



The 60th Annual Conference of the  
California School Nutrition Association

November 8-11, 2012

*Pasadena Convention Center  
Pasadena, California*



# Welcome

## TO THE 60<sup>TH</sup> ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION

The harvest is ripe and ready for the picking. Don't be left out in the field as we celebrate CSNA's 60<sup>th</sup> Annual Conference in beautiful downtown Pasadena.

Pasadena is famous for good reasons: the Tournament of Roses Parade, the Rose Bowl football game, and of course Cal Tech, the Jet Propulsion Laboratory and numerous museums and galleries. Pasadena is also brimming over with shops, galleries, restaurants, nightclubs, pubs and people. With its mild weather, there couldn't be a nicer place to network with your colleagues!

Your conference committee, led by Liz Brown-Smith, is hard at work putting together the final touches for a conference that you won't forget! Mark your calendars now for the 60<sup>th</sup> Annual CSNA Conference to be held November 8 -11, 2012. This will be a great place to network and meet new friends. You will have opportunities to expand your knowledge by attending breakout sessions, general sessions, and the exhibit hall floor.

Learn how others are handling the challenges we face, including the new meal regulations as well as innovative and successful marketing programs along with other timely topics. There are forty breakout sessions planned this year so there will be something for everyone: line workers, managers, supervisors, Directors and our Industry partners. The sessions are organized into strands: Chef's Boot Camp, State Update; Communications and Marketing; Leadership Development; Operations and Management; and Nutrition and Wellness. Feel free to follow just one strand or skip from strand to strand. An added bonus is that we will have three sessions on Saturday presented in Spanish! Whether you are a seasoned veteran or fresh off the apple cart, there are sessions that you don't want to miss.

We also have two exceptional Keynote Speakers lined up. At our First General Session, Matt Upton will inspire and motivate us to be better than we think we are. On Saturday the body language expert, Janine Driver, will teach us how to use body language to get what we want! Now that's a useful skill!



Have you ever seen "Chopped" and dreamed of being on the show? Here's your chance. After the First General Session on Friday CSNA will be hosting its own Chop-Ed Competition. You definitely don't want to miss this opportunity. Get your team together and sign up now—slots are limited.

Under Linda Sweeney's guiding hands several pre-conference workshops are being set up. Look for an all day State review of the new guidelines as well as the School Nutrition Specialist Credentialing and Food Handler Certificate exam.

The House of Delegates, also known as HOD, will be held Saturday morning. For those new to child nutrition, this is our governing body where formal association business is conducted. If you've never attended, please join us as a guest.

Bring your dancing shoes and get ready to party. Saturday night we will celebrate "Hooray for Hollywood" as we honor our President, Margan Holloway. Come dressed as your favorite movie star or dressed in your black tie. Prizes will be awarded on several different themes: Best Individual, Best Group, and Best in Keeping with the Theme. So join us for an evening of fun!

For more detailed information on all the activities planned for this conference, see the additional articles contained in this issue of Poppy Seeds or visit [www.CALSNA.org](http://www.CALSNA.org) for the latest conference information.

It is not too early to start preparing for this incredible conference. Don't get left behind. We'll see you there!



# Keynote Speakers

*Matt Upton*

*Janine Driver*

FIRST GENERAL SESSION

MATT UPTON

FRIDAY, NOVEMBER 9, 2012:  
3:15 P.M. — 5:00 P.M.

Matt is the Dad to five wonderful children and a husband for almost 30 years. He serves as VP of GO “Growth and Opportunities” of Bell Tasty Foods “the home of the Tasty NADA.”

As a professional speaker, writer, wisdom coach, and trainer he has conducted well over 3000 presentations both throughout the United States as well internationally. His background in delivering small and large group presentations has positioned him as an authority in the area of business, personal and relationship growth.

You will be engaged by Matt’s ability and humor as he shares his successes and failures in his life. His presentation skills will allow you to move forward in your life and career.



SECOND GENERAL SESSION

JANINE DRIVER

WARNING! DANGEROUS CURVES AHEAD!

SATURDAY, NOVEMBER 10, 2012:  
4:00 P.M. — 5:30 P.M.

What would it mean to your personal and professional success if you could know what your body language reveals to others and, in turn, what others reveal to you, without uttering a single word? These discreet messages speak volumes—and the secret to understanding them lies with one charismatic expert. Stop wasting valuable time, resources and money, misled by people’s words and empty promises!

If you misread others or send a non-verbal message that doesn’t match your intent, deals are lost, profitability is destroyed, lives are shattered. But when you get it right, that’s where money is made, reputations are born, and business grows. Make every moment you spend with others profitable!

Janine spent over fifteen-years as a federal law enforcement officer within the Department of Justice investigating bad guys, including skinheads, firearms traffickers, and fanatical survivalists. During those years, Driver became an expert at detecting people’s motives through body language, and now she is the CEO of the Body Language Institute, an exclusive certification program that provides companies the fastest way to save time and make money. Get on the path to growth and profitability by joining New York Times Best-Selling Author Janine Driver, to help you understand and unleash the power of the New Body Language. Companies like Procter and Gamble, AOL and Hard Rock International trust Janine as their expert - shouldn’t you?



# HIGHLIGHTS

## FUTURE LEADERS OPPORTUNITY

**E**ach Chapter (local and Supervisory) may nominate individuals from their chapter who show leadership potential to attend the Future Leaders Workshop.

The 7 hour Workshop will be held during the conference on Friday, Saturday and Sunday (November 9-11) and the cost is \$35. Each chapter is eligible for two \$35 scholarships to pay for their Future Leaders to attend. Chapters may nominate up to two individuals to be eligible for the scholarships. Additional individuals will be required to pay the \$35 registration fee.

### **DUE DATE TO SUBMIT APPLICATION SEPTEMBER 16, 2012**

Future Leadership Workshop topics include:

- Overview of CSNA and SNA
- Determining Leadership Styles
- Characteristics of Great Leaders
- Communication Skills
- Knowledge-based Decision-Making
- Presentation by SNA President, Sandy Ford

Qualifications:

- Must work in a Child Nutrition Program, including Directors, Supervisors or Kitchen Staff
- Must show promise in leadership and team skills
- Must be a CSNA Member
- Must be willing to attend Conference and all 7 one-hour Future Leaders Breakout Sessions

Application available in Summer Poppy Seeds and on-line.

Linda Sweeney, Professional Development Chair  
San Jose State University  
One Washington Square  
San Jose, CA 95192-0058

Linda.Sweeney@sjsu.edu



## CULINARY COMPETITION

FRIDAY, NOVEMBER 9

**CSNA** will be holding the first ever Chop-Ed Event pitting teams of 4 against each other in a competition of culinary excellence! Categories will include Elementary and Secondary School Lunch. Each team will have 90 minutes to cook and present four identical plates featuring a "mystery" ingredient.

Plates will be judged on presentation, taste, meeting the new 2012 HHFKA Guidelines and sanitation and work habits.

With prizes and winners to be announced at the General Session, bragging rights are on the line!

To sign up, visit [www.CALSNA.org/documents/ChoppedRegistration.pdf](http://www.CALSNA.org/documents/ChoppedRegistration.pdf) or use the Registration form in the Summer 2012 *Poppy Seeds*.

***Sponsorships are also available!***

Need more information or have any questions? Please contact Jennifer Chin. [JChin@gusd.net](mailto:JChin@gusd.net).

***DEADLINE TO REGISTER IS OCTOBER 1, 2012!***



## LEARN MORE AT A PRE-CONFERENCE WORKSHOP

BY LINDA SWEENEY,  
CSNA PROFESSIONAL DEVELOPMENT CHAIR

**C**onference in Pasadena is going to be entertaining, informative and exhilarating. Consider starting out this year with one of our pre-conference workshops offered on Thursday, November 8!

Many changes have occurred with new regulations and there are more to come. Join us for a comprehensive look at the new regulations in a day-long session conducted by our own Nutrition Services Division staff. State staff has been working diligently to learn these new regulations and this session will allow them to share their knowledge with you. The new menu pattern, dietary specifications, timelines for implementation, monitoring requirements, and more will be presented. This workshop meets from 9 a.m. to 5 p.m. and lunch is included.

The National Food Service Management Institute has been a great partner of SNA and CSNA in offering a variety of educational opportunities. Two workshops will be offered this year. One is "Measuring Success with Standardized Recipes" which is a two-hour course reviewing the benefits of developing and using standardized recipes. Another workshop, "Practical Skills for preparing Quality Meals: A Five-Step Process" will include planning food for Just-In-Time service, organizing equipment and ingredients, and using the right culinary techniques to deliver a quality product. This course is three hours so you can sign up for both to make the most of your pre-conference time.

We will also offer a food safety course for those interested in obtaining their Food Handlers Certificate. This workshop will be a full day and will include time for taking the exam at the end of the day.

Last but certainly not least is the pre-conference School Nutrition Specialist (SNS) Exam. Take advantage of this local destination to obtain your credential. It is not too early to review the requirements and fill out the application to take the exam. The SNS Exam Handbook can be found on the School Nutrition Association (SNA) Web site at [http://www.schoolnutrition.org/uploadedFiles/NEW%20SNS%20Credentialing%20Exam%20Handbook\(1\).pdf?n=8156](http://www.schoolnutrition.org/uploadedFiles/NEW%20SNS%20Credentialing%20Exam%20Handbook(1).pdf?n=8156).

Looking forward to seeing you at a pre-conference workshop!



## THE PASADENA CITY TOUR

**A**nyone watching the historic Pasadena Rose Parade is familiar with the architectural beauty of **Pasadena City College**. Join our tour, as the college's Executive Chef Ty Yu, welcomes us inside, into his beautiful kitchen. There we will enjoy breakfast and Chef R J Santana's creative pastry demonstration.



Our adventure continues to the **Sunrise Produce Company** to see their state-of-art Fresh-Cut Plant. See how your Fruits and Vegetables are brought in fresh from the fields and taken through the steps of preparation, cutting, packaging and set for distribution to you. Learn how Sunrise produces the highest level of quality products, adhering to the highest standards for Food Safety, Sanitation and Quality Assurance. Don't miss the opportunity to tour the 40,000 square foot fully refrigerated facility. *But don't forget to wear warm shoes and bring a coat!*



Justin Smith, Sales Director for Utility Refrigerator (and long time Pasadena resident) will again dazzle us with tidbits of this beautiful historic city. Our day will culminate with optional dessert and beverages (no host) at one of Pasadena's fine restaurants.

Be prepared for a lot of fun, a little walking and good food!

**Register Today!**



## SHOWCASE YOUR PROGRAM AT CONFERENCE

**CSNA** wants your menus, brochures and even articles that have been written about your program.

Please contact Gail Gousha at [ggousha@eusd.org](mailto:ggousha@eusd.org) with information regarding what you plan to display in the CSNA Conference Resource Room. It will be exciting to share the great things that our districts are accomplishing!



# THE 60<sup>TH</sup> ANNUAL CONFERENCE & TRADE SHOW SCHEDULE AT A GLANCE

## PRODUCING HEALTHY MEALS - HEALTHY MINDS NOVEMBER 8 - 11, 2012 - PASADENA, CALIFORNIA

Thursday, November 8, 2012									
PreCon 8:00 am - 12:00 pm	CDE - Compre- hensive Look at the New Regs 8am - 5pm	Measuring Success 10am - 12pm	Food Handler Class 8am - 3pm						
PreCon 1:00 pm - 5:00 pm		Practical Skills 1pm - 4pm	Food Handler Exam 3pm - 5pm	SNS Exam 1pm - 4pm	Preconference Tour 8am - 4pm				
Strand		Chef's Boot Camp	State Update	Communication / Marketing	Future Leaders Separate registration required	Admin/ Management	Leadership Development	Personal Wellness & Nutrition	General Session
Friday, November 9, 2012									
A 8:00 am - 9:00 am		What's a reimbursable Meal Look like Now?	Preparing for Administrative Review	Inviting your Legislator to lunch	Leadership – Styles and Characteristics	Best Practice for water in schools		The Sweet Truth About High Fructose Corn Syrup	1st General Session 3:15 pm - 5:00 pm
A 9:15 am - 10:15 am	Exhibits 10:30 - 3:00	Chef It Up	Preparing for Administrative Review	What Your School Board Needs to Know	Leadership – Determining What Type of Leader You Are	Ethics in School Foodservice Procurement	Great Expectations Creating Great Achievements	Hey Kids! Lets Cook with Kathy Powers	Chop-ED 5:15 - 7:00 pm
Saturday, November 10, 2012									
C 8:45 am - 9:45 am	8:15 am - 9:45 am HOD	Sirviendo Frutas y Legumbres Frescas y Saludables (Spanish)	Processing US Department of Agriculture Foods	Elevating the Lunch Lady		Universal Breakfast: A Win Win for all	Surfing CSNA & SNA web and finding what you need	Solving the Student Engagement Problem A closer look at NAC	Fitness Activity 7am - 8a
D 1:30 pm - 2:30 pm	Exhibits 10:00 - 1:30	What's a reimbursable Meal Look like now? (Spanish)	Eligibility and Verification	How to Market Nutrition thru the Web	Leadership in SNA And What Resources are Available to You	What's up with the Health codes	Dress for Success	Get Motivated to Live, Look, and Feel Your Best	
E 2:45 pm - 3:45 pm	President's Party Ballroom 6:30 pm - 11:00 pm	Keeping Our Meals SAFE Manteniendo Nuestras Comidas Seguras y Saludables (Spanish)	Eligibility and Verification (cont)	Beyond the website.... Marketing School Nutrition in the Cafeteria	Tried and True Tips for Communicating Clearly	Equipment Purchasing - What you need to know	We want you! ! Industry Partnering with CSNA	Let's get cooking	2nd General Session 4:00 pm - 5:30 pm
Sunday, November 11, 2012									
F 8:00 am - 8:45 am		Serving Fresher, Safer Produce - Quality Begins with you	State Update	School Meal Makeover	Growing your chapter membership and involvement	Why Provide Plant Based vegetarian School Lunches	How to set up a successful Meeting	Destressing your life - how to handle stress	
G 9:00 am - 9:45 am		Knife Skills - Getting the Most from Your Knives	Cafeteria Funds	Marketing	Knowledge Based Decision Making	Getting the Best Out of Your Staff	The road to the Executive Board: An overview of Positons	Make Up Tips	
H 10:00 am - 10:45 am		Knife Skills - Getting the Most from Your Knives	Cafeteria Funds (Cont)	Designing for success	Putting it all Together – Where do you go from here? CSNA Resources Available to You	Smarter Lunch Rooms	Scholarships and Awards - applying, succeeding, and making the most of Your Membership	Make Up tips	
11:00 am - 12:30 pm									Awards Brunch 11:00 am- 12:30 pm

# OFFICIAL 2012 CONFERENCE REGISTRATION FORM - PASADENA

School Food Service Employee's Only - (Industry members please contact Amber at CSNA for Registration Information (818)842-3040)

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

**Healthy Meals-Healthy Minds - The 60th Annual Conference & Trade Show - November 8-11, 2012**

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

SNA MEMBERSHIP NUMBER \_\_\_\_\_

PREFERRED NAME ON BADGE \_\_\_\_\_

NAME \_\_\_\_\_

SPECIAL ACCOMODATIONS & DIETARY REQUIREMENTS \_\_\_\_\_

TITLE \_\_\_\_\_

DISTRICT NAME \_\_\_\_\_

MAILING ADDRESS IS THIS HOME OR WORK (PLEASE CIRCLE ONE) CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_

WORK PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

## REGISTRATION FEES

FULL CONFERENCE REGISTRANTS (INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)				SINGLE DAY REGISTRANTS (DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)			
	EARLY DISCOUNT FEE <i>If PAYMENT IS RECEIVED (ON OR BEFORE 9/15/12)</i>	REGISTRATION FEE <i>(AFTER 9/15/12)</i>	AMOUNT	PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY	EARLY DISCOUNT FEE <i>If PAYMENT IS RECEIVED (ON OR BEFORE 9/15/12)</i>	REGISTRATION FEE <i>(AFTER 9/15/12)</i>	AMOUNT
<b>CSNA MEMBERS</b>				<b>CSNA MEMBERS</b>			
DIRECTOR/SUPERVISOR	\$220	\$245	\$ _____	DIRECTOR/SUPERVISOR	\$ 95	\$110	\$ _____
MANAGER	\$200	\$225	\$ _____	MANAGER	\$ 90	\$105	\$ _____
STAFF/STUDENT/RETIRED	\$195	\$220	\$ _____	STAFF/STUDENT/RETIRED	\$ 85	\$100	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____	GUEST	\$ 85	\$100	\$ _____
<b>NON-MEMBERS</b>				<b>NON-MEMBERS</b>			
DIRECTOR/SUPERVISOR*	\$375*	\$400*	\$ _____	DIRECTOR/SUPERVISOR	\$120	\$135	\$ _____
MANAGER*	\$250*	\$275*	\$ _____	MANAGER	\$115	\$130	\$ _____
STAFF*	\$240*	\$265*	\$ _____	STAFF/STUDENT/RETIRED	\$110	\$125	\$ _____
STUDENT/RETIRED/GUEST	\$210	\$235	\$ _____	GUEST	\$110	\$125	\$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA (\$155 FOR DIRECTORS AND \$47 FOR MANAGERS AND \$42 FOR STAFF)				MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN DAY PRICE ABOVE)			
				PRESIDENT'S PARTY - SATURDAY, 11/10	\$ 60	\$	\$ _____
				REGIONAL BREAKFAST - SUNDAY, 11/11	\$ 35	\$	\$ _____

### PRE-CONFERENCE WORKSHOPS & TOURS (MUST BE PRE-REGISTERED TO ATTEND. ADDITIONAL FEE MAY APPLY)

#### Pre-Conference Workshops Thursday November 8, 2012

CDE Presents State Review of the new Guidelines - 9 am - 4 pm	\$35 members/non-members	\$ _____
SNS Credentialling Exam - 12 pm - 4 pm (\$190 SNA Members, \$285 Non-SNA Members)	<b>REGISTER DIRECTLY WITH SNA</b>	
Food Handler Certification Course (includes exam) - 8 am - 5 pm	\$75 members, \$100 non members	\$ _____
Food Handler Certification Exam Only - 3 pm - 5 pm	\$50 members, \$75 non members	\$ _____
Measuring Success with Standardized Recipes - presented by the National Food Service Management Institute - 10 am - 12 pm	\$35 members, \$60 non members	\$ _____
Practical Skills for Preparing Quality Meals - presented by the National Food Service Management Institute - 1 pm - 4 pm	\$35 members, \$60 non members	\$ _____
Pasadena City Tour - 8am - 4pm	\$40 member, \$65 non-member	\$ _____

\_\_\_\_\_ I would like to participate in the Fitness Fundraiser on Saturday, November 10, 2012 - 7:00 - 8:00 a.m. - \_\_\_\_\_ (No Cost)

**GRAND TOTAL REGISTRATION/MEALS \$ \_\_\_\_\_**

PAYING WITH CHECK No. \_\_\_\_\_ MADE PAYABLE TO CSNA AND MAIL WITH COMPLETED REGISTRATION FORM TO:

**CSNA, 210 N. GLENOAKS BLVD., STE. C, BURBANK, CA 91502 - PHONE: (818)842-3040 - FAX: (818)843-7423**

IF PAYING WITH A CREDIT CARD, PLEASE FILL IN THE FOLLOWING INFORMATION AND MAIL OR FAX TO THE ADDRESS ABOVE.

CREDIT CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_

BILLING ZIP CODE \_\_\_\_\_

V-CODE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

*V-Code is the 3 Digit Code on the back of Visa and MC Cards and the 4 Digit Code on the front of AMEX Cards*

SIGNATURE \_\_\_\_\_

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/30/12. A \$75 CANCELLATION FEE WILL BE DEDUCTED

CHILDREN UNDER THE AGE OF 16 YEARS WILL NOT BE PERMITTED INTO THE EXHIBIT HALL. COLLEGE STUDENTS MUST BE REGISTERED BY AN INSTRUCTOR'

FOR FURTHER INFORMATION ABOUT THIS CONFERENCE OR TO REGISTER ON-LINE, PLEASE VISIT [www.CALSNA.org](http://www.CALSNA.org)



California School Nutrition Association  
210 North Glenoaks Boulevard Suite C  
Burbank, California 91502  
[www.calsna.org](http://www.calsna.org)

*Return Service Requested*

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CA



CALIFORNIA  
SCHOOL NUTRITION  
ASSOCIATION

**PRODUCING HEALTHY MEALS - HEALTHY MINDS  
NOVEMBER 8 - 11, 2012 - PASADENA, CALIFORNIA**



**THE 60TH ANNUAL CONFERENCE & TRADE SHOW**



### CONFERENCE HOTELS

#### SHERATON PASADENA

303 E. CORDOVA ST.  
PASADENA, CA 91101  
(626) 449-4000

\$139 SINGLE/DOUBLE  
\$154 TRIPLE - \$169 QUAD

PLEASE MAKE RESERVATIONS DIRECTLY  
WITH THE HOTEL AND MENTION THAT  
YOU ARE WITH THE CSNA CONFERENCE  
TO SECURE THE SPECIAL RATES.

ROOMS FILL UP QUICKLY  
SO BOOK EARLY!

#### HILTON PASADENA

168 S. LOS ROBLES AVE  
PASADENA, CA 91101  
(626) 577-1000

\$139 SINGLE/DOUBLE  
\$164 TRIPLE - \$189 QUAD

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