

# *The 70<sup>th</sup> Annual Conference of The California School Nutrition Association*

*October 20-22, 2022*

*Pasadena Convention Center - Pasadena, California*



## **Invitation to Attend**



# Rise & Shine at the 2022 CNSA Conference!

Submitted by: Bobby Griffin, 2022 CSNA Conference Chair

Summer is almost over so it is time to start thinking about attending this year's CSNA annual conference. Your Conference Committee has been working hard to make your conference experience memorable. This year's conference offers a unique experience for all to enjoy including a Trayed competition, a special pre-conference tour, and an elegant presidents party.



We are excited about our Trayed competition that will be a fun and interactive experience for participants and audience members. Three teams will compete against each other to create a delicious kid-friendly tray using a basket of mystery items. The team's trays will be judged in various areas by a panel of handpicked special guest judges.

The tours and arrangements committee has put together a wonderful pre-conference tour of the Rose Bowl Stadium. This tour will give you an inside look at the behind-the-scenes operation of this iconic establishment including access to one of the on-site kitchens, locker rooms, and more. This tour is sure to fill up fast so sign up early.

Although the conference theme is "Rise & Shine Y'all Come Eat" this year's conference also marks the 70th year of conference so this year's President's Party will be an elegant celebration! We want all of you to dress to the nines as we celebrate 70 years of conferences. This elegant event will have you walking the red carpet in your best suits and fancy dresses. This is one evening you won't want to miss out on.



As always we need volunteers and this year's conference will be no exception. If you are willing to give even an hour of your time it will help our conference be a success. There are over 20 ways you can volunteer your time from becoming a session host or hostess, working the silent auction or t-shirt booth, and helping at the attendee and vendor registration booth just to name a few. As a volunteer, you make a difference through the gift of time! If you would like to help go to [www.calsna.com](http://www.calsna.com) to sign up.

We can't wait to see you all at the 70th Annual Conference! Rise & Shine!



# Keynote Presenter Manley Feinberg

Friday, October 21 • 3:15 – 5:00 P.M.



**MANLEY FEINBERG** is recognized as an award winning international keynote speaker, business leader, and author whose work has been featured on NBC, CBS, ABC, and Fox, and in The New York Daily News, Entrepreneur, American Express Open Forum and World News. He served two terms as the President of the National Speakers Association, St. Louis chapter and is a Certified Speaking Professional CSP.

Manley has developed a reputation as one of the most inspiring, content-rich, and memorable motivational speakers working today. His energy, humor, and personal momentum have helped thousands of people look at their goals, tactics, and professional processes in a new way that has helped them flourish and climb their own mountains.

Through real-world business experience, an adventurous spirit, a passion for people, and an undeniable talent for speaking so others listen and take action, Manley offers focused and functional lessons in all of his world-class programs. Manley delivers in an unforgettable way.

*Attendees will gain tools they can use immediately to develop a leadership mindset that engages, equips, and inspires both them and their team members to step up and lead in the unknown, regardless of their title.*

## Lead Into the Unknown

It's only in standing on a new summit that we see what's next

Watch Manley In Action

Rise & Shine  
Y'all come eat



# *Tours & Local Arrangements*

By: Tricia Robello- Tours and Local Arrangements Chair

**W**e have a great tour planned for our Conference in Pasadena this October! We will be venturing over to the World Famous Pasadena Rose Bowl where we will have a super special, behind-the-scenes look at their kitchen and food service operation!

The Rose Bowl Stadium was built in 1922 and held its first game in October, that same year. It is referred to as the "Granddaddy of Them All" because of its prestige and tradition. The Rose Bowl is the 16th largest stadium in the world and the 11th largest stadium in the United States. It will be a one and a half hour guided tour. In addition to the kitchen, we will get to see the working press box, the court of Champions, the playing field and more!



Our tour guide will tell us the history of all the great events that have taken place in this magnificent stadium like the countless Rose Bowl Games, the Super Bowls, and even Football (Soccer here in the USA!) at the 1984 Olympics! It is the home stadium for the UCLA Football team and has hosted countless concerts over the years with acts such as The Rolling Stones, Metallica, Ed Sheeran, just to name a few. It also hosted Depeche Mode for what is widely touted as their greatest live performances.

Mark your calendars For Wednesday, October 19th and stay tuned for more information.

*Y'all Come Join Us, Ya Hear!?*

*Join us on the Exhibit Hall Floor  
for this Year's Trade Show!*

**W**e are very excited to "Rise and Shine" at the 70th Annual California School Nutrition Association Conference which will be held October 20th to 22nd at the Pasadena Conference Center. The Exhibit Hall will be open Friday, October 21st from 10:30 AM – 3:00 PM, and Saturday, October 22nd from 10:00 AM – 1:30 PM. Exhibitors will showcase the latest in school nutrition products and services.

The last few years have been more challenging than ever before with constant "pivoting" through changing regulations, waivers, supply chain interruptions, staffing shortages, and seemingly endless other challenges. At this year's conference, we look forward to learning about new ways to "Rise and Shine" above the challenges facing the Child Nutrition Industry.

We invite our Industry Partners to join us on the Trade Show Floor where they will have the opportunity to showcase their products, equipment, and services to Child Nutrition Professionals from throughout the State of California. Together we can "Rise" above the current challenges and "Shine" as we work together to serve California children the very best in delicious, nutritious, and innovative meals.

-Cherilyn Stancliffe, CSNA Exhibits Chair

# *It's Time to Register for the SNS & ServSafe Exams offered at 2022 CNSA Conference*

Submitted by: **Cristine Holmer, MPA, SNS**  
**2022 Rise and Shine Professional Development Chair**



## *SNS Credentialing Exam*

**R**egistration is now open for the SNS Credentialing Exam. This year, the SNS exam will be offered on

Thursday October 20, 2022, from 1:00 pm to 5:00 pm. Now is the time to think about taking the exam as you will want to take a couple of months to study and prepare. Earning the credential of SNS is well worth the effort, as adding the credential to your signature, is a way to indicate your commitment and proficiency in all things School Nutrition.

Registration is done on the School Nutrition Website and is \$225 for SNA members and \$325 for Non-Members. The deadline to register is Thursday September 29, 2022. While you are on the SNA web site, be sure to check out all the great SNS exam resources they offer such as a handbook that thoroughly describes the SNS exam process and there is a SNS exam study guide that is available for purchase.

For more information, and to register for the SNS Credentialing Exam, please visit.

<https://schoolnutrition.org/certificate-and-credentialing/credentialing-program/>

## *ServSafe Exam*

**I**s it time to renew or perhaps obtain your ServSafe Certification? CSNA will be proctoring the ServSafe

exam at our Rise and Shine Annual Conference. The exam will take place on Thursday October 20th, at 1:00 pm.

The cost is \$65 and pre-registration is required. There will be an option to add the ServSafe exam when you register for conference.

Be sure to check out the Rise and Shine Annual Conference page for more information.

	Room	A Thur 8:45 - 9:45	B Thur 1:00 - 2:00	C Thur 2:30 - 3:30	D Fri 8:00 - 9:00	E Fri 9:15 - 10:15	F Sat 8:45 - 9:45	G Sat 1:30 - 2:30
1	212/ 214	Communicate With Purpose	Administrative Review Strategies for Success	The Secrets of Our Failures and Successes	Leadership & Followership	Creating a Food Service Culture in Your Establishment	Community Eligibility Provision-How to get your site/district to 40%	Nutrition Hubs: The FUTURE of Feeding Kids while Maximizing Revenue
		Dawn Soto, Selina Gordian, Bryan Flores	Jennifer McNeil, Melissa Manning, RD	Vivien Watts, Liz Brown-Smith, Jennifer Chin Gonzalez, Susan Delgado	Laura Thompson, Anna Apoian	Selina Gordian, Dawn Soto, Bryan Flores	Adileit Asi, Danielle Willhite	Daisy Munguia-Pinon, Robin Hernandez
2	107	How Do You Bring Value to the Workplace?	Leadership and connecting with your team	Rise and Shine with Courage to Continue	Using Innovations to add spice to your Nutrition Program	Crucial Conversation: A framework for conflict management	How Are Your Listening Habits?	How to Give Teammates Lift
		Laura Bullene Jacobo, SNS	Lindsey Copeland	Matt Upton	Kristina Kraushaar	Megan Cook, SNS, Dr. Mary Young, Ed.D	Laura Bullene Jacobo, SNS	Matt Upton, Dr. Chef Betty Crocker
3	101/ 102	Triennial Whaaa? Complete your Triennial Assessment with these four simple steps and raise your policy score by	Toxic Chemicals in Molded Fiber School Lunch Trays and the case for Reusables food ware in schools.	Be in the Know: 2022 Trends for School Foodservice Professionals	"Why are we doing this?" From Nutrition Guidelines to Community Pressures, Answering the Tough	Funding Farm to School: Understanding new federal and state funding opportunities to advance farm to school	Breakfast in the Classroom: Feeding Scholar's Mind, Spirit and Soul	Menu Planning for Special Diets
		Melissa Manning, RDN, Mickinzie Lopez, RDN	Ben Schleifer	Heather Berkoben, Bessie O'Connor	Hawley S Poinsett, MS, RDN, LD, Melissa Manning, RDN	Nick Anicich	Maria Rangel, Maria Romero	Molly Platts
4	106	Helpful hints on building a fun, innovative, and complaint Summer Meals Program that Will Rock your	Best Practices: How to be California "Energy Wise"	Increasing Capacity for Scratch Cooking	The Bid Generator: Streamlining Procurement	Battling The Bell	Production Records: Everything You Need to Know	Interviewing Techniques-Does your Director really know you?
		Sarah Aguilar	Mike Burke, SNS, Gina Christian, CFSP, Fe3, Richard Young, Fe3, Andre Saldivar CEM, CFSP, CMVP	Jennifer McNeil, Daniel Giusti, Camille Biazzo	Yousef Buzayan	Crystal Eatherton	Melissa Manning, RDN, Mickinzie Lopez, RDN	Elizabeth Brown-Smith
5	211	Ready set Breakfast: How Redlands USD promoted and	Talk the Talk: Business Jargon	Climate-Friendly School Food: Best Practices for Food Packaging, Waste Reduction	The Lessons from LAG Bolts	Vending Excellence: Process, Procedure and Practice	Adapting To Change	Future of Food: Curriculum for next generation food scientists
		Dr. Betty Crocker, Josie Perez, Jennifer Petty	Bryan Flores, Dawn Soto, Selina Gordian is a Food Service Training Specialist with the Los Angeles Unified School District.	Annalisa Belliss, Ben Schleifer, Nora Stewart	Matt Upton	Amanda Venezia, MEd, SNS	Dawn Soto, Selina Gordian, Bryan Flores	Jessica Appelgren, Dr. Laura Kliman
6	103- 105	How to market your programs	TBD	Rising to the Occasion: Taste of CA Chef's Challenge	DGA and NSLP/SBP Nutrient Guidelines	Digging into the Secrets of Recipe Standardization	Culinary Session	Tough Questions
	BR F-H 207		Trayed					
			ServSafe 1-5pm					

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

# 2022 Schedule of Events

	WEDNESDAY October 19	THURSDAY October 20	FRIDAY October 21	SATURDAY October 22
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				
1:00 PM				
1:30 PM				
2:00 PM				
2:30 PM				
3:00 PM				
3:30 PM				
4:00 PM				
4:30 PM				
5:00 PM				
5:30 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				

# OFFICIAL 2022 CONFERENCE REGISTRATION FORM - PASADENA

**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.

**Leading the Way! The 70<sup>th</sup> Annual Conference & Trade Show - October 19-22, 2022**

**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) PLEASE CHOOSE ONE DAY: <input type="checkbox"/> THURSDAY <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY			
If PAYMENT IS RECEIVED	EARLY DISCOUNT FEE (ON OR BEFORE 9/16/22)	REGISTRATION FEE (AFTER 9/16/22)	AMOUNT	If PAYMENT IS RECEIVED	EARLY DISCOUNT FEE (ON OR BEFORE 9/16/22)	REGISTRATION FEE (AFTER 9/16/22)	AMOUNT
<b><u>MEMBERS</u></b>				<b><u>MEMBERS</u></b>			
DIRECTOR/SUPERVISOR	\$305	\$330	\$ _____	DIRECTOR/SUPERVISOR	\$ 140	\$155	\$ _____
MANAGER	\$290	\$315	\$ _____	MANAGER	\$ 135	\$150	\$ _____
STAFF/STUDENT/RETIRED	\$280	\$305	\$ _____	STAFF/STUDENT/RETIRED	\$ 130	\$145	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____	GUEST	\$ 105	\$120	\$ _____
<b><u>NON-MEMBERS</u></b>				<b><u>NON-MEMBERS</u></b>			
DIRECTOR/SUPERVISOR*	\$495*	\$520*	\$ _____	DIRECTOR/SUPERVISOR	\$170	\$185	\$ _____
MANAGER*	\$345*	\$370*	\$ _____	MANAGER	\$165	\$180	\$ _____
STAFF*	\$330*	\$355*	\$ _____	STAFF/ STUDENT/RETIRED	\$160	\$175	\$ _____
STUDENT/RETIRED/GUEST	\$330	\$355	\$ _____	GUEST	\$150	\$175	\$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA (\$195 FOR DIRECTORS AND \$55 FOR MANAGERS AND \$50 FOR STAFF)				<b>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)</b> REGIONAL BRUNCH - THURSDAY, 10/20      \$ 40      \$ _____ PRESIDENT'S PARTY - FRIDAY, 10/21      \$ 75      \$ _____			

## PRE-CONFERENCE TOUR & SPECIAL SESSIONS (MUST BE PRE-REGISTERED TO ATTEND)

### Pre-Conference Tour Wednesday, October 19, 2022 (MUST BE PRE-REGISTERED TO ATTEND)

**Pasadena Rose Bowl Tour** - This will include a behind the scenes look at the Rose Bowl Kitchens! \$60 \$ \_\_\_\_\_

### Special Sessions: Thursday, October 20, 2022

**SNS Credentialling Exam** - 12:30 pm - 5:00 pm ( \$225 SNA Members, \$325 Non-SNA Members - **Register Directly with SNA** - [www.SchoolNutrition.org](http://www.SchoolNutrition.org))

( Check in by 12:30 pm - Program begins promptly at 1:00 pm )

**ServSafe Exam** - 12:30 - 5:00 pm \$65 \$ \_\_\_\_\_

( Check in by 12:30 pm - Program begins promptly at 1:00 pm )

_____ I would like to participate in the Fitness Fundraiser on Saturday, October 22, 2022 - 7:00 - 8:00 a.m. _____ (No Cost)			
<b>GRAND TOTAL REGISTRATION/MEALS</b>			<b>\$ _____</b>
PAYING WITH CHECK No. _____ MADE PAYABLE TO CSNA AND MAIL WITH COMPLETED REGISTRATION FORM TO:			
<b>CSNA, P.O. Box 11376, Burbank, CA 91510   Phone: 818-842-3040   FAX: 818-843-7423</b>			
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 _____			
PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/16/22. 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 <b><a href="http://www.CALSNA.org">www.CALSNA.org</a></b>			

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



# *The 2022 Annual Conference* *October 20-22, 2022*

## Conference Location:

Pasadena Convention Center  
300 E Green St, Pasadena, CA 91101  
(626) 795-9311



## *Conference Hotels*

**We have two hotels. Book your room NOW before they are sold out!**



### *Sheraton Pasadena*

303 E. Cordova St., Pasadena, CA 91101  
(626) 449-4000  
Single/Double \$199  
Room cut-off Tuesday, September 20th



### *Westin Pasadena*

191 N Los Robles, Pasadena, CA 91101  
(626) 792-2727  
Single/Double \$199 Triple \$214 Quad \$229  
Room cut-off Tuesday September 20th