

# Poppy Seeds

The Official Journal For The California Child Nutrition Professional



SPRING 2011 • California School Nutrition Association • Volume 54 - NO. 4

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# Poppy Seeds - The Official Journal of the Child Nutrition Professional

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# PRESIDENT'S MESSAGE

By Andrew Soliz, California School Nutrition Association President



I would like to express my appreciation for the success of the California School Nutrition Association's (CSNA) 58th annual conference held this past January in Pasadena. For 58 years school nutrition professionals have gathered annually to share their ideas and learn from

one another. I do not know of another profession where professionals come together to collaborate to improve our product. Our product is serving healthy, wholesome, quality meals to California's youth. As we close a year of "Serving Education" and become a "School Nutrition Hero," remember that no matter what our conference slogan is we all must continue to advocate for quality school nutrition programs. We must continue to walk towards the horizon and make continual improvements while understanding all the constraints we have to work in. As School Nutrition Professionals we will not get bogged down with politics and regulation, but we will educate all about the importance of serving healthy, wholesome, quality meals to California's youth and our future.

California delegates attended the School Nutrition Associations 39<sup>th</sup> Annual Legislative Action Conference (LAC), March 6-9, in Washington DC. This was another successful LAC. Delegates to the conference got to hear from President Bill Clinton which was inspiring to hear his message on the important work we do as School Nutrition Professionals. This year's focus as we charged the Hill was to ensure the "fiscal integrity of the program." I believe that our national legislators heard our message loud and clear. I want to thank Interim Public Policy and Legislation (PP&L) Chair Nadene Haynes for her excellent work on coordinating all of the California Delegates at the conference. I also want to thank Nadene for taking on the leadership role on an interim basis and for her diligent work on behalf of CSNA.

This is my last Poppy Seed's President's message that I write to you. Let me tell you that it has been an honor and privilege to serve as your CSNA President over this past year. There have been many successes over this past year that we all should be very proud of. The passage of Child Nutrition Reauthorization (CNR), and the new rule on menu planning requirements, and even the California Department of Education Nutrition Services Division is starting to develop a five year strategic plan on training for School Nutrition Professionals. Although we may not all agree on all aspects of what came out of CNR or the new meal patter requirements I know that we can all agree that we will do what is right to make continual improvements to our programs.

As a "School Nutrition Hero" I ask you to soar above the horizon and serve your community. Fight for what is right, and do what is right for kids. This is what as President of CSNA I have strived to do for our association over the past three years as an elected officer. I know that our future leaders will continue to do the same, as this year we have had amazing collaboration between the Executive Leadership (President, President Elect, and Vice President) and all other elected officers. In a volunteer association one person cannot run the entire show and continue to have success. The Executive Leadership believes in building and fostering future leaders, and strong collaboration is a key in doing so. I again thank you for the opportunity to serve as President of CSNA, and I encourage you to get out and soar above the horizon and be a "School Nutrition Hero."



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# CSNA HONOREES

By Sally Spero, SNS, *Poppy Seeds Editor*

In addition to exhibits, educational activities and banquets, CSNA takes time during every Annual Conference to honor some special individuals.

## DEBRA AMOS

### *Outstanding Director of the Year*



– Arcadia Unified School District. **Debra Amos** has been with Arcadia Unified School District for 23 years. She has received many honors and recognitions over the years including the FAME Special Achievement Award, CSNA Creativity Award, and School Nutrition Association Nutrition Advisory Council of the Year award. Debra received her Bachelor of

Science degree in dietetics from California State University Los Angeles and her Masters in Administration from University of La Verne. Before moving to school food service, Debra started her dietetic profession in health care as a clinical dietician. She then became the director of food service and finally an assistant administrator. In her free time, Debra enjoys baking, golfing and shopping with her five children and four grandchildren.

## ANNE GAFFNEY

### *Moscone Commitment to Child Nutrition*

– Elk Grove Unified. For the past seventeen years **Anne Gaffney** has been dedicated to the nutritional concerns of the students in the school district. She works tirelessly with the students and teachers of the district promoting healthier eating through a variety of channels. Anne annually trains 500 elementary teachers in nutrition, which equates to approximately 7,142 teachers who have received her in-service training. Anne makes sure she provides nutrition education curriculum that is aligned with the district benchmarks and standards and integrated in to the core curriculum.

## PETE BELKNAP

### *Don Flahiff Industry Appreciation*

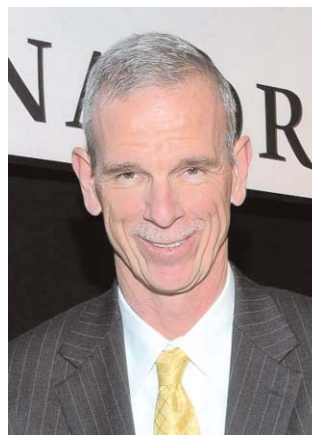


– NutriKids. **Pete Belknap** has been a member and supporter of CSNA since 1991. He has served in different leadership roles in various Supervisory Chapters and has been active in the Legislative Fund Raising. Pete has donated many of his personal photography services to the chapters as a historic record of chapter events.

Pete founded the “Wellness Riders.” Their mission statement is: “The Wellness Riders, comprised of school nutrition professionals, allied individuals and groups, promotes cycling and other forms of exercise along with nutritious eating habits to encourage a healthier life style and total wellness throughout our communities.” Pete is truly an industry member dedicated to “Serving Education.”

## ROBERT SCHRAM

### *Honorary Merit*



– Clovis Unified School District. **Robert Schram** has been a great mentor to members of CSNA. The vast knowledge that Robert possesses draws people to him to help make the California school nutrition programs a model for others. Robert’s skills have benefited many leaders of the association both at the local chapter level and state level. Robert

never seeks recognition for what he does; he just does it out of passion for feeding the kids and doing what is right for “Serving Education.”



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# CSNA RECOGNITION AWARDS

By Sally Spero, SNS, *Poppy Seeds* Editor

Each year during the Annual Conference CSNA honors individual members who have done outstanding work in the areas of nutrition, legislation, professional growth, public information, creativity and communications.

## ROBERT LEWIS

### *Legislation Recognition Award*



– *El Monte City School District.* **Robert Lewis** has been instrumental in educating and getting his member of Congress involved in issues related to school nutrition programs. This effort has resulted in greater awareness of our programs at the national level.

## CATHERINE LUELLEN-AFLAGUE

### *Nutrition Recognition Award*



– *Santa Rosa City School District.* **Cathy L.A.** has developed the Summer Feeding Program for Santa Rosa and surrounding areas of Sonoma County through the “Every Child, Every Day – Summer Hunger Initiative.” This has included working with broad-based community groups to

ensure increased access to nutritious meals for all children in Santa Rosa.

## CHARMANE WILLIAMS

### *Professional Growth Recognition Award*



– *Irvine Unified School District.* Over the years **Charmane Williams** has utilized the education and professional development opportunities provided by CSNA to move up the school nutrition career ladder. Starting as substitute employee, she is now a Supervisor responsible for

all elementary schools in Irvine USD. Since 1996 she has been attending college, taking one class at a time, and will soon receive her Bachelor’s degree. Charmane is an example to her peers and all in the school nutrition profession of the way dedication to personal and professional growth will pay off in the end.

## SHARON BRIEL

### *Communication Recognition Award*



– *Kern High School District.* **Sharon Briel** has worked extensively over the past year to review the IOM recommendations and what they mean for school nutrition programs. She has presented her findings in various venues, including testifying at a California legislative committee meeting and various CSNA events. The communication of these findings has helped all understand the impact of the IOM recommendations.

## SCOTT SOISETH

### *Creativity Recognition Award*



– *Turlock Unified School District.* **Scott Soiseth** implemented a marketing program that has elevated his district’s school nutrition program and guided them into a stronger program with increased options, a better understanding of healthy choices, and marketing as well as increasing participation. The new marketing program has driven the school nutrition program to become the place to eat with fresh meats, breads, and produce. Meal participation has increased by 300%, increasing revenue by 25% allowing them to remodel all their sites using the district’s branding of “real fresh.”

*Article continued on bottom of Page 8*





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President/ CEO



# CALIFORNIANS AWARDED SCHOLARSHIPS

By Sally Spero, SNS, *Poppy Seeds* Editor

**CSNA** has a long-standing commitment to education. We support this through several scholarship awards which were presented at this year's Annual Conference. Congratulations to all our scholars!

## ANGELA BRIONES

### *Graduating Senior*

– *Analy High School, West Sonoma County Union High School District.* Angela would like to eventually become a foodservice director. She is working on a Culinary Certificate as well as a degree in business and hospitality.

## CHRISTINA CAZARES

### *Josephine P. Morris Scholarship*

#### Josephine P. Morris Scholarship

\**Christina Cazares* – Escondido Union High School District. She has worked in her district for the past four years as an office assistant. She is serving as CASBO Child Nutrition chair for San Diego chapter and is working on her Bachelor's degree in Business with a minor in Nutrition.

*Right: Jim Melikian, The Popcorn Man, presents the Audrey Melikian Scholarship honoring his late Mother to recipients Christina Cazares and Lynnelle Grumbles with the help of CSNA President Andrew Soliz*

## CHRISTINA CAZARES & LYNNELLE GRUMBLES

### *Audrey Melikian Scholarship*

\**Christina Cazares* – Escondido Union High School District. She is attending college classes to improve her knowledge to help nutrition programs succeed financially. Her goal is to receive a Bachelor's degree in Business with a minor in Nutrition.

\**Lynnelle Grumbles* – Visalia Unified School District. Lynnelle is planning to attend Iowa State University to begin a distance Doctoral Program in Foodservice and Lodging Management. Her goal is to complete a doctorate not only for a personal sense of achievement, but also to provide credibility and recognition to the School Nutrition Profession.



## CSNA RECOGNITION AWARDS

*Continued from Page 6*

## CORINA ULLOA

### *Public Information Recognition Award*



– *El Monte City School District.* **Corina Ulloa** has coordinated The Bobby Salcedo Wellness Jog, formally the El Monte Community Jog-a-Thon. The wellness event publicized the importance of health and nutrition with various community stakeholders to promote school nutrition programs among students, families, community, school and district administration, and elected officials (local, state, and national). Carina worked with the community to arrange banners and other public relations activities that included local newspapers and television stations promoting the event and school nutrition in general.

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# EDITOR'S MESSAGE

By Sally Spero, SNS, Poppy Seeds Editor

When I was in Chorus in high school we often sang

“Make new friends but keep the old  
One is silver and the other gold.”

The verse reminds me of some of the conversations that have been going on lately about school nutrition. Were the meals of the past when scratch-cooking was more common a better choice for our students?

The first thing that comes to my mind when thinking about the “old” were the wonderful freshly-made yeast rolls, although memories of pinching off 50 pounds of dough are also clear and not quite so fond. When we had lots of peanut butter and butter through the commodity food program we would mix them with a ton of powdered sugar, top the whole thing with melted chocolate chips and cut it into squares as a dessert. Talk about increased participation!

But let's also not forget the big pans of canned vegetables with a pound (or even two!) of trans-fat laden margarine or butter being put into the steamer. The canned salmon that never seemed to be made into anything the kids would eat. Trying to lift big trays full of melted raw chicken and water off the bottom shelf without spilling (didn't always happen.) Or worse, finding out the raw chicken hadn't thawed, dumping the whole thing in the sink of running water

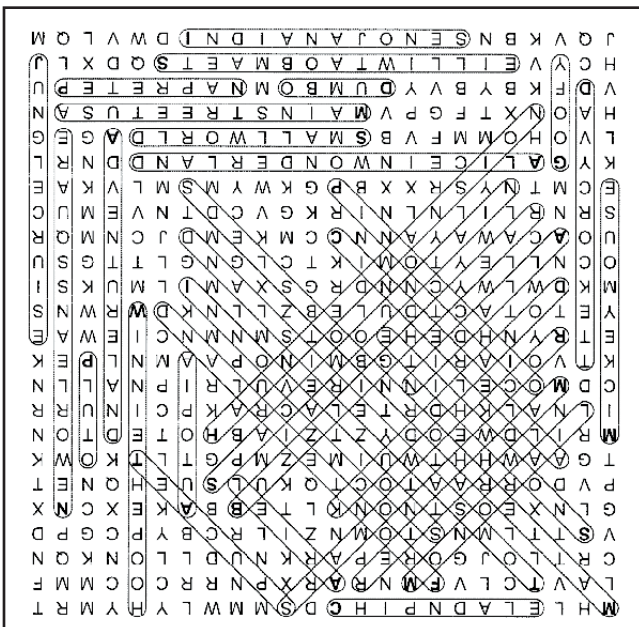
and pulling the frozen pieces apart while your hands ached.

A lunch without salad bars. Come to it, not much fresh fruit and vegetables at all. If you were a vegetarian, you were welcome on macaroni and cheese day and that was about it. The required cartons of whole milk and trying to figure out how to get 2 teaspoons of butter into everything. Ethnic food was tamale pie and chicken chow mein made with canned bean sprouts.

Perhaps the song was telling something very true. The best programs are those that have kept what is best from the past and added what is best from the present, the ones that have both “silver” and “gold.”



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By Arlene Pearson, Way, Way Past President of CSNA



**B**y now you should have your New Year's resolutions working. I only made one that is to get all the Poppy Seeds copy in on time. I hope editor Sally Spero doesn't faint.

I love being 90. I hope I make it to 100 if I'm not a burden to my family. My kitty, Little Orphan Annie, has nine lives. Maybe she can spare one for me. Speaking of Little Orphan Annie, I have a cookie jar that is Annie. I am giving to my #1 grand-daughter who is 48. I am giving things away that I know my family wants.

This is going to be a busy year. Two weddings are planned. I will be a bridesmaid in one.

HAPPY NEW YEAR TO ALL! If you have any news to share, please let me know.

Hallelujah! My 35<sup>th</sup> great-grandbaby has arrived by turtle, the little slow poke! The stork broke both its wings and I patched it up with chocolate band-aids. Her brother Jack wanted a little Jill but is happy now with little Anikan (her name is Swedish in origin.) She weighed 8 lbs. and 15 oz. upon arrival.

P.S. I am still collecting lady bugs but I've lost count. I attribute my good luck to them.

I had a wonderful 90<sup>th</sup> birthday. About 60 people attended. My daughter, son, and daughter-in-law planned a fun day which included a clown. I am planning to have a clown at my funeral. I'd rather cry from laughter than tears.

I am starting a collection of angels. So far I have ten. In fact, I am typing with one on my arm. I want to be a guardian angel when I die.

I hope you enjoy the pie recipe. Don't look at the calories or you might break your New Year's resolution.

The puzzle comes from a book of nothing but interesting facts about California. It is called California Crosswords by Dale Raterman and H.W. Kandas.

This year for Christmas I gave donations to charity for each person. I gave \$450 to Tony La Russa's Foundation (all proceeds to help animals) and some to the Food Bank and some to the Museum of San Ramon Valley. All recipients were pleased with their gift. I received several myself.

## Chocolate Truffle Pie Recipe

From *Woman's Day* | October 4, 2005

Oozing with lush sweetness, this decadent no-bake pie combines a pecan and chocolate crumb crust with layers of milky caramel and semisweet chocolate blended with cream and butter.

**Active Time:** 25 minutes

**Total Time:** 4 hours

### Recipe Ingredients

1/2 cup pecan pieces, toasted and coarsely chopped

One 6-oz ready-to-fill chocolate-flavored crumb crust

#### Caramel Layer

17 individually wrapped square caramels (5 oz, 3/4 cup), unwrapped

1/4 cup canned evaporated milk (not sweetened condensed)

#### Truffle Layer

1 1/2 cups (9 oz) semisweet chocolate chips

1 cup heavy (whipping) cream

3 Tbsp stick butter

Decoration: slightly sweetened whipped cream

### Recipe Preparation

1. Sprinkle pecans on crust.

2. Caramel Layer: Put caramels in a bowl with the evaporated milk. Microwave (see Tip), stirring every 10 seconds, until caramels are melted and mixture is smooth. Pour over pecans.

3. Truffle Layer: Heat chocolate chips, cream and butter in a bowl in the microwave, stirring every 10 seconds, until chocolate is melted and mixture is smooth. Pour over Caramel Layer. Refrigerate about 4 hours until set.

4. To serve: Pipe or spoon whipped cream around edge of pie. Tip: You can also melt the caramels with the evaporated milk in a saucepan over low heat, stirring often until smooth. The chips can be



Photo: Charles Schiller

### Nutrition Facts

Yield 10 servings
Servings 10
<b>Amount Per Serving</b>
<b>Calories 419</b>
<b>Total Fat 28g</b>
Saturated Fat 14g
Cholesterol 45mg
Sodium 168mg
<b>Total Carbohydrates 41g</b>
Dietary Fiber 2g
<b>Protein 4g</b>

# Disneyland

A Word Search from Arlene Pearson to Keep You Sharp!



- |                     |                     |
|---------------------|---------------------|
| Adventureland       | Mad Hatter          |
| Alladin             | Main Street USA     |
| Alice in Wonderland | Matterhorn Bobsleds |
| Ariel               | Mickey Mouse        |
| Autopia             | Monorail            |
| Buzz Lightyear      | New Orleans Square  |
| Chip N Dale         | Peter Pan           |
| Cinderella          | Pinocchio           |
| Davy Crockett       | Pluto               |
| Donald Duck         | Rocket to Mars      |
| Dumbo               | Small World         |
| Frontierland        | Snow White          |
| Goofy               | Space Mountain      |
| Haunted Mansion     | Steamboat Willie    |
| Indiana Jones       | Tea Cups            |
| Innovations         | Tom Sawyer Island   |
| Jungle Cruise       | Winnie the Pooh     |



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# It's All About Team

By Joan Swartzlander, Food Service Supervisor, Silverado High School, Victor Valley Union High School District

**I**t is amazing what can be accomplished with a great team, such as the one we have at Silverado High School here in Victorville. On a daily basis we feed approximately 3600 students. For breakfast, approximately 1200 hungry students are served. At lunch, 2400 meals are served in two 30-minute lunch periods. Without professional teamwork it would be next to impossible to accomplish such a task. With the current economy our numbers are sure to grow. More and more students qualify for free and reduced-price meals. This is why our motto "Where there's a will, there's a way" is stronger than ever.

The organization of this effort is somewhat daunting, in that the staff consists of 39 highly dedicated employees, most of who work on 3 hours per day. A good portion of the food items are prepared and then transported from the main cafeteria to an adjacent snack bar and two portable cafeterias located on an upper campus. There are two additional snack bars with kitchen facilities that prepare most of their own main meal items. With 19 points of sales for reimbursable meals and 5 mobile carts for snacks and drinks we manage to get the job done (with a smile, I might add).

Our district has been completely compliant since 2004 and our focus is on serving healthy meals. With

that in mind, thank goodness for our commodities and awesome food vendors. Ease of preparation and individual packaging is certainly a time-saver and the quality of their products keeps the students coming back. We are able to offer a wide variety of meals such as Kung Pao chicken, cheese-stuffed bread sticks, spicy grilled cheese sandwich and awesome pizza (along with favorite cheeseburger, burrito and chicken sandwich) and still stay within the nutritional guidelines. But we don't stop there. Fresh wraps, salads, sandwiches, fruits and vegetables are also offered daily.

Educators, parents and students are increasingly aware of the role good nutrition plays in attaining good attitudes and learning capabilities. Serving more students nutritional food is one of our main goals. The high school students of today don't seem to have the same old attitude about eating cafeteria food. I firmly believe it is because we are offering them a better choice of delicious food items with faster service. In any event, without dedicated employees working as a team it would be next to impossible to keep up with student demands. I am so proud to have such a great team and I try to let them know it at every opportunity.







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# Show Highlights New School Foods

By Victor Garcia, Visalia Press

**I**f the banner outside the Holiday Inn didn't give it away, the smell of food outside the banquet hall did.

Valley Food Service held its annual Visalia food show—this year with a prehistoric theme—where school district officials could sample food from over 20 different vendors that they may serve to students. Valley Food Service is based in Visalia and provides food distribution to 90 school districts from Kern County to Stanislaus County.

Corn dogs, cookies, tortilla chips, pizza and many other items were on display. Each meets state nutritional standards that schools are looking for.

Nutritional standards in California are constantly changing, said Steve Singleton, president of Valley Food Service. “As soon as we figure it out, the state changes again,” he said.

Currently, schools are looking for low-fat, low-calorie items with low sodium levels. Each grade level has specific targets that must be met.

Food vendors at the show included Foster Farms, Tyson and Ruiz Foods, among others.

MJM Marketing makes snacks for schools. Jim Seymour, a representative for MJM, said food shows play a key role. “We get to have one-on-one contact with the decision-makers and people who may not be familiar with our products,” Seymour said. “These shows are a tremendous asset.”

Jessica Fierro, food service clerk for the Farmersville Unified School District said the shows are “really helpful.”

“We get to see new products, compare new products and try them out,” she said.

Valley Food Service and the vendors also honored Marsha Alves, Visalia Unified School District food inventory clerk, at the event. Alves retired after more than 30 years with the district. “It feels wonderful,” Alves said. “I had a wonderful retirement party and now this. I don't feel I deserve all this.”

## Our Spring 2011 Cover Photo

By Sally Spero, SNS, *Poppy Seeds* Editor

**J**oanne Tucker, Food Services Marketing Coordinator for San Diego Unified School District, took this great shot at our department's Winter Fun Café. A related article titled “*Winter Fun Café*” appears on page 44 of this issue of *Poppy Seeds*.

Also, look for the “*Photo Contest Winners*” article on Page 42 of this issue of *Poppy Seeds*. Joanne Tucker, the photographer who snapped this outstanding picture, was also the First Place winner of the 2010-2011 Annual Photo Contest!

Great job Joanne!





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# THREE EVENTS IN ONE!

## INSTALLATION DINNER

*Be there live and in person as the official exchange of the Board Baton will take place at House Kitchen and Bar in Downtown Sacramento. The festivities will be May 14, 2011 and begin at 6:30 P.M. More information is available at [www.CALSNA.org](http://www.CALSNA.org)*



555 Capitol Mall Suite 155  
Sacramento, CA 95814  
(916)498-9924

## 2011 Legislative Action Conference & Industry Seminar Lite

### May 15-17, 2011 • Citizen Hotel

CSNA has become a powerful voice in Sacramento. Building effective alliances with other organizations that share our vision and maintaining a credible presence with elected officials is fundamental to the success of Child Nutrition Programs. CSNA has made great strides in advancing Child Nutrition Program issues at the state legislative level. In this time of budget crisis, we need to work together to make sure the funding we have fought for is not cut. As a child nutrition professional, your voice is critical in shaping public policy. Don't miss this extraordinary event.

The members of the California School Nutrition Association Public Policy and Legislative Committee and Industry Advisory Board cordially invite you to attend the Annual State LAC and Industry Seminar *Lite*.

This year's conference will be held May 15-17 at the Citizen Hotel.

The committees have constructed an exciting program packed with informative speakers and visits with your legislators. This is a program that you won't want to miss!

The conference will open at 12:30 P.M. on Sunday, May 15, and will conclude with legislative visits on Tuesday. CSNA's Annual Installation of Officers Dinner will take place on Saturday Night, May 14th at House Kitchen & Bar so plan on coming in early to attend!

Citizen Hotel Sacramento • 926 J St., Sacramento, CA 95814 • (916) 447-2700  
Conference Hotel Rate Single/Double \$149 night + tax • **Reservation Deadline is April 17, 2011**  
Please contact hotel directly for room reservations.

You can make reservations by calling 916-492-4440 asking for the CA School Nutrition Association discount rate.

*Note: Sunday's meeting registration and sessions will take place at the Capitol - State Capitol Room 4203 (State Capitol located on the corner of 10th and L)*



# Installation Dinner



2011-12 Installation of Officers ✦ House Kitchen & Bar Sacramento  
May 14, 2011 ✦ 6:30 P.M. -9:00 P.M.



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---

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\_\_\_\_\_

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---

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 Treasurer – **Agnes Lally** – Garden Grove USD  
 Secretary – **Gale Hartzell** - Empire Union SD  
 Membership Director – **Brenda Arnett** - Elk Grove USD  
 School Nutrition Representative – **Terri Vander Stouwe** - San Leandro USD  
 Elected Industry Representative – **Dale Bowman** - Shannon’s Imperial Brand  
 Executive Director – **Janine Nichols**, CAE

Congratulations to all  
Newly Elected & Returning  
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### 2011-2012 REGIONAL COORDINATORS

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 Regional Coordinator 4 – **Lee Anne Frame** – **William S Hart** Union HSD  
 Regional Coordinator 5 – **Lori Preskit** – Edison School District  
 Regional Coordinator 6 – **Kellie Cervantes** – Hacienda La Puente USD  
 Regional Coordinator 7 – **Joan Swartzlander** – Victor Valley Union HSD  
 Regional Coordinator 8 – **Dena England** – San Marcos USD

**2011 CSNA LAC & INDUSTRY SEMINAR LITE REGISTRATION FORM**  
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<u>Registration Cost</u>	<u>5/5/2011</u>	<u>After 5/5/11</u>	<u>Total</u>
Director/Supervisor	<b>\$249</b>	\$299	_____
Non-CSNA Members/ Industry Representatives/ GUEST ( <i>Includes all CSNA events</i> )	<b>\$299</b>	\$349	_____

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TOTAL AMOUNT ENCLOSED \_\_\_\_\_

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Signature \_\_\_\_\_

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 Please send your completed Registration Form with Fee to:  
 CSNA Industry Seminar, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

<i><b>Schedule of Events</b></i>				
<b>Saturday, May 14th</b>				
9:30 - 4:00	CSNA Leadership Training	3:15	Marketing Update, Brenda Robinson, Bakersfield USD	10:30 Indirect Costs Listening Session
6:30 - 9:00	Installation of Officers (separate registration and fee apply. Open to all members and non-members)	3:30	Stretch Break	11:30 Lunch (included in registration)
		3:45	School Food Improvement and Food Agricultural Marketing, Ann Evans, Evans & Brennan LLC	12:30 Group Walk-About - Stretch Break
		4:45	Adjourn	12:45 PP&L Talking Points
			Light Reception followed by din ner on your own	1:45 Legislative Speaker
				2:45 Stretch Break
				3:00 Program: Karen Ross, CDFA (invited)
				3:45 Lobby School
				4:30 Discussions by Region/Legislative District
				5:00 Adjourn
				Dinner on your own
				<b>Tuesday, May 17th</b>
				8:00 - 3:00 Legislative Visits

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# CSNA SPRING MEMBERSHIP DRIVE

By Brenda Arnett, CSNA Membership Director

## *CSNA Spring Membership Drive* *March 1 - May 5, 2011* *Calling all CSNA Heroes!!*

*Be the top recruiter and win a cash prize of \$250!*

***T**his is a great way for local chapters/members to become creative and introduce California School Nutrition Association in an exciting way.*

*When completing your application, remember to add your name on the “Person who introduced me to CSNA” line of the form*

*For membership questions please contact CSNA Membership Director Brenda Arnett at [inhisluv2@yahoo.com](mailto:inhisluv2@yahoo.com) or call (916) 391-9026.*

*I am available to help your school district sign up for District Owned Memberships.*

*A SDM is a membership that is owned by a school district in the name of an individual that is transferable to another employee in the same membership category if the original assignee or person leaves the district's employ. While in the employ of the district, the individual or assignee receives all the same benefits as an individual member, and at the same price as the individual membership dues. (The SDM option is not available for the Student, Retired and Affiliate membership categories). All materials will be sent to the school district office or school address provided on the membership application and the home mailing option will not be available. This is not one membership for an entire school district's child nutrition staff. It is a new individual membership option to meet the needs of the changing workforce that enables a school district to keep its child nutrition staff informed and educated about feeding students.*



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### **Child Nutrition Consultant**

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### **Child Nutrition Supervisor**

These positions are only located in Sacramento (Headquarters) and supervise Child Nutrition Consultants and other staff. You would also be part of a supportive and dedicated FSU management team that works closely together to promote healthy eating and physical activity for the well-being of California's children and families participating in the Child Nutrition Programs.

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Learn more about Child Nutrition Programs jobs by going to **The State Personnel Website** at <http://www.spb.ca.gov>. Look under: For Individuals, click on the State Job link. Under the Search for Job Recruitments: Keyword(s) type in: Child Nutrition. Click on the link for Child Nutrition Assistant or Child Nutrition Consultant or Child Nutrition Supervisor I.

If you have any questions, please contact Kimberly Gutierrez by email at [kgutierrez@cde.ca.gov](mailto:kgutierrez@cde.ca.gov) or at 916-322-1565.

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# Serving Education In Pasadena



**Keynote Speaker**  
**Katie Wilson**



# Katie Wilson Gives a Hats On Performance in Pasadena!

**P**ast President of SNA, Katie Wilson was the very special guest and Keynote Speaker at the 1st General Session of the 58th Annual gathering of the California School Nutrition Association in Pasadena. Dr. Wilson set the tone for the Conference and was a huge hit with her fun and informative take on the important and demanding job that School Nutrition Professionals do each and every day. She literally wore many hats in getting her point across that those feeding children school lunches are being asked to do more with less. It was a message that everyone in the audience could grasp!

Moving on to the subject of childhood obesity, Dr. Wilson said that she felt the problem wasn't necessarily the foods that children are eating, but the quantities and a lack of sensible physical activity. A cookie now and then isn't going to hurt anyone, but eating the whole bag might not be the best idea. It was yet another message that everyone in the audience could certainly appreciate. Hats off to you, Dr. Wilson for an educational and entertaining presentation!



# Serving Education In Pasadena



**Keynote Speaker  
Jamie Oliver**





**J**amie Oliver began his culinary career at age 8 working in his parent’s pub in merry olde England and his kitchen odyssey has taken him to some of the finest restaurants in Europe and then on to fame as a celebrity chef on European and American television. Now 35 and with a family of his own, Oliver is on a mission to rid school kitchens of processed food, flavored milk, sugary soft drinks and a cascade of other foods that he feels are contributing to the ever burgeoning waistlines of school-children on both continents.

Last year, Oliver gained notoriety among school nutrition professionals with his program Jamie Oliver’s Food Revolution. He brought his show to West Virginia where he took a school kitchen to task to eliminate processed food and do their cooking from scratch. It is an idea that is embraced by many of the food service professionals working in the kitchens today but one that is very costly both in equipment, space and labor. For this season, Oliver decided that California, and specifically Southern California, would be the focus of his efforts.

The California School Nutrition Association extended Oliver an invitation to be the Keynote Speaker at the 2nd General Session of the 58th Annual Conference of CSNA in Pasadena. Oliver accepted and on the day he spoke, the lines to get into the hall wrapped around the block of the beautiful Pasadena Civic Auditorium. Inside, Oliver’s presentation was loose and engaging and provided an open dialogue for CSNA audience members to ask questions of the presenter to get a better understanding of his intentions and ideas about making scratch cooking a viable reality in California’s school kitchens. The exchange was spirited yet civil and in the end there were not too many answers. However, there appears to be a great deal of common ground and hopefully a dialogue that will lead to a partnership that will benefit Oliver’s philosophy and the professionals that are working every day in the school kitchens to provide nutritious and cost effective meals to children.

*Below, Geri Dee, Pavel Matustik and Nadene Haynes are three of the dozens of audience members that took to the microphone to ask Jamie Oliver how he planned to effectively implement his plan and work within the budgetary constraints of School Kitchens.*





**Golden Poppy  
Winners**  
**Serving  
Education**

Chapter Numbers indicated in white



## STAR Club Winners

by Sally Spero, SNS, *Poppy Seeds* Editor

A number of CSNA members shown brightly in the STAR club this January. The STAR Club is a way of recognizing and thanking members who are working hard to ensure the future of SNA by recruiting and retaining members.

Each time a new member's application shows you as their sponsor, the information gets entered into SNA's database. You accumulate credits when you recruit new

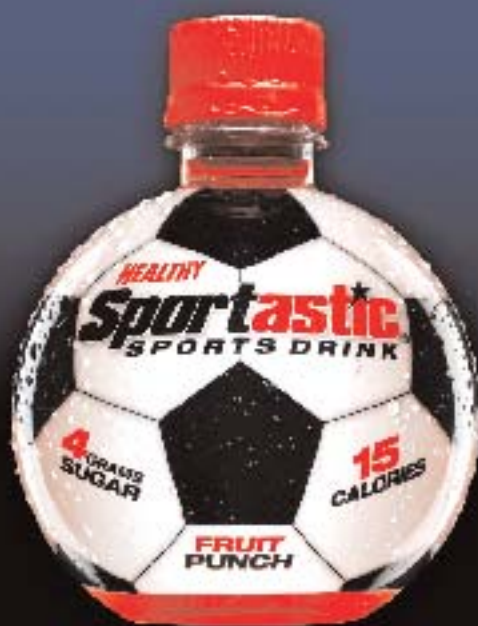
members to the association and get them to renew each year. Become a STAR Club member by earning three credits within one membership year (June 1 – May 31). To remain in the STAR Club, you must earn a minimum of two credits each membership year. With a total of 50 credits, you become a Life STAR member as long as you're an SNA member.

### TWO STAR

*Charmane Williams*

### ONE STAR

*Laura Bowers  
Susan Delgado  
Carol Godfrey  
Nancy Haddock  
Sandee Larsen  
Robert Lewis  
Jane Miller  
Mary Simons  
Angelique Tulloss  
Cheryl Wagner  
Mary Wood*



# President's Party



# Go Global, Go Asian!

*A culinary adventure in your cafeteria*



Asian cuisine is one of the largest growing segments in the food category. Adults and kids alike have come to enjoy the ethnic flavors of the far east. Generate excitement and offer your customers a taste of something different. InnovAsian Cuisine is the leader in the frozen Asian category. We offer a full line of speed-scratch recipes for entrees, rice, noodles and appetizers for your cafeteria line-up.

**INNOV**ASIAN<sup>®</sup>  
C U I S I N E

# Serving Education In Pasadena



## Nutrition Advisory Council

### Education and Exercise!

The NAC group spent the morning learning about the food they eat and how they can make healthier choices and then added physical activity to the mix! They then set their sights on the Trade Show floor where they became eager and willing taste-testers for the delicious, nutritious products being served by our CSNA NAC Sponsors!



### Grand Opening of Exhibits

In what has become a tradition at the Annual Conference and Trade Show, the NAC kids were on hand to cut the ceremonial ribbon and lead attendees onto the show floor! On the left, CSNA President-Elect, Denise Ohm, CSNA President, Andrew Soliz and CSNA Vice-President, Margan Holloway look on as the kids make the cut. There is no *confirmed* truth to the rumor that Andrew was running with the scissors moments earlier.



# More NAC News!

**Grand Prize Winner**  
9-12 Grade Level

**Sarah Donelan**  
Bell Gardens High  
Montebello USD  
Grade 10 - Age 15

**E**ach year, the winning entry is placed on the back of the Official Nutrition Advisory Council tee shirt worn by all participants at the NAC Mini-Conference. It is quite the honor, and at right is a photo of the winning artwork as it appeared on the back of the shirts. Congratulations to all winners and participants! Make it a point to participate in next years contest with a theme that should get those creative juices flowing - *Be a School Nutrition Hero!*

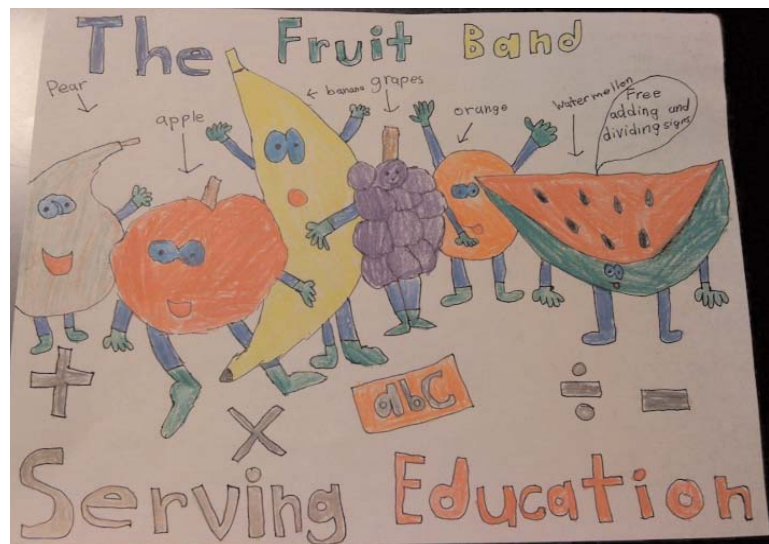


## Congratulations 2010-2011 NAC Art Contest Winners!



**Above - 1st Runner-Up Winner \***  
9-12 Grade Level  
**Idalma Cruz**  
Costa Mesa USD  
Grade 12 - Age 18

**Below - Winner \***  
5-8 Grade Level  
**Derrick Lee**  
Montebello USD  
Grade 6 - Age 11



\* Due to lack of entries at the K-4 Level



*The Nutrition Advisory Council Committee would like to thank the following sponsors for their generous support of the NAC Mini-Conferences for the 2010-2011 School Year*

**Ardella's  
Barilla USA  
Bosco's Pizza Company  
ConAgra Foods  
DoBake Bakeries  
Don Lee Farms**

**Schwan's Food Service  
Simply Blues  
Switch Beverage  
Tyson Foods  
Universal Seating Company**

**Dos Rojos  
Fishery Products International  
Fresh Start Bakeries  
Fruit 66  
General Mills  
Good Heart Brand Specialty Foods  
GT Beverage  
J&J Snack Foods  
Jennie O Turkey  
Kellogg's  
Malt O' Meal  
PepsiCo/Frito Lay  
Precision Foods  
Rose & Shore**

*The ongoing commitment of these partners to Child Nutrition is immeasurable and it is with their commitment that we are able to provide fun, educational and interactive activities to the students we serve.*

*Thank You!*



**2010-2011 NAC TOP 10 FAVORITES**

- 1) **SWITCH BEVERAGES** (Watermelon Strawberry, Hardcore Apple, Kiwi Berry)
- 2) **J&J SNACKS** Whole Fruit Ice (Strawberry/Pomegranate & Orange/Pineapple)
- 3) **ARDELLA'S** Breakfast biscuit sausage
- 4) **MALT O' MEAL** Honey Nut O's
- 5) **FRUIT 66** Passionfruit Mango Fruit Juice
- 6) **KELLOGG'S** Cheez It's - Scrabble
- 7) **KELLOGG'S** Low-Fat Granola Crunch Cluster without Nuts
- 8) **GT BEVERAGES** Sportastics (Blue Chill & Fruit Punch)
- 9) **SWEETLIFE** Oatmeal Raisin Cookie Dough
- 10) **LING'S** Mandarin Orange Chicken



# Serving Education In Pasadena

**BEST BOOTHS**

By Sally Spero, SNS, Poppy Seeds Editor

**T**he Annual Conference always features wonderful Exhibits. Each Exhibitor works hard to set up the booth, staff the booth and to make sure that everyone has an enjoyable time.

This year, four exhibitors were honored with a Best Booth Award. They are Sellers Food Group, Ardella's, Food4Kids and General Mills

Congratulations to these winners as well as all participating exhibitors. And many thanks to everyone who helped make the Exhibits a success this year.



**Seller's Food Group**



**Ardella's**



**General Mills**



**Food4Kids**

# THANK YOU GOLD STAR!

By Judith Bedard, CSNA Conference Chair



CSNA would like to thank Gold Star Foods for again donating the use of trailers and drivers to deliver excess frozen food products from our January conference to the Los Angeles Regional Food Bank.

Quite often the Conference Center does not have adequate space for storage of product that needs to be refrigerated and frozen over the course of our trade show. As a result, CSNA is left with the task of finding a solution for our exhibiting vendors with product that requires temperature control. Gold Star to the rescue!

As in past years, Gold Star Foods delivered two trailers to the Pasadena Convention Center for the Annual State Conference and Trade Show - one refrigerated and one frozen and provided 2 drivers to staff the trucks. Both of the trailers were filled to capacity with product for sampling on the show floor and it all went off without a hitch. And the generosity continued after the show as the Los Angeles Food Bank ran out of room on their fleet to haul the left-over food back to their warehouse. Gold Star drivers gallantly volunteered to take a load over in their trucks so nothing was lost or wasted!

Their help and dedication assisted in making this year's Trade Show a huge success. Gold Star, we appreciate your continued support of the CSNA.



# THANK YOU SPONSORS

## Serving Education

isn't easy as CSNA members are fully aware! Because of that, CSNA is lucky and appreciative to have the help of our Vendor Members for their support! At conference this year a few companies went the extra mile to enhance the Conference experience for our attendees by sponsoring Bags, Name Badge Holders, Registration Kick Panels and an Internet Cafe. Thank you for your generous support of CSNA! .



Bags



Internet Cafe



Kick Panels



Badge Holders

## SPECIAL THANK YOU

Official Conference photographer, William Kidston was on hand again this year to take all of the great Conference photos that you see on the pages of Poppy Seeds, as well as the photos that attendees take home as mementos of their great conference experience. William is a veteran in the business and is often seen on Red Carpets in Hollywood and numerous VIP events all over the country. CSNA is lucky to have such a pro! Thank you William!



To Order photos of conference, call William directly at (310) 739-6904 or email [kidston7730@yahoo.com](mailto:kidston7730@yahoo.com)

**Paw Pals** was on hand this year in Pasadena to educate CSNA Members about their Assistance Dog Program. Paw Pals mission is *"to obtain and train Assistance Dogs to fit the specific individual need of each recipient applicant, child or adult, whose physical well-being would be enhanced by interaction with a service animal."*

CSNA offered this opportunity to our members to learn about the Assistance Dogs program, as well as give exposure to puppies and future assistance dogs who need to learn to interact with large groups of people. Thank you Paw Pals!

For more information, contact Paw Pals via the website; [www.paw-pals.org](http://www.paw-pals.org).



# PHOTO CONTEST WINNERS

By Sally Spero, SNS, *Poppy Seeds* Editor

**T**he first place winner this year is **Joanne Tucker** of San Diego Unified School District. She visited the Garden Club at Crawford High School where students learn how to make compost for their school garden. The compost includes leftover salad bar materials and students grow food that they harvest, clean and serve in the salad bar.



**S**econd place winner **Linda Harris** of the San Marcos Unified School District captured elementary NAC students who were making a salad of many different colors of vegetables.



2

**T**his year's third place winner is **Ashley Cassat**, also of the San Marcos Unified School District. District office staff members were sharing a nutrition lesson with a classroom of elementary students and ran across this lovely little girl who had never seen or tasted a radish.





# 2011 PHOTO CONTEST

*School Nutrition Hero is the theme for this year's Photo Contest sponsored by CSNA! So pull out that brand new digital camera, or serve it old school by loading up the film in your old classic and shoot your winning picture!*

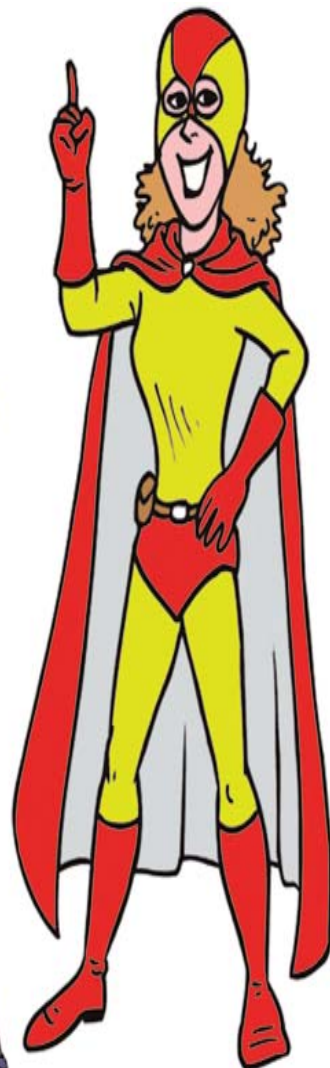
### PHOTO CONTEST RULES:

1. Contest is open to all CSNA members (excluding sustaining members).
2. Only three entries per person will be accepted so send your BEST THREE!
3. Each entry MUST BE ACCOMPANIED BY AN OFFICIAL ENTRY FORM that has been completely filled in. Three photos? Three Entry Forms.
4. Entries must be a 5"x 7" color print of a photograph. PLEASE, Original Photos Only
5. Photo content must pertain to theme, "School Nutrition Hero"
6. Entries will NOT be returned.
7. Three winners will be selected. Winning photos will appear in an issue of Poppy Seeds. 1st place winner will receive a cash prize of \$100, 2nd place winner will receive \$50, and 3rd place winner will receive \$25.
8. **DEADLINE** for entries to be **RECEIVED** is December 1, 2010.

Send entries to: Sally Spero, San Diego USD, 6735 Gifford Way, San Diego, CA 92111

### TIPS FOR SUCCESS

1. Use natural light whenever possible and aim away from your light source.
2. Have a focal point.
3. Use lines to draw viewer into the picture - a row, a table, etc.
4. "Crop" the best part of your photo.
5. Have fun with the contest!



## Poppy Seeds Photo Contest Official Entry Form

Sponsored by



CALIFORNIA SCHOOL NUTRITION ASSOCIATION

### Please Print

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone Number: ( ) \_\_\_\_\_

School District: \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

School Phone Number: ( ) \_\_\_\_\_

Chapter Number: \_\_\_\_\_

Please write two or three sentences describing your entry.

\_\_\_\_\_  
\_\_\_\_\_



# WINTER FUN CAFÉ

By Sally Spero, SNS, *Poppy Seeds* Editor

As many districts do, San Diego USD has some schools on a year-round schedule. And the hunger issues that impact children during summer are just as likely to occur during the extended winter break. This year for the first time our district opened up the “Winter Fun Café” to address these needs (our summer program is called the Summer Fun Café.)



Five schools served meals during the break and two special events planned in conjunction with SDUSD Student Services department were held to assist families and to help publicize the program. The two special events were coordinated with the City of San Diego’s Park and Rec department in neighborhoods with a high concentration of year-round schools and a

large number of low-income and homeless families. One was also held in an area with a large military population to provide support for these families.

The special events featured a delicious BBQ meal with a choice of a burger, hot dog or chicken as well as a trip to the salad bar. Adults were welcomed to the event and charged a small amount for the meal as all children were provided a meal at no charge. At the salad bar, foods from our district’s Farm to School program were highlighted including fresh organic spring mix. Each child using the salad bar received a souvenir farmer card to take with them.



In addition to the meal, many community partners made their services available. Feeding America distributed fresh vegetables along with a bag of pantry staples. Information on counseling services, community nutrition programs, community housing and Head Start was available. The 211 Help Line was on hand to explain their services. The YMCA Kinship Navigator Program, which provides children’s respite activities for grandparents who are baby-sitting during the long breaks, was also present.

Of course, there were also many fun activities. The City of San Diego Park and Rec staff provided games, crafts and the ever-popular jumping castle. Board games were also available from the Youth in Transition Program.

Winter in San Diego has never been so fun!



# SCHOOL CHEF SHOWDOWN - THE GOLDEN PARTNERSHIP

By Brenda Robinson, Bakersfield City School District

**W**hen I first started working for school food service, I was impressed with the unity and cooperative sharing I experienced. TEAM has always been one of my favorite acronyms because it stands for “Together Everyone Accomplishes More”. Let me share with you an exciting example of how the golden partnership between school food service employees, school food service directors, equipment industry partners, and members of the community highlighted the healthy meals we serve our students.

In early spring of 2010, Joel Brandon, a manufacturer representative from KLH Marketing Inc. approached food service directors in Bakersfield to discuss the idea of having a local equipment seminar. After contacting a community provider, J & E Restaurant Supply, the decision was made jointly by all partners to have the seminar in July of 2010. J & E Restaurant Supply utilized a large showroom/building and brought in various manufacturers’ equipment. The manufacturers’ representatives demonstrated the benefits of their products in four educational segments which allowed the attendees to evaluate different cooking techniques. Additionally, our local Kern County Environmental Health Department was involved as one of the educational segments. There were 45 school districts/restaurants represented and 100 people in attendance. This event offered our local employees an opportunity to try new equipment and feel connected to the decision making process in purchasing equipment that they would use in their field. Additionally, J & E Restaurant Supply built a test kitchen that would be the springboard for the *School Chef Showdown* which was announced at the seminar.

The School Chef Showdown was Bakersfield’s version of Iron Chef and helped our community take an active interest in the health and well-being of our students. The premise behind the competition was to allow school districts to take a USDA product and other ingredients (predetermined by KLH Marketing and J & E Restaurant Supply) and participate in a cook-off. The first competition was held on February 4 and involved two schools from the Bakersfield City School District. *Team 1 – The Cutting Edge* consisted of McKinley School Cafeteria Manager Shelly De Avila, Chef Richard Andrews from Owens Intermediate, McKinley 5<sup>th</sup> grader Sewwon Rincon and Parent Antoinette Zeitler. *Team 2 – Bakersfield Chefs Serving*

*Delicious Meals* consisted of Franklin School Assistant Cafeteria Manager Brenda Van Horn, Chef Leon Lara from Harris Elementary, Harris School 4<sup>th</sup> grader Michael Medina and Grandparent Sylvia Barciaga. Each team was given USDA chicken fajita strips, brown rice, broccoli, and sweet potatoes. The spices were left to the discretion of the teams but no added salt was allowed. The teams were allowed to determine if the items would be used all together as an entree or split up in different parts to be offered on a school menu. Another aspect that had to be considered was prep time to accommodate the schools’ serving schedules. The panel of judges consisted of community representatives from Bakersfield Ronald McDonald House, Bakersfield College, American Cancer Society, KGET Channel 17, and a local Registered Dietitian and school nurse. All participants received a blue ribbon for their outstanding job. The sponsors of the event KLH Marketing, Inc. and J & E Restaurant Supply awarded a \$300 gift certificate to purchase kitchen supplies at J & E Restaurant Supply to the winning team as well as trophies for each team member. *Team 2 - Bakersfield Chefs Serving Delicious Meals* won the competition with their menu. Our local television station KGET Channel 17 taped the event and aired the footage the next morning which showcased the efforts of our school district. The winning recipe will be featured on the BCSD’s May menus. On March 25, Fairfax School District and Taft School District will bring their teams to the test kitchen for the next competition. In April and May there will be more competitions and the winners from all competitions will compete in the final cook-off in June. The media attention of this event has been priceless in advancing our message.



Continued on Page 46

## SCHOOL CHEF SHOWDOWN

CONTINUED FROM PAGE 45

Another link to this endeavor was the opportunity for SNA of Kern County Chapter 9 to partner with KLH Marketing Inc. and J & E Restaurant Supply to bring a chef to the test kitchen that demonstrated his skills as he cooked for the members at the March 17 meeting. Our industry partners are both members of our local chapter and CSNA. All parties plan to utilize this test kitchen for future meetings.

So why do I consider this event to be the Golden Partnership and a true example of TEAM? Let's evaluate the "Together Everyone Accomplishes More" slogan and how it was exhibited in the following areas:

The major benefit of networking with our industry partners was the media attention focused on our healthy meals. New technology utilized in equipment that preserves the nutrients in our meals as well as adjusted cooking times was demonstrated. Equipment manufacturers had an opportunity to spend quality time with both the employees who used their equipment as well as the buyers in the districts. Equipment industry partners have always been supporters of SNA and CSNA conferences and this venue gave them an additional opportunity to network with the end user of their products to discuss suggestions that might be incorporated in new designs.



Front line employees had the opportunity to engage in a seminar about equipment that might be purchased for their kitchens. Additionally, the employees who volunteered to participate in the kitchen competition found great professional growth opportunities by formulating their own recipes and consulting with students and parents. The employees and families that were involved in the event were excited to be the "stars". Michael had expressed his fear about being

on television prior to the event, but the smile of accomplishment after his team finished their task was proof that one can overcome fears and enjoy new opportunities.

Parents and students learned how important the school district considers their opinion. The overall understanding of how our meals must meet regulations became apparent to the parents as the menus were developed. Our students experienced how important it is for the "customer" to enjoy and consume their product. It was a first step to get our families more involved in our operations and will serve as a base for future projects.

Community involvement is a critical piece in educating the public about the benefits of our programs and our consistent desire to offer our students the most appealing, nutritious meals. Positive media exposure is priceless and it also offers school districts the opportunity to build a stronger relationship with the media.

SNA of Kern County Chapter 9 has succeeded in creating a bond that will help create exciting meeting ideas for the future. Chapter 9 has reached out to the community in other endeavors such as a soda can tab recycling program that benefited the Bakersfield Ronald McDonald House by contributing 55 gallons of tabs. This local chapter is one of the strongest in the state with 65 members. Members of this chapter have served at the state level as CSNA Regional Representative, Secretary, Treasurer, and Food Service Representative. The interaction of the local chapter with industry partners and the local community provide an opportunity for our professionals to gain knowledge and recognition in their field. Additionally, it helps our community understand our programs and the professionals who work daily to contribute to education by offering the foundation to education – nutritious meals.

School food service directors in Kern County enjoy the opportunity to collaborate with each other and the community. This venture gave the directors an opportunity to promote their programs through the media to our families and community. Of course, nothing is as much fun as a little competition.

As the Food Service Director for the Bakersfield City School District I want to urge all school districts to create your own Golden Partnership and the benefits will be amazing. Every school food service employee and industry partner desires a positive message about our programs. Golden Partnerships will help us achieve our goal of sharing our successes.



California School Nutrition Association  
Nutrition Advisory Council Presents...

# NAC MINI-CONFERENCES

Hands-On Nutrition Education \* Physical Fitness Fun  
Taste Testing - Items for School Meals, Healthy Snacks  
Meet other NAC Student Leaders \* Ideas for NAC Activities

**Note: We strongly recommend students be 4<sup>th</sup> grade or older to attend**

**NOTE: SPACE IS LIMITED TO THE FIRST 150 STUDENTS FOR EACH EVENT**

Use this form to sign-up for either mini-conference.

<b>Northern California: Annual CSNA Conference</b>	
<b>Date:</b>	Friday, November 11, 2011
<b>Location:</b>	Sacramento Convention Center Sacramento, CA 95814
<b>Time:</b>	8:45 - 1:45
<b>FOR Northern CALIFORNIA (CSNA CONFERENCE) EVENT</b> <b>Email, Fax or Send complete form to:</b>  <b>Rachel Gekas</b> Assistant Director, Child Nutrition Services San Lorenzo Unified School District 15510 Usher Street, San Lorenzo, CA 94580 P - 510-317-4660 <a href="mailto:rgekas@slusd.org">rgekas@slusd.org</a>  <b>Registration Deadline:</b> <b>October 7, 2011</b>	

<b>Southern California: TBD</b>	
<b>Date:</b>	TBD
<b>Location:</b>	TBD
<b>Time:</b>	TBD
<b>FOR Southern CALIFORNIA EVENT</b> <b>Email, Fax or Send complete form to:</b>  <b>TBD</b>  <b>Registration Deadline:</b> <b>TBD</b>	

**School District:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** (     ) \_\_\_\_\_

**Fax:** (     ) \_\_\_\_\_

**Email:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Number of students attending:** \_\_\_\_\_

**Grade level of students:** \_\_\_\_\_

Payment for transportation maybe available, must be requested in advance and pre-approved.

2011-2012

CSNA NAC

## Charter Application

### Benefits of becoming an Official CSNA-NAC charter include:

- An Official 2010-2011 NAC Charter Certificate
  - Eligibility for Statewide NAC Art Contest
- Opportunities to share Nutrition Education Materials, Resources, and Lessons
  - Find out best practices and gain insight into NAC activities that work!
  - NAC Groups can help meet the requirements for receiving the Golden Poppy
- NAC Groups can help meet the nutrition education requirement for SMI Review.

School District Name \_\_\_\_\_

School Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# of Students \_\_\_\_\_ Grades \_\_\_\_\_

NAC Advisors Name \_\_\_\_\_

NAC Advisors Title \_\_\_\_\_

NAC Advisor Phone (\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_) \_\_\_\_\_

NAC Advisor Email \_\_\_\_\_

Cafeteria Manager/Partner Name \_\_\_\_\_

Cafeteria Mgr./Partner Phone \_\_\_\_\_

Principal Name \_\_\_\_\_ Principal Phone(\_\_\_\_) \_\_\_\_\_

Please send your completed Application to:

*Rachel Gekas*

*San Lorenzo Unified School District*

*15510 Usher Street*

*San Lorenzo, CA 94580*

*If you have questions call Rachel at (510) 317-4660*

*FAX (510) 317-4699*

# **Become a NAC Partner!**

Your \$400 sponsorship includes....

## **NAC Event @ Conference**

**Date:** Friday, November 11, 2011

**Location:** Sacramento Convention Center

## **So-Cal NAC Mtg Conference**

**Date:** TBD

**Location:** TBD

*Please complete this form and mail to the address below. Be sure and enclose your check of \$400, made payable to CSNA-NAC. Thank you for your support and partnership!*

Manufacturer:
Contact:
Address:
Phone:
Fax:
Email:

Held at our annual conference, this event will be exciting and educational for everyone! Your donation allows students to have interactive experiences about nutrition, physical activity, and making healthy food choices. NAC students will walk through the exhibit hall, visiting NAC sponsor booths for sampling nutritious items. Students will evaluate your products, and top 10 results will be shared with CSNA membership.

**In addition, your donation will also include:**

- **Recognition as a NAC sponsor in Poppy Seeds**
- **Recognition as NAC sponsor at State Conference and vendor booth**
- **Free t-shirt from the NAC art contest**

Broker:
Contact:
Address:
Phone:
Fax:
Email:

**Send completed form with check to:**

**California School Nutrition  
Association**

**NAC  
210 N. Genevieve Blvd. Ste C  
Burbank, CA 91502**

**NAC Chair Contact Information:**

**Rachel Geles, MS, RD  
Assistant Director, Child Nutrition Services**

**San Lorenzo Unified School District  
510-317-4660  
rgeles@slusd.org**

Note: Because the mission of NAC is to promote nutritious habits, we ask that products for sampling comply with California Education Code guidelines (see sec. 49431) for healthy foods and beverages.

**DEADLINE: PLEASE SUBMIT SPONSORSHIP FORMS BY October 21, 2011**



## *Design a Poster for CSNA-NAC using the theme “School Nutrition Hero”*

### **Tips for Artists**

In years past, the strongest entries have usually been...

#### **Simple and Clear**

Do not use details that are so small that they cannot be clearly reproduced

#### **Colorful**

So they can be reproduced onto a t-shirt and other materials if selected as the winner

#### **Drawn by hand**

As opposed to using a computer or a stencil

#### **Carefully thought through**

By the artist so that the theme is used in a clear, unique, and interesting way

### **Contest Guidelines and General Information**

**The poster should reflect NAC members' responsibility to:**

- Work toward high nutrition standards in his/her school
- Bring about understanding and appreciation of school food service
- Become knowledgeable about good nutrition and promote healthy environments

All Students who participate in a CSNA NAC charter are eligible.

Three winners will be selected: one from grades K-4, one from grades 5-8, and one from grades 9-12.

Each entry must be accompanied by a completed and signed official entry form (see next page).

Each entry must be the student's original drawing on an 8 1/2 x 11-inch sheet of white, unlined paper (plain white paper only; poster board is not allowed).

Poster design details must be clear and legible for use in various formats (letterhead, t-shirts, coffee mugs, posters, etc.)

The student's name, grade and school must appear on the back of the original artwork.

All entries become the property of CSNA

### **One of the three winners will also be selected as The Grand Prize Winner!**

The Grand Prize winning artwork will be featured in Poppy Seeds magazine as well as the back of the official 2009-2010 NAC T-shirt!

### **The Winners selected from each category receive:**

**A Commemorative Plaque  
NAC T-Shirt  
\$75.00**

**DEADLINE:** Artwork must be postmarked no later than **Friday, June 3, 2011.**

#### **MAIL ENTRIES TO:**

Rachel Gekas, Assistant Director Child Nutrition Services  
San Lorenzo Unified School District  
15510 Lsher Street, San Lorenzo CA 94580  
RE: NAC Art Contest

# OFFICIAL ENTRY FORM

## 2011-2012

### NAC ART CONTEST

*Design an official CSNA-NAC Poster.*

*This Year's Theme is:*

***"School Nutrition Hero"***

Mail this completed entry form with the student's artwork to NAC Chair Rachel Gekas (Guidelines for entries and mailing address on previous page.) Use one OFFICIAL ENTRY FORM for EACH PIECE of artwork submitted. Please make copies of this form as needed.

**NOTE: All entries MUST be postmarked by: June 3, 2011**

**Entries postmarked after June 3, 2011 are not eligible for competition.**

---

Please type or print the following information. All fields are required.

Student's Name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Grade \_\_\_\_\_ Age \_\_\_\_\_

---

School Name \_\_\_\_\_ School Phone (\_\_\_\_) \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

---

NAC Advisory Name \_\_\_\_\_ NAC Advisor Phone (\_\_\_\_) \_\_\_\_\_

NAC Advisor Title \_\_\_\_\_ NAC Advisor email \_\_\_\_\_

NAC Advisor Signature \_\_\_\_\_ CSNA NAC Charter Number \_\_\_\_\_

---

**FOR INTERNAL USE ONLY-DO NOT WRITE BELOW THIS LINE**

.....  
Date Postmarked \_\_\_\_\_ Date Received \_\_\_\_\_

Circle Entry Category:    Grade K-4                      Grade 5-8                      Grade 9-12

Rating    4                      3                      2                      1

# CSNA BOARD OF DIRECTORS | O - I |

## EXECUTIVE & FINANCE COMMITTEE

**PRESIDENT - Andrew Soliz, SNS, MBA**  
14735 Juniper Street, San Leandro, CA 94579  
Bus: 510-667-3508 Fax: 510-667-3569  
Email: asoliz@sanleandro.k12.ca.us

**PRESIDENT-ELECT - Denise Ohm, SNS**  
1155 Mistletoe Lane, Redding, CA 96002  
Bus: 530-224-4213 Fax: 530-224-4101  
E-mail: dohm@eesd.net

**VICE PRESIDENT - Margan Holloway**  
333 Doherty Drive, Larkspur, CA 94939  
Bus: 415-945-3678 Fax: 415-945-1078  
E-mail: Mholloway@tamdistrict.org

**SECRETARY - Brenda Lightfoot-Handy**  
12623 Avenue 416, Orosi, CA 93647  
Bus: 559-528-4763x1013 Fax: 559-528-3132  
E-mail: bhandy@cojusd.org

**TREASURER - Agnes Lally, MS**  
10331 Stanford Ave Garden Grove, CA 92840  
Bus: 818-552-2677 Fax: 818-552-2689  
E-mail: alally@ggusd.us

### **MEMBERSHIP DIRECTOR**

**Brenda Arnett**  
8389 Gerber Rd. Sacramento, CA 95828  
Bus: 916-391-9026  
E-mail: inhisluv2@yahoo.com

### **SCHOOL NUTRITION REPRESENTATIVE**

**Lori Preskitt**  
721 S. Edison Rd Bakersfield, CA 93307  
Bus: 661-336-8371  
E-mail: LPreskitt@edisonschooldistrict.org

### **ELECTED INDUSTRY REPRESENTATIVE**

**Marianne Orr - Schwan's Food Service**  
174 The Masters Circle, Costa Mesa, CA 92627  
Bus: 714-754-5427 FAX: 714-751-6282  
E-mail: marianne.orr@schwans.com

### **EXECUTIVE DIRECTOR**

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# TWO CALIFORNIA SCHOOLS ARE FINALISTS!

**W**hat do chickpeas (aka garbanzo beans), a group of Skyline High School students, an Oakland chef, a nutritionist, and Michelle Obama have in common? If we are referring to Obama's Let's Move campaign's partnership with the USDA's Recipes for Healthy Kids Challenge, then how about that Skyline's Recipe Challenge team made the semifinals with their winning Spanish Chickpea Stew recipe? From over 340 healthy school lunch recipes submitted from across the nation, Skyline's Recipe Challenge team's recipe was one of fifteen chosen to advance to the semifinals. In the next month or two, USDA judges will visit Skyline High School to taste the recipe and judge the team for a chance at competing in a national cook-off alongside White House chefs in New Orleans.

In November, 2010 Rusty Hopewell, a nutritionist from Nutrition Services, Alameda County Public Health Department, was working with an after school cooking group of Skyline High School students as part of his work in implementing nutrition that supported the School Health Center currently being built on campus. When approached by OUSD Nutrition Services to participate in the Recipes for Healthy Kids Challenge, Rusty responded by opening the invitation to his cooking students. Two students were interested and Rusty was quickly partnered with Jenny Houston, an Oakland chef who has been working with school food policies for sometime. Quickly a team of students, a chef, a representative from OUSD's Nutrition Services, and a Skyline teacher were formed and work began on the recipes.

The team developed two recipes, the winning Spanish Chickpea Stew and a Black Bean Sweet Potato Stew, according to the guidelines for the recipe challenge. These guidelines required the recipe fit into one of three categories – Legumes, Whole Grains, or Fruit and Vegetables – that it meet USDA nutrition requirements, and that it was simple enough to be made in a school kitchen. Part of the judging criteria included student participation, which the team found easy to obtain as their cooking began to draw several students into the cooking classroom that were passing by in hallway. These wandering and hungry students were quickly put to work as the team's taste-panel, helping refine the recipes down to their student-approved versions.

Before the recipes could be submitted to the challenge, they first needed to be taste-tested with the broader student body and then served as menu items on the school lunch. The team found that when loaded onto a cart and pushed from study hall to study hall during after school that the recipes got big thumbs up from the students. During their debut on the lunch line, students were a little leery at trying the new menu items, but for those that did try them and responded through a written survey, response was again positive. The recipes were then submitted for judging against the over 340 recipes submitted from across the nation.

**MANTECA** — A recipe heavy on veggies has made Joshua Crowell School a semifinalist in the national contest promoting healthy school meals.

"This succulent side dish combines the sweetness of fresh butternut squash, grown in our own Central Valley of California, with the spicy kick of jalapeño and red peppers," the creators say on the contest Web site. "Black beans, red quinoa and granola add a striking contrast of flavor and texture to make this dish an outstanding accompaniment to a variety of entrees, including grilled chicken and roast turkey."

Finalists will be chosen in three categories — whole grains, dry beans and peas, and dark green and orange vegetables. Crowell entered the vegetable category with a dish it calls Central Valley Harvest Bake.

## PLACE YOUR VOTE!!

Visit  
<http://www.recipesforkidschallenge.com/submissions>

*Click on you favorite recipe. You will be asked to sign up for an account (this is how they control duplicate votes) An email will be sent to your email account. Verify the link in the email and your vote will be cast.*

*Winning Recipe will win a \$1,500 cash prize to be used for Food Service Operations!*

# SERVING UP A NUTRITION LESSON

By Rob Herman, Public Information Officer, Tulare County Board of Education

## Network for a Healthy California helps create Nutrition Advisory Councils at four sites Students passionate about teaching nutrition



Working like a veteran teacher, fifth-grade student Sonia Ramirez delivers a lesson on persimmons to kindergartners at Palm Elementary in Oroquieta. "Did you know persimmons can help you build big muscles?" Sonia asked flexing her bicep. Moving back and forth in front of the class with charts and pictures, Sonia has their full attention.



Getting the message to schoolmates about the importance of good nutrition is important to Sonia and 13 other Palm Elementary fourth- and fifth-grade students who are members of the school's Nutrition Advisory Council (NAC). While Sonia spoke to Ms. Garcia's class, NAC members Carmen Lopez and Becky Martinez prepared a spinach salad with persimmons, dried cranberries and an orange juice/olive oil dressing. Once complete, each student was given a small salad to try. While not everyone liked it, they were praised for trying it and for remembering that persimmons have lots of good vitamins. In the cafeteria, another group of NAC members talked to students about persimmons, November's featured fruit or "Harvest of the Month." At the conclusion of their



(top photo) Sonia Ramirez teaches about persimmons to kindergartners at Palm Elementary while Carmen Lopez and Becky Martinez prepare a spinach-persimmon salad. (middle photo) While not all students liked the salad, they learned that persimmons are healthy fruits, full of vitamins. (lower photo) Korinn Lara works in the cafeteria distributing bookmarks to students who were eating their fruits and vegetables.

presentation, they give bookmarks to the younger students as rewards for eating the oranges and peas on their plates.

The Cutler-Oroquieta Joint Unified School District is one of 10 partner districts with the Tulare County Office of Education's *Network for a Healthy California* which provides nutrition education support to schools. Janet Hettinger, the *Network's* nurse, reports that other partner schools have also organized NACs, including Rocky Hill Elementary in Exeter, Castle

Rock Elementary in Woodhills, and Grand View Elementary in Dinuba. Ms. Hettinger meets with the student groups and advisors, like Palm Elementary's Carol Montag, once each month to help them plan activities such as classroom cooking demonstrations or assembly presentations. "At each of the sites, students are very passionate about NAC's mission," she says. "They are taking the lead in nutrition education, meeting with their principal and working with their advisor to make all the activities happen. It's an amazing thing to watch." 🍌



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# Smarter Lunchroom Secrets



By Christine E. Wallace, SMS, Director of Education and Outreach, Cornell B.E.M. Center

Not all of us are lucky enough to have an extra million dollars or Jamie Oliver to help us in the lunchroom. What can the rest of us do? Simply having healthy foods isn't enough. It's not nutrition until someone eats it. This is why USDA established the Cornell Center for Behavioral Economics in Child Nutrition Programs (B.E.M.). Our goal is to design easy insights to help you subtly guide students to make smarter food choices. [SmarterLunchrooms.org](http://SmarterLunchrooms.org) can offer you no-cost or low-cost ways to encourage healthier eating without them realizing it and help increase lunchroom profits.

As many of you know, one of the Institute of Medicine (IOM) recommendations is to increase the number of fresh fruit offerings. But simply offering fruit may not get kids to eat it. Students may need a "nudge" in order to notice, consider and choose to take a fresh fruit. Here are some low-cost/no-cost tips that our research has shown work:

1. **DO** put fresh fruit in attractive serving containers instead of the traditional stainless steel steam table pans. This increased fruit sales by 101% in some schools. Shallow plastic, ceramic or melamine serving containers offer an appealing and visual way to display fruit. These types of containers can be washed and sanitized and will comply with health department requirements. For portioned fruit servings, try alternating two different types of fruit on the same trays so that choice becomes part of the display.
2. **DO** put the fruit in a highly visible spot on the serving line and emphasize it with an inexpensive lamp. One school that implemented both idea #1 and #2 increased fruit sales by 178% in the first week. Just before the cashier, where a bottleneck frequently occurs, is a good spot to have an additional fruit display for those who may have missed the main fruit section on the line.
3. **DO** have the servers offer verbal prompts to students with no fruit on their trays. Nudges such as "would you like some grapes or an apple today?" can direct the attention of a student to something they may have overlooked or provide encouragement to add a fruit choice to their tray. In one school, this increased sales by 30%.

Try one or more of these strategies and see if you don't serve more fresh fruits on YOUR lines. We'd love to hear about your success stories. Contact us at [ben@cornell.edu](mailto:ben@cornell.edu) to tell us what you are doing and the positive difference it is making for your department. Stay tuned for our next column where we'll share our best ideas for cranking up consumption of veggies.



Cornell B.E.M. Center Co-Directors Dr. Brian Wansink and Dr. David Just chat with Beverly J. Martin Elementary School (Ithaca, NY) students about their food choices.



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By Christine E. Wallace, SMS, Director of Education and Outreach, Cornell B.E.M. Center

What's in a name? Quite a lot, actually, especially if you're naming vegetables! Studies have shown that simply by giving vegetables fun, colorful and kid-friendly names students are 28% more likely to take them as a meal choice AND to consume them. You don't have to be a children's book author or professional journalist to write your own creative veggie menu names.

- ❖ Think of cartoon characters that are familiar to children like Power Ranger Radicchio (or radishes or peas) or Thomas the Train Tomatoes.
- ❖ Rhyming is another easy way to spark interest in a veggie—*lean mean green beans*.
- ❖ Don't forget about a holiday or seasonal connection like *cauliflower snowballs*, and there is always the allure of alliteration—*zippy zucchini zingers!* The idea is to direct kids' attention to something they would rather ignore AND to make choosing a veggie sound like FUN. *Veggie Tales Veggie Cup, Oscar the Grouch Green Beans, Big Bird Broccoli, Spideyman Spinach Superhero Sprouts and Salad, Pretty Princess Peas, Rainbow Pepper Strips, Crunchy Munchy Carrots, Celery "Sticks" and Cherry Tomato "Stones"*

An equally effective method for older students is to use very descriptive terms when writing in vegetable menu items. *Golden Kernel Corn* immediately conjures up a more appealing vision than just Corn. They are exactly the same menu item but one version pads way more menu pounds. Describe the way the vegetable was prepared such as "steamed," "oven-roasted," or "baked". Include any additional flavorings, spices or herbs used in cooking. Who could pass up *Honey-Glazed Carrot Coins* or *Steamed Broccoli with Lemon*? Typically the least favorite item of the Food Guide Pyramid, vegetables get a whole new image with a simple and no-cost strategy like this. You can improve the appearance of your menus and guide students toward choosing healthy vegetables—a win-win for everyone. Still not sure you can do this on your own? Get your students involved and have them submit menu names as part of a contest.

Once you have student attention there are several more strategies that can encourage students to take and eat vegetables.

- ✓ Place a hot vegetable choice FIRST in the team table since first and last positions have been shown to generate more sales.
- ✓ Train your servers to engage the students and "prompt" them by asking "Would you like steamed broccoli with your lunch today?"
- ✓ Finally, offering a hot and cold vegetable choice daily will increase the number of students who choose a vegetable as part of their reimbursable meal. With proper planning and efficient use of leftovers, you can eliminate food waste as a risk in offering multiple vegetable choices for students.

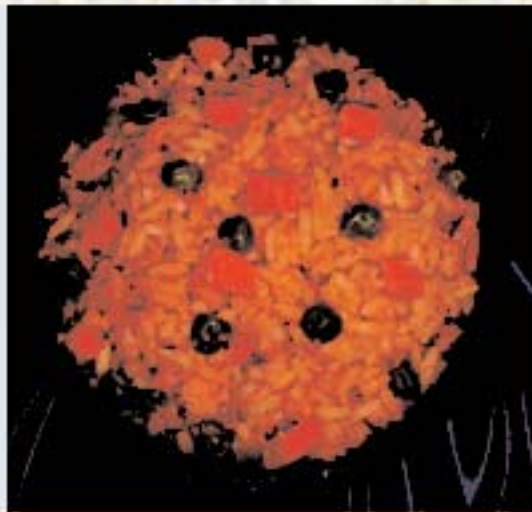
There you have it—some simple, inexpensive ways to make vegetables the star of your menus and to encourage students to take and consume them. Take full advantage of the upcoming spring bounty of fresh produce and use the ideas listed here for a noticeable change in your veggie usage. Give us your best new veggie name and get on our "Wall of Fame". Be sure to let us know the success of your efforts by contacting us at [ben@cornell.edu](mailto:ben@cornell.edu).



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21 *Far North Chapter Meeting* CSNA #20

**May 2011**

2 *School Nutrition Employee Week* SNA

6 *SoCal Installation* CSNA #01

12 *NorCal Installation* CSNA #02

13 *MotherLode Chapter Legislative Fundraiser* CSNA #45

14 *CSNA's Annual Leadership Training - Citizen Hotel, Sacramento, CA* CSNA

14 *CSNA's Annual Installation Dinner - House Restaurant, Sacramento, CA* CSNA

15-17 *CSNA's Annual Industry Seminar/LAC - Sacramento, CA* CSNA

26 *Far North Chapter Installation/Recognition Dinner* CSNA #20

**July 2011**

9-13 *SNA Annual National Conference - Nashville, TN* SNA

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