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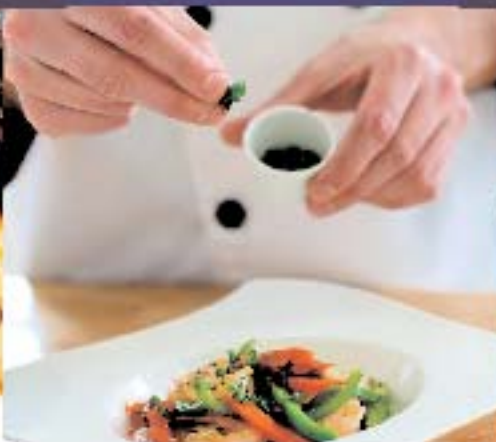
The Official Journal For The California Child Nutrition Professional



WINTER 2011 • California School Nutrition Association • Volume 54 - NO. 3



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PRESIDENT'S MESSAGE

By Andrew Soliz, California School Nutrition Association President



It is a true partnership in “Serving Education” and I cannot express enough thanks to our industry partners. This past fall CSNA Supervisory Chapters held their annual fundraisers for legislative advocacy to further promote School Nutrition Program issues at both the state and federal levels. As a member

you know how important it is now more than ever the impact of key legislative activities. Without a strong CSNA member presence in Sacramento and Washington DC, we would not have supportive legislation that promotes quality School Nutrition Programs. Again, I cannot express my gratitude for the partnership that we have in CSNA with our industry members, and for their personal and professional dedication to the success of our legislative activities and CSNA.

It was our members tireless legislative efforts that help to educate the US House of Representatives that ultimately lead to the passing of S. 3307, the Healthy, Hunger-Free Kids Act by vote of 246 to 157 on December 2, 2010. The California School Nutrition Association (CSNA) endorsed the child nutrition reauthorization legislation after much discussion and final recommendation of support by CSNA’s Public Policy and Legislation Committee. All school nutrition professionals and partners in “Serving Education” supported the efforts that will allow school meal programs to offer a greater variety of nutritious foods in school cafeterias in California and nationwide.

Without strong leadership from our members the association would not be strong or able to push such historic legislative issues like Child Nutrition Reauthorization. Such servant leadership brings a person great opportunities. When one serves as a leader in any capacity it usually is not for personal gain. President Reagan had it right when he sat a plaque on his Oval Office desk that read, “There’s no limit to what a man can do or where he can go if he doesn’t

mind who gets the credit.” Leadership is a gift that is given to us but we must have the courage to step forward to SERVE! CSNA runs on servant leadership and I encourage you to serve the association in any capacity from local chapter officers, committee membership, or even at the state level. When you serve you learn how the association runs and have the opportunity to shape the future of our great association that is membership driven.

This year I have lived the motto “Serving Education” and I cannot be more excited for the Annual Conference to be held in beautiful Pasadena. Speaking of servant leadership, the Conference Committee has done a fantastic job at making this conference one of the best. We have a great professional development opportunity for our members, and the SNS Credentialing exam will even be administered during our conference. Kudos to this years Conference Chair Gale Hartzell and all Conference Committee members for a fantastic job and their willingness in “Serving Education.”

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MEETING OUR GOAL OF 2011 MEMBERS FOR CSNA

By Lori Preskitt, CSNA School Nutrition Representative

I WANT YOU



TO JOIN CSNA

It is time to bring a friend or co-worker to our Chapter meetings.

We have a goal to have two thousand and eleven members in the year 2011. I know we can achieve this goal. We need you to tell your workers what a great organization this is and what we have to offer to them.

We have great meetings and a great network work of people you get to know and become great friends. You may be reading this after our January Conference in Pasadena. If you didn't make it this time you need to try and attend next year because they are truly fantastic. You get to meet new people and go away with new friends. You will get to exchange ideas, listen to great speakers and mingle with people who do what you do. The next conference will be held November 10-13, 2011 in Sacramento, so keep watching your *Poppy Seeds* for more information. You know Food Service workers are the best and we should all be proud of what we do.

Let's make this year 2011 the best year for us ever. Begin by telling everyone what a great organization you belong to. Let them know how they can become a member and have all the excitement that you have and love doing your job.

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Margan Holloway

Silver Rising Star

By Tony Roberts



California's own Margan Holloway is the winner of this year's Silver Rising Star FAME award. This prestigious award is given annually to a food service director with three or fewer years experience as a director whose contributions have made a marked difference in the district's school nutrition program. When Margan arrived at the Tamalpais High School District two years ago, it was the ultimate do-it-yourself school nutrition program improvement project. There were no menus, no production records, no program manuals, no files, no inventory records, and no central management. To top it all off, she received word that the State was coming to do a CRE/SMI audit.

The first thing she did was call the State to explain her situation and receive a one year extension for an audit. It appeared that the department had lost \$367,000 the previous year; no one was sure because of the lack of records. The only financial numbers she could rely on were the meal reimbursements because they were generated by a third party.

Almost immediately Margan joined a purchasing coop and started processing commodities. She centralized purchasing and standardized the menu so that all of the schools in her district would be serving the same thing on the same day. A pre-pay system was instituted so that parents could pay for students' lunches on-line. This program was a success; on-line payments went from \$34K her first year to \$153K in her second. She also added signage, studied traffic patterns for additional serving locations, and created designated food variety areas to further cut down serving times.

Margan then went to work on the menu. Previously the menu consisted of adult oriented foods that did not create an enthusiasm within the student body but it was known that every meal came with French fries. She added entrees such as: grilled paninis with ham and cheese; Mandarin orange chicken rice bowls; chicken ciabatta sandwiches with mozzarella and marinara sauce; hummus with pita triangles; and Shanghai noo-

dle salad with chicken, shredded cabbage and peanut sesame dressing. She also began offering four to five fresh fruits and vegetables every day including unique produce such as baby greens, fresh spinach, and dried cherries. Her program works in partnership with the Agricultural Institute of Marin, which focuses on supplying food service operators produce grown within 200 miles of Marin County. She is also trying to incorporate as much organic produce as possible. To "go green," Margan purchases only recyclable materials and has begun working with the local sanitation district to implement an on-site recycling program that will decrease the amount of garbage sent to the landfill by maintaining easy-to-use bins for different types of refuse.

Another important program change was adding a breakfast program at all four sites within the first month of school her first year on the job. As a high-school-only district in a very affluent area, no one saw a need for a breakfast program especially since none of the feeder districts had a breakfast program and only ala carte foods were offered for breakfast. But once the program began, and with the implementation of the on-line prepayment system, the program became a success. Now the teachers and site staff as well as District



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MARGAN HOLLOWAY SILVER RISING STAR

CONTINUED FROM PAGE 6

Office personnel come for breakfast on a regular basis. Because of the success of the breakfast program, the department now caters the breakfast meetings instead of having the food sourced from outside. The nutrition staff has become very excited about the breakfast program and the schools have contests between them to see who can serve the most meals. During her first year in operation, Margan's new breakfast program served 38,000 breakfasts and in the second year, the number increased 21% to 46,000.

Margan started in the food industry at age 18 in a family restaurant. Growing up in the food industry sparked her interest in nutrition. She became inspired to attend college and graduated with a degree in dietetics and food administration. After a short stint as a distributor food sales associate, Margan was hired as the food service director at the St Helena School District, a small district of 1700 students with an elementary, middle and high school. Approximately half of the students were children of migrant farm workers who spoke little English. Having studied Spanish for 12 years, Margan was able to communicate well with the children and became very connected with the needs of the community. It was during this time that Margan knew she had found her niche and became dedicated to child nutrition.

From there Margan moved on to a larger district in Vallejo as the Assistant Director. The student population was over 19,000 and many were from low income families. She worked with the Director and built a central kitchen, created food courts and delivery systems,

implemented a POS and Meal Application Processing Software System and helped in managing a staff of 100. After nearly 16 years, when an opening came up for a Director in the Tamalpais Union High District in Marin County, Margan knew she was ready to run her own district.

Since 1991, Margan has been very involved in CSNA and the local Supervisory Chapter, NCSNA (Northern California SNA). She served as the PP&L Chair and Co-Chair from 1998-2001, President Elect and President from 2007-2009, Historian and is currently the Nominating Chair for the NCSNA chapter. Margan has also served as the Secretary of CSNA and is currently the Vice President and has served on the Board, Executive Board, and Conference Committee. As President she will continue to work on the Association's mission and goals focusing on member services while concurrently promoting the professional image of School Nutrition. Her secret goal is to have the recent TrayTalk commercial played during the Super Bowl.

At the end of her first year, the deficit was reduced and all sites are now producing more revenue than ever before. Federal and State reimbursement revenue went from \$61,000 in the year before she started to \$153,000 at the end of her second year. The total meal count went from approximately 66,000 in 2007-08 to over 128,000 in 2009-10.

And what about that postponed audit? When the State came out to review the program, Margan's efforts resulted in full compliance on the CRE/SMI review, no fiscal sanctions, and full compliance with one small exception – Margan sold a vitamin water that contained added vitamins, which is not allowed by state law.

Wanda Grant Wins SNA Election

By Sally Spero, SNS, Poppy Seeds Editor

On November 17, 2010 the School Nutrition Association announced the results of this year's election. And California's own Wanda Grant, SNS, was elected West Regional Director. She will serve a two-year term.

Thanks to everyone who supported Wanda and helped her win. And big congratulations to Wanda on this accomplishment!



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EDITOR'S MESSAGE

By Sally Spero, SNS, Poppy Seeds Editor



CALIFORNIA SCHOOL NUTRITION ASSOCIATION

I hope it never happens ever. I pray it never happens to me. But violence at school does happen and it often starts in the cafeteria.

This was brought home to me this fall when a shooting occurred at Kelly Elementary School in Carlsbad here in my home county of San Diego. Christine Mazurkiewicz, Nutrition Services Lead, and Jennifer Hatter, Nutrition Services Assistant, were present that day. Because the Kelly kitchen was under construction, they were serving meals outside so normally they wouldn't even have been in the eating area. Both workers were within 10 – 20 feet of a mentally unstable shooter who crossed over a fence and began randomly firing upon the students.

Both heard the shots fired and Chris saw him shooting. She immediately began helping students, telling them to run inside. The noon duty workers and the custodian were instrumental in the first actions need-

ed to get the children to safety and away from the gunman (who was subdued by nearby construction workers.) Christine and Jennifer both assisted with calming the students while in lockdown, and helping later when the students were being released to the parents. In this case there were injuries but no loss of life.

Michelle Johnson, Director of Nutrition and Purchasing Services, could not be prouder of these two staff members. I'm sure all of *Poppy Seeds*' readers are as well.

We plan the menus, we prepare the food, we clean up the kitchen. It's inspiring to know that there are those among us who are true heroes as well.

Sally Spero, SNS
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YOU HAVE A NEW CHAPTER...NOW WHAT?

By Brenda Arnett, CSNA Membership Director

For all our new, old, and revived chapters— who needs inspiration and some new ideas? We all know how hard it is to start a new chapter or revive an old chapter. Here are some great tools to use to help your chapter be successful.

Class ideas

- Contact your health department and see if they will come out and do a class for you.
- Contact your local vendors maybe they will be willing to have your members do a taste test.
- Contact your local hospital and ask for a speaker on a subject (i.e. child obesity, diabetes, high blood pressure, stress and how it impacts you.)
- Ask your regional coordinator to speak at your meeting.
- Contact your local gym and ask for an instructor to come and teach a “fun” aerobic class. Keeping healthy is important for all of us.
- Go on a field trip to a local hotel/restaurant and tour the facility.
- Contact Red Cross to have an instructor teach your members CPR/First Aid.

Fundraiser ideas

- Contact your local supermarkets and see if they have a promotional/fundraiser idea. (i.e. some grocery stores have a card you slide through just to keep track of how much you spend. Your chapter can get a percentage of the total monies spent during a negotiated time or it may be ongoing, monthly checks.)
- A bus trip to a local casino. You will have to contact your local casino to check on details (i.e. bus cost, what comes with the package deal.)
- Contact several restaurants and ask if they have fundraisers (i.e. some restaurants will have your supporters bring in a coupon and your organization will get a total percentage of the sales.) Or you could designate the first Tuesday of every month as a fundraiser and switch up your restaurants.
- Contact your local representative with Tupperware, candle parties, pampered chef (they will give you a percentage of your total party - some as much as 50 percent).

- Rummage/garage sale. These are easy and little to no cost for the chapters. Give your members and school district employees at least a month’s notice and start a campaign for “spring cleaning” or “let’s clean out our (garage, spare room, etc.) clutter.” Let them know to donate their gently used or unused items to your organization.
- Have a silent auction. This can be an “art collection” have supporters donate a piece of art or picture frame and host a silent art auction in your home.
- Have a craft fair. Find a location for the craft fair and get as many crafters as you can to sign up. You can charge your crafters a price for a display or you can ask for a % of their total income for the function.

Campaigning for new members

- At each meeting you can have a drawing for a free membership to all the new employees who attend.
- Have SNA/CSNA pamphlets available. Did you know you can print them off of the website? Pass them out to each manager in the district and encourage them to distribute to their employees. Information and communication is the key.
- It only takes five members interested in starting a chapter. After you have your five, contact your regional director or CSNA Membership Director they will assist you in building your membership.
- Network with other chapters, regional coordinators and your peers. It’s a great way to gain new knowledge
- Many presentations are available on the CSNA website located at <http://www.calsna.org/> or at the SNA website located at <http://schoolnutrition.org/>. These are great resources for class ideas and CSNA/SNA information.

Need more ideas, still have questions? Contact me at 916-893-6897 or email me at inhisluv2@yahoo.com.



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Annual Conference: Pasadena 2011!

Exciting plans in the works for you all this coming January. Your conference committee, led by Gale Hartzell, is hard at work putting together educational sessions and working in professional growth opportunities at several turns. In process, we are scheduling about thirty educational classes in the strands of Best Practices, CRE, Team Management, Menu and Operations. Target audiences in all time slots run the gamut from cooks, site managers, directors and industry partners, so whether you are a seasoned veteran or fresh off the apple cart, you can count on several sessions that you will not want to miss. Back by popular demand: Design An Apron!

We are proud to announce a Preconference Workshop: School Nutrition Specialist credentialing exam. Upon completion, you too can put the acronym "SNS" after your name. Food Handler certification is another featured course.

House of Delegates, also known as HOD, will be held Saturday Morning. For those new to child nutrition, this is our governing body where formal association business is executed. If you've never attended, please come join us as a guest. We are also tailoring a CSNA Leadership Light session for those of you in supervisory or local chapter positions who want a more informal, face to face update of Association business. Because of input at our Leadership Training meeting at Glendale, we will also feature a very basic web page navigation class on our www.calsna.org page.

Put those Party Pants on for the Disco Theme on Saturday night as we celebrate the presidency of Andrew Soliz. You'll have had your lessons (cleverly disguised as our featured Physical Activity) earlier that day with Dr. Dance!

We look forward to seeing many of our members in Pasadena.

Denise Ohm

CSNA 2011 Program Chair & CSNA President-Elect

Join us in Pasadena on Friday, January 14 through Sunday, January 16, 2011 for the 58th Annual California School Nutrition Association Conference and Exhibit Show. Conference will be held at the Pasadena Convention Center. With over 320 booths in the Exhibit Show, you will be able to sample new foods, view new products and equipment, see what's new in technology systems and take some new ideas back to your school district. Be sure to be a part of CSNA's Conference, "Serving Education" in Pasadena!

EXHIBIT HALL ETIQUETTE

ATTENDEES: The Exhibit Show is a time to gather information and new ideas for your school district. As a representative of CSNA and your school district, please remember to be courteous and professional when interacting with exhibitors. Don't forget to thank and acknowledge the exhibitors for their participation in the show. Many exhibitors will have samples for tasting. Please be considerate of the exhibitors and fellow attendees when taking samples. No rolling carts will be permitted on the exhibit hall floor.

EXHIBITORS: CSNA Members are part of a team searching for new and innovative products and ideas. Please share your products and information with attendees. Many of the products and ideas shared at conference are taken back to districts and will make their way onto menus. You never know how your presentation at conference may affect a potential client.

CHILDREN: For liability reasons, children under the age of 16 are NOT ALLOWED in the Exhibit Hall at any time. *Please note that the Nutrition Advisory Council(NAC) Kids will be on the show floor as part of their Educational Program for a designated amount of time and will be led by chaperones.*

Thank you in advance to CSNA attendees and exhibitors for making the 58th Annual CSNA Conference a tremendous success! Be sure to have your staff join you in Pasadena to experience the CSNA Conference: Serving Education!

Judy Bedard

CSNA 2011 Conference Exhibits Chair

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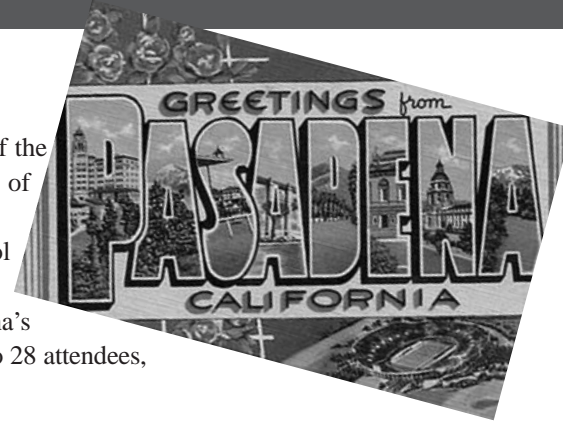
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CONFERENCE HIGHLIGHTS

A DAY IN PASADENA TOUR

You'll want to be on hand a day early for *A Day in Pasadena Tour* led by Justin Smith of the Fischer Group! Justin is a long time resident of Pasadena and is eager to show you some of his favorite haunts and lesser know gems of this historic city. There will be two cooking demonstrations, one at Lovebirds Cafe and the second at the Cordon Bleu Cooking school followed by visits to some of the city's architectural wonders. Of course, no visit to Pasadena would be complete without shopping and this trip will take you to Pasadena's Old Town which will culminate in an afternoon dessert stop at Mi Piacce! Strictly limited to 28 attendees, you'll want to sign up early!



SAFETY AND SANITATION MANAGER'S CERTIFICATE TEST

Do you need to get your Food Handler's card updated? You are in luck! Take time before you head home from the conference to take the Food Handler Certificate test. The Safety and Sanitation Manager's Certificate Test will be offered during conference. All you have to do is prepay for the test, show up with a #2 pencil and we'll do the rest. Don't miss this great opportunity!

Saturday, January 15th

Review: 8:45am – 9:45 am (A brief review for those that have passed the test before or studied on their own) Test: 1:30 pm -3:30 pm Cost: **Members \$50 • Non-Members \$50**

RESOURCE ROOM & SILENT AUCTION

Materials Needed!

Ready to show off your stuff? CSNA wants your menus, brochures, and even articles that have been done about your program. Make sure you let CSNA Vice-President, Margan Holloway at Mholloway@tamdistrict.org know what you are planning on bringing with you to CSNA conference Resource Room.

We look forward to seeing all the items our great districts have!

Silent Auction!

Money-Money-Money! In today's economy, who doesn't need some of that? How about your CSNA chapter? Has your chapter met its financial goals for the year? There is a way! The CSNA 6th Annual Silent Auction is the answer! The Silent Auction will be held at the 58th CSNA Annual Conference January 13th – 16th, 2011 at the Pasadena Convention Center. Donate an item and your chapter gets half the proceeds of the sale! Proceeds from the silent action go to support not only chapters, but also to CSNA to support the marketing and promotion of school nutrition programs. *It's a win-win!*

Anyone can donate. You or your business or school or parent group or book club or...any friend of CSNA can bring an item for the silent auction. Do you have a hobby or craft that you would like to showcase by making a one-of-a-kind contribution? Does your community specialize in something that would make a great gift basket? Do you have memorabilia, artwork, food, wine, handmade item such as blankets, sweaters, scarves, or jewelry? All those are really popular items and make for really good sales. The ideas are endless. Take the challenge.

SNS EXAM

Thursday, January 13th - 12 pm - 4 pm

Cost: Members \$175 • Non-Members \$270

PRESIDENT'S PARTY

Join the fun for the Annual President's Party in Pasadena on Saturday, January 15. The theme for this year is Disco! You'll have a case of Saturday Night Fever as you dance the night away to your favorite Disco Hits from the Seventies! The Conference committee's been hard at work to bring you a Dance Party like none seen since the 70's!

So dig out the polyester suits, the platform shoes and pop in your trusted copy of Saturday Night Fever to brush up on your dance moves! Prizes will be awarded for the best costumes!



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CONFERENCE KEYNOTE SPEAKER



Jamie Oliver

Celebrity chef Jamie Oliver is bringing his Food Revolution to Southern California. Jamie would like to hear your thoughts about what worked in Huntington, and what didn't, and how future change in school nutrition can continue!

Jamie Oliver is a British chef and television personality who has had huge success with television series such as *The Naked Chef*, *Jamie's School Dinners*, and most recently the Emmy Award winning *Jamie Oliver's Food Revolution*.

In 2004 Jamie went back to school with the aim of educating and motivating the kids and lunch staff to enjoy cooking and eating healthy, nutritious lunches rather than the processed foods that they were used to. Jamie launched a national campaign called *Feed Me Better* and started an online petition for better school meals.

In February, 2010, Jamie was the recipient of the prestigious TED Prize (previous winners have included Al Gore and Bono), awarded to some of the world's most influential "thinkers and do-ers."

Jamie will be the 2nd General Session Keynote Speaker. Plan to join us from 4-5:30 in the Civic Auditorium for his presentation. This session will be recorded for possible use. Waivers will be collected as people enter the auditorium. If you don't want to be recorded and don't want to turn in the waiver, there will be a seating section for you. We will do our best to accommodate everyone's wishes.

	THURSDAY January 13	FRIDAY January 14	SATURDAY January 15	SUNDAY January 16
6:00 AM				
6:30 AM				
7:00 AM				
7:30 AM			Dance Lessons 7-8	
8:00 AM			HOD 8:15 - 9:45	Breakout D 8:00-9:45
8:30 AM			Special Breakfasts: Inal Food Handler Test Review 8:45 - 9:45	Regional Awards & Brunch 8-10:30
9:00 AM	Exhibitor Registration 8:00 AM - 5:00 PM A. Daylin Pastorens Tour 7:45 AM - 3:45 PM	Breakfast A 8:45 - 9:45	Exhibitor Showcase 10-11:30	Breakout E 10:45-11:30 Breakout F 11:45-12:30
9:30 AM				
10:00 AM				
10:30 AM				
11:00 AM				
11:30 AM				
12:00 Noon		Grand Opening Exhibitor Showcase 10:00 - 3:00		
12:30 PM				
1:00 PM				
1:30 PM				
2:00 PM			Breakout B 1:30-2:30	
2:30 PM	3rd Exam 12 pm - 4pm Dori Dee & Wanda Grant		Breakout C 2:45-3:45	
3:00 PM			Food Handler Test 1:30-3:30	
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10:30 PM				
11:00 PM				

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CONFERENCE
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LEGISLATIVE UPDATE

By Miguel Villarreal, CSNA PP&L Chair

Access! I will get back to this key word, but first I would like to acknowledge the PP&L committee. This will be my last Public Policy and Legislation article. I will be completing my term as Chair in December. I have truly had the honor to work and meet some incredible, passionate and devoted individuals during these last four years both on and off this committee. There are way too many to mention by name, but you all know who you are and I am grateful to EACH one of you.



We have had a few successes on our PP&L committee. I encourage you to go the CSNA website to read about the work conducted by the committee both at the state and federal level. Unfortunately, we have also had setbacks along the way. We are currently experiencing one of those setbacks. I find it very ironic that as I write this article that our federal legislators are considering voting on Child Nutrition Reauthorization that will potentially have a devastating impact on many of our children and their families. Two critical issues are at stake. One is “pay equity” for full priced students and the other is the SNAP program for families. These two issues will significantly impact students and families ACCESS to healthy meals. This is very disturbing in light of the fact that one of the goals of our Secretary of Agriculture’s administration is to increase ACCESS of healthy meals to more children and families, not less. We also heard from President Obama’s Administration that they want to reduce hunger in America by 2015. Increasing ACCESS to healthy meals and reducing HUNGER for children and families will not be accomplished by eliminating more children and families from our programs. That does not make any sense!

In California, many of our children do not currently have ACCESS to healthy school meals because their families do not qualify for student meal benefits. These families live above the poverty level used to qualify for student meal benefits, yet live well below the self-sufficiency index to support their families in their communities. These families have been referred to as the working poor. There are hundreds of thousands of students who are classified as the working poor. These students are classified as “full priced” students in our schools. Many of these students cannot afford to participate in our school lunch programs, and thus DO NOT have ACCESS to healthy school meals.

Our PP&L committee has provided solutions to our federal legislators that may help resolve the inequity problems with qualifying families for student meal benefits. Simply, we should be considering regional differences when we qualify families for our meal programs. This inequity problem is not just about California. There are thirty two other states that are also impacted. Consequently, there are MILLIONS of students who currently DO NOT have ACCESS to healthy school meals. There has to be a major shift on how we qualify families for student meal benefits if the true goal of our Administration is to have more students have ACCESS to healthy school meals.

One last comment, please stay active in your communities and make a difference. Our voice at the state and federal level has to be more than just the food service employee. You should have your entire community supporting you in your endeavors. People are more than ready to help you if you reach out to them. We are at a time and place when everyone is concerned about students’ health and wellness. Our school food service programs can be instrumental in increasing ACCESS and reducing HUNGER if we are given the right resources to do our job. Keep advocating and educating the public on behalf of our school nutrition programs.

** Editor’s Note: After receiving this article, The Child Nutrition Reauthorization passed and was signed into law. SNA and other groups were given assurances that our two critical issues would be addressed.*

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RETIRED, RECYCLED AND RETREAD

By Arlene Pearson, Way, Way Past President of CSNA



Wait! Hold the presses! I'm late but I'm here. I've got so much to say but I don't want to take up too much room. So here is what I'll tell for now.

We are celebrating my 90th birthday. I am so excited. They say that a woman who will tell her age will tell anything. Next issue my party. I pray it doesn't rain.

Weddings are coming up. One is in May for which I will be a Flower Girl, and another possible in September. The bride and groom will arrive on Horse Buggy!

We are expecting two more great-grandchildren. Hope one is a girl and will be named Jill to match her brother Jack.

I hope you enjoy the menu on Page 24. This is from San Ramon Unified where two of my Great-Grandchildren now live. Because I don't know what some of the items are, I don't know if they pass my test of menu CCC (stands for Color, Vitamin C and Crispy).

By the time you read this I will have wished you

- A Scary Halloween
- A Happy Stuffed Thanksgiving
- A Very Merry Christmas and a Happy New Year

Enjoy the Carrot Cupcake recipe. My birthday cake is going to be cupcakes decorated with Jelly Bellies.

Thank you, Sally, for being patient. Your Poppy Award is in the mail (*a packet of poppy seeds!*)

P.S. I hope my Food Service friends that talk of having a picnic lunch for my birthday can make it. I know a beautiful place for a picnic.

Del Siebert Memorial.....

Whenever I recite a prayer, it is usually in memory of a dear and departed friend. In an earlier issue Peggy Stevenson did a beautiful job in her article about Del Siebert. At that time I missed two issues because of illness.

Del was a true gentleman and a dear friend. For years I volunteered with the Salvation Army. One of my jobs was feeding breakfast to needy children before Back to School clothing shopping and Del would supply the breakfast needs free of charge.

*Yesterday is but a Dream,
Tomorrow is only a Vision
But Today well-lived*

Makes every Tomorrow a Vision of Hope.

- Sanskrit Proverb

I can't imagine the presentation of Past Presidents at Conference without Del. He and Stacy Sagowitz escorted me for years. Bless them both.

"In the end, it's not the years in your life that count. It's the life in your years." – Abraham Lincoln.

CUPCAKE RECIPE

CARROT CUPCAKES (Makes 12 cupcakes)

1/2 cup softened butter
(or substitute 1/2 cup vegetable oil)
1 cup sugar
2 eggs
1 cup grated carrots
1 1/4 cups flour
1/2 teaspoon baking soda
1 teaspoon cinnamon
1/2 teaspoon salt

Preheat oven to 350°. Mix butter and sugar in a large mixing bowl. Add eggs and beat well. mix in grated carrots.
In a separate bowl, mix the flour, baking soda cinnamon and salt. Add dry mixture to creamed mixture beating after each addition and blend well. Place paper cups into muffin tray and pour batter until each cup is about 3/4 full. Bake for 30 minutes or until a toothpick inserted into the cupcakes comes out clean. Cool before icing with Cream Cheese Frosting.

CREAM CHEESE FROSTING

8 oz. package of cream cheese
1 tablespoon softened butter
1/2 teaspoon vanilla extract
1 cup confectioners sugar

With an electric mixer, beat cream cheese & butter until well blended. Add vanilla and blend in. Gradually add sugar and beat until smooth and slightly fluffy. Spread frosting on cooled cupcakes.

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Tuesday, April 25, 1967

- Hot Spaghetti Bowl Meat Sauce
- Crisp Green Salad Cup
- Cheese Stix
- French Bread and Butter
- Fresh Fruit

Wednesday, April 26, 1967

- Do-It-Yourself Hamburger
- Lettuce-Tomato-Cheese Cup
- Package O' Chips
- Fresh Fruit
- Jumbo Cookie

Thursday, April 27, 1967

- Double Taco Treat with Meat and Cheese
- Lettuce-Tomato-Cheese Cup
- Corn Bread Muffin
- Fresh Fruit

Friday, April 28, 1967

- Piping Hot Long Dog and Bun
- Picnic Potato Salad
- Chocolate Brownie
- Fresh Fruit

PANTHER PETE SAYS!!!

"Decisions, Decisions, Decisions...
Should I wear Snow Shoes
or

Water Skis? ? ?"



Los Cerros "Feed Bag Special" .40¢

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- "Big Hunk" (Cheese & Baloney & Relish on Fresh Roll)
- Macaroni Salad
- Fresh Fruit Juice Bar

Tuesday, May 2, 1967

- Hot Suprize Roll with Meat Filler
- Vegetable & Cheese Stix
- Fresh Baked Brownie
- Orange

Wednesday, May 3, 1967

- Piping Hot Long Dog on Bun
- Potato Salad
- Fresh Baked Peach Cake
- Apple

Thursday, May 4, 1967

- Do-It-Yourself Hamburger
- Salad Bag
- Chocolate Cake
- 1/2 Apple

Friday, May 5, 1967

- Ravioli with Meat Sauce & Cheese Topping
- Vegetable Stix
- French Bread
- Sponge Cake with Butter Cream Icing

Monday, May 8, 1967

- Pronto Pup
- Cabbage Patch Salad with Honey Fruit Dressing
- Jumbo Cookie
- Fresh Fruit

Tuesday, May 9, 1967

- Hot paghetti Howl with Meat Sauce
- Crisp Green Salad
- Cheese Stix
- French Bread & Butter
- Fresh Fruit

Wednesday, May 10, 1967

- Do-It-Yourself Hamburger
- Crisp Salad Bag
- Bag O' Potato Chips
- Fresh Fruit
- Cooky

Thursday, May 11, 1967

- Double Taco with Meat
- Lettuce-Tomato-Cheese Cup
- Corn Bread Muffin
- Fresh Fruit

Friday, May 12, 1967

- Fresh Baked Pizza with Meat
- Salad Pak (Tomato Wedge, 1/2 Hard Egg, Cheese-Stuffedeology & Parsley Spray)
- Fresh Fruit
- Butter Cooky

Chilled Milk Served with all BAG SPECIALS

PANTHER PETE SAYS!!!

"April Showers bring-
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San Ramon Valley Unified School District



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A Word Search to Keep You Sharp!

- | | |
|------------|----------|
| ANGEL FOOD | FROSTING |
| APRON | FRUIT |
| BABKA | GLAZE |
| BAKE | HONEY |
| BATTER | ICING |
| BERRIES | KITCHEN |
| BUNDT PAN | KNEAD |
| CAKE | KUCHEN |
| CHOCOLATE | MERINGUE |
| COBBLER | NUTS |
| CREAM PUFF | OVEN |
| CROISSANT | PIES |
| CRULLER | RAISINS |
| CRUST | RUSK |
| CUSTARD | STOLLEN |
| DESSERT | STRUDEL |
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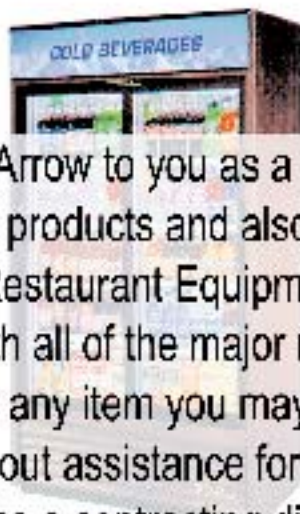
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Sincerely

Michael B Serrao
President/ CEO



Top Honors go to Oceanside USD

By Sally Spero, SNS, Poppy Seeds Editor

The top honor in the 2010 Golden Carrot Award was given to California's own Oceanside Unified School District. The Physicians Committee for Responsible Medicine singled out the work of Nutrition Services Director Vino Mitra for doing an exceptional job of encouraging students to eat fresh fruits and vegetables, for having low-fat and whole-grain foods and for offering a good variety of vegetarian and non-dairy options.

Oceanside's "Lean and Green" Mondays offer environmentally friendly, low-fat, plant-based entrees including soy chick'n tender, garden veggie patties and veggie lo mein. The "Lighthouse Foods" program helped introduce more whole grain foods, fresh fruits and vegetables and a daily vegetarian entrée choice.

The district also offers a daily salad bar that includes a bean of the day including garbanzo beans, black beans, kidney beans and great northern beans.

Congratulations to Vino and his staff! And congratulations to Honorable Mention Winners from California including; CSNA Treasurer, Agnes Lally, MS of Glendale Unified School District; Azman Ghahreman, St. Anne School, Laguna Niguel, CA; and Arthur Reaza, Holy Family Day Home, San Francisco, CA.

About the Golden Carrot Award

The award coincides with this year's National School Lunch Week, which runs from Oct. 11 to 15. A cash prize to benefit the food service programs accompanies the award for the winner and runners-up. The winner receives \$3,000 and the runners-up each receive \$1,000.

PCRM established the Golden Carrot Awards in 2004 to recognize food service professionals doing an exceptional job of improving the healthfulness of school lunches. PCRM looks for programs that encourage kids to eat fresh fruits and vegetables and that offers plenty of vegetarian, low-fat, whole grain, and nondairy options.

For More Information, visit <http://www.healthyschoollunches.org/carrot/10winners.cfm>



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OUR REPLACEMENTS ARE READY!

On October 28, 2010 fourth- and fifth-grade students from Brentwood Elementary School in the Victor Elementary School District did themselves quite proud. The children are all in a Junior Chamber of Commerce class and had taken a food handlers class to get their food handlers cards. With help from Principal Minda Stakehouse, Food Service Director Jill Reynolds, Lead Cook Aurora Custodio and Nylina Nacimento the students prepared and served breakfast to the Victor Valley Chamber of Commerce.



The students proudly wore their cards on their lanyards, put on their chef's hats, and prepared a delicious meal. They received many compliments from the Chamber members on their accomplishment.



By LaShawn Bray, Secretary, Chapter 44

HOW ARE YOU GETTING YOUR 25 GRAMS OF PROTEIN?



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CSNA Chapter News!

Chapter 9

PARTY FOR CHAPTER 9!!

By Lori Preskitt, Food Service Director, Edison School District

We held our end of the year party in April 2010. We had a Hawaiian Luau Theme for our party with a nice catered supper.

We also had the opportunity for fun games and activities with lots of prizes. We played a bingo game in which you could make up your own card that was really popular. Our Industry Advisors, Food4Kids representatives Terie Furtney and Barbara Hoefeker, ran a game of their own and the person who won this game went home with a 26" flat screen TV. Our winner for the TV was Leslie Vargovich from the Greenfield School District.

We also had a drawing for a spectacular handmade afghan made by Becky Maynard from the Greenfield School District. Only people who attended all our meetings were eligible to be in the drawing. Our winner was Yvonne Placencia.

The nights' turn out was wonderful and I would like to thank our Industry Advisors for all they do for us and all the Members of our Local Chapter 09 for a great year.



RACING FOR THE CURE

By Jacci Morrow, SNS, Asst. Dir, Child Nutrition & FS Programs
Westminster School District

Sesame Chapter 25 participated in the Susan G. Komen Race for the Cure on September 26, 2010, Costa Mesa, California. We carried the Sesame Chapter 25 sign the entire course and raised money for this wonderful cause.

The people in the photo from left to right are Jacci Morrow, Assistant Director, Child Nutrition & Food Service Programs, Westminster School District, Pat Welliver (breast cancer survivor) retired from Irving School District; Anna Julian (breast cancer survivor) retired from Westminster School District; and Anna Julian's daughter Christina Julian.

Chapter 25



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CSNA Chapter News!

Chapter 64

GREAT SEPTEMBER MEETING FOR CHAPTER 64

By Kellie Cervantes and Peggy Caballero

Chapter 64 held their “Back to School” chapter meeting in September. The meeting was held at Walnut Valley Unified School District and included a fantastic dinner. A big shout out to Director Elizabeth Brown-Smith who encouraged over twenty new members to join our chapter!

The Chapter members had a great time meeting the new board and hearing about the plans we have to meet all of our Golden Poppy goals. To top off the meeting, we were honored to have Tracey Tinder from ConAgra Foods come and organize Bunko for us.

Hats off to Elizabeth Brown-Smith and Tracey Tinder for a successful Chapter 64 meeting.



ELK GROVE CHAPTER 78 FUNDRAISER

By Maria Hernandez, President-Elect Chapter 78

We had great success and a wonderful time with our fundraiser that included family and friends on Saturday October 9, 2010. We scheduled a bus trip to Feather Falls Casino in Colusa County. There were 33 supporters.

We played 50/50 bingo on the way to the casino. We also sold raffle tickets for some great raffle prizes we had put together from our donations. The funds we raised during all our fundraising events go for scholarships for our members to attend the annual conference, pay for workshops, and local classes.

All who came were pleased with the trip and felt good about supporting our chapter. Being a part of CSNA and our local chapter has been a truly enlightening experience for all. We have built unity within our chapter members and networking with our community.

Chapter 78



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CSNA Has New Chapters!

Chapter 38

A New Chapter for Central California

Central California has a new local chapter! The Central Valley School Nutrition Association Chapter #38 had its first regular meeting of the year on October 19, 2010, in Visalia. The speaker was Amanda Juarez, RD, a clinical dietitian from Kaweah Delta Hospital who spoke about “Good Nutrition for All Ages.” Mrs. Juarez spoke to members about the Food



Chapter 38 Officers: (L to R) Tootsie Rogers, President; Toni Nicks, President-Elect; Jill Weir, Secretary (all pictured); Yolanda Rodriguez, Treasurer (not pictured).

Guide Pyramid and how it works for both kids and adults. She also talked about some nutrition myths and why they are not true. Chapter 38 is starting a fund raiser selling cookware items to help raise money to send members to state conference. Several more meetings are planned this year including one on dealing with special diets. Chapter 38 covers Tulare, Kings, and Fresno counties.

Amanda Juarez, RD, Clinical Dietitian from Kaweah Delta Hospital in Visalia

Chapter 111

CSNA Welcomes Desert Stars

By Arla Provo, Co-President CSNA Chapter 111

We are proud to announce the formation of the brand-new CSNA Chapter 111 Desert Stars. Our chapter is located in Palm Springs.

We have an exciting year planned as we recruit new members, conduct fund-raising and have FUN at our meetings. February is Heart Health month and one of our highlights for the year is we will host a CPR and first-aid class that month in conjunction with our Chapter meeting.



Our officers are, left to right, Arla Provo Co-President, Paula Johnson Treasurer, Myrna Mann Co-President, and Monica Orta Secretary.



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SWEET LIFE

EL MONTE SCHOOLS RECEIVE NATIONAL RECOGNITION AWARD

By Dr. Robert Lewis

On October 28, 2010 USDA Food and Nutrition Service Western Regional Administrator Allen Ng today presented USDA's HealthierUS School Challenge (HUSSC) Silver awards to all schools of the El Monte City School District (EMCSD). The schools now join the ranks of an elite group recognized nationally for health, nutrition and fitness excellence. Ng discussed the Obama administration's priorities for enhancing school meals and the health of the nation's children. Also visiting EMCSD was Ms. Phyllis Bramson, Director of Nutrition Services Division at the California Department of Education. EMCSD is now the second school district in California to receive this prestigious award.

"Building a healthier America is a top priority for President Obama, Secretary Vilsack, and all of us who are part of the administration," said Ng. "The USDA's HealthierUS School Challenge is a really important part of our goal of solving childhood obesity and getting kids to eat right and be physically active."

Dr. Robert Lewis, Director of Child Nutrition at EMCSD received the award on his department's behalf. Fourteen school principals were on hand to receive individual awards for each of their schools. Project Coordinator Corina Ulloa, *Network for a Healthier California*, oversaw the HUSSC application process and is very proud of each school's achievement.

Over the past several years, EMCSD school sites have worked hard to promote healthy eating and physical activity through student, parent and teacher nutrition/physical activity education. EMCSD has adopted a whole-child approach to wellness with a coordinated multi-departmental effort that comprises a strong Coordinated School Health Team made up of district departments including Nutrition Services, Parent Involvement, Health Education, Physical Education, Health Services, Mental



Health, School Safety and Staff Wellness. The HUSSC is a key component of First Lady Michelle Obama's *Let's Move!* campaign to end childhood obesity within a generation. Schools participating in the HUSSC voluntarily adopt USDA standards for food they serve at their schools, agree to provide nutrition education and provide opportunities for physical activity.

In February, the First Lady and USDA challenged stakeholders to double the number of HUSSC schools within in a year and add 1,000 schools per year for two years after that. Schools participating in the Challenge are recognized with Gold of Distinction, Gold, Silver, or Bronze-level certification. Currently, 875 schools out of the 101,000 eligible schools nationwide have achieved HealthierUS status. HUSSC certification also includes monetary incentives for schools—\$2,000 for Gold Award of Distinction, \$1,500 for Gold, \$1,000 for Silver and \$500 for Bronze.





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CHILDHOOD OBESITY WORKSHOP

By Mary Ellen McIntyre, Chapter 78 President 2010-2011

We are never too old to learn! Educating ourselves and others is a must in this day and age. I would like to share some things that we learned at Chapter 78's Professional Growth Class.

Our first speaker was Dr. John Struthers, Director of Pediatric Obesity Programs, Kaiser Permanente, South Sacramento/Elk Grove.

Dr. Struthers spoke of the changes between the 1960's "Little Screen Time" and today with "Too Much Screen Time." Modern technology and food portions increases have contributed to the tripling and quadrupling of children diagnosed with Type 2 Diabetes. Other factors are not enough activity, not enough fruits and vegetables, not enough fiber and too many sweetened drinks. I found this to be interesting. Genetics have not changed—only portion sizes. WOW! Twenty years ago bagels had 140 calories and a 3-inch diameter. Today they have 350 calories and a 6-inch diameter. This is a calorie difference of 210 calories and only one example.

The good news is that Type 2 Diabetes can be prevented and managed through lifestyle changes and oral medication. Signs to look for include increased thirst, blurred vision, weight loss and fatigue. The American Diabetes Association www.dlife.com and Kaiser www.kaiserpermanente.org are both set up to help answer questions. Remember always talk things over with your pediatrician or family doctor. They will help get your child's health on the right track.

Our second speaker was Anne Gaffney, Nutritionist for the Elk Grove Unified School District. Elk Grove has partnered with Kaiser Permanente to keep children healthier by promoting eating habits and active living. Elk Grove's Food Services has impressed me by the partnerships that have been established, and by the number of programs that the district has in place to insure good healthy choices for our children and parents to choose from.

One interesting one is Food Services online menu. www.egusd.com Go to students and parents section and click on breakfast/lunch menus. You can actually do a monthly carbohydrate count for a meal. This is very huge help if you have a child that has been diagnosed with Type 2 Diabetes. This program is

used by school nurses and parents, and is an awesome tool to have available at your fingertips.

Another service available is the Shape Nutrition and Physical Fitness Resource Library. There is no fee for teachers to receive resources directly to their classrooms. Just one more way Elk Grove Food Services gives back.



You can also learn about First lady Michelle Obama's "Let's Move Campaign" to Raise Healthier Kids. Or www.mypyramid.gov is a great resource to stay current with the times we live in. Choose one action you can take today to start reducing your students' risks. I challenge you to TAKE CONTROL, live well and stay well by keeping diabetes and the potential of obesity in check.





AN UNFORGETTABLE EVENING FOR SCSNA

BY MICHELLE REITZIN-BASS



October 21, 2010 was an evening to remember at the Ronald Reagan Presidential Library.

Our annual SCSNA Legislative Fund-Raiser began with a Classy Cocktail reception under the magnificent Air Force One. Members enjoyed touring the Library, walking aboard Air Force One, bidding for items in the Silent Auction, buying raffle tickets for a 60" DLP 3-D TV Raffle, and visiting with each other.

Our next stop was the Presidential Learning Center. In addition to delicious food, we were able to enjoy an inspiring video montage produced by Mike Borges which promoted the essence and meaning of Child Nutrition, yesterday, today, and tomorrow. Susan Keyhani of Conejo Valley Unified reminded us how important each of our jobs are and how we make a difference every day in the lives of the kids we serve. This was followed by messages from SCSNA President Lynette Rock and CSNA President Andrew Soliz. They both gave special appreciation to all the dedicated sponsors and vendors who made the event possible and whose contributions will enable use to send our delegates to LAC. Kevin Gordon of School Innovations and Advocacy updated us on current legislative goals along with visions for the future. Sean Leer, Co- Industry Advisor, then introduced The Honorable Steven Chealander, who shared personal stories and experiences during his term as a military aide to President Ronald Reagan.

The night ended with an exciting Live Auction presented by Peter Woods from Market Smart, the Core Group. Everyone had a terrific time as we raised dollars for our LAC fund.

Article Continued on Page 41

At Left; Lynette Rock, Sean Leer and Michelle Reitzin-Bass



I want to express heartfelt thanks to my Legislative Action Committee. The dedication of this group was what really made this event a success.

- A special thank you to my fantastic Co-Chair Sean Leer, who there for me every step of the way
- President Lynette Rock, who trusted our vision and supported us through this endeavor
- PPL Chair Debra Amos, whose support for legislation was matched only by her creative skills as she took hours to put together the personalized champagne bottles and chocolates
- Sandy Bernstein who, as always, did a great job with registration
- Anna Apoian and Rich Puccini, who spent many hours creating a fantastic program book that raised money towards our event.
- Joe Cook, who donated all the printing services for the lovely invitations and program books
- Marianne Orr and Carrie Nelson Salazar, who were in charge of our Silent Auction
- Tracie and Jamie Tinder, who arranged for the 60" TV Raffle
- Mike Borges, who created our video montage
- Laura Trujillo, and Sean Leer, who ran the Live Auction

I could go on and on as our entire committee was a wonderful group to work with.

In closing I have so enjoyed the honor and experience of being the SCSNA Industry Advisor this year. I love our SCSNA "Family" and have valued getting to know each one of you better as we have worked together for a common goal. I look forward to continuing to serve and support all my industry, and chapter members.

Thank You Committee Members!

Debra Amos, Arcadia USD
Anna Apoian, Hawthorne USD
Kerry Benson, US Foodservice
Chris Bernstein, East Bay Restaurant Supply
Sandy Bernstein, Chino Valley USD
Mike Borges, School Nutrition and Fitness
Liz Brown-Smith, Walnut Valley USD
Joe Cook, Conejo Valley USD
Michelle Currey, South Pasadena
Henrietta De'Ora, Placentia-Yorba Linda USD
Karen Dydel
Gina Fero, The Fischer Group
Agnes Lally, Glendale USD
Sean Leer, Gold Star Foods Inc.
Kellie Long, Associates LLC
Teresa Mee, Palos Verdes USD
Carrie Nelson-Salazar, Driftwood Dairy
Marianne Orr, Schwan's
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Marlene Triesman, True Natural Foods/Edibowls
Laura Trujillo, Buena Vista Food Products
Vivien Wang, Alhambra USD



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Unraveling the Mystery of NAC

What is NAC?

No, NAC is not responsible for the 1979 hit song “My Sharona”....that’s The KNACK! NAC stands for Nutrition Advisory Councils. **Nutrition Advisory Councils** are school based councils that bring students together to spread the word about how good nutrition and school meals programs can contribute to a healthy lifestyle.

Why Establish NACs at your schools?

Organizing a Nutrition Advisory Council (NAC) in your school benefits both the students and your school nutrition program. A NAC serves as a link between students, school foodservice personnel, administrators and the community. Not only is a NAC a vehicle to spread the word about the important role good nutrition plays in students’ lives, but it provides important feedback from students on what they like – or don’t like – about their school foodservice program. By involving students with NAC you will reinforce the idea that school nutrition programs are for them.

How do I establish a NAC?

- Identify school site(s)
- Speak with the principal regarding starting a NAC at their school.
- Identify 10-20 enthusiastic students
- Identify a dedicated foodservice or school site member as the NAC Advisor
- Complete the NAC Charter form and submit to the California NAC chair or regional NAC chairs.

What will you do in NAC?

The content is up to you. Since the focus is on nutrition and creating a link between students and school foodservice, the content and activities should be designed to best suit the needs of your particular population. NAC groups work well when the ideas are fresh and imaginative, student feedback into what their interests are can help to guide the group. Some ideas of activities the NAC groups can participate in would be: student taste tests, Mobile Dairy Classroom in conjunction with the California Dairy Council, healthy chef demos, and activities educating students about Fresh Fruits and Whole grains, to name a few.

In addition, NAC charters are eligible to participate in the annual NAC Art Contest and attend the NAC

Conference or Mini Conference events each year. NAC Art Contest entries will be judged on theme and creativity, with winning entries from each age group receiving recognition and a prize. The grand prize winning entry will be featured on the NAC T Shirts that are given to NAC participants at the Conference or Mini Conference.

What is Conference and Mini Conference?

Each year two NAC events are held, with the first being held at the CSNA Conference. The second event is held in the opposite region from where Conference was held and is called a Mini Conference. Both events consist of Nutrition Education Activities, Physical activity exercises, and School products taste tests from our NAC Partners.

Who Are NAC Partners?

NAC partners are school food manufacturers who sponsor the NAC events. In doing so, they are able to get vital feedback from their primary customers (THE KIDS!). Their generosity is a key ingredient in NAC being successful and allows us to get students excited about nutrition.

NAC Code of Ethics

Members of the Nutrition Advisory Council shall join with members of the California School Nutrition Association in pledging themselves to the improvement of school, community, and national health, through well-directed nutrition education and quality food service. Nutrition Advisory Council Charters and industry partners always...

- Place service and the welfare of others above person gain.
- Incorporate accurate nutrition information and education into their school foodservice program.
- Strive to work in harmony with school administration and staff, students, and the surrounding community.
- Strive for high nutrition standards in his/her school while working to gain and understanding and appreciation of school food service.
- Sserve as an example of responsible leadership while conducting him/herself appropriately at all times.

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 4th 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.

Southern California: Annual CSNA Conference
Date: Friday, January 14, 2011
Location: Pasadena Convention Center 300 E. Green Street Pasadena, Ca 91101
Time: 10:00 a.m. - 1 p.m.
FOR Southern CALIFORNIA (CSNA CONFERENCE) EVENT Email, Fax or Send complete form to: Michael Burns Assistant Director, Food Services El Monte City School District 3540 N. Lexington Ave El Monte, Ca 91731 P - (626)453-3700 F - (626)442-1063 mburns@emcsd.org Registration Deadline: January 01, 2011

Northern California: Alum Rock (San Jose)
Date: Friday, March 25, 2011
Location: Alum Rock Youth Center 137 N. White Road San Jose, Ca 95127
Time: 10:00 a.m. - 1 p.m.
FOR Northern CALIFORNIA EVENT Email, Fax or Send complete form to: Rachel Gekas Assistant Director, Child Nutrition Services San Lorenzo Unified School District 15510 Usher Street San Lorenzo, CA 94580 P - 510-317-4600 rgekas@slzusd.org Registration Deadline: March 04, 2011

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.

2010-2011 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:

Harold Sullins

Fontana Unified School District

9680 Citrus Avenue

Fontana, CA. 92335

If you have questions call Harold at (909) 357-5160 Ext. 21 or email at

sullhj@fUSD.net

Become a NAC Partner!

Your \$400 sponsorship includes....

CSNA-NAC Mini-Conference

Date: Friday, January 14, 2011

Location: Pasadena Convention Center
300 E. Green Street
Pasadena, Ca 91101

Northern California NAC Mini-Conference

Date: Friday, March 25, 2011

Location: Alum Rock Youth Center
137 N. White Road
San Jose, Ca 95127

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!

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

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**California School Nutrition
Association**

NAC
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Burbank, CA 91502

NAC Chair Contact Information:

Harold Sullus, MBA
Director of Food Services

FONTANA USD
(909) 357-5160 Ext. 26
sullus@fnsd.net

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 JANUARY 02, 2011

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Regional Coordinator 2
Vacant
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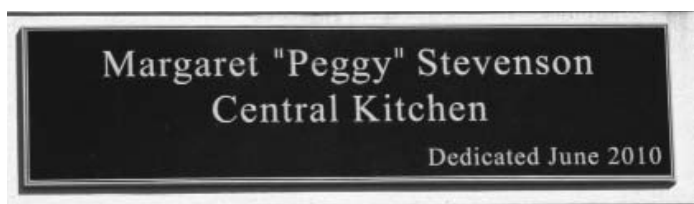
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THE MARGARET "PEGGY" STEVENSON CENTRAL KITCHEN

By Stephanie Regal, Director of Nutrition Services, Antioch USD

The Antioch Unified School District's Central Kitchen at Deer Valley High School was named Margaret "Peggy" Stevenson Central Kitchen in a ceremony held on June 7, 2010. Peggy Stevenson was the Director of Nutrition Services at Antioch Unified School District (AUSD) from May 1975 through December 2008. She was only the second person to hold this title in the school district. Peggy's strong dedication to the health of students played an important role in making the Antioch Unified School District a leader in Child Nutrition.



*Plaque dedicated to The
Margaret "Peggy" Stevenson Central Kitchen*

The Central Kitchen from which breakfast, lunch and snacks are produced and distributed was designed by Peggy. On Fridays, she transformed the Central Kitchen into a learning institution for student field trips. Students in first-, third- and fifth-grades tour the Central Kitchen to learn where school meals are produced. The students also receive an hour-long lesson on how to make healthy food selections.

Peggy was one of the first to provide fresh fruit and vegetable salad bars in schools. In 2000, the AUSD received the Outstanding School Lunch Program Award from the California Department of Education.

Bringing innovative food products and ideas to the child nutrition program were among the areas Peggy excelled in. She was one of the first in the state to have computerized Point Of Sale terminals in the school cafeterias. Through the Central Kitchen, she

developed Zamboni's Backstreet Pizza and Lone Tree Broilers.

Peggy always encouraged nutrition education in the classroom. Harvest of the Month is one example of this. This program allows classrooms to taste-test a different produce monthly and learn about its nutritional content. Peggy applied for and won the first California Fresh Fruit and Vegetable Program grant for Belshaw and Fremont Elementary Schools. Through this grant, students receive a variety of fresh produce as a mid-morning snack most days of the week.

Peggy helped develop the Team Wellness committee to create the AUSD's Wellness Policy, which was adopted by the School Board in 2006.

Aside from her role as Nutrition Services Director in Antioch, Peggy served on several councils including Shaping Health as Partners in Education (SHAPE), Chair of the Research and Development committee for the California Association of School Business Officials (CASBO), California School Nutrition Association (CSNA) President 1981-1982, and Regional Coordinator for CSNA Antioch Chapter 68.

Our district has been proud to have such a distinguished person working on behalf of the students and is pleased to honor her in this way.



LOCAL ORGANIC FOODS CELEBRATE NSLW

By Joanne Tucker, San Diego USD Marketing Coordinator

Students at San Diego USD schools might not have known they were participating in national movements towards healthier cafeteria meals but they certainly did notice the tasty oranges for lunch that day. In honor of National School Lunch Week, organic oranges grown just a few miles up the road in Valley Center were on the salad bar at lunch.



At a special event held at Emerson/Bandini Elementary School students also had the opportunity to enjoy special hot dogs made with grass-fed beef. Dignitaries also gathered not only to mark National School Lunch Week but to support the district's commitment to healthy lunches. On hand were former San Diego Unified Board of Education member and current Representative Susan Davis (D-San Diego); Richard Barrera, San Diego Unified Board of Education President; William Kowba, San Diego Unified Superintendent; and Dr. Wilma Wooten, San Diego County Public Health Officer. Noel Stehly was also there representing Stehly Farms Organics, which provided the locally grown oranges.

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PREPARING CHILD NUTRITION DIRECTORS FOR SUCCESS

By Lori Preskitt, Food Service Director, Edison School District

The Arcadia Embassy Suites Hotel was the site for the July 2010, five-day Child Nutrition Administration course sponsored by the California Department of Education, Nutrition Services Division and coordinated by the California Professional Nutrition Education and Training Center at San Jose State University.



A record crowd of 47 aspiring and seasoned directors from school districts, charter schools, County Offices of Education and residential care facilities from throughout the State attended.

The CNPA (also known as “The New Director’s Course”) is an overview for child nutrition directors and nutrition education specialists. It helps ensure that child nutrition professionals start their new positions with basic information on the importance of healthy meals and become familiar with applicable federal and State regulations, decreasing the risk of sanctions that result from noncompliance.

Topics such as eligibility, verification, meal counting and claiming, financial management, menu planning, school wellness, food safety, human resources management, and marketing practices comprise the curriculum. New to the course this year were presentations on cafeteria funds, HealthierUS School Challenge, webinars on competitive foods and food distribution.

For many years, the CNPA was held at San Jose State University, the home of Cal-Pro-NET, a training arm of the NSD (there are additional Cal-Pro-NET centers at UC Davis, Fresno City College, and Glendale City College.) Responding to a request from CSNA the course was conducted in Southern California this time. This yearly course will now be offered alternately between Northern and Southern California.

The course is approved for 32 hours of CEUs and students work hard for these units both in class and through homework. Moreover, the course provides two semester units of optional university credit for an additional fee. Besides the comprehensive information presented, the bond

that students form with one another is one of the greatest benefits of the course since these bonds can last throughout their careers. Consistent with the spirit of camaraderie that is found in the child nutrition profession, stories, ideas, and best practices were shared by all which help each new director realize that they are not alone.

Monday began with consultant Phyllis Barber, formerly of Elk Grove USD, presenting on team building, leadership, and quality customer service. Phyllis encouraged new directors to develop their leadership and management skills and included SNA’s *Keys to Excellence*. Sharon Flores, Rialto USD, covered Hazard Analysis Critical Control Point and emergency preparedness. Homework assignments that evening included writing sample Emergency Preparedness Standard Operating Procedures that participants took home to use.

Tuesday morning opened with a basic nutrition discussion and a presentation from Monrovia USD’s *Network for a Healthy California*. Lizett Olivares and Valerie Parsons led us in an energizing physical activity break and then explained the many nutrition education resources available to schools through the *Network*. Jennifer Sheldon from NSD reviewed model programs, grants, and standards as well as presented a thorough explanation of menu planning. Dr. Robert Lewis, El Monte USD, led the group through the step-by-step process of applying for the HealthierUS School Challenge. The day ended with a presentation on wellness policies by Dena England, San Marcos

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PREPARING DIRECTORS FOR SUCCESS

CONTINUED FROM PAGE 54

USD. Included in her presentation was a video of their yearly Wellness Fair which the group found very inspiring.

Wouldn't it be great to have a State representative with you for an entire day to answer all your questions? We were fortunate enough to have five of them on hand for "State Day" on Wednesday. Brenda Padilla, Louise Casias, Chris Kavooras, Jennifer Sheldon, and Diana Gonzalez presented on eligibility and verification, accommodating special dietary needs, CNIPS, meal counting and claiming, Coordinated Review Efforts (CRE) and cafeteria funds all in one day!

Thursday Becky Bettencourt, formerly of Modesto USD and the Modesto County Correctional Department, opened the day with financial management. Becky conducts Cal-Pro-NET's two day Financial Management course and presented a condensed version for the students. The afternoon was devoted to webinars from State NSD staff on commodity foods by Amy Bell, Jessica Gray, and Jenny Stultz. In addition, Mike Danzik and Karen King conducted a command performance of their popular webinar on competitive foods for the class.

Our week concluded on Friday with Judy Pollock, Santa Ana USD, discussing ethics, purchasing and procurement. These were thought-provoking topics for our participants. Becky returned later that morning to cover human resources management. Her experiences in the correctional facilities led to some interesting discussions regarding employee management. The day ended with Rodney Taylor, Riverside USD, inspiring everyone with his presentation on communications and marketing. He offered so many words of encouragement to the participants that even though tired at the end of the week, all left that afternoon feeling empowered.

Next year's class will be held the week of June 20-24, 2011, in Northern California. More information will be available on the Cal Pro NET Web site at www.nufs.sjsu.edu/calpronet/. The NSD will send out a listserv in the spring announcing the upcoming course. If you are a new director or feel that you need a refresher, we encourage you to plan to attend this invaluable training.

THE WINTER 2011 COVER PHOTO

By Sally Spero, SNS, *Poppy Seeds* Editor

As I'm sure many of you did, my home district of San Diego USD had teams working on the recent Recipes for Healthy Kids Competition. Here you can see Analia Bilben, Tanner Eagle and Chase Osborn from Green Elementary with their creations. Not shown were the adult staff members: Sylvia Kravitz, SDUSD Product Development Technician; Natalie Farwell; and Chris Decker of Decker Brother Gourmet.

Although we hope to make that meeting with the White House chefs, the fun and friendship shown in the photo show that the real winners are all those thousands of children who participated in the Competition and learned that healthy food is delicious. The photo was taken by Joanne Tucker, SDUSD Marketing Coordinator.



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Special thanks to all who donated to the auction, Peter Woods our Auctioneer, and Pete Bell, esp. for the memories. We would like to thank any other company or person not listed for their generous contributions.

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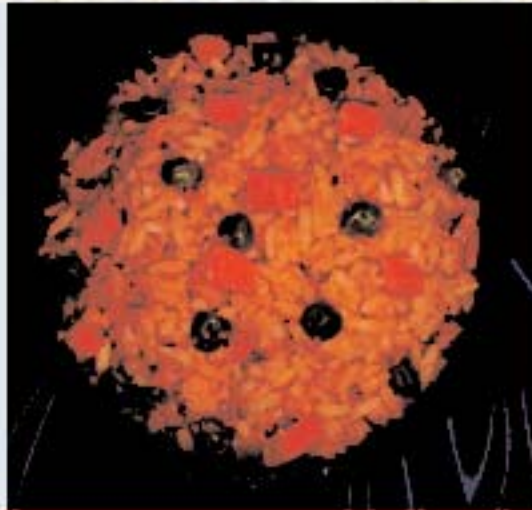
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January 2011

14 - 17	<i>CSNA 58th Annual State Conference - Pasadena, CA</i>	CSNA
20	<i>Far North Chapter Christmas Social</i>	CSNA #20
20	<i>NorCal Meeting</i>	CSNA #02

February 2011

2	<i>MotherLode Chapter Meeting</i>	CSNA #45
4	<i>SoCal Chapter Meeting</i>	CSNA #01
17	<i>Far North Chapter Meeting</i>	CSNA #20

March 2011

6-9	<i>SNA Annual Legislative Action Conference - Washington, DC</i>	SNA
17	<i>Far North Chapter Meeting</i>	CSNA #20
24	<i>NorCal Chapter Meeting</i>	CSNA #02
25	<i>SoCal Chapter Meeting</i>	CSNA #01
25	<i>NAC-Mini-Conference - Northern California</i>	CSNA
30	<i>MotherLode Chapter Meeting</i>	CSNA #45
31	<i>Central Cal Educational Meeting</i>	CSNA #10

April 2011

21	<i>Far North Chapter Meeting</i>	CSNA #20
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May 2011

6	<i>SoCal Chapter Meeting</i>	CSNA #01
12	<i>NorCal Installation</i>	CSNA #02
13	<i>MotherLode Chapter Legislative Fundraiser</i>	CSNA #45
14	<i>CSNA's Annual Installation & Leadership - Sacramento, CA</i>	CSNA
15-17	<i>CSNA's Annual Industry Seminar/LAC - Sacramento, CA</i>	CSNA
20	<i>MotherLode Legislative Fundraiser</i>	CSNA #45
17	<i>Far North Chapter Installation/Employee Recognition</i>	CSNA #20

July 2011

9-13	<i>SNA Annual National Conference - Nashville, TN</i>	SNA
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November 2011

10-13	<i>CSNA 59th Annual State Conference - Sacramento, CA</i>	CSNA
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Please note that some dates are tentative and subject to change

For further information on CSNA's events, including chapter events, visit our website at

WWW.CALSNA.ORG or call (818) 842-3040

For further information on SNA events, please visit **www.schoolnutrition.org**

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