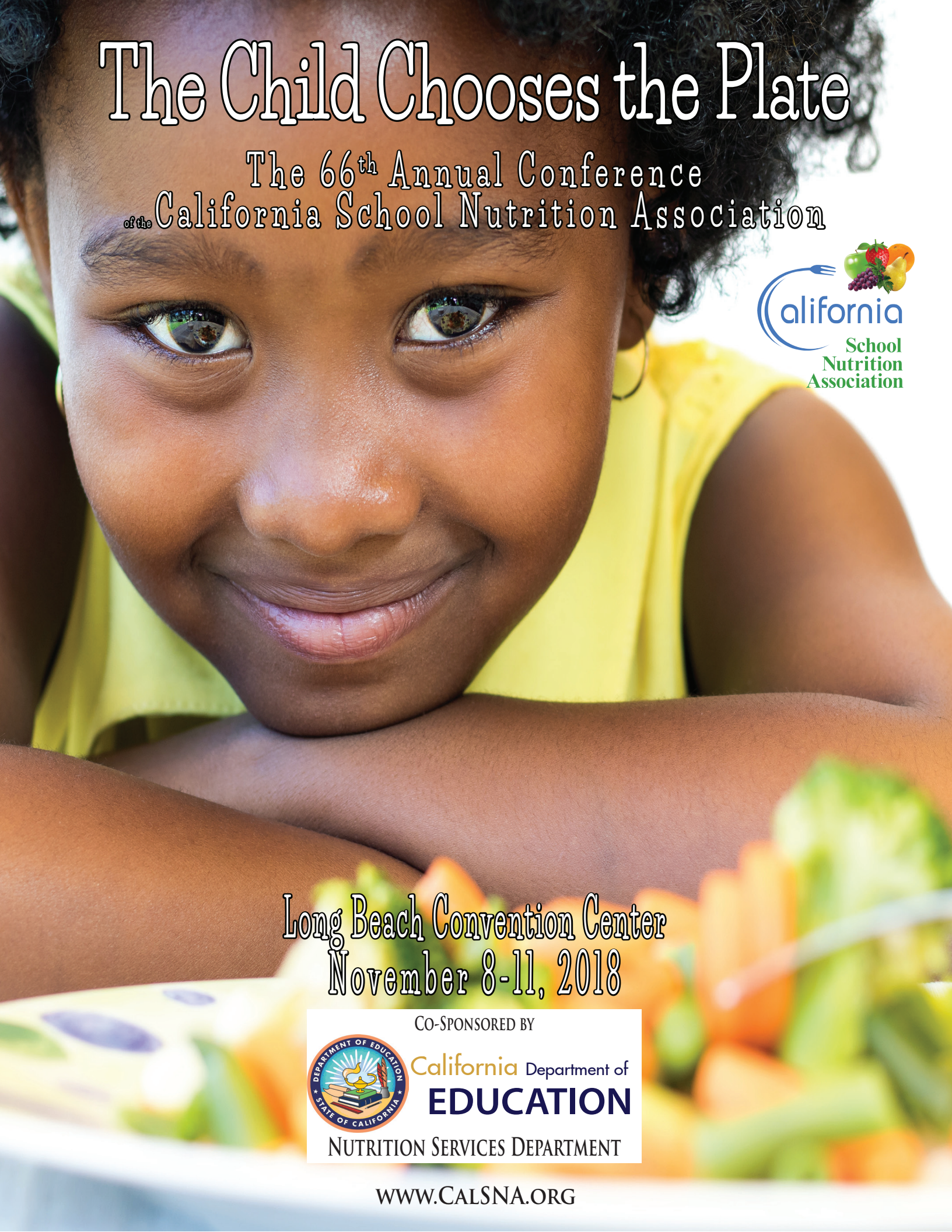

The Child Chooses the Plate

The 66th Annual Conference of the California School Nutrition Association

California School Nutrition Association

Long Beach Convention Center
November 8-11, 2018

Co-Sponsored by

California Department of EDUCATION
Nutrition Services Department

www.CalSNA.org

THURSDAY NOVEMBER 8

2018 Pre-Conference Tours & Sessions

Long Beach City Tour!

Board the Hogseeds Express and apparate (transport instantly) to the Grand Academy of Nutrition at the Long Beach Unified Central Kitchen, for a tour of amazing proportions. But don't worry the Department of Magical Transportation has waived the need for the special license just this once. Snack on Delectible treats produced from this central facility that are provided to the students. Be inspired for your own district as recipes and ideas are shared.

Board the Hogseeds Express again and travel beyond the Black Forest to the Integrated Institute and learn of their wizardry with offerings and enjoy a delightful tour of the new bakery and packaging plant. Explore ideas to take back to your own district. Lunch will be served to regain your strength for the final leg of our journey. As we re-enter the Long Beach realm, we will see some of Long Beach history along the way to our final destination, the Pike. We will disembark at Gladstones to some refreshing tidbits. There you can delight yourself with nibblets & beverages, should you so choose a stronger brew can be sought.

The Pike and adjacent Shoreline Village offer beautiful views, walking and shopping. Once you are ready to head back to the Hogseeds Central, choose a brisk walk or board the Long Beach Passport bus (at no cost) to whisk you to your hotel.

So join us for Learning, Inspiration, and Networking- Open only to District members (Industry members are welcome to join the destination at Gladstone) Only 50 spots available so book early for this Preconference Tour

Cost: $60.00

Value: Tours, Networking, Idea Sharing, Recipe Development, Breakfast, Lunch, Snacks & Swag Bag

CDE State Day

Wingardium Leviosa! Fly to State Day at the 2018 CSNA Conference and learn how to be a wizard in the magical world of procurement and resource management. Divine the mysteries of the Buy American Provision, local agency procurement reviews, market basket analysis, and bid solicitations. Learn the alchemy of using the Buy American Exception Form, completing the procurement table and vendor paid list, correctly performing a bid solicitation and market basket analysis. You will also want to levitate your knowledge about resource management spells that include tracking expenses across all programs (such as between Slytherin and Gryffindor), requirements for personnel activity reports (and equivalent documentation), the top administrative review findings related to the nonprofit school food service account (Cafeteria Fund), and finally a review of paid lunch equity, maintenance of the Cafeteria Fund, nonprogram foods, and indirect cost rate. There may be a few added extra spells in store to keep you on your Quidditch brooms chasing the Golden Snitch to successfully operating your programs. Don't be a muggle -- grab your wand, and apparate yourself to Long Beach!

HR Training: Managing Personalities and Conflict

This 4 hour session covers the following training objectives:

- Identify the role personalities and bias play in conflict.
- Explain the difference between implicit and explicit bias.
- Compare and contrast the four most recent generational groups as it relates to how they respond to/manage conflict.
- Explain the importance of clear goals and purposes.
- Recall at least two factors that can impact the outcomes of conflict.
- Describe at least three problem/non-productive behaviors and the related management techniques.
- Summarize at least two actions that promote success when managing personalities and conflict

SNS Exam - *Register with SNA*

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

Did you know that SNA released a revised version of the SNS exam in July 2017? The new exam includes 220 multiple choice questions of which only 200 questions will be scored. The remaining 20 questions will not be scored. Consider taking the SNS exam as one of the preconference sessions. This SNS credential is a mark of excellence and achievement, and reflects the knowledge it takes to manage a successful school nutrition program in today's challenging climate.

For questions about the new exam format, please email CertSNS@schoolnutrition.org. The SNS exam application fee is:
$ 225.00 for SNA Members · $ 325.00 for Non-Members

Join Us in Long Beach!
NOVEMBER 8-11

Welcome witches, wizards, and muggles (non-magical folk). As you continue your magical journey from Platform 9 ¾ to Hogseeds School of Nutritional Witchcraft and Culinary Wizardry in Long Beach, California. This will be your home for the next 4 days.

This exciting adventure will include O.W.L.'s(Ordinary Wizarding Level) or Educational Sessions where you can learn how to turn ordinary food into delicious dishes, find new rules and regulations, how about safety in the kitchen, how to get along with your fellow students, or maybe just have a little fun.

Speaking of fun our exceptional Keynote Speakers have magical experiences planned. It all starts Friday with Matt Upton, Saturday with Maureen G Mulvaney, and Sunday with Herbie Smith all of whom plan to "ensnare your minds".

Want to win a registration for next year's conference? Just as Harry, Hermione and Ron searched for Horcruxes you have the opportunity to Hunt Horcruxes as well. Look throughout Hogseeds and Diagon Alley to find these hidden objects and while you are searching don't forget to find the scenes around the halls and name which Harry Potter book they belong too. It just might "bewitch your senses."

Visit Diagon Alley!

Remember a trip to Diagon Alley is a MUST! Traveling by broomstick could be an advantage but first years remember you're not allowed a broom yet, so don't forget your whisk to help you decide which culinary wizarding recipe you might want to try.

The Room of Requirements is a stop that will be delightful. Here you will find the Resource Center and Silent Auction items where you can "Solemnly Swear you are up to no good" while bidding on lots of treasures.

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

Hogseeds School of Nutritional Witchcraft and Culinary Wizardry request the pleasure of your company at the President's Party Saturday November 10th in the Great Hall of Hogseeds School at 6:00 pm. A costume contest will be held for the best Professor, best Villain and the group of 4 that best keeps with the theme. So don your best robes and get ready to "dance like a swan or prance like a lordly lion."

I am excited about our conference line up this year and look forward to seeing each and every one of you as we learn that "The Child Chooses the Plate"

Always, Professor Kimbledore
aka Kim Ekholm

Conference Keynote Speakers

Matt Upton

Friday, November 9, 2018

Though Matt has been called many things, his favorite titles are Dad/Daddy to five amazing adult children, and Grandpa to Rudy Felix "RJ", Carmen Alicia, and Ezekiel Noah. He enjoys preparing and serving friends and family meals, riding his Yamaha 2016 Stratoliner in search of "Wind Therapy", and his favorite cookie is Chocolate Chip no nuts.

He believes that the power of change in a Students life happens one Serve at a time from LG's (Lunch Guys and Girls). This is why he spends most of his time helping LG's Discover their own unique blend of success. Part of Matt's philanthropy work includes "Soles of Success". His goal is to give away 101,058 pairs of new shoes to children and students in need, by his 85th birthday. Matt shares the "1010" vision at every opportunity and collaborates with Big Hearted people who have chosen to come alongside him to provide "101.058 Soles of Success" for children and students through out the United States and World.

Maureen G. Mulvaney

Saturday, November 10, 2018

This is the time for us, Muggels, to Raise the Bar on Customer Service for Kids. There are certain aspects of life we will never be able to control, but we can master our own choices and teach our students to do the same.

You'll learn every time a student comes in contact with YOU, or your team, it's an opportunity to Create Value and Create Magical Experiences. You'll learn to Promote a Happy, Safe, and Enjoyable School Lunch Experience for all Students and Staff so they make Healthy Food Choices and create enjoyable Lunch Experiences that translate into Enjoyable SCHOOL Experiences.

Maureen G. Mulvaney, MGM, presents Practical, 'REAL World', Solutions delivered in an entertaining and engaging manner. MGM is the #1 Rated School Nutrition Professional Speaker because she is the most PASSIONATE Speaker on the Topic of School Nutrition on the planet. She Celebrates The Magic of School Nutrition, daily! You will laugh as you learn how to 'Raise the Bar' to create Magical Customer Service for Kids who will CHOOSE THE PLATE!

Herbie Smith

Sunday, November 11, 2018

Upon graduation from Santa Barbara City College and Humboldt State University in 2006, Herbie began his career in the San Marcos Unified School District. In his role as Supervisor of Nutrition Education and Marketing, Herbie worked to implement the Wellness Policy and guide nutrition education across the district.

In January 2014, Herbie was appointed Executive Director of the San Marcos Promise, a non-profit partner of the San Marcos Unified School District. In this role he would be responsible for establishing a new non-profit organization and guiding a Board of Directors to create scholarship avenues and systems of support allowing students to explore careers in K-12 classrooms. Serving in multiple roles throughout the district has allowed Herbie to understand the unique challenges for students as they approach graduation and enter the "real world." As a first generation college student, Herbie's goal is to inspire students to look beyond college and career to visualize the impact they would like to make on the world.

SATURDAY NOVEMBER 10

2018 President's Party

The President's Yule Ball!

Bring your best Hogseeds, Gryffinfruits, Slytherveggies, Huffleprotiens and Ravengrains attire, as well as your best Dance moves!

Wear your comfiest shoes, save room for desert, and get ready for a bash to remember!

SCHEDULE OF EVENTS PROGRAM GRID

	THURSDAY November 8	FRIDAY November 9	SATURDAY November 10	SUNDAY November 11
6:30 AM				
7:00 AM			Workout 7-8	
7:30 AM				
8:00 AM	Members & Exhibitor Registration 8:00 AM - 5:00 PM	Educational Session A 8:00 - 9:00	HOD 8:15 - 9:45	Member Reg 8 - 10a.m. / Educational Session F 8:00 -9:00 a.m.
8:30 AM				
9:00 AM	CDE Workshop 8:30 am - 5 pm Lunch at Noon	Educational Session B 9:15 - 10:15	Educational Session C 8:45 - 9:45	Educational Session G 9:15 - 10:15 a.m.
9:30 AM				
10:00 AM		Grand Opening Exhibitor Showcase Sacramento Convention Center 10:30 - 3:00	Exhibitor Showcase Sacramento Convention Center 10-1:30	Regional Awards Brunch & 3rd General Session Herbie Smith 10:30 a.m. - 12:30 p.m.
10:30 AM				
11:00 AM				
11:30 AM				
12 Noon	Exhibitor Lunch & Pre-Show Mtg			
12:30 PM				
1:00 PM			Educational Session D 1:30 - 2:30	
1:30 PM				
2:00 PM				
2:30 PM			Educational Session E 2:45 - 3:45	
3:00 PM				
3:30 PM		First General Session Matt Upton 3:15-5:00		
4:00 PM			Second General Session Maureen G. Mulvaney 4:00 - 5:30	
4:30 PM				
5:00 PM				
5:30 PM				
6:00 PM		Awards Reception 5:15-6:30	*Group Photos 6:00 - 6:30*	
6:30 PM				
7:00 PM				
7:30 PM				
8:00 PM			Presidents, Industry Reception and President's Party 6:30 - 10:30	
8:30 PM				
9:00 PM				
9:30 PM				
10:00 PM				
10:30 PM				
11:00 PM				

Conf Committee 1-4

PreConf workshop HR Training: Managing Personalities and Conflict 9 am- 1 pm

Preconference Tour 9 - 2:30

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

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

California School Nutrition Association

The Child Chooses the Plate

2018 CSNA EDUCATIONAL SESSIONS

A	B	C	D	E	F	G
Fri 8 - 9	Fri 9:15 - 10:15	Sat 8:45 - 9:45	Sat 1:30 - 2:30	Sat 2:45 - 3:45	Sun 8- 9	9:15-10:15
Bringing Food Costs Down	**How to Delegate**	**No Hairnet Required!**	**Riding the raging wave of minimum wage!**	**Legislative Process and How to Advocate**	**Eat With Your Eyes: Food Photography and Menu Publishing**	**Legislation: How to be involved in decision making**
Lynn Shavinsky	Anna Apoian, MPA, RD, SNS	Jill Kressin, SNS	Robert Schram	Suzanne Morales, Thomas Arganda, Lee Angela Reid	Stephen Vinson	Suzanne Morales, Thomas Arganda, Lee Angela Reid
Spreading the Word...Without Breaking the Bank	**How to Transform Routine Evaluations into Transformational**	**Promoting Your Program, Making the Most of Media Opportunities, and How SNA Can Help**	**It Takes a Village to Achieve Effective Communication**	**Marketing Your Cafeteria to Generation Z**	**Let's Taco 'Bout It: Improving the C&C in Your SNP**	**California Thursdays: Hands on Culinary Techniques and Effective Marketing Strategies for Fresh School Meals**
Stephen Vinson	Matt Upton	Patty Bilbrey	Vicka Plubell	Stephen Vinson	Jill Kressin, SNS	Adam Kesselman, Leyla Marandi
NAC		**How to Gain the Magic thats in Difficult Times**	**Unlock the Chamber of Secrets of the Top Nutrition Trends**	**How to Bring Your Magic to the Interview**	**Cafeteria Makeovers: Little Ones, Medium Ones, and Very Big Ones**	**Be the Change**
		Matt Upton	Candice Sainz, Tiffanie Bas, RDN, April Mackill, Parisa Mohammad, MDA, RD, SNS	Matt Upton	Jean Ronnei, SNS	Ryan Molnar
Choose What You Want, Eat What You Choose! OVS Finally Understood	**Reducing Food Waste**	**Enhancing Meal Programs with Points-Based Incentive Programs**	**Equipment Selection Best Practice**	**Serve This, Not That**	**The Magic of Your Story**	**Farm to Cafeteria: Bid Resources and the Next Generation of Local Procurement**
Dawn Soto	Gayle Swain, TBD, TBD	Melissa Larsen	Gina Fero	Jill Kressin, SNS	Matt Upton	Ben Thomas, Nora Stewart, Jamie Phillips, Bob Knight
Expanding Beyond Beans and Cheese: Stepping Up the Vegetarian Menu	**Plant-Based Cooking in Action: How to Expand Your Options**	**Seven Years to Get Fat**	**Real Life Allergen Obstacles**	**Intact Grains: Whole Grains' Next Evolution**	**The Skinny on Fats and Oils - Education on the Changing Role of Fats & Oils in Human Nutrition**	**What about the Back of the House**
Emily Burson, RD, Matt Poling	Lauren Pitts, MA, RD/LD	Anna Apoian, MPA, RD, SNS	Jill Kressin, SNS	Coleen Donnelly, Brandy Dreibelbis, Amy Glodde, MPH, RD, Nancy Rostomily	Frank Flider	Lynette Rock, RD, SNS
Procurement DIY Network	**Local School Wellness Policy, Don't Wait to Evaluate**	**Apparating Your Meal Charge Policies Out of the Chamber of Secrets**	**State Update**		**Marketing Your Program in 30 Minutes A Week**	
Sean Hardin, Lynda Phan	Heather Reed	Tracey Smith	Kim Frinzell, Gurjeet Barayah, Lisa Melhouse		Meg Chesley	
		House of Delegates 8:15 - 9:45				

Key Area Color Code				
Administration	**Communications & Marketing**	**Nutrition/ Nutrition Education**	**Operations**	**State Updates/ CDE Presentations**

OFFICIAL 2018 CONFERENCE REGISTRATION FORM - *LONG BEACH*

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.

The Child Chooses the Plate! - The 66th Annual Conference & Trade Show - November 8 - 11, 2018

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)

	IF PAYMENT IS RECEIVED	EARLY DISCOUNT FEE (ON OR BEFORE 9/28/18)	REGISTRATION FEE (AFTER 9/28/18)	AMOUNT
CSNA MEMBERS				
DIRECTOR/SUPERVISOR		$260	$285	$_____
MANAGER		$240	$265	$_____
STAFF/STUDENT/RETIRED		$235	$260	$_____
CSNA PAST PRESIDENT		$ 0	$ 50	$_____
NON-MEMBERS				
DIRECTOR/SUPERVISOR*		$440*	$465*	$_____
MANAGER*		$300*	$325*	$_____
STAFF*		$285*	$310*	$_____
STUDENT/RETIRED/GUEST		$285	$310	$_____

** INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA ($177 FOR DIRECTORS AND $52 FOR MANAGERS AND $47 FOR STAFF)*

SINGLE DAY REGISTRANTS
(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)

PLEASE CHOOSE DAY: ☐FRIDAY ☐SATURDAY ☐SUNDAY _____

	IF PAYMENT IS RECEIVED	EARLY DISCOUNT FEE (ON OR BEFORE 9/28/18)	REGISTRATION FEE (AFTER 9/28/18)	AMOUNT
CSNA MEMBERS				
DIRECTOR/SUPERVISOR		$ 115	$130	$_____
MANAGER		$ 110	$125	$_____
STAFF/STUDENT/RETIRED		$ 105	$120	$_____
GUEST		$ 105	$120	$_____
NON-MEMBERS				
DIRECTOR/SUPERVISOR		$140	$155	$_____
MANAGER		$135	$150	$_____
STAFF/ STUDENT/RETIRED		$130	$145	$_____
GUEST		$130	$145	$_____

MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)

PRESIDENT'S PARTY - SATURDAY, 11/10	$ 65	$_____
REGIONAL BRUNCH - SUNDAY, 11/11	$ 40	$_____

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

Pre-Conference Workshops Thursday November 8, 2018

CDE State Day - 8:30 am – 5:00 pm — **$35 members / $35 non-members** $_____

ICN Workshop - 9:00 am - 1:00 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 8, 2018

Local Tour - Long Beach USD & Integrated (meet by 8:45 am, bus leaves promptly at 9:00 am) — **$60** $_____

____ **I would like to participate in the Fitness Fundraiser on Saturday, November 10, 2018 - 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 9/21/18. 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 2018 CSNA Annual Conference

2018 CSNA ANNUAL CONFERENCE HOTELS

Renaissance Long Beach Hotel
111 E Ocean Blvd, Long Beach, CA 90802
PHONE: (800) 468-3571 or (562) 437-5900
Single/Double $199

Room cut-off Friday October 5th

The Westin Long Beach
333 E Ocean Blvd, Long Beach, CA 90802
PHONE: (800) Westin1 or (562) 436-3000
Single/Double $195 Triple $220

Room cut-off Friday October 5th