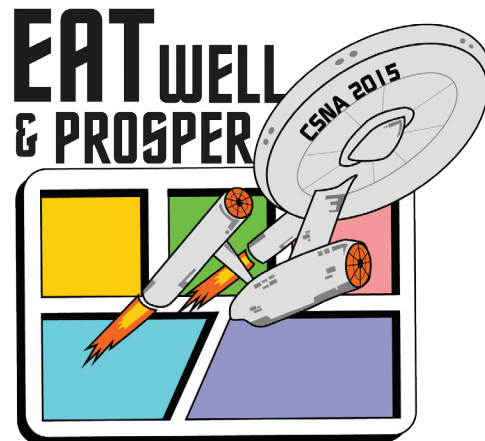


INVITATION TO ATTEND

THE 63RD CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



BOLDLY SERVING HEALTHY MEALS!

CO-SPONSORED BY



California Department of

EDUCATION

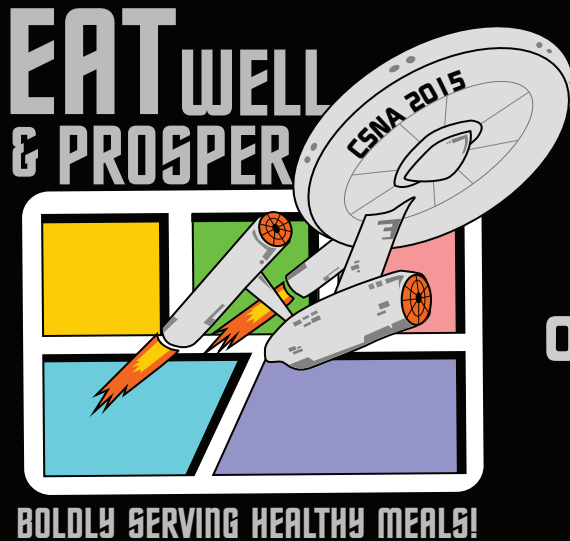
NUTRITION SERVICES DEPARTMENT



ONTARIO CONVENTION CENTER

NOVEMBER 5-8, 2015

WARP SPEED TO THE 63RD ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



NOVEMBER 5-8, 2015
ONTARIO CONVENTION CENTER

You are cordially invited to the 63rd Annual California School Nutrition Association (CSNA) Conference. Set your engines to warp speed and head to the Ontario Convention Center, CA, from November 5-8, 2015. Join us as child nutrition professionals across the galaxy add to their galactic tool kits to encourage students to Eat Well and Prosper while Boldly Serving Healthy Meals!

The CSNA Conference Committee has put together a program that is exciting, inspiring, educational, and delicious. Rendezvous with colleagues from galaxies far away. The General Sessions will offer talented keynote speakers. Learn to lead more productive and happy lives. Bruce Hall, CSNA President Elect, carefully selected and scheduled over 40 Education Sessions. There is a session fit for everyone. Cruise the Exhibit Hall floors with over 250 vendors displaying their latest foods, equipment, and services. Remember to bring your best cosmic garb to the President's Party. Dena England, CSNA President, promises an evening that is out of this world!

Enclosed are highlights of scheduled events, but visit www.CALSNA.org for the most current information and Register today!

We look forward to seeing you!

Linda Scaletta

Linda Scaletta,
2015 CSNA Conference Chair



FRIDAY KEYNOTE SPEAKER

ARIC BOSTICK



Aric inspires audiences nationwide to achieve greater performance, engagement, and happiness. Aric passionately infuses humor, inspiration, and simple techniques to initiate change — both at home and in the workplace — through his high-energy, world-class keynotes, workshops, and customized retreats focused on corporate motivation.

As a former teacher, Aric Bostick inspires educational audiences nationwide — having equipped more than a half million people with energy and strategies to overcome personal challenges and achieve life-long goals. Aric fosters strong connections through his targeted, high-energy keynotes, workshops, and camps—reaching and training students, educators, parents and employees working to make a difference.

SATURDAY KEYNOTE PRESENTATION

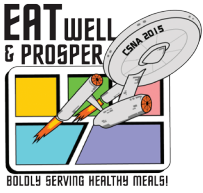
Linda Henley-Smith

Laugh Long and Prosper



Linda Henley-Smith has spent a lifetime in the entertainment industry, performing in musical theater and operatic productions all around the world. Laughing and singing are her two favorite things to do! And since laughter and music are the two universal languages, Linda uses both to present a musical event that will inspire and motivate. Laughter is the music of the soul and in this program, audiences will be swept away on the wings of laughter and song while being entertained by heartwarming stories that exemplify the resiliency of the human spirit. And of course, also present will be Linda's famous props used in all of her programs and "playshops." Linda is more than a program . . . she is an event to be remembered.

CONFERENCE HIGHLIGHTS



SCHOOL CAFETERIA, THE NEW FRONTIER

This is the voyage of the Starship CSNA. Our continuing mission as the California School Nutrition Association and its crew, is to explore the vast Galaxy of school nutrition excitement, in search of new and delicious meals, to seek out new ideas and new recipes. To eat well and prosper, while boldly serving healthy meals.

PRE-CONFERENCE TOUR - THURSDAY, NOVEMBER 5

The 2015 Conference Pre-Tour will begin with a tour of Leabo Foods Distribution, Inc. Leabo Foods was founded in 1989 by Ed Leabo and has been in business for over 25 years. David Preuss (President and CEO of Leabo Foods) purchased the company in 2006 and has directed the company's growth over the past five years. Leabo foods will be providing transportation for the tour.

The second leg of our tour will be Goldstar Foods. Goldstar Foods has been serving school districts since 1978. The Goldstar team is now led by Sean Leer, CEO. Goldstar Foods will provide lunch for participants. *You must be pre-registered to attend this tour.*

EARN YOUR SNS CREDENTIALS - THURSDAY, NOVEMBER 5

SNA established the School Nutrition Specialist (SNS) Credentialing Program in 1997 to enhance the professional image of school nutrition professionals, elevate professional standards and enhance individual performance. It has recently been updated to reflect new information related to the Healthy, Hunger-Free Kids Act of 2010 (HHFKA). The SNS Credential is a mark of excellence and achievement that reflects what it takes to manage school nutrition programs in today's challenging climate. The SNS Credentialing Exam evaluates candidates' knowledge and skills required to perform specific job activities related to managing or directing school nutrition programs.

CSNA will offer the SNS Credentialing Exam as an afternoon pre-conference breakout session on Thursday, November 5, 2015. The application fee is \$210 for SNA members, and applications are processed through SNA.

COME JOIN US ON THE EXHIBIT HALL FLOOR FRIDAY & SATURDAY, NOVEMBER 6 & 7

The California School Nutrition Association (CSNA) Annual Conference at the Ontario Convention Center from November 5-8, 2015 will host over 300 vendor booths. Exhibitors will showcase the latest in new products and services, ranging from new food to equipment to software programs, and much more.

There will be plenty to do at the exhibit hall, from tasting new foods, to taking a look at the latest equipment. Most importantly, this is your opportunity to get up close and personal with the vendors that you work with on a daily basis.

ANNUAL PRESIDENT'S PARTY - SATURDAY, NOVEMBER 7 ~ THE BEST PARTY IN THE GALAXY ~

This year's President's Party will be out of this world! Anything goes, and prizes will be awarded for the most creative creatures from the corners of the Universe.

Stardate November 7, 2015 on the remote planet of Ontario, California you will encounter the rare species of school nutrition personnel engaged in revelry no one has ever seen before. Come dressed in your galactic best and join in the excitement of interstellar fun and food. Captain Dena invites you to set course for the So-Cal system. Set warp engines to maximum and ENGAGE !!!!

Prepare to Space Boogie and celebrate our success with comrades from infinity and beyond!

OFFICIAL 2015 CONFERENCE REGISTRATION FORM - ONTARIO

School Food Service Employees 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.
Eat Well and Prosper - The 63rd Annual Conference & Trade Show - November 5 - 8, 2015

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

NAME _____ TITLE _____

PREFERRED NAME ON BADGE _____ SPECIAL ACCOMODATIONS & DIETARY REQUIREMENTS _____

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 <i>(INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)</i>			
	EARLY DISCOUNT FEE <small>If PAYMENT IS RECEIVED (ON OR BEFORE 9/30/15)</small>	REGISTRATION FEE <small>(AFTER 9/30/15)</small>	AMOUNT
CSNA MEMBERS			
DIRECTOR/SUPERVISOR	\$230	\$255	\$ _____
MANAGER	\$210	\$235	\$ _____
STAFF/STUDENT/RETIRED	\$205	\$230	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____
NON-MEMBERS			
DIRECTOR/SUPERVISOR*	\$399*	\$425*	\$ _____
MANAGER*	\$260*	\$285*	\$ _____
STAFF*	\$250*	\$275*	\$ _____
STUDENT/RETIRED/GUEST	\$220	\$245	\$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA (\$167 FOR DIRECTORS AND \$49 FOR MANAGERS AND \$44 FOR STAFF)			

SINGLE DAY REGISTRANTS <i>(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)</i>			
PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY _____			
	EARLY DISCOUNT FEE <small>If PAYMENT IS RECEIVED (ON OR BEFORE 9/30/15)</small>	REGISTRATION FEE <small>(AFTER 9/30/15)</small>	AMOUNT
CSNA MEMBERS			
DIRECTOR/SUPERVISOR	\$ 95	\$110	\$ _____
MANAGER	\$ 90	\$105	\$ _____
STAFF/STUDENT/RETIRED	\$ 85	\$100	\$ _____
GUEST	\$ 85	\$100	\$ _____
NON-MEMBERS			
DIRECTOR/SUPERVISOR	\$120	\$135	\$ _____
MANAGER	\$115	\$130	\$ _____
STAFF/STUDENT/RETIRED	\$110	\$125	\$ _____
GUEST	\$110	\$125	\$ _____
MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)			
PRESIDENT'S PARTY - SATURDAY, 11/7	\$ 65	\$ _____	\$ _____
REGIONAL BRUNCH - SUNDAY, 11/8	\$ 40	\$ _____	\$ _____


PRE-CONFERENCE WORKSHOPS (MUST BE PRE-REGISTERED TO ATTEND)

Pre-Conference Workshops Thursday November 5, 2015

CDE State Day - 8:30 am - 5 pm \$35 members / \$35 non-members \$ _____

NFSMI Workshop - 8 am - 5 pm \$35 members / \$50 non-members \$ _____


SNS Credentialling Exam - 12:30 pm - 5:00 pm (\$210 SNA Members, \$305 Non-SNA Members - Register Directly with SNA - www.SchoolNutrition.org)
 (Check in by 12:30 pm - Program begins promptly at 1:00 pm)



PRE-CONFERENCE TOUR (MUST BE PRE-REGISTERED TO ATTEND)

Pre-Conference Tour Thursday November 5, 2015

Local Tour - 9 am - 2 pm (meet by 8:45 am, bus leaves promptly at 9 am)



\$15 \$ _____

I would like to participate in the Fitness Fundraiser on Saturday, November 7, 2015 - 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, P.O. Box 11376, BURBANK, CA 91510 - PHONE: (818) 842-3040 - FAX: (818) 843-7423

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

CREDIT CARD NUMBER _____	EXP DATE _____	BILLING ZIP CODE _____	V-CODE _____
BILLING ADDRESS _____			
SIGNATURE _____			

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

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/23/15. A \$25 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

	THURSDAY November 5	FRIDAY November 6	SATURDAY November 7	SUNDAY November 8
6:30 AM				
7:00 AM				
7:30 AM			Workout 7-8	
8:00 AM			HOD - DoubleTree 8:15 - 9:45	Educational Session F 8:00 - 9:00 a.m.
8:30 AM			Educational Session C 8:45 - 9:45	Educational Session G 9:15 - 10:15 a.m.
9:00 AM			Exhibitor Showcase 10-1:30	Regional Awards Brunch, Parade of Chapters 10:30 a.m. - 12:30 p.m.
9:30 AM				
10:00 AM				
10:30 AM				
11:00 AM				
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11:00 PM				

Members & Exhibitor Registration 8:00 AM - 5:00 PM

CDE Workshop 8:30 am - 5 pm
Lunch at Noon

Exhibitor Lunch & Pre-Show Mtg

NFSMI PreConf workshops 8 a.m.- 5 pm
Lunch at Noon

Conf Committee 1-4

SNS Exam 1:00 pm - 5 pm
Check-in 12:30

Exhibitor and Member Registration 7:00 - 5/ Silent Auction & Resource Room

Regional Meeting in resource room 8:30

NAC Conference 9:00 - 1:30

Educational Session A 8:00 - 9:00

Educational Session B 9:15 - 10:15

Grand Opening Exhibitor Showcase 10:30 - 3:00

Aric Bostick 3:15-5:00

Book Signing and Awards Reception 5:15-6:30

Exhibitor/Member Reg 7:30 - 3 / Silent Auction ~Closes at 2:40 pm Pick up Auction Items 3-4pm



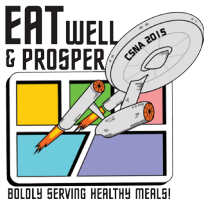
2015 CONFERENCE STARLOG - SCHEDULE OF EVENTS

2015 CSNA EDUCATIONAL SESSIONS

	A Fri 8 - 9	B Fri 9:15 - 10:15	C Sat 8:45 - 9:45	D Sat 1:30 - 2:30	E Sat 2:45 - 3:45	F Sun 8- 9	G 9:15-10:15
1	Public Policy & Legislation - How to get involved and make a difference	Technology in School Nutrition	Regional Indexing	Preparing for March Madness	How to Communicate with Confidence	How to Present Yourself During an Interview	Connecting with your Team
	Ralph Peschek	Clint Lara	Barry Sackin	Matt Upton	Matt Upton	Matt Upton	Matt Upton
2	Perceptions of Child Nutrition Programs as Viewed By Students In A University Nutrition and Dietetics Program	School Meals: Getting the Word Out	Conscious Engagement: If Not You, Then Who?	Improving Meal Programs Through Student Food Shows	Outreach Toolkit - Best Practices for Marketing Your Program	Smarter Lunchrooms-Success Leads to Success	
	Joan Giampaoli	Melanie D. Petersen	Aric Bostick	Jamie Sanchez, RD	Linda Sweeney	Mary Ann Mills	
3	NAC		Marketing School Lunch in the Digital Age	Marketing Mix & Social Media	Marketing: The Science of Persuasion	Marketing School Lunch in the Digital Age	Improving Meal Programs Through Student Food Shows
			Herbie Smith	Anna Apoian	Lynette Rock	Herbie Smith	Jamie Sanchez, RD
4	Full Steam Ahead/Healthy Cooking - Go Green & Save Big!	Let Forecasting be the solution	Cook-Chill & Packaging	Tips & Tricks to Keep Your Equipment Season Ready!	The Registered Dietitian and Chef	Secrets to Implementing or improving a Successful Grab-n-Go Program	Scratch Cooking--Easier Than You Think!
	Anne B. Gennings DTR, CDN	Kathleen Coleman	Ted Kolstad, CFSP	Nicholas Butler	Kathleen Coleman	Gayle Swain	Sally Spero, SNS
5	Food Wars: Traversing the Myths, Facts and Future of Healthy Eating in Schools	The Top Nutritious Food Trends of 2016: How to get them onto your menus	Food Justice, Social Justice, Education, and the School Meal Program - Part II	Red/Orange Is the New Black! Integrating Nutritional Tomato Products in to Your Menu!	Food Wars 2: Join the conversation on creating healthy students, healthy meals, healthy communities	Getting Elementary Students to Taste New Fruits & Vegetables	MMM Good: Marketing Meatless Meals
	Shannan Young, RDN, SNS	Leigh-Anne Anderson	Alexandra Emmott	Jodi M Batten, SNS	Shannan Young, RDN, SNS	Pamela Williams	Kristie Middleton
6	Food Safety: What You Need to Know!		Bloodborne Pathogens Training for Kitchens and Cafeterias	National School Breakfast Week 2016	Moving Your School District to Zero Waste	What's shaking - Creative Ways to Boost Flavor with Less Sodium	Food Psychology: why we eat more than we think
	Richard Bellman		Garth Majjala	Angela Haney	Debbi Dodson	Scott Soiseth	James Painter, PhD, RD
7	Serving Meals Year-round—Navigating the Child Nutrition Programs	Surviving Your Administrative Review	Community Eligibility Provision	Warp Speed Ahead: Implementing the Professional Standards—Discovery, Challenges and Successes	Local School Wellness Policy: It Takes a Village!	State Update	
	Joseph Cormack	Laurie Brackett	Chelsey Cooper	Mandeep Punia, MS, RD	Mike Danzik, MPH, RD	Sandip Kaur	
			House of Delegates 8:15 - 9:45				

Key Area Color Code

Administration	Communications & Marketing	Nutrition/ Nutrition Education	Operations	State Updates/ CDE Presentations
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California School Nutrition Association
 PO Box 11376
 Burbank, California 91510
 www.calsna.org

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THE 63RD ANNUAL CONFERENCE & TRADE SHOW



**EAT WELL & PROSPER
 BOLDLY SERVING HEALTHY MEALS**

**NOVEMBER 5 - 8, 2015 - ONTARIO, CA
 ONTARIO CONVENTION CENTER**



**CALIFORNIA
 SCHOOL NUTRITION
 ASSOCIATION**



Ontario Convention Center
 2000 E. Convention Center Way
 Ontario, CA 91764
 (909) 937-3000

CONFERENCE HOTELS



DoubleTree by Hilton Hotel Ontario Airport

(Headquarters)
 222 North Vineyard Avenue
 Ontario, California 91764
 (909) 937-0900
 Single/Double \$135
 Triple/Quadruple \$135

Room cut-off Monday October 12th
 (but often sell out early, so don't wait)



Radisson Hotel Ontario Airport

2200 East Holt Boulevard
 Ontario, CA 91761
 (909) 975-5000
 Single/Double \$129

Room cut-off Sunday October 12th
 (but often sell out early, so don't wait)

*Need more information?
 Visit www.CALSNA.org*