

Happy Healthy Days!

The 65th Annual Conference
of the California School Nutrition Association



CO-SPONSORED BY



California Department of
EDUCATION

NUTRITION SERVICES DEPARTMENT

Sacramento Convention Center
November 9-12, 2017

WWW.CALSNA.ORG

2017 CONFERENCE



THURSDAY
NOVEMBER 9

2017 Pre-Conference Tours & Sessions

Sacramento City Tour!



This year's tour in Sacramento will start off observing Washington Unified School District's college preparatory Bryte Caffè (Culinary Arts Farm to Fork Education) and their 4000 sq ft Culinary Arts class. The Bryte Caffè, a student run restaurant, and Culinary Arts Class were opened in August 2016. We will also tour their raised garden beds to see some of the produce they serve in the Bryte Caffè. We will receive samples from the students and also samplings from local farmers. Our next stop will be to discover the City of Sacramento's beautiful river ways aboard the River City Queen boat. During this 3-hour tour we will enjoy the natural beauty of the river while enjoying snacks on board. The River City Queen also boasts a full service no-host cash bar. The Tour will end at 2:00 p.m. in Old Sacramento, where you can stay as long as you like: strolling, shopping or stay for dinner. This tour is limited to 60 passengers and only costs \$40.00, sign up early to reserve your spot.

Financial Management:

A Course for School Nutrition Managers

Financial Management: A Course for School Nutrition Managers is designed specifically for school nutrition managers. The resource covers a variety of financial management topics including forecasting menu item usage, ways to control food and labor costs, and calculating the cost of menu items. This class is presented by ICN: The Institute of Child Nutrition. They offer an array of sessions for a variety of nutrition professionals. ICN has a range of incredible instructors available, so it should be another year of nutrient rich information. This session will inspire more Happy Healthy Days.

CDE State Day

With the theme of Happy Healthy Days, the Fonz says "Don't sit on it, get to the CDE State Day and be cool while learning about Direct Certification, the Community Eligibility Provision, and Provision 2. We will be rockin' eligibility, rollin' verification, and processing applications correct-amundo." This full day interactive sock hop training will offer a juke box full of best practices, common solutions, and practical tips. Cool cats and nerds alike will benefit from our CDE Happy Healthy State Days, so don't be square, sign up now and see you in Sacramento!

SNS Exam - Register with SNA

(Check in by 12:30, exam begins at 1pm.)

Visit the link at www.CalSNA.org for the SNS Credentialing Handbook with complete details and application. Must be completed and sent to SNA no later than Thursday, October 18th. \$210 for members; \$305 for non-members



HIGHLIGHTS

FRIDAY & SATURDAY

NOVEMBER 10-11

EXHIBITS



Cruisin' the Show Floor!



Happy, Healthy Days... are screamin' your way! The planning is in full swing for our 65th Annual Vendor "bash" November 10 and 11, 2017. The Sacramento Convention Center will be a "boss" place for this event. In the center of downtown and close to the Capital, you can shop and then sightsee; you will "go ape"! Currently, 315 booths have been reserved for your shopping pleasure and many more to come in the next few months. You will find everything you want or need at the vendor show! Make your "gig" easier! Make your school meals "radioactive!" Come enjoy time with co-workers and make new connections with the "hip cats" that love to serve us. They will be ready to "kill it"! Don't forget your business cards!!

The vendor show is the highlight of our annual conference. The doors open Friday November 10th at 10:30 am and will go all day until 3:00 pm and again Saturday November 11th from 10:00 am-1:30 pm. Come ready to walk, taste test, and gather information. Bring your "wish" list and your "needs" list, because if it is out there to be had for your district, you will find it here. There is no reason to be a "party pooper."

So, get off your "wazoo" and come to Sacramento November 2017.

The "word from the bird" is that the fall colors are beautiful and just one more reason to make the trip.

See you soon then! It will be "coolsville" and with all that we will learn, "Happy Healthy Days" are sure to become a reality!

SATURDAY

NOVEMBER 11

2017 FITNESS EVENT



How many times have you been to the State Capitol and never walked in the Capitol Park? Come out bright and early on Saturday morning for our guided fitness walk. We will walk the 40-acre Capitol Park, admire trees from around the world and visit the international Peace Rose Garden. Along the walk we will view buildings, memorials and points of interest that make Capitol Park one of the most beautiful State Capitol grounds in our nation.

Don't forget your sweats, we'll be outside breathing the cool, crisp, fresh air.

CONFERENCE KEYNOTE SPEAKERS



Paul J. Higgins

FRIDAY
NOVEMBER 10

Paul is the owner and president of Athletes In Motion Sports Television, Inc. He has learned first-hand the importance of community involvement and positive contributions to young boys and girls in the local communities. With a passion for getting kids eating correctly Paul launched his new media platform - The YTN Youth Television Network that is known for producing “Positive, Safe & Quality Youth Programming” that influences children to be active and to participate in sports, the arts and all events that influences our youth to be active. Paul’s unique gift and ability to relate to children of all ages is directly related to the quality and impactful youth programming he produces.



Bart Christian

SATURDAY
NOVEMBER 11

Bart Christian is President of Southwest Training Systems Inc. and author of the Simple Solutions book series. Bart has over 25 years of experience in the field of management & training. The last 15 years have been focused in the K-12 school nutrition market. His southern style and subtle humor combined with real world content, enthusiasm, passion and energy with the purpose of making a positive difference in others lives have made him a favorite among many organizations. Being from a small town in Georgia and becoming a self made success has given Bart a real world perspective that relates to all staff levels.



Ryan Molnar

SUNDAY
NOVEMBER 12

Ryan has earned twenty plus years of experience in customer service and food service operations. As the CEO of an up-and-coming fast-casual restaurant concept, he understands the daily challenges of leading staff in a fast-paced setting. He also brings hands-on involvement at the school site level giving him deeper insight into the day-to-day operations of school nutrition and our ability to influence positive change. Ryan is committed to becoming a change agent in child nutrition. He believes that this change will develop through introducing a new lens of how staff and students view the contributions made by the millions of individuals involved in the miraculous accomplishment of child nutrition services.



SATURDAY NOVEMBER 11 2017 President's Party



It's a Sock Hop!

Every year we urge you to bring your best dance moves, but this year's President's Party is sure to knock your socks off! We're throwing a '50's themed Sock Hop just for you! Come beat your feet with us in coolsville!

Wear your comfiest shoes, save room for desert, and get ready for a bash to remember! We've got the jukebox cued up, just bring your varsity jackets and poodle skirts!

SCHEDULE OF EVENTS PROGRAM GRID

	THURSDAY November 9	FRIDAY November 10	SATURDAY November 11	SUNDAY November 12
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Happy Healthy Days!

2017 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	Local Foods in School Foodservice	Plays Well With Others	The Stress Club: Take Your Power Back	Legislative Advocate? Not Me! (Legislation Part 1)	Legislative Advocate? I'm Ready, Now What? (Legislation Part 2)	Dealing with Difficult People	USDA Farm to School Grant
	Joan Giampaoli	Tami West	Tami West	Suzanne Morales, Lee Angela Reid	Suzanne Morales, Lee Angela Reid	Bart Christian	Ben Thomas Laurie Pennings April Mackill
2	Marketing to Generation Z	The Smarter Lunchrooms Movement: Engaging Students in Your Cafeteria	How to Handle Pesky People	Nurturing Positive Attitudes in Our Youth	The Price is Right for Smarter Lunchrooms	Spreading the Word...Without Breaking the Bank	How to Speak with Confidence that Creates Connection
	Cheyenne Meyer	Phoebe Copp, Barbara Lee, April Mackill	Matt Upton	Paul Higgins	Heather Reed, Crystal Young, Candice Sainz	Cheyenne Meyer	Matt Upton
3	NAC		TBD	Making Food Safe	Procurement and the Law	Everything You Want to Know About Plate Waste But Are Afraid to Ask	
			Ryan Molnar	Mary Ellen Taylor	Barry Sackin	Gay Anderson	
4	Sanitation	Sustainability in the School Meal System	Super Co-Op: A California USDA Foods Cooperative	Writing Recipes Right	Making Ground in F25 Procurement: Bids, Policy and the Power of Data	Trends in Nutrition, Health and Food Service and How Districts are Innovating to Stay Current	Starting Non-Traditional Feeding Programs
	Ben Penn, Jeff Nelken	Colleen McKinney, Lauren Pitts, Nancy Deming, Kari Hamerschlag, Alexandra Emmott	Stephanie Bruce, Andrew Soliz, Lynnelle Grumbles	Lynn Shavinsky	Ben Thomas, Laurie Pennings, April Mackill	Shannan Young	Gayle Swain
5	Antibiotic Free Poultry Defined	Give More, Get More by Inspiring your Employees	Making Sense of the New Food Label	Impact of Mindful Eating Activities Among Elementary School Children and their Families	How Are You Valuing Your Commodities?	California Thursdays - Developing a Statewide Network	Going Round about Cycle Menus
	Michelle Reitzin-Bass, Kathleen Romley, Niki Mann, Diana Mendoza	Shelley Carmichael, Carrie Austen, Diedra Peedle	Mary Ellen Taylor	Joan Giampaoli, PhD, RDN	Cheyenne Meyer Joe Cook	Jonathan Foley	Lynn Shavinsky
6	Waste Not-Youth Engagement Strategies that Reduce Plate Waste	Summer Meals Showcase	Beginners Guide to U.S. Department of Agriculture Foods	The National School Lunch Program and School Breakfast Program Meal Patterns for Pre-K Have Changed: What You Need to Know	Modifications to Accommodate Disabilities in the School Nutrition Programs: It Takes a Village Approach	State Update	
	Heather Reed, Crystal Young, Rosemary Carter	Gurjeet Barayah	Amy Bell, Manpreet (Neena) Kaur	Elizabeth Moreno, Julie BoarerPitchford	Lori Porter, Ashley Osterman, Liz Beechler	Sandip Kaur	
7	How to Create a Fast Line Atmosphere for our Students		Local Agency Procurement Tool	What's in your OATs? Exploring the Off-site Assessment Tool			
	Matt Upton		Lynda Phan	Sean Hardin			
			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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OFFICIAL 2017 CONFERENCE REGISTRATION FORM - SACRAMENTO

*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.
Happy Healthy Days! - The 65th Annual Conference & Trade Show - November 9 - 12, 2017*

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 (INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)				SINGLE DAY REGISTRANTS (DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)			
IF PAYMENT IS RECEIVED				IF PAYMENT IS RECEIVED			
	EARLY DISCOUNT FEE (ON OR BEFORE 9/29/17)	REGISTRATION FEE (AFTER 9/29/17)	AMOUNT		EARLY DISCOUNT FEE (ON OR BEFORE 9/29/17)	REGISTRATION FEE (AFTER 9/29/17)	AMOUNT
CSNA MEMBERS				CSNA MEMBERS			
DIRECTOR/SUPERVISOR	\$250	\$275	\$ _____	DIRECTOR/SUPERVISOR	\$ 115	\$130	\$ _____
MANAGER	\$230	\$255	\$ _____	MANAGER	\$ 110	\$125	\$ _____
STAFF/STUDENT/RETIRED	\$225	\$250	\$ _____	STAFF/STUDENT/RETIRED	\$ 105	\$120	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____	GUEST	\$ 105	\$120	\$ _____
NON-MEMBERS				NON-MEMBERS			
DIRECTOR/SUPERVISOR*	\$430*	\$455*	\$ _____	DIRECTOR/SUPERVISOR	\$140	\$155	\$ _____
MANAGER*	\$290*	\$315*	\$ _____	MANAGER	\$135	\$150	\$ _____
STAFF*	\$275*	\$300*	\$ _____	STAFF/ STUDENT/RETIRED	\$130	\$145	\$ _____
STUDENT/RETIRED/GUEST	\$275	\$300	\$ _____	GUEST	\$130	\$145	\$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA (\$177 FOR DIRECTORS AND \$52 FOR MANAGERS AND \$47 FOR STAFF)				MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)			
				PRESIDENT'S PARTY - SATURDAY, 11/11	\$ 65	\$ _____	
				REGIONAL BRUNCH - SUNDAY, 11/12	\$ 40	\$ _____	

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

Pre-Conference Workshops Thursday November 9, 2017

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

ICN Workshop - 9 am - 4 pm \$35 members / \$50 non-members \$ _____

SNS Credentialling Exam - 12:30 pm - 5:00 pm (\$225 SNA Members, \$325 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 9, 2017

Local Tour - 9 am - 2 pm (meet by 8:45 am, bus leaves promptly at 9 am) \$40 \$ _____



I would like to participate in the Fitness Fundraiser on Saturday, November 11, 2017 - 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 9/22/17. A \$50 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



California School Nutrition Association
 PO Box 11376
 Burbank, California 91510
 www.calsna.org

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Your Invitation to Attend the 2017 CSNA Annual Conference

2017 CSNA ANNUAL CONFERENCE HOTELS



Hyatt Regency Sacramento

CSNA HEADQUARTERS HOTEL!

1209 L Street, Sacramento, CA 95814

PHONE: (916) 443-1234

Online:

sacramento.regency.hyatt.com/en/hotel/home.html

Single/Double \$160 Triple \$185 Quadruple \$210

Room cut-off Wednesday October 18th



Sheraton Grand Sacramento

1230 J Street (13th And J), Sacramento, CA 95814

PHONE: (916) 447-1700

Single/Double \$155 Triple \$180 Quadruple \$205

Room cut-off Monday October 16th