**Power Soak**

13910 Kessler Dr.  
Grandview, MO 64030  
Bob McNamara  
Ph: (774) 217-1618 Fax: (508) 429-8315  
rmcnamara@powersoak.com  
G.A. Systems  
Booth # 532

**Preferred Marketing Group**

20715 Dearborn St.  
Chatsworth, CA 91311  
Gina Christian  
Ph: (818) 793-9612 Fax: (818) 998-9359  
gchristian@pmgnow.com  
Booth # 1013, 1015

**Premier Marketing Group, Inc.**

3268 Ramos Circle  
Sacramento, CA 95827  
Scott Schumm  
Ph: (916) 361-9500 Fax: (916) 361-4500  
scott@kitchenreps.com  
Booth # 730

**Precision Foods**

15 Crow Canyon Ct. #100  
San Ramon, CA 94583  
Ed Brink  
Ph: (209) 401-3553  
ebrink15@sbcglobal.net  
Booth # 610

**Pro Pacific Fresh**

70 Pepsi Way  
Durham, CA 95938  
Rhonda Fleck  
Ph: (530) 893-0596 Fax: (530) 893-0679  
rfleck@propacificfresh.com  
Booth # 336

**Quaker Hill Farms Inc.**

155 Pompton Ave. #107  
Verona, NJ 07044  
Rick Olson  
Ph: (800) 892-6224 Fax: (603) 707-1193  
rick.olson@hotmail.com  
Booth # 631

**Quantum Foods**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis-Biernat & Associates-Boden  
Booth # 830, 832

**RalCorp Frozen Bakery Products**

3010 Garboso St.  
Carlsbad, CA 92009  
Cheryl Matthews  
Ph: (760) 632-8292 Fax: (760) 632-8740  
cmatthews@ralcorp frozen.com  
Pacific West Marketing  
Booth # 331

**RAS Advanced Design**

PO Box 13524  
Seattle, WA 98198  
Roger Siddall  
Ph: (206) 878-3622 Fax: (206) 824-9134  
roger@rasadvdesign.com  
Booth # 1025

**Red Gold LLC**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 215

**Rich Chicks, LLC**

1112 Dogwood Dr.  
Kingston, TN 37763  
Paul Byrd  
Ph: (865) 429-0056 Fax: (865) 381-1291  
pbyrd@richchicks.biz  
Booth # 919

*Exhibitors - Listed Alphabetically*

**Rich's**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 318

**Ridgefield's Fruit Slushies**

1000 Calle Negocio  
San Clemente, CA 92673  
Dennis Sellers  
Ph: (949) 661-7880 Fax: (949) 498-5496  
sellersfoodgroup@aol.com  
Sellers Food Group/P. Wells Ent.  
Booth # 430

**Rock-N-Roll Gourmet**

110 Ryan Industrial Court, Ste. 11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (925) 314-0542  
john@kandemarketing.com  
K & E Marketing  
Booth # 301

**Rose & Shore**

PO BOX 58225  
Vernon, CA 90058  
Larry Venden Bos  
Ph: (323) 826-2144 Fax: (323) 826-2150  
larry@rose-shore.com  
Food 4 Kids  
Booth # 405

**Ruiz Foods**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 824

**S.A. Piazza & Associates**

15815 SE Piazza Avenue  
Clackamas, OR 97015  
Mike Piazza  
Ph: (503) 706-4349 Fax: (503) 657-1784  
namazzip@aol.com  
Food 4 Kids  
Booth # 417

**S.A. Products Company**

6628 Fiesta Lane  
Orangevale, CA 95662  
Dwayne Brooks  
Ph: (800) 333-2129 Fax: (916) 988-4442  
shannon@dkbrooks.biz  
C. Otto & Company  
Booth # 616

**School Nutrition and Fitness/Meals Plus**

245 Fischer Ave., Bldg. C3  
Costa Mesa, CA 92626  
John Nelson  
Ph: (714) 544-0574 Fax: (714) 464-4372  
jnelson@eposonline.com  
Booth # 437, 536

**School Nutrition Services**

5405 Alton Parkway Ste SA-539  
Irvine, CA 92604  
Stacy Sagowitz  
Ph: (949) 725-9114 Fax: (949) 725-9228  
ssagowitz@snservices.com  
School Nutrition Services  
Booth # 801, 900

**Schwan's Food Service**

1525 Saratoga Dr.  
Milpitas, CA 95035  
Leslie Napolitano  
Ph: (408) 569-1184 Fax: (408) 946-8938  
leslie.napolitano@schwans.com  
MarketSmart  
Booth # 300, 302, 304

**Sensible Foods**

110 Ryan Industrial Court, #11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (925) 314-0542  
john@kandemarketing.com  
K & E Marketing  
Booth # 301

*Exhibitors - Listed Alphabetically*

**Sensus America, Inc.**

100 Lenox Dr., Ste. 104  
Lawrenceville, NJ 08648  
Carol Malczan  
Ph: (646) 452-6143 Fax: (646) 452-6150  
carol.malczan@sensus.us  
Booth # 206

**SFSPac**

5405 Alton Parkway Ste SA-539  
Irvine, CA 92604  
Stacy Sagowitz  
Ph: (949) 725-9114 Fax: (949) 725-9228  
ssagowitz@snservices.com  
School Nutrition Services  
Booth # 801

**Shannon's Imperial Brand**

11960 Silvergate Dr.  
Dublin, CA 94568  
Dale Bowman  
Ph: (925) 551-8088 Fax: (925) 551-8492  
dale@shannonsimperial.com  
Key Impact Sales  
Booth # 715

**Simplot**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 812

**Sky Blue Foods LLC**

120 Bowles Rd.  
Agawam, MA 01001  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
Market Smart  
Booth # 219

**SLAYKE Water Beverage**

9107 Wilshire Blvd., Ste. 450  
Beverly Hills, CA 90210  
M. Mike Aghai, MD  
Ph: (310) 461-1944 Fax: (310) 362-8889  
mike@gastroceuticals.com  
Booth # 319

**Slush Puppie**

1205 S. Dupont Ave.  
Ontario, CA 91761  
Rosie Torres  
Ph: (909) 390-4233 Fax: (909) 458-6263  
rtorres@icee.com  
Booth # 925

**Smart Foods 4 Schools**

2595 Fremont St.  
Las Vegas, NV 89104  
Chris Cook  
Ph: (888) 418-4068 Fax: (888) 418-6907  
Booth # 1005

**SmartTemps**

5405 Alton Parkway Ste SA-539  
Irvine, CA 92604  
Stacy Sagowitz  
Ph: (949) 725-9114 Fax: (949) 725-9228  
ssagowitz@snservices.com  
School Nutrition Services  
Booth # 900

**Smucker's**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 408

**Snak King**

16150 E. Stephen St.  
City of Industry, CA 91745  
Rick Calato  
Ph: (303) 565-9233  
rcalato@snakking.com  
Food 4 Kids  
Booth # 411

**Snapple**

2007 Farallon Dr.  
San Leandro, CA 94577  
Mike Hisel  
Ph: (925) 584-1347 Fax: (510) 346-3778  
mike.hisel@dpsg.com  
Booth # 212

*Exhibitors - Listed Alphabetically*

**Soyafarm USA, Inc.**

20675 S. Western Ave., Ste. 210  
Torrance, CA 90501  
Atsuko Wajima  
Ph: (310) 781-9240 Fax: (310) 781-9293  
atsuko@soyafarmUSA.com  
Booth # 914

**Spirited Foods**

5776-D Lindero Cyn. Rd., Ste. 357  
Westlake Village, CA 91362  
Jokton Speert  
Ph: (818) 735-0104 Fax: (818) 735-0619  
joktons@aol.com  
Booth # 626

**Square H Brands (Hoffy)**

2731 S. Soto Street  
Los Angeles, CA 90058  
John Scolinos  
Ph: (323) 267-4600 Fax: (323) 261-7350  
john.scolinos@sqhb.com  
Booth # 1007

**Sun Cup Juice**

6678 Owens Dr., Ste. 100  
Pleasanton, CA 94588  
Jeff Hallums  
Ph: (480) 775-2013 Fax: (480) 275-2011  
jefh@suncupjuice.com  
Key Impact Sales  
Booth # 711

**Sun Opta/Ventura**

6900 Koll Center Pkwy #406  
Pleasanton, CA 94566  
Jen Barton  
Ph: (925) 475-2206 Fax: (925) 846-4465  
jbarton@marketsmartinc.com  
MarketSmart  
Booth # 205

**Sun Rich Fresh Foods**

22151 Fraserwood Way  
Richmond, BC V6M2E1  
Rick Lyon  
Ph: (503) 449-3635 Fax: (604) 244-8811  
rickl@sun-rich.com  
Elite Associates  
Booth # 337

**Super Bakery**

24007 Ventura Blvd., Ste. 124  
Calabasas, CA 91302  
Wyman Shanks  
Ph: (714) 396-2495 Fax: (909) 468-0360  
wymans@dbafoodservice.com  
Dennis Biernat & Associates  
Booth # 733

**Sweet Life**

145 S. State College Blvd., #200  
Brea, CA 92821  
Leann Luchinger  
Ph: (714) 256-8900 Fax: (714) 256-8916  
leann.luchinger@freshstartbakeries.com  
Booth # 506

**Sysco Sacramento Inc.**

7062 Pacific Ave.  
Pleasant Grove, CA 95668  
Shelly Taunk  
Ph: (916) 569-7029 Fax: (877) 569-5180  
taunk.shelly@sac.sysco.com  
Booth # 724, 726

**T. Marzetti**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 805

**Tabatchnick**

2530 Supply St.  
Pomona, CA 91767  
Jim Davidson  
Ph: (949) 643-8617 Fax: (949) 315-3290  
jimdsuperiorfoods@cox.net  
Booth # 429

**Tasty Brands**

110 Ryan Industrial Court, #11  
San Ramon, CA 94583  
John Gallagher  
Ph: (415) 418-0951 Fax: (925) 314-0542  
john@kandemarketing.com  
K and E Marketing  
Booth # 301

*Exhibitors - Listed Alphabetically*

**Taylor Farms Pacific**

100 W. Valpico Rd. Ste. A  
Tracy, CA 95376  
Stephanie Jackson  
Ph: (559) 360-1098 Fax: (209) 830-3126  
stjackson@taylorfarms.com  
Booth # 906

**Tekvisions, Inc.**

40970 Anza Rd.  
Temecula, CA 92592  
Sarah Gipson  
Ph: (800) 466-8005 Fax: (951) 506-4035  
sarah.gipson@tekvisions.com  
Booth # 517

**Tetra Pak, Inc.**

101 Corporate Woods Parkway  
Vernon Hills, IL 60061  
Debbi Dodson  
Ph: (858) 272-6804 Fax: (858) 272-6805  
ddodson@san.rr.com  
Booth # 202

**Texas Digital Systems Inc.**

400 Technology Pkwy.  
College Station, TX 77845  
Jenni Jackson  
Ph: (979) 446-0186 Fax: (979) 764-8650  
jjackson@txdigital.com  
G.A. Systems  
Booth # 526

**The Danielsen Company**

435 Southgate Ct.  
Chico, CA 95928  
Monica Horton  
Ph: (530) 895-3187 Fax: (530) 895-3987  
monica@dancofoods.com  
Booth # 322

**The FruitGuys**

405 Victory Ave., Ste. D  
South San Francisco, CA 94080  
Carol Stewart  
Ph: (650) 246-1200 Fax: (650) 246-3730  
karla@fruitguys.com  
Booth # 523

**The Noodle Vender**

528 Central Ave.  
Shafter, CA 93263  
Lance St. Pierre  
Ph: (661) 746-6128 Fax: (661) 746-2082  
lance@noodlevender.com  
Booth # 622

**The Popcorn Man**

21 Surrey Lane  
Palos Verdes, CA 90275  
Jim Melikian  
Ph: (310) 541-1800 Fax: (310) 377-1113  
jim@thepopcornman.com  
Associates Food Service Sales & Marketing  
Booth # 418

**The Switch Beverage Company**

381 Post Road  
Darien, CT 06820  
Cindy Lane  
Ph: (203) 202-7383 Fax: (203) 202-7386  
mmottolese@switchbev.com  
Booth # 602

**Tony Roberts Company**

PO BOX 5683  
Fullerton, CA 92828  
Tony Roberts  
Ph: (714) 879-3246 Fax: (714) 879-3226  
kbarsanti@kisales.com  
Key Impact Sales  
Booth # 713

**Tools For Schools**

1561 N. Echo Ave.  
Fresno, CA 93728  
Thad Mummert  
Ph: (866) 442-1964 Fax: (858) 435-1190  
thad@toolsforschools.com  
Booth # 604

**Trident Seafoods**

1776 Laurel Sst.  
SanCarlos, CA 94070  
Judy Smothers  
Ph: (650) 823-7879 Fax: (209) 722-2839  
jsmothers@baybrokerage.com  
Bay Brokerage  
Booth # 607



*Exhibitors - Listed Alphabetically*

**TriMark Economy Restaurant Fixtures**

1200 7th St.  
San Francisco, CA 94107  
Kathy Creed  
Ph: (916) 558-3005 Fax: (916) 447-6674  
kathy@bigtray.com  
Booth # 922, 924

**True Food Service Equipment**

2001 East Terra Lane  
Ofallon, MO 63366  
Jason Hedge  
Ph: (636) 240-2400 Fax: (636) 980-5606  
jhedge@truemfg.com  
Booth # 608

**TrueLife Foods**

PO BOX 812076  
Los Angeles, CA 90081  
Rick Chancellor  
Ph: (805) 377-0199 Fax: (213) 622-3404  
Mitch@truelife-foods.com  
Booth # 1024

**Tyson Foods**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 823

**Unified Brands**

11118 Coldwater Rd., Ste. 200  
Fort Wayne, IN 46845  
Maureen Bobilya  
Ph: (800) 875-1740 Fax: (260) 637-4337  
mbobilya@unifiedbrands.net  
Pro Reps West/ProLine Marketing  
Booth # 501

**Universal Seating Company**

3419 Via Lido, #333  
Newport Beach, CA 92663  
Barry Schuster  
Ph: (800) 330-7328 Fax: (800) 586-3291  
barry@universalseating.com  
Booth # 231

**Upstate Farms**

1776 Laurel St.  
San Carlos, CA 94070  
Judy Smothers  
Ph: (650) 823-7879 Fax: (209) 722-2839  
jsmothers@baybrokerage.com  
Bay Brokerage  
Booth # 607

**Upstate Niagara Cooperative**

25 Anderson Rd.  
Buffalo, NY 14225  
Jerry McDonald  
Ph: (716) 510-1543 Fax: (727) 796-0721  
gmcdonald@upstateniagara.com  
Bay Brokerage  
Booth # 607

**US Foods**

392 W. Walnut Ave.  
Fullerton, CA 92832  
Kerry Benson  
Ph: (714) 441-2979 Fax: (714) 441-3416  
kerry.benson@usfood.com  
Booth # 725

**Warnock Food Products**

20237 Masa Street  
Madera, CA 93638  
Brad Alexander  
Ph: (559) 479-3212 Fax: (559) 661-4807  
brada@warnockfoods.com  
Booth # 714

**Wawona Frozen Foods**

100 W. Alluvial Ave.  
Clovis, CA 93611  
Toni Lindeleaf  
Ph: (559) 299-2901 Fax: (559) 299-1921  
tonil@wawona.com  
Food 4 Kids  
Booth # 415

**Western Recycling Technologies**

953 Babbling Brook Ct.  
Farmington, UT 84025  
Robert Cargeeg  
Ph: (801) 898-7237 Fax: (801) 451-7738  
rjcargee@msn.com  
Booth # 908

Exhibitors - Listed Alphabetically

**Westminster Crackers**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 606-6416 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 809

**Windsor Foods**

2900 Collier Cyn. Rd.  
Livermore, CA 94551  
Josie Pardo  
Ph: (925) 371-0942 Fax: (925) 606-6416  
jpardo@foodsaleswest.com  
Food Sales West  
Booth # 811

**Wheat Valley Bakery - California Lavash**

101 Leavesley Rd.  
Gilroy, CA 95020  
Rosetta Eshoo  
Ph: (408) 846-7705 Fax: (408) 546-7708  
rosette@wheatvalley.com  
Atlas Food Services  
Booth # 636

Products Specifically Designed With Your Students And Budget In Mind  
Complete Line Of School Solutions For Every Need

**Nutritional Information**

Product Code	CN	Moisture (%)	Total Solids (%)	Total Calories	Calories from Fat	Total Fat (g)	Total Protein (g)	Total Carb (g)	Dietary Fiber (g)	Protein (g)	
11028162	Y	121.2 (8.0)	131.1 (8.0)	219	180	10	0	280	16	0	14
11028163	Y	111.2 (8.0)	111.2 (2.5)	289	130	14	0	680	10	1	14
11028164	Y	141.2 (8.0)	141.2 (2.5)	199	80	0	0	280	16	0	11
11028165	Y	131.2 (8.0)	131.1 (8.0)	299	120	13	0	380	27	1	19
11028166	Y	141.2 (8.0)	141.2 (2.5)	199	80	0	0	280	16	0	11
11028167	Y	111.2 (8.0)	111.1 (8.0)	229	100	11	0	270	16	0	14
11028168	Y	131.2 (8.0)	131.2 (8.0)	219	180	10	0	280	16	1	12

**Product Specifications**

Product Description	Product Code	Case Pack	Case Weight	Age Portions Per Case	Case Volume	Preparation
1 lb. oz. AK Pollock Steaks, PUPF, CN	11028162	1/10 lb.	10 lbs.	100	0.57	Deep Fry/Oven Bake
3.5 oz. AK Pollock with Cheese, PUPF, CN	11028163	1/10 lb.	10 lbs.	46	0.57	Oven Bake
1 oz. AK Pollock Steaks, Grade A, CN	11028164	1/10 lb.	10 lbs.	180	0.57	Oven Bake
1.5 oz. AK Pollock Steaks, PUPF, CN	11028165	1/10 lb.	10 lbs.	180	0.57	Deep Fry/Oven Bake
1 oz. AK Pollock Nuggets, PUPF, CN	11028166	1/10 lb.	10 lbs.	180	0.57	Oven Bake
3.8 oz. AK Pollock Rectangles, Grade A, CN	11028167	1/10 lb.	10 lbs.	44	0.57	Oven Bake
1.5 oz. AK Shrimp Portions Dip w. Potato Coating, PUPF, CN	11028168	1/10 lb.	10 lbs.	180	0.57	Deep Fry/Oven Bake

The 2010 Dietary Guidelines for Americans recommend eating seafood at least twice a week.

The U.S. GRADE A shield signifies that a product has been processed under Federal inspection in an approved facility and meets the established level of quality of an existing U.S. grade standard. The U.S. Grade A shield indicates that the product is of high quality, uniform in size, practically free from blemishes and defects, in excellent condition, and possessing good flavor and odor.

The Processed Under Federal Inspection or PUPF shield or statement signifies that the product has been inspected in an approved facility and was found to be safe, wholesome and properly labeled according to approved specifications or criteria.

The U.S. Grade A Processed Under Federal Inspection (PUPF) shield or statement signifies that the product meets both Federal inspection and PUPF standards.

**SWEEET SAVINGS**  
USDA Alaska Pollock Program  
Premium Grade A Alaska Pollock is delicious, nutritious, and economical!

USDA  
K-2  
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## *Exhibitors - Numerically by Booth*

100	J&E Restaurant Supply, Inc.	324	Foster Farms Dairy
200	Hobart Corp.	325	Obesity Free Foods, O.F.F.
201	Culinary Standards Corp.	326	Interior Systems, Inc.
202	Tetra Pak, Inc.	328	Pacific Cheese Co.
203	Campbells	329	Cool School Café
204	Daylight Foods	330	Farmington Fresh Cuts LLC
205	Sun Opta/Ventura	331	RalCorp Frozen Bakery Products
206	Sensus America, Inc.	332	Hammett Packaging
207	Clif Bar/Welch's	333	Par-Way Tryson Company
208	PCH Reps	336	Pro Pacific Fresh
209	Crystal Geysler/Juice Bowl	337	Sun Rich Fresh Foods
210	Fairlight Bakery, Inc.	339	King Brands
211	Del Monte	341	Barrel O' Fun Snack Foods Co.
212	Snapple	401	Ling's
213	ES Foods	403	Fiesta Santa Fe Brands
214	Dr. Pepper Snapple Group	405	Rose & Shore
215	Red Gold LLC	406	Michael Foods
216	Market Smart Inc.	407	Fat Cat Scones
217	Clear Springs Foods	408	Smucker's
218	Market Smart Inc.	409	Carl Budding and Company
219	Sky Blue Foods LLC	410	Nutri-Link Technologies
223	National Food Group	411	Snak King
224	Cookietree Bakeries	412	California Department of Education
231	Universal Seating Company	413	Apple & Eve
233	CCP Industries	413	Jack Link's Beef Jerky
300	Schwan's Food Service	414	California Department of Education
301	Benny's Bagel Dog	415	Wawona Frozen Foods
301	Buzz Strong's Bakery	416	GFI
301	California International Cuisine	417	S.A. Piazza & Associates
301	Masterpiece Cookies	418	The Popcorn Man
301	Rock-N-Roll Gourmet	419	Buena Vista Food Products Inc.
301	Sensible Foods	422	Plastic Package, Inc.
301	Tasty Brands	423	Del Monte Fresh Produce
302	Schwan's Food Service	424	Pilgrim's Pride/Gold Kist Chicken
304	Schwan's Food Service	425	Bongards Creameries
306	Advance-Pierre Foods	426	Garden Banner Foods/Real Mex Foods
307	McCain Foods	427	Bakecrafters
308	Advance-Pierre Foods	428	Amy's Foods
309	Barilla America, Inc.	429	Tabatchnick
310	J&J Snack Foods	430	Ridgefield's Fruit Slushies
311	Girards	431	Hidden Healthies
312	J&J Snack Foods	433	Best Express Foods
313	Girards	437	School Nutrition and Fitness/Meals Plus
314	Foster Farms/Fernando's	432	20th Century Food Products
315	American Foods Group	500	Form Plastics Company, Inc.
316	Foster Farms/Fernando's	501	Unified Brands
317	American Cook Systems	502	Form Plastics Company, Inc.
318	Rich's	503	Harris School Solutions-eTritition
319	SLAYKE Water Beverage	504	Chef's Corner
322	The Danielsen Company	505	Harris School Solutions-eTritition
323	Plastic Package, Inc.	506	Fresh Start Bakeries

*Exhibitors - Numerically by Booth*

507	Grombomb Healthy Rehydration	624	Mission Nutrition
508	Cybersoft Technologies, Inc.	625	Dos Rojos Food Co.
509	Oliver Packaging & Equipment Co.	626	Spirited Foods
510	FWE	627	Apricot Producers of California
511	Cooper-AtkinsNew Age Industrial	628	Pacific Northwest Canned Pear Service
511	Walter Zebrowski Associates	629	California Cling Peach Board
512	FWE	630	DuPont Liqui-Box
513	Duke Manufacturing Co	631	Quaker Hill Farms Inc.
514	Biscomerica Corp.	632	Learning ZoneXpress
515	Market Forge Industries	633	Don Lee Farms
516	Etcetera Foods	636	Wheat Valley Bakery - California Lavash
517	Tekvisions, Inc.	637	PCS Revenue Control Systems, Inc.
518	Buena Vista Food Products Inc.	327	Focus 365
522	Nieco Corporation	701	Integrated Food Service
519	Food 4 Thought, LLC	703	Integrated Food Service
523	The FruitGuys	705	Dobake Bakeries, Inc.
524	Blodgett Oven Co.	707	Con Agra Foods
525	All Sport Inc.	709	Harvest Food Products
526	Texas Digital Systems Inc.	711	Idahoan Foods
527	Cambro Mfg.	711	Sun Cup Juice
528	G.A. Systems Inc.	712	Driftwood Dairy
529	Cambro Mfg.	713	Tony Roberts Company
530	G.A. Systems Inc.	714	Warnock Food Products
531	Ekon-O-Pac, Inc.	715	Shannon's Imperial Brand
532	Power Soak	716	Kellogg's Food Away From Home
533	California Beef Council	717	Pinnacle Foods Group, LLC
536	School Nutrition and Fitness/Meals Plus	718	Kellogg's Food Away From Home
537	Jaz Foods Inc.	719	Michael B's Food Products
600	NUTRI KIDS	722	Ardella's
601	Five Star Gourmet Foods, Inc.	723	Epicure Digital Menu Systems
602	The Switch Beverage Company	724	Sysco Sacramento Inc.
604	Tools For Schools	725	US Foods
606	Payless Shoe Source	726	Sysco Sacramento Inc.
607	JTM Food Group	727	Cool Tropics
607	Lamb Weston	728	Bernard Food Industries
607	Trident Seafoods	729	Arizona Gold
607	Upstate Niagara Cooperative	730	Premier Marketing Group, Inc.
608	True Food Service Equipment	731	Arizona Gold
610	Herspring-Gibbs/Precision Foods	732	Don Lee Farms
612	Gayle's Sweet "N" Sassy Foods, Inc.	733	Super Bakery
613	Los Cabos Quality Mexican Foods	737	Domino's Pizza
614	California Family Foods	800	Gold Star Foods
615	Bagelfuls	801	School Nutrition Services
615	Fresh Innovations California, LLC	801	SFSPac
616	S.A. Products Company	802	D.J. Co-Ops
617	C. Otto & Company	803	Food Sales West
617	Dave's Bakery	804	Bell Tasty Foods, Inc.
618	Kings Delight	805	T. Marzetti
619	Asian Food Solutions	806	Cal-Tex Juice
622	The Noodle Vender	806	Dannon
623	Ardella's	807	Cargill

## *Exhibitors - Numerically by Booth*

808	Malt O Meal	916	Fork in the Road Foods
809	Horizon Snack Foods	917	East Bay Restaurant Supply
809	Westminster Crackers	918	Cal-Tropic Producers, Inc.
810	Fishery Products International	919	Rich Chicks, LLC
811	Windsor Foods	922	BigTray/TriMark Economy Restaurant Fixtures
812	Simplot	923	Hayes Distributing
813	Boscoss Pizza Co.	924	BigTray/TriMark Economy Restaurant Fixtures
814	Land O Lakes	925	Slush Puppie
815	French's Food Service	927	Alvarado Street Bakery
816	Bridgford Foods Corp.	928	AccuTemp Products, Inc.
817	Jennie-O Turkey Store	930	Brakebush
818	MJM Marketing	931	Let Water Be Water, LLC
819	Jennie-O Turkey Store	932	Giorgio Foods, Inc.
822	Nestle Professional	933	Brothers International Desserts
823	Tyson Foods	936	American Pride Seafood
824	Ruiz Foods	937	Ed Jones Food Service
825	Mars Food Services	1001	Par-Pak Inc.
826	McKee Foods Corporation	1003	American Paper & Plastic Inc.
827	MealTime/The CLM Group	1007	Square H Brands (Hoffy)
829	Food Service Technology Center	1009	PepsiCo Food Service
830	Quantum Foods	1005	Smart Foods 4 Schools
831	Father's Table	1011	PepsiCo Food Service
832	Quantum Foods	1012	ASR Food Distributors Inc.
833	Bella Frutta	1013	Preferred Marketing Group
836	Domino's Pizza	1014	FreshPoint
837	Envy Foods	1015	Preferred Marketing Group
828	Fruit 66	1016	AmeriQual Group
900	School Nutrition Services	1017	Nardone Bros. Baking Company
901	Atnip Co., Inc.	1018	HMC-The Lunch Bunch
902	Horizon Software International, LLC	1019	Butter Buds Food Service
904	Heinz-PPI	1021	P&R Paper Supply Co., Inc.
906	Taylor Farms Pacific	1022	Pastry Smart
908	Western Recycling Technologies	1023	P&R Paper Supply Co., Inc.
910	General Mills	1024	TrueLife Foods
912	General Mills	1025	RAS Advanced Design
913	La Tapatia Tortilleria	1027	Passport Foods
914	Soyafarm USA, Inc.	1029	Icelandic U.S.A.
915	Heartland School Solutions	1031	MCS Software/EBS, Inc

**Guide for Exhibit Hall:  
Important Questions to Ask:**

Product available year round? \_\_\_\_\_

Approximate cost? \_\_\_\_\_

Pack size? \_\_\_\_\_

Packaging types available? \_\_\_\_\_

Storage requirements/shelf life? \_\_\_\_\_

Nutrient analysis and product specs available? \_\_\_\_\_

Commodity? \_\_\_\_\_

Promotional materials available? \_\_\_\_\_

Distributor or broker in your area? \_\_\_\_\_

Rebates? \_\_\_\_\_

Comments: \_\_\_\_\_

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## Conference Photography

The official photographer for CSNA's 59th Annual Conference will be available during the following hours so you may order candid photos that have been taken throughout the conference. The photographs will be displayed in albums and will be located in the lobby of the Convention Center. Photos ordered on one day will be available the next day.

4x6" photos are \$3.00

### Sale Hours

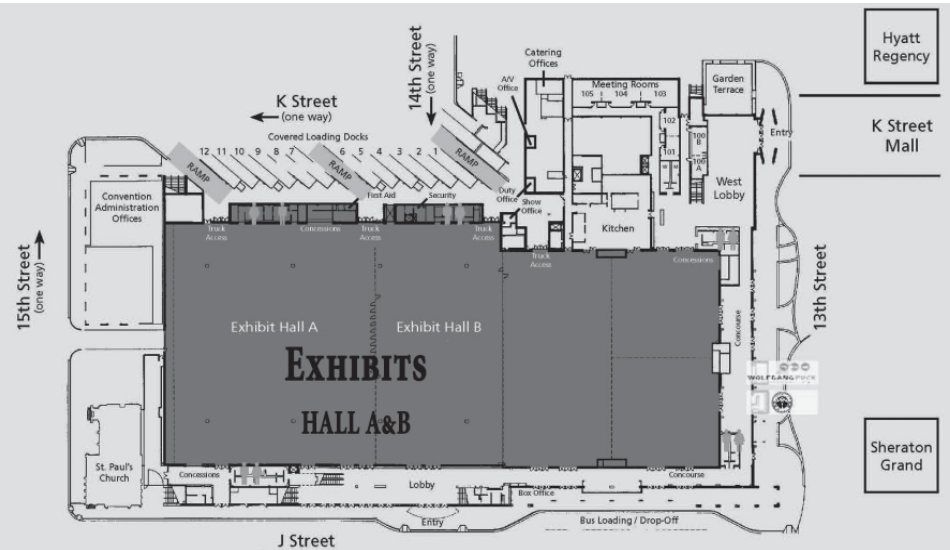
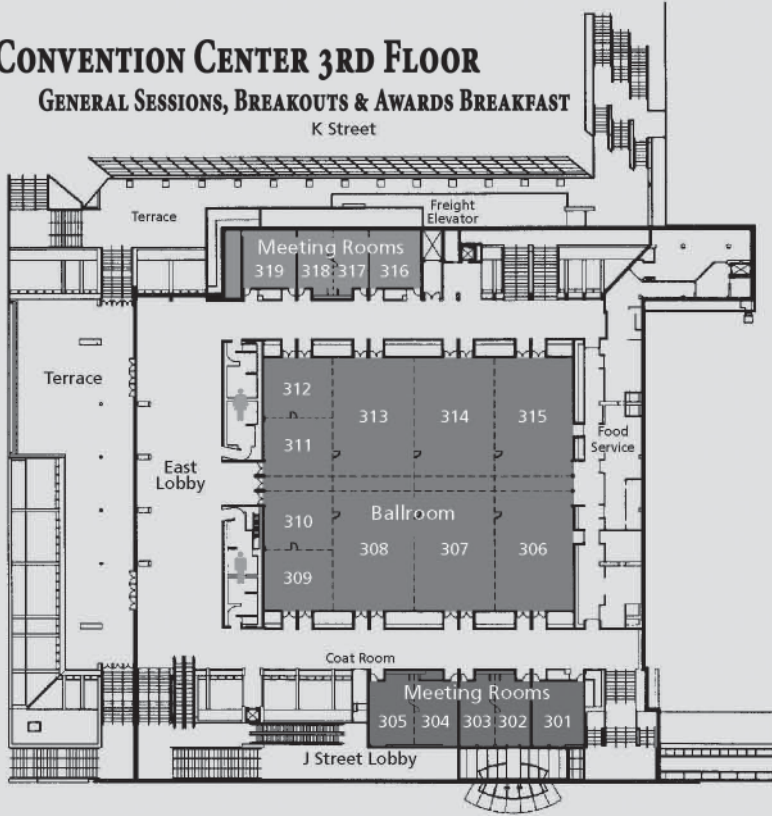
Friday	3:00 pm - 5:00 pm
Saturday	10:00 am - 5:00 pm
Sunday	11:00 am - 1:00 pm

To order photos after the conference, please contact William Kidston at (310) 739-6904.



# CONVENTION CENTER

## CONVENTION CENTER 3RD FLOOR GENERAL SESSIONS, BREAKOUTS & AWARDS BREAKFAST



# MEETING ROOM MAP

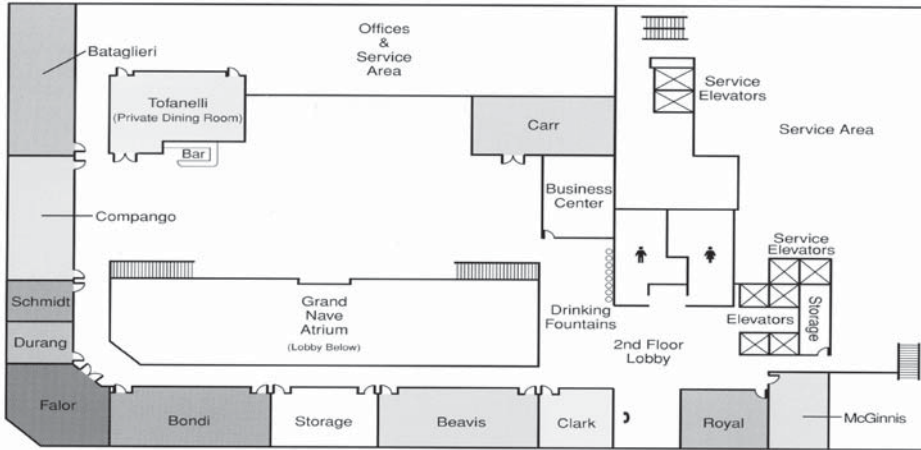


Please turn off or silence  
cell phones during breakouts  
and general sessions.

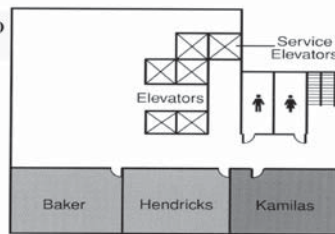
Please limit texting  
to the back of the room.

# MEETING ROOM MAP

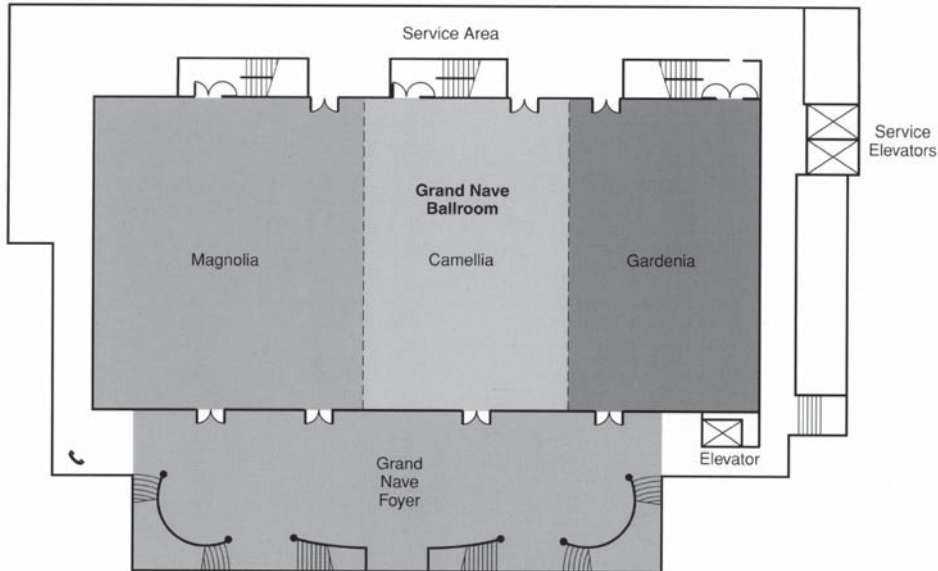
## SHERATON GRAND SACRAMENTO LEVEL 2



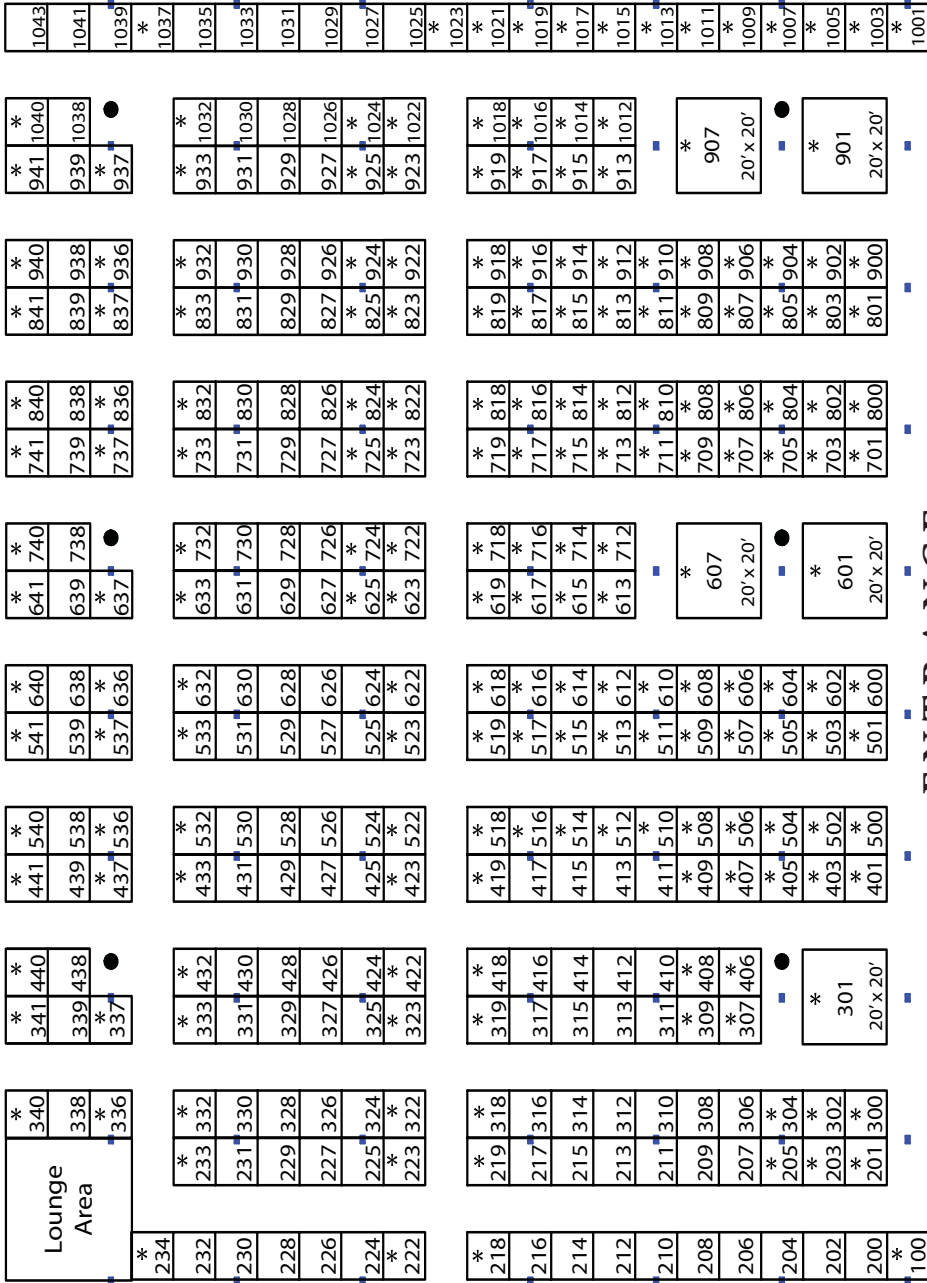
## SHERATON GRAND SACRAMENTO TOWER LEVEL 3



## SHERATON GRAND SACRAMENTO BALLROOM LEVEL



# EXHIBIT HALL MAP





# BREAKOUT OVERVIEW

Thursday, November 10, 2011		Friday, November 11, 2011		Saturday, November 12, 2011		Sunday, November 13, 2011								
Room	Sherraton Ballgalleri	Sherraton Tobanelli	Sherraton Herodias	Sherraton Korinios	Room Number	301	302/303	304/305	309	310	311	312	317/318	319
PreCon 8:00 am - 12:00 pm	Financial Management	Cook for the New Generation	Service											
PreCon 1:00 pm - 3:00 pm	Financial Management	Focus on the Customer	Service	SNS Exam										
A 8:45 am - 9:45 am					Processing USDA Foods: What You Need to Know			SAFE California in the 21st Century: SHAPING Healthy School Environments in California One District at a Time	Students: How They Can Make Breakfast Happen	Super Co-Op Meeting	PNCO Co-Op Meeting	SUC Co-Op Meeting	Apex Decorating 8:00 pm - 8:30 pm	
B 8:45 am - 9:45 am					Summer Food Programs - Best Fit For You			Managing the Mystery: Correcting Myths & Sharing Best Practices of Innovation on a Shoe String and Don't's	Cafeteria Funds - The Do's and Don't's					
C 1:30 pm - 2:30 pm					State Update/Child Nutrition Reauthorization			New Image of USDA Foods	Fresh Fruits and Vegetables: How to Serve More!	Menu Planning with the 6-5-4 School Lunch Metric: Pairing Fresh, Seasonal Ingredients with USDA Commodities in School Meals				
D 2:45 pm - 3:45 pm					Controlling Operational Costs			Connecting Nutrition Between the School Cafeteria, Classroom and Home Improves Healthy Eating Patterns. A panel interacts about the powerful link nutrition	Ave You a "Supermanager"?					
E 8:00 am - 8:45 am					The "Real High School" of California			Energy Savings - Budget Keys to Eligibility and Verification	Schools Bringing Fresh Fruit and Vegetables to the Desert: The Food Desert Thats	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		
F 10:45 am - 11:45 am					CSNA Future Leaders Training 10:45-3:00			BREAKFAST AND BEYOND! Launching & Sustaining Effective School Breakfast Programs in your District	Water, Water Everywhere! Providing Free, Fresh drinking water to your students.					
G 12:00 pm - 1:00 pm					Separate Registration - Saturday			Going for the Gold: Tips on Winning a Healthier School Challenge Award						

*Join us next year in  
Pasadena!  
November 8-11, 2012*



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