

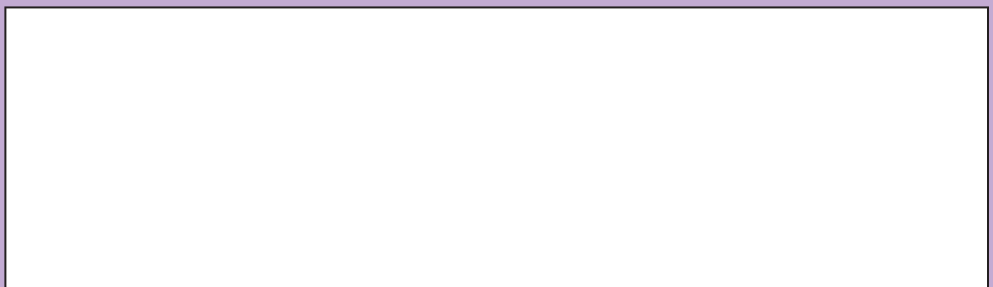
SUMMER 2012

POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



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PRESIDENT'S MESSAGE

BY MARGAN HOLLOWAY, CSNA PRESIDENT

Happy New Year!

Leadership, Installation, Industry Seminar, Wedding Anniversary, New Regulations, Training, Meetings, Graduation, Schools out, Summer School begins, my birthday... All that in a three week period of time. If I knew being President was going to be this easy I would have signed up a long time ago! No really, it has been an exciting three weeks. The Executive and Finance Committee (EFC) attended the SNA annual Leadership Conference in late April. It was an exceptional learning experience and what we brought back was very relevant and pertinent information. One really inspiring piece was SNA's Strategic Framework. SNA developed a set of Strategic Pillars with their objectives and plans of action for the coming years. The EFC decided to take that concept and adopt them for our Association as our Mission and Vision and Strategic Pillars. During CSNA's Leadership on May 19, the Board of Directors (BOD) worked hard on developing our own objectives and action plans for the coming year (see diagram on Page 6). It was an engaging and empowering process where everyone got to weigh in. We will be fine tuning and working on the Pillars as the year unfolds.

The following three days were spent at the beautiful Silverado Resort in Napa where Industry Seminar took place. We had a great turn out and mix of Industry and Directors and an interactive program led by Ken Barsanti, Elected Industry Representative. There were lively sessions including an update on USDA Foods by ACDA Liaison, David Durkin and CDE, Food Distribution Section, Stephanie Ewing. Other "Food for Thought Topics" such as Marketing and the Effects of the New Regulations on Industry brought about great discussion. Many points addressed were on target with the objectives identified in the Strategic Pillars.



Sunday night of Industry Seminar was the Installation of Officers. Leslie Napolitano and Kerri Braverman walked us through a wonderful vineyard of prose as they installed the officers: Lynette Rock, President Elect, Agnes Lally, Vice President, Mary Fell, Treasurer, Gale Hartzell, Secretary, La Shawn Bray, Membership Director, Ken Barsanti, Industry Representative, Terry VanderStouwe, School Nutrition Representative, Janine Nichols, Executive Director and me as your President. It was a wonderful evening and I was so very pleased to have my family there to celebrate with me and to meet my CSNA family.

Installation of Officers - M.C.'s for the Installation Festivities, Kerri Braverman and Leslie Napolitano

Continued on Page 4



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For those of you who don't know her, Janine Nichols is our Executive Director and handles everything behind the scenes; the things you don't see such as organizing our conferences and putting together this magazine. Janine was honored Monday morning of Industry Seminar and we want to thank her again for her dedication and support to our Association.

There are two updates; In May Denise signed a contract to update the look and feel of our Website with Rock + Feather, graphic designs. Working with our Marketing Committee the design will be approved and is on target to be revealed in late August. Our second update; Kevin Gordon of School Innovations and Advocacy came to my office last week (May 30) and we signed our Legislative Advocacy contract beginning June 1, 2012 ending June 30, 2013. We are very pleased to be moving forward with both of these contracts.

Now, I'm sure you are wondering why I said "Happy New Year!" at the beginning. After all that transpired in those three weeks, including my son graduating from High School, and the changing of officers it feels like a new beginning; a new year ahead. I want to thank Denise Ohm and all the Presidents before her for paving a path for me. You have all served well and I am looking forward to a great year ahead, *Producing Healthy Meals and Healthy Minds*. Happy New Year to all!



The 2012-2013 CSNA Board of Directors

Top Row Left to Right: La Shawn Bray, Membership Director, Terrie VanderStouwe, School Nutrition Representative, Mary Fell, Treasurer, Agnes Lally, Vice President, and Janine Nichols, Executive Director

Bottom Row Left to Right: Ken Barsanti, Elected-Industry Representative, Allen Scott, Co-Industry Representative, Margan Holloway, CSNA President, and Lynette Rock, President-Elect

Recognition in Napa

*Top: Janine Nichols receives Award from Denise Ohm and Margan Holloway
Center: Denise Ohm receives the President's Plaque from Margan Holloway
Bottom: Dale Bowman receives an award of thanks for his efforts as Industry Advisor from Kerri Braverman*



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CSNA STRATEGIC PILLARS

 <p>Pillar I Education and Professional Development</p> <ul style="list-style-type: none"> • Objective – Provide educational resources and promote the value of education to all food service employees • Action Plans • Provide training plan for all site level staff on the Healthy Hunger Free Kids Act • Encourage Supervisory Chapters to provide training and workshop opportunities for Local Chapters as well as mentoring • Educate all CSNA members about SNA Credentialing and Certification Programs • Develop member certification training module 	 <p>Pillar II Public Image</p> <ul style="list-style-type: none"> • Objective – Educate our communities on our Child Nutrition Programs • Action Plans • Partner with Culinary and Dietetic Programs to promote our image • Educate our members on how to advocate on Child Nutrition Programs • Develop a Marketing Toolkit to enhance Public image on a district level 	 <p>Pillar III Advocacy</p> <ul style="list-style-type: none"> • Objective – Build relationships with local, state and federal legislators so they look to CSNA as <i>the</i> experts on Child Nutrition Programs • Action Plans • Inform and engage members on current legislations and trends on Child Nutrition Programs • Promote Child Nutrition Programs on a site level by inviting Local legislators to the district • Increase member contacts with legislators by 25% 	 <p>Pillar IV Community</p> <ul style="list-style-type: none"> • Objective – Build partnerships and relationships with allied organizations • Action Plans • Identify who the allied organizations are (Health Care Partners, Counties of Public Health, Insurance Companies) • Create and send out a letter from the President to allied organizations • Host events for the community on a local level • CSNA host booths at allied organizations conferences • Appoint a Liaison to the top allied organizations 	 <p>Pillar V Membership</p> <ul style="list-style-type: none"> • Objective – Increase CSNA membership in districts that are not currently members – no membership deserts • Action Plans • Assess current membership strategies • Reach out to non-members with educational materials in various languages • Use Industry to promote membership while on sales calls • “Tell a friend – Bring a friend” promotion and incentive • Discounted rates for younger, college students • Create a membership and career brochure for dietetic interns • Have a breakout session at conference for interns • Inform all site level staff of the benefits of being a CSNA member
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EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

Many people enjoy buying themselves a few books for summer reading. Maybe you want to help a detective solve a murder. Perhaps you want a big romance novel with a nice happy ending. Or you may want to travel to the far reaches of the galaxy in search of adventure. It's possible you might not be able to decide and so buy one of each!

When it comes to books, I would not recommend curling up on the beach with any of the following titles. But I am listing five of my favorite business books so that maybe when you are making your summer purchases you will think ahead to fall and put one or more of these in your cart. These are reference books that I return to again and again. If you have favorites of your own, I would love to hear your suggestions.



1. **Effective Business Communication by Herta Murphy** This is the only college textbook I bought that I have found to be worth the inflated money charged. It is a great guide for writing every kind of business letter or document from collection notices to resumes to letters of recommendation. Lots of examples you can copy.
2. **Savvy Decision-Making by Madhavi Jayanthi** Despite not having a very good name, this book is the best guide I have ever seen for setting up focus groups. The author walks you through the process, along with lots of suggestions.
3. **Food Service Equipment by Anna Jernigan** How much horsepower do I need in my dishwasher? What size castor is best for my cart? How wide should my serving area be? Anna will tell me.
4. **Managing Child Nutrition Program by Josephine Martin** Dr. Martin edited articles written by the experts on every relevant topic in our field. The book is hefty at 700 pages and the price is hefty too. Worth every penny.
5. **Food for 50 by Mary Molt** I've been in the food service field for decades and have yet to have a week where I didn't have to look up something in here at least once.

Happy reading!

Sally Spero

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COVER PHOTO

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

They have many names and many titles but somehow we always end up calling them “the State Ladies.” These are the hard-working staff members of the California Department of Education Nutrition Services Division. They are the people we say we fear coming in the door...but we aren’t afraid to be the first ones to call when we have an emergency. They are the ones we blame for the rules we don’t like...but when we don’t understand those same rules you know who we call. They are the ones we say we glad to see leave... but don’t leave us in the lurch please!

During the state-wide trainings held in April and May, Joanne Tucker (Marketing Coordinator for San Diego Unified School District) took this photograph of three “State Ladies” who were helping the school food service folks from San Diego and Imperial Counties tackle the new regulations. From left to right they are Linda Lewis, Child Nutrition Consultant; Donna Caeg, Child Nutrition Consultant; and Lisa Melhouse, Nutrition Education Specialist.

The training was held in lovely, modern central kitchen of the Cajon Valley Union School District in El Cajon. Food Service Director Mark Mendoza and his clever staff were showing us the attractive canopies they planned to use during their summer feeding program. “Lunch Served Here” seemed a perfect location for those who help us serve it every day.



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CHAPTER NEWS

CHAPTER 82

Dear Poppy Seeds Readers,

Hi, I am Mary Ellen Lower, Chapter 82 President. I am happy to announce that in May of 2011 our Chapter only had 16 members, but after a lot of hard work we now have 45 members. I am very happy for our Chapter.

Thanks, Mary Ellen

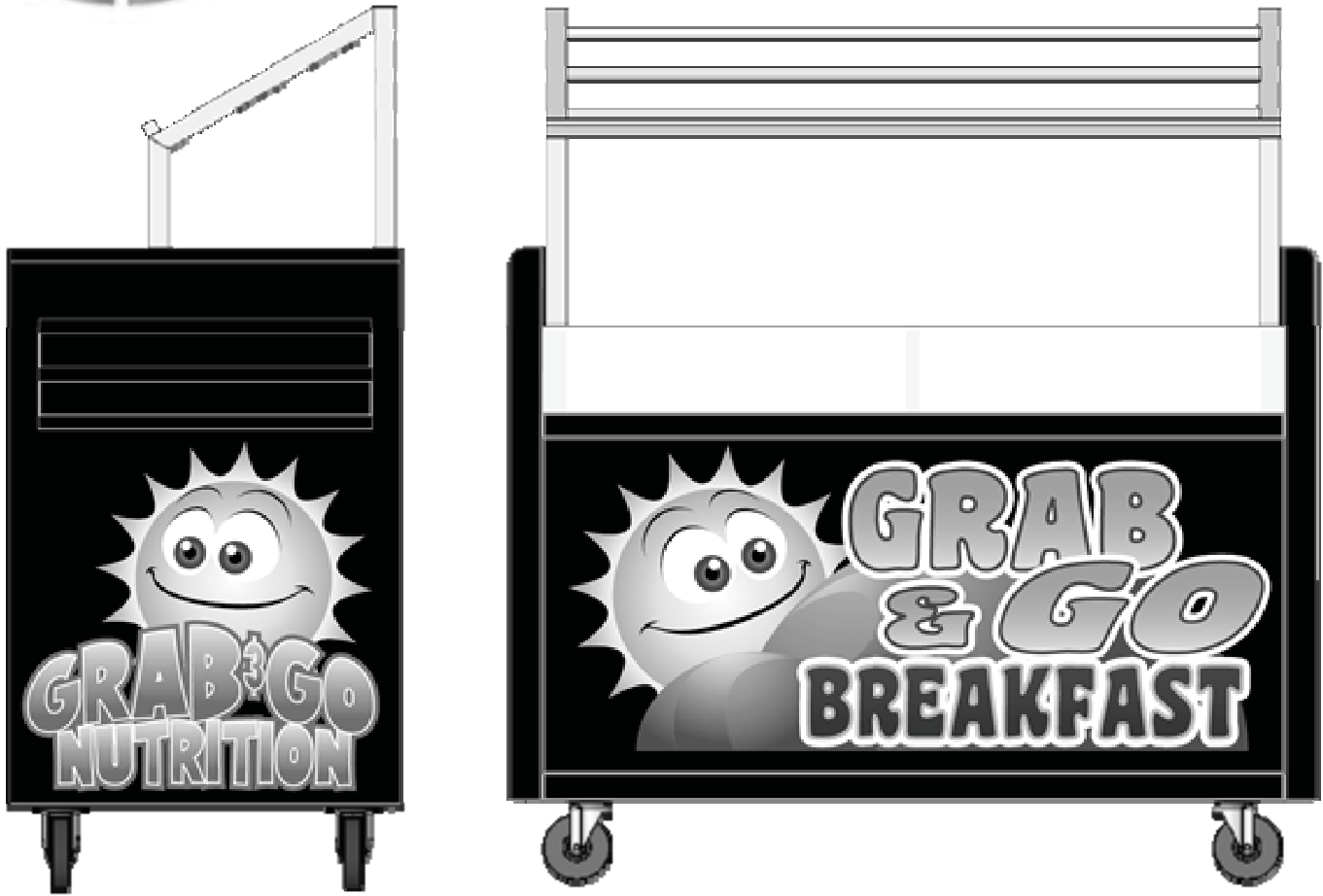
Editor’s Note:

Congratulations to Chapter 82! Great work!

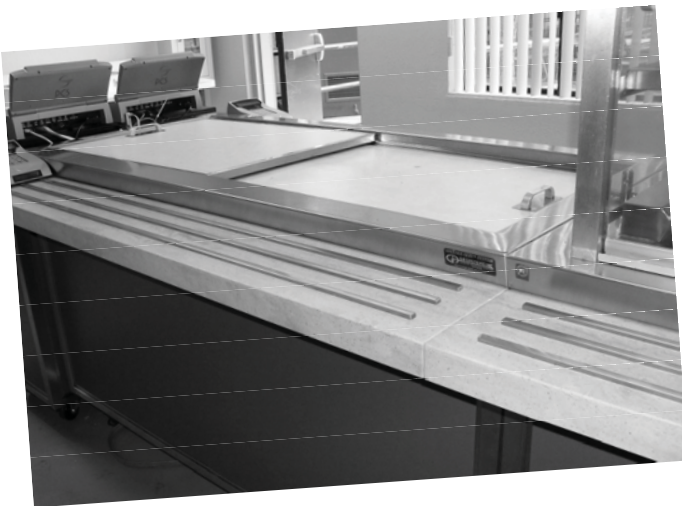
Do you have exciting news about happenings and/or events in your chapter or region? Why not write an article for Poppy Seeds!? Include photos whenever possible to help tell your story!



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ARE YOU IN THE INCLUB?

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



Before I began working as your *Poppy Seeds* Editor I was under the mistaken impression that the only readers of the magazine were people working in schools serving meals to children. Wrong! I know that a number of people reading this article right now are our Industry Partners.

If you are one of these partners you may not be aware of a special School Nutrition Association program designed just for you, The InClub. The InClub is an industry recruitment program that allows industry members to recruit any SNA member type to join the Association (this includes foodservice operators and Industry). The recruitment effort by industry will strengthen client-vendor relations and increase membership representation throughout the supply chain.

Recruitment points are awarded for the types of members recruited and are awarded according to the table below:

Member Type	Points Awarded
Any FS Member	1
Individual Consultant	1
Corporate Member	4
Patron Member	10

Points in the program are accumulated over time and represent the total number of active individuals and companies recruited. In order for recruiters to maintain their points, those whom they have recruited must maintain their membership; if a recruited company or individual does not renew its membership, the recruiter loses those points. This means a recruiter could be at the Silver level one year and at the Bronze level the following year, depending on the renewal rate of those they have recruited. If a company upgrades its membership from a Corporate membership to a Patron membership, the original referrer will still receive points for that company, even if the recruiter had no role in the company's deci-

sion. It is important to note that once an individual or company is involved in the program, their involvement continues as long as membership is active.

Company points are accounted for by summing all of the points of a company's employees. For example, if a company has 3 employees that have each recruited 10 points-worth of members, the company has a total of 30 points. This means that the company has 3 employees at the Bronze Individual level, but the company itself is at a Silver Company level.

The following InClub levels (with the points required for each level) apply to individuals and companies that participate in the program:

Level	Points Awarded
Bronze	1-19
Silver	20-39
Gold	40-79
Platinum	80+

To differentiate between individuals and companies participating in the program, individuals are called "Bronze/Silver/Gold/Platinum Individual" and companies "Bronze/Silver/Gold/Platinum Company".

The top individual and company industry recruiters will be recognized at the Second General Session at ANC and in a blurb on the industry recruitment webpage. All recruiters will receive recognition on the recruitment portion of SNA's website. Recruiters will also be recognized in other publications, such as *Industry Insider* and *School Nutrition*, and will receive a letter of appreciation recognizing them for their efforts.

I hope you will consider joining the InClub soon.



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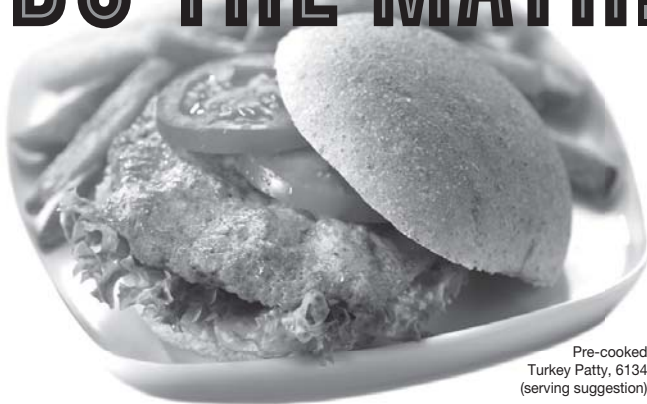
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GLOBAL CHILD NUTRITION FOUNDATION

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

I'm sure you have seen an advertisement in a magazine showing a hungry-looking child from another country urging you to donate money to help. If you are so inclined, many of these fine organizations would appreciate your help and use your funds wisely to help these emergency situations.

But as school food service professionals in the United States, we also know that when countries (including ours) operate their own school feeding programs then children are helped for years on end. The program provides work for adults in the community, support for that country's agriculture, and sustained good nutrition for the children. In 2005 the Global Child Nutrition Foundation was established to help support this goal.

California's own Past-President, Gene White has been instrumental in setting up the GCNF and is assisted by a Board of Directors who represent both United States and international leaders in child nutrition.



GCNF holds a yearly Global Child Nutrition Forum for leaders in targeted countries. This May, for example, the group met in Addis Ababa, Ethiopia and representatives from many countries on the African continent attended to get the latest updates on setting up school feeding programs. GCNF also conducts research and assists in setting up model programs.

Many of the generous donors to the Foundation are companies and individuals who work closely with our programs. The group hosts a yearly fund-raiser in conjunction with SNA's Legislative Action Conference. If you have attended, perhaps you have

been a guest at *A Possible Dream Gala*. Each year during the Gala the Gene White Lifetime Achievement Award is presented to a person who has made an outstanding contribution towards the worldwide dream of ending childhood hunger. At the same time, GCNF honors the School Nutrition Association's Individual Industry Member of the Year and the Outstanding Director of the Year. This year California was honored to have Tony Roberts receive the Industry Member of the Year.

You may also go their web site at gcnf.org for more information



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THE GOLDEN POPPY AWARD BECOMES THE GOLDEN PILLARS AWARD

BY LASHAWN BRAY, CSNA MEMBERSHIP DIRECTOR

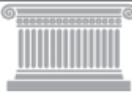


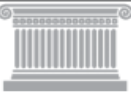
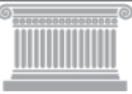
Hello fellow members, your new CSNA Board has exciting news for the new 2012-2013 school year. Under the leadership of our wonderful, innovative and insightful new President, Margan Holloway, we the Board and your Regional Coordinators have been working together to update the direction and vision of CSNA and align with our parent organization, SNA. With new ideas comes a new name. Starting July 2012 the Golden Poppy Award will become the “Golden Pillars Award” and as you can see below we have designed 5 Pillars to help strengthen and grow our California Association as well as provide support,

education and encourage, YOU, our Future Leaders. I think you will find them to be a very positive change and I look forward to working with all of you in our chapters to help us reach our goals. LaShawn Bray, Membership Dir.: Lbray@vesd.net

New Required Goals to be completed (must have one from each pillar) for all Chapters:

Golden Award – 14/15
Silver Award – 12
Bronze Award – 8

CSNA – Golden Pillar Objectives – Plan of Actions for Chapters

				
Pillar I Education and Professional Development	Pillar II Public Image	Pillar III Advocacy	Pillar IV Community	Pillar V Membership
<ul style="list-style-type: none"> • Objective – Provide educational resources and promote the value of education to all food service employees • Plan of Action below: • Conduct at least one chapter meeting that provides 1 CEU on Certification and Credentialing <i>OR</i> show an increase in Certification and Credentialing • Nominate a member for an Award or apply for a Scholarship • Have a presentation at a chapter meeting on Nutrition, Food Allergens/Special Diets, Child Obesity, local Health Department regulations or physical activity 	<ul style="list-style-type: none"> • Objective – Educate our communities on our Child Nutrition Programs • Plan of Action below: • Promote Child Nutrition by having a display or booth at any school function highlighting CSNA • Submit an article to Poppyseeds, a school newsletter or local newspaper 	<ul style="list-style-type: none"> • Objective – Build relationships with local, state and federal legislators so they look to CSNA as <i>the</i> experts on Child Nutrition Programs • Plan of Action below: • Write a letter (not email) to a state or federal Legislator or visit them in their home office • Highlight PP&L at a meeting by inviting a PP&L Committee member to present or provide a written update • Have a chapter officer attend at least one of the following: CSNA HOD, BOD meeting, Leadership Training and one conference call 	<ul style="list-style-type: none"> • Objective – Build partnerships and relationships with allied organizations • Plan of Action below: • Encourage community partnerships by inviting members of allied organizations (PTA, etc.) to a chapter meeting • Submit a hard copy or email a copy of chapter meeting agendas or minutes to the Regional Coordinator 	<ul style="list-style-type: none"> • Objective – Increase CSNA membership in districts that are not currently members – no membership deserts • Plan of Action below: • Send a list of Officers and Meeting dates and agendas to Janine Nichols by 7/31 • Show an increase in membership for the fiscal year 7/1 – 6/30 • Recognize new members and renewing members at chapter meetings • Conduct a meeting on how to navigate CSNA’s website • Volunteer at CNSA’s Annual Conference

AWARDS & SCHOLARSHIPS

Each year, at the Annual State Conference, the California School Nutrition Association honors those people who have made outstanding contributions to or had accomplishments in or for school food service.

Awards include the prestigious Moscone Commitment to Child Nutrition Award, the Industry Appreciation Award, several CSNA Recognition Awards, Honorary Merit Awards,

CSNA also awards the Josephine P. Morris Scholarship, named after Josephine P. Morris who gave so much of her time and talent in the development and organization of the California School Nutrition Association.

The following is a description of each award, who may submit and who may be considered to receive them. If you would like to submit a name for consideration, go to www.calsna.org/awardsscholarships.php for forms or contact the CSNA Awards and Scholarships Chair listed below.

Awards & Scholarships Chair: Denise Ohm, Enterprise ESD
1155 Mistletoe Ln, Redding, CA 96002
(530) 224-4100 ~ dohm@eesd.net

MOSCONE COMMITMENT TO CHILD NUTRITION AWARD

Who May Apply:

Names may be submitted by Chapters, committees, individual members, or sustaining members or companies.

Form of Award:

A plaque is presented at the CSNA Spring Conference.

What to Submit:

Detailed background information regarding the nominee to substantiate the nomination.

Deadline: October 1 to the Awards and Scholarship Chair.

Background Information:

To recognize outstanding contributions made to California's children in the areas of nutrition education.

DON FLAHIFF INDUSTRY APPRECIATION AWARD

Who May Apply:

Names of sustaining members may be submitted by Chapters, committees, or individual members.

Form of Award:

A plaque is presented at the CSNA Spring Conference.

What to Submit:

Letter with detailed background information regarding nominee's contribution to support the Association's goal.

Deadline: October 1 to the Awards and Scholarship Chair.

RECOGNITION AWARDS

The Recognition Awards were developed to recognize Site-Level Employees

Who May Apply:

MEMBERS of The California School Nutrition Association. May be nominated by a district Food Service Director, Principal where employed, Superintendent of District or the President of the Local Chapter.

Form of Award:

A plaque is presented at the CSNA Spring Conference.

What to Submit:

Completed application. Letter of recommendation from Director of Food Service, Principal, Superintendent, or President of the local Chapter. In addition, posters, newspaper clippings, pictures and other documentation relevant to the project of the candidate. Materials are best presented in a scrapbook.

Deadline: October 1 to the Awards and Scholarship Chair.

Background Information:

Awards are made in the following areas:

- Nutrition • Legislation • Professional Growth • Public Information • Creativity • Communications



Continued on Page 18





JOSEPHINE P. MORRIS SCHOLARSHIP (UNDERGRADUATE AND GRADUATE)

Who May Apply:

Active members of CSNA who have been members at least one year.

Amount of Grant:

\$125 per semester unit for undergraduate or graduate college work.

What to Submit:

Completed application. Recommendation letter from each of the following: Employer, Chapter President, Manager, and Superintendent. A letter stating plan to contribute to the Child Nutrition Program in the Future. High school and/or college transcript.

Deadline: October 1 to the Awards & Scholarship Chair.

Background Information:

Grants run for two years. Previous recipients may apply for a second grant.



THE AUDREY MELIKIAN SCHOLARSHIP

Who May Apply:

Active members of CSNA who have been members at least one year.

Amount of Grant:

A scholarship grant of \$250 will be awarded to two CSNA members from the Audrey Melikian Scholarship Fund at the Annual CSNA Conference

What to Submit:

1. Narrative written by applicant (500 words or less) describing work history, career goals, CSNA involvement, plans for use of scholarship money and how this scholarship would help the applicant better serve California's children.

2. Two or more letters of recommendation from applicant's immediate supervisor, director, superintendent and/or chapter president attesting to applicant's integrity, determination, and perseverance in pursuing goals.

Deadline: October 1 to the Awards & Scholarship Chair.

\$500 GRADUATING HIGH SCHOOL SENIOR SCHOLARSHIP

Who May Apply:

Scholarship shall be awarded to a student nominated by a CSNA member, with preference given to the family member or dependent of a CSNA member.

Amount of Grant: \$500

What to Submit:

Completed application. Official Transcript from High School, Plans for course study, personal letter indicating plans for future employment in food service and planned future contribution to Child Nutrition Program as a result of further education, reference letter from Teacher or Counselor and CSNA Member

Deadline: October 1 to the Awards & Scholarship Chair.



SCHOOL NUTRITION ASSOCIATION AWARDS & SCHOLARSHIPS



Since 1984, the Child Nutrition Foundation (CNF) has been providing members of the School Nutrition Association (formerly American School Food Service Association) with opportunities to explore higher education options. Rising education costs and the growing demand for school foodservice personnel remain the driving force behind our commitment to helping our members and their children realize their academic dreams.

A LIST OF AVAILABLE SCHOLARSHIPS AND APPLICATION FORMS ARE AVAILABLE
ON THE SNA WEB SITE

at www.schoolnutrition.org/Level2.aspx?id=11634

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EXPLORE NEW HORIZONS



SNA ANNUAL NATIONAL CONFERENCE
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CSNA AWARD WINNERS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

At the CSNA Executive Board meeting in Oakland on May 19, a number of awards were presented.

Kathie Sardeson of Enterprise Elementary District was presented with this year's CSNA Heart of the Program Award. During the presentation an announcement was made that Kathie had also won the SNA Western Region Heart of the Program and was the recipient of SNA's National Heart of the Program. Some of her innovative ideas to encourage students to consume more fruits and vegetables included fresh breakfast smoothies, fruit pizzas, kale chips and specialty salad such as spinach and oranges.

Dana Rudy was given the Josephine Martin Scholarship to continue her studies.

Jordan Bray, son of CSNA member LaShawn Bray, received this year's Graduating Senior Scholarship. He maintained a 4.0 grade average in high school and was offered both academic and athletic scholarships. He will attend La Sierra University in Riverside this fall.

Arla Provo of Palm Springs USD's James Workman Middle Schools was California's Louise Sublette Award winner this year. The activities that showed her outstanding commitment to child nutrition included special promotions such as Got Grapes?, Breakfast and a Movie, and a breakfast poster contest. She also instituted a Breakfast in the Classroom program. Finally, she represented her department at the local Farmer's Market.

Jane Stallings was honored as CSNA's Outstanding Director of the Year and during the ceremony it was announced that she also was a SNA Western Region Award winner in her category. As the Director of Pomona USD, Jane has made more meal participation and greater nutritional integrity the hallmark of her career. She has instituted such innovative programs as Harvest of the Month, BBQs, and universal free breakfast. The woman who began her career as an intern twenty-eight years ago has also served her district in interim positions as director of personnel, director of capital facilities and head of the CARE program.

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OUTSTANDING DIRECTOR OF THE YEAR

BY DENISE OHM, SNS, CSNA PAST-PRESIDENT

This award is being presented to Jane Stallings, Director of Child Nutrition at Pomona Unified School District. Jane has made outstanding contributions to child nutrition managing a successful and financially sound program. Under her leadership, she has increased the number of meals served to children by improving the nutritional integrity of the meals, promoting special events such as traveling BBQ's, Harvest of the Month and one of the first school districts to implement Universal Breakfast.

Jane has a strong training program for her staff. She has trained on topics such as Healthy Meal Preparation and Work Simplification. She has developed many training manuals specific to school food service employees.

Jane has held many leadership roles in the district as interim personnel director, administrator of the child care program, interim administrator of capitol facilities while still directing the child nutrition program.

Not only has Jane been selected as CSNA Outstanding Director of the Year, she has been selected as the SNA Western Region Outstanding Director of the Year! Congratulations Jane!!!



LOUISE SUBLETTE AWARD

BY DENISE OHM, SNS, CSNA PAST-PRESIDENT

The CSNA Louise Sublette Award is presented to Arla Provo from Palm Springs Unified School District for her outstanding accomplishments in child nutrition. The Louise Sublette award requires a nominee to perform and provide documentation on several recent projects related to school nutrition.

Arla's projects included increasing breakfast and lunch participation at James Workman Middle School and to build positive rapport between the students and school nutrition staff.

Examples of Arla's project activities are:

- Got Grapes event coordinated with the school's Jog-a-Thon fundraiser.
- Breakfast in the classroom
- Representing schools at the community certified farmer's market.
- Breakfast and a Movie event for students who get school breakfast.
- Highlighted school breakfast with a fun poster contest.

Arla is a passionate and enthusiastic "lunch lady" who brings excitement to James Workman Middle School's school nutrition program.

Congratulations Arla!!



HEART OF THE PROGRAM AWARD

BY DENISE OHM, SNS, CSNA PAST-PRESIDENT

The winner of the CSNA Heart of the Program award is Kathie Sardeson from the Enterprise Elementary School District.

Kathie is known for her passion and commitment to serving students, staff, parents and the community. She willingly takes on additional tasks. She embraces implementing changes to improve the nutritional quality and value of foods for students, service and any creative ways to get more kids to eat healthy foods.



Examples of Kathie's creativity are:

- Promoting Harvest of the Month and serving Kale Chips to students to taste test
- Unique salads such as spinach with mandarin orange, romaine lettuce and olives
- Great breakfast smoothies made with fruit and vegetables
- Delicious soups and sauces made from a variety of vegetables.
- Fruit pizzas on whole wheat English muffins
- Festively decorating the cafeteria to make it more welcoming.

Kathie attends workshops to learn about nutrition, cooking techniques, develops recipes for school meals and is obtaining her SNA certificate.

We are also pleased to announce that Kathie has won the Western Region Heart of the Program Award and was recently selected SNA's Heart of the Program winner. Kathie will be attending the SNA conference this summer to accept her award! Congratulations Kathie!!

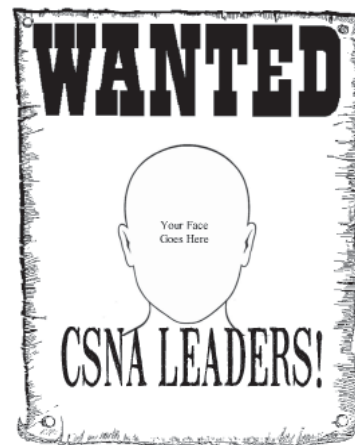
WANTED: FUTURE CSNA LEADERS!

BY LYNETTE ROCK, CSNA PRESIDENT-ELECT

Have you ever wanted to get more involved in CSNA but felt you lacked the skills needed to take on the leadership roles? Did you know that SNA offers training for future leaders to expose them to cutting edge leadership concepts? Did you know that you might qualify for a scholarship from CSNA to pay your expenses to attend this workshop?

CSNA is looking for future leaders now for an all-expense paid trip to SNA's Future Leaders Workshop in 2013. In order to be eligible, you must be either a certified or credentialed SNA member. In addition you must be willing to serve on CSNA's Board either as an elected office or committee chair.

Look for the application to submit your name in the Fall issue of Poppyseeds. If you have any questions



or would like more information please contact: President@CalSNA.org

Serving CSNA could be the best thing that ever happened to you!

FUTURE LEADERS IN CSNA: CONFERENCE WORKSHOPS

BY LINDA SWEENEY

Last year was the inaugural year for CSNA's Future Leader's Workshop. Based on suggestions from last year's attendees we are offering this dynamic workshop as a strand during conference. This series will help you learn more about CSNA and SNA and the ways you can play a role in the Association. We've also updated the workshop to make it even more beneficial to those of you with leadership potential.

In this course you will learn what your leadership style is and how to work with people who have a different style. Do decisions and choices overwhelm you? This workshop will give you tips in this area. You will learn how to communicate your thoughts clearly and concisely. And you will have fun doing it! A student from last year said "I have learned how to effectively respond to questions from outsiders. I learned how to tell my story effectively."

As an added bonus SNA President Sandy Ford will present one of the breakout sessions exclusively for CSNA Future Leaders. What an opportunity to hear from the leader of our national organization in a small group setting!

There is a \$35 fee to attend this course, but because CSNA believes that you could be the next leader,

we are offering \$35 scholarships. There are two scholarships available per Chapter, so let your Chapter President know today that this is the workshop for you.

We encourage Chapter Presidents, School Food Service Directors and Managers to evaluate members and staff and nominate them for this privilege. The Workshop series starts with the first breakout session on Friday morning, November 9 at 8 a.m. There will be 7 one-hour Future Leaders breakout sessions over the span of conference, ending with the last breakout session on Sunday, November 11 from 10 to 11 a.m. You need to commit to the entire workshop series to be eligible for the scholarship.

To apply, you must be nominated by your Chapter and complete the application attached. You will be notified by October 1 if you have received a scholarship and are selected to attend. Even if you don't get the scholarship you may still attend the course if space is available.

For more information, contact Linda Sweeney at 408-924-3125 or Linda.Sweeney@sjsu.edu.

See you there!



FUTURE LEADERSHIP WORKSHOP

CALIFORNIA SCHOOL NUTRITION ASSOCIATION ANNOUNCES THE FUTURE LEADERS WORKSHOP

TAKING PLACE AT THE 60TH ANNUAL CSNA CONFERENCE



Each Chapter (local and Supervisory) may nominate individuals from their chapter who show leadership potential to attend the Future Leaders Workshop.

The 7 hour Workshop will be held during the conference on Friday, Saturday and Sunday (November 9-11) and the cost is \$35. Each chapter is eligible for two \$35 scholarships to pay for their Future Leaders to attend. Chapters may nominate up to two individuals to be eligible for the scholarships. Additional individuals will be required to pay the \$35 registration fee.

DUE DATE TO SUBMIT APPLICATION SEPTEMBER 16, 2012

Future Leadership Workshop topics include:

- Overview of CSNA and SNA
- Determining Leadership Styles
- Characteristics of Great Leaders
- Communication Skills
- Knowledge-based Decision-Making
- Presentation by SNA President, Sandy Ford

Qualifications:

- Must work in a Child Nutrition Program, including Directors, Supervisors or Kitchen Staff
- Must show promise in leadership and team skills
- Must be a CSNA Member
- Must be willing to attend Conference and all 7 one-hour Future Leaders Breakout Sessions

Mail this application and required attachment to:

Linda Sweeney, Professional Development Chair
San Jose State University
One Washington Square
San Jose, CA 95192-0058

You may scan & email to Linda.Sweeney@sjsu.edu
Or fax to Linda at (408)924-2923

Fill in all information Below:

Applicant Name (Above line)

Applicant Address (Above line)

City State Zip

Position Title (Above line)

Phone Number (Above line)

Email Address (Above line)

School District (Above line)

Years Experience in Child Nutrition Programs _____

Number of Conferences Attended _____

Date Joined CSNA _____

CSNA Chapter Name _____

CSNA Chapter Number _____

Nominated By: _____

Attachment Required:

A Statement that the applicant will attend the 2012 Conference and all 7 one-hour breakouts.

For your convenience, the Conference Schedule can be found on the California School Nutrition Association website; visit www.CALSNA.org. Conference Registration is available on the website and in this issue of *Poppy Seeds*.

THE 60TH ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



PASADENA CONVENTION CENTER ~ NOVEMBER 8 - 11, 2012

Welcome to Our 60th Annual Conference!

The harvest is ripe and ready for the picking. Don't be left out in the field as we celebrate CSNA's 60th Annual Conference in beautiful downtown Pasadena.

Pasadena is famous for good reasons: the Tournament of Roses Parade, the Rose Bowl football game, and of course Cal Tech, the Jet Propulsion Laboratory and numerous museums and galleries. Pasadena is also brimming over with shops, galleries, restaurants, nightclubs, pubs and people. With its mild weather, there couldn't be a nicer place to network with your colleagues!

Your conference committee, led by Liz Brown-Smith, is hard at work putting together the final touches for a conference that you won't forget! Mark your calendars now for the 60th Annual CSNA Conference to be held November 8 -11, 2012. This will be a great place to network and meet new friends. You will have opportunities to expand your knowledge by attending breakout sessions, general sessions, and the exhibit hall floor.

Learn how others are handling the challenges we face, including the new meal regulations as well as innovative and successful marketing programs along with other timely topics. There are forty breakout sessions planned this year so there will be something for everyone: line workers, managers, supervisors,

Continued on Page 26

Directors and our Industry partners. The sessions are organizing into strands: Chef's Boot Camp, State Update; Communications and Marketing; Leadership Development; Operations and Management; and Nutrition and Wellness. Feel free to follow just one strand or skip from strand to strand. An added bonus is that we will have three sessions on Saturday presented in Spanish! Whether you are a seasoned veteran or fresh off the apple cart, there are sessions that you don't want to miss.



Motivation and Education from our Keynote Speakers Matt Upton and Janine Driver

We also have two exceptional Keynote Speakers lined up. At our First General Session, Matt Upton will inspire and motivate us to be better than we think we are. On Saturday the body language expert, Janine Driver, will teach us how to use body language to get what we want! Now that's a useful skill!

Have you ever seen "Chopped" and dreamed of being on the show? Here's your chance. After the First General Session on Friday CSNA will be hosting its own Chop-Ed Competition. You definitely don't want to miss this opportunity. Get your team together and sign up now—slots are limited.



Under Linda Sweeney's guiding hands several pre-conference workshops are being set up. Look for an all day State review of the new guidelines as well as the School Nutrition Specialist credentiaing and Food Handler Certificate exam.

The 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 conducted. If you've never attended, please join us as a guest.

Bring your dancing shoes and get ready to party. Saturday night we will celebrate Hollywood Nights as we honor our President, Margan Holloway. Come dressed as your favorite movie star or dressed in your black tie. Prizes will be awarded on several different themes: Best Individual, Best Group, and Best in Keeping with the Theme. So join us for an evening of fun!



For more detailed information on all the activities planned for this conference, see the additional articles contained in this issue of *Poppy Seeds* or visit www.CALSNA.org for the latest conference information.

Producing Healthy Meals, Healthy minds. It is not too early to start preparing for this incredible conference. Don't get left behind. We'll see you in Pasadena!

LEARN MORE AT A PRE-CONFERENCE WORKSHOP

BY LINDA SWEENEY,
CSNA PROFESSIONAL DEVELOPMENT CHAIR

Conference in Pasadena is going to be entertaining, informative and exhilarating. Consider starting out this year with one of our pre-conference workshops offered on Thursday, November 8!

Many changes have occurred with new regulations and there are more to come. Join us for a comprehensive look at the new regulations in a day-long session conducted by our own Nutrition Services Division staff. State staff has been working diligently to learn these new regulations and this session will allow them to share their knowledge with you. The new menu pattern, dietary specifications, timelines for implementation, monitoring requirements, and more will be presented. This workshop meets from 9 a.m. to 4 p.m. and lunch is included.

The National Food Service Management Institute has been a great partner of SNA and CSNA in offering a variety of educational opportunities. Two workshops are being considered this year. One is "Measuring Success with Standardized Recipes" which is a two-hour course reviewing the benefits of developing and using standardized recipes. Another workshop, "Practical Skills for preparing Quality Meals: A Five-Step Process" will include planning food for Just-In-Time service, organizing equipment and ingredients, and using the right culinary techniques to deliver a quality product. This course is three hours so you can sign up for both to make the most of your pre-conference time.

We will also offer a food safety course for those interested in obtaining their Food Handlers Certificate. This workshop will be a full day and will include time for taking the exam at the end of the day.

Last but certainly not least is the pre-conference School Nutrition Specialist (SNS) Exam. Take advantage of this local destination to obtain your credential. It is not too early to review the requirements and fill out the application to take the exam. The SNS Exam Handbook can be found on the School Nutrition Association (SNA) Web site at [http://www.schoolnutrition.org/uploadedFiles/NEW%20SNS%20Credentialing%20Exam%20Handbook\(1\).pdf?n=8156](http://www.schoolnutrition.org/uploadedFiles/NEW%20SNS%20Credentialing%20Exam%20Handbook(1).pdf?n=8156).

Looking forward to seeing you at a pre-conference workshop!



THE PASADENA CITY TOUR

Anyone watching the historic Pasadena Rose Parade is familiar with the architectural beauty of **Pasadena City College**. Join our tour, as the college's Executive Chef Ty Yu, welcomes us inside, into his beautiful kitchen. There we will enjoy breakfast and Chef R J Santana's creative pastry demonstration.



Our adventure continues to the **Sunrise Produce Company** to see their state-of-art Fresh-Cut Plant. See how your Fruits and Vegetables are brought in fresh from the fields and taken through the steps of preparation, cutting, packaging and set for distribution to you. Learn how Sunrise produces the highest level of quality products, adhering to the highest standards for Food Safety, Sanitation and Quality Assurance. Don't miss the opportunity to tour the 40,000 square foot fully refrigerated facility. *But don't forget to wear warm shoes and bring a coat!*



Justin Smith, Sales Director for Utility Refrigerator (and long time Pasadena resident) will again dazzle us with tidbits of this beautiful historic city. Our day will culminate with optional dessert and beverages (no host) at one of Pasadena's fine restaurants.

Be prepared for a lot of fun, a little walking and good food!

Register Today!



SHOWCASE YOUR PROGRAM AT CONFERENCE

CSNA wants your menus, brochures and even articles that have been written about your program.

Please contact Gail Gousha at ggousha@eusd.org with information regarding what you plan to display in the CSNA Conference Resource Room. It will be exciting to share the great things that our districts are accomplishing!

THE CSNA 2012 VENDOR SHOWCASE!

Are you looking to find new ideas for your school district to provide your customers with the latest and greatest? Come join us for the 60th Annual California School Nutrition Association Conference Exhibit Show in Pasadena, November 9, 2012 through November 10, 2012. The Exhibit Show will be held at the Pasadena Convention Center in downtown Pasadena. With nearly 350 booths to visit, you will be able to sample new food products, gather information on the latest state-of-the-art equipment and preview technology for your program's success.

The Grand Opening of Exhibits will be on Friday November 9, 2012 at 10:30 a.m. and the Exhibit Show will close at 3:00 p.m. The Exhibit Show will reopen on Saturday November 10, 2012 from 10:00 a.m. to 1:30 p.m.

The Exhibit Show is a great opportunity to network with exhibitors to gather new ideas for application in your school district. The information you come in contact with will enhance what great things your District is striving to accomplish. Come join in the fun as we celebrate ***“Producing Healthy Meals/Healthy Minds,”*** at the 60th Annual California School Nutrition Association Conference in Pasadena.

EXHIBIT HALL ETIQUETTE

ATTENDEES:

The Exhibit Show is a time to explore and gather new ideas for your District. Remember that you represent your District as well as CSNA. Please treat exhibitors in a courteous and professional manner. Ask questions about their products and thank them for their participation. Many exhibitors will have samples available for tasting. Be considerate of the exhibitors and other attendees. If you would like product to take back to your District please let the exhibitor know and ask for their approval before taking anything from the booth. Rolling bag carts are not allowed on the exhibit floor under any circumstances.

EXHIBITORS:

Remember that CSNA members work as part of a team. Sampling products and gathering new ideas is an important reason for CSNA members to attend conference. Please share your products and information with all attendees, making exhibits a positive learning experience for everyone. Be courteous to you fellow exhibitors by conducting business within the confines of your booth. Individuals in costume should remain in your booth or within close proximity to your booth and are not allowed to walk the exhibit floor.

CHILDREN:

For liability reasons **children under the age of 16 are not allowed** in the Exhibit Hall at any time. Let's make this Exhibit Show one of the most successful and exciting ever as we learn more creative ways of ***“Producing Healthy Meals/Healthy Minds.”***





RAISE YOUR HAND!

Pasadena... home of the Rose Parade, the Norton Simon Museum and now the CSNA 2012 Annual Conference! **To make this conference a success we need YOU to sign up for fun and volunteer a bit of your time.** This is a great opportunity to meet new people with a common goal or grab a friend and volunteer together.

Believe it or not it is really fun and fulfills an opportunity to give back to the group that gives so much. So many choices on what to do and you can still attend your favorite breakout sessions and hear our awesome speakers! You won't miss anything! Anyone can do it-Come help! *CSNA needs you as much as you need CSNA.*

*Sign up today! It's easy! Just go to this link on the CSNA website:
www.calsna.org/Volunteers.php (case sensitive)*

RAISE FUNDS FOR YOUR CHAPTER!

It's never too early to start thinking about ways to raise funds for your chapter. The CSNA 8th Annual Silent Auction will take place in Pasadena in November. Chapters that donate items or baskets will receive half of the winning bid on their item(s) for the chapter. How easy is that? All other proceeds will go to CSNA to support marketing and promotion of School Nutrition programs.

Donations to the Silent Auction may be made by individuals, chapters, businesses, other associations or any friends of CSNA. Showcase your creativity by crafting a one-of-a-kind item! Use your special talent to create a unique gift basket! Donations of unique jewelry, memorabilia, art, food & wine and seasonal decorations always generate good bids.

Start planning NOW for great results in November!

SPECIAL THURSDAY DEPARTMENT OF ED PRE-CONFERENCE

Plan to get to Pasadena early for a very special presentation by the California Department of Education Nutrition Services Division. The details are being shaped as we speak, so make it a point to visit the www.CALSNA.org often for the most up-to-date information about this exciting Pre-Conference program!

***Visit the CSNA website
often to keep up with
the latest on the
Annual Conference!***

www.CALSNA.org



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PASADENA, CA 91101
(626) 449-4000

\$139 Single/Double
\$154 Triple - \$169 Quad



KEYNOTE SPEAKERS



MATT UPTON

Matt is the Dad to five wonderful children and a husband for almost 30 years. He serves as VP of GO “Growth and Opportunities” of Bell Tasty Foods “the home of the Tasty NADA.”

As a professional speaker, writer, wisdom coach, and trainer he has conducted well over 3000 presentations both throughout the United States as well internationally. His background in delivering small and large group presentations has positioned him as an authority in the area of business, personal and relationship growth.

You will be engaged by Matt’s ability and humor as he shares his successes and failures in his life. His presentation skills will allow you to move forward in your life and career.



JANINE DRIVER

WARNING! DANGEROUS CURVES AHEAD!

What would it mean to your personal and professional success if you could know what your body language reveals to others and, in turn, what others reveal to you, without uttering a single word? These discreet messages speak volumes—and the secret to understanding them lies with one charismatic expert. Stop wasting valuable time, resources and money, misled by people’s words and empty promises!

If you misread others or send a non-verbal message that doesn’t match your intent, deals are lost, profitability is destroyed, lives are shattered. But when you get it right, that’s where money is made, reputations are born, and business grows. Make every moment you spend with others profitable!

Janine spent over fifteen-years as a federal law enforcement officer within the Department of Justice investigating bad guys, including skinheads, fire-arms traffickers, and fanatical survivalists. During those years, Driver became an expert at detecting people’s motives through body language, and now she is the CEO of the Body Language Institute, an exclusive certification program that provides companies the fastest way to save time and make money. Get on the path to growth and profitability by joining New York Times Best-Selling Author Janine Driver, to help you understand and unleash the power of the New Body Language. Companies like Procter and Gamble, AOL and Hard Rock International trust Janine as their expert - shouldn’t you?

COME SHOW OFF YOUR CULINARY SKILLS IN OUR FIRST EVER CSNA CHOP-ED!

- Date: Friday, November 9, 2012
- Teams of 4
- Categories:
 - Elementary school lunch
 - Secondary school lunch
- 90 minutes to cook and present four identical plates featuring the mystery ingredient
- Plates will be judged on:
 - Presentation
 - Taste
 - Meets new 2010 HHFKA guidelines
 - Sanitation and work habits
- Winners will be announced at General Session!!!
- Prizes and bragging rights are on the line!



CSNA CHOP-ED! REGISTRATION

• Team Name _____

• Participants

- #1 _____
- #2 _____
- #3 _____
- #4 _____

• School District _____

• Contact Person _____

• Phone # _____

• Address _____

• Category (circle one)

- Elementary school lunch
- Middle school lunch

• For more information contact:

Jennifer Chin, Director of Food Services
Glendale Unified School District
jchin@gusd.net or 818-552-2677



• Application due October 1, 2012 (but space is limited)

• Teams will be selected on a first come first served basis.

Be a CHOP-ED Sponsor!

CSNA will be holding the first ever "Chop-Ed" cooking contest on Friday, November 9, at the 2012 CSNA Conference in Pasadena, California.

Teams of four cafeteria staff members will compete for prizes and bragging rights. The teams will be presented with a mystery basket full of ingredients donated by sponsors and then challenged to make lunch suitable for an elementary school menu or a secondary school menu. The meals will be judged on presentation, taste, how well it meets the new 2010 HHFKA guidelines, and the team's work habits.

Sponsorship Opportunity

There are ten sponsorship opportunities. Each costs \$500 plus the donation of a speed scratch ingredient (enough for 50 servings) that fits the following categories. (Suitability of ingredients will be determined by the Conference Committee.)

Elementary School Speed Scratch Ingredient Categories

Dairy
Protein
Produce
Grain
Smallwares

Secondary School Speed Scratch Ingredient Categories

Dairy
Protein
Produce
Grain
Smallwares

Sponsor Benefits

- Your company logo on banners in cooking labs.
- Announced as sponsor at General Session when Chop-Ed winners are announced.
- Your company logo on aprons presented to Chop-Ed winners.
- Your company logo listed as a Chop-Ed sponsor in the Official Show Program.
- Winning meals/recipes will be published in Poppy Seed with your company listed as a sponsor.

For more information contact:

Jennifer Chin, Director of Food Services
Glendale Unified School District
jchin@gusd.net or 818-552-2677



CHOP-ED Sponsor Sign Up Application

Company Name _____
Contact Person _____
Phone # _____
Address _____
City _____ State _____ Zip _____
Email _____

Sponsorship Category (ex. Elementary Dairy)

Speed Scratch Item or Smallwares

Authorized By (Signature) _____
Name (Printed or Typed) _____
Title _____ Date _____

Complete information below to pay by credit card.

Amount \$500
Card Number _____ V-code _____
Expiration Date _____
Billing Address _____ Zip _____
Signature _____

Sponsor will be selected on a first come first served basis and suitability of speed scratch ingredient.

Application due October 1, 2012

Please submit the logo you would like us to use to identify your company.



ARROW RESTAURANT EQUIPMENT

DESIGN & LAYOUT
EQUIPMENT & SUPPLIES
GENERAL CONTRACTING



5061 ARROW HWY, MONTCLAIR, CA 91763
PHONE:(909)621-7428 WWW.ArrowRestE.com

Dear CSNA Members

I would like to introduce Arrow to you as a leading distributor of restaurant equipment products and also a California Certified Small Business. Arrow Restaurant Equipment has been established since 1980 and deals with all of the major manufactures to provide you with direct access to any item you may need. Arrow's design staff can provide design & layout assistance for just Kitchens or complete Cafeterias. Arrow also has a contracting division for equipment installation or complete turn-key cafeterias. Our high quality products, excellent customer service, and competitive prices are unmatched in this industry. We look forward to the possible opportunity of doing business with you in the future and feel free to contact any of the Arrow staff for any questions you might have.

Sincerely

Michael B Serrao
President/ CEO



OFFICIAL 2012 CONFERENCE REGISTRATION FORM - PASADENA

School Food Service Employee's Only - (Industry members please contact Amber at CSNA for Registration Information (818)842-3040)

Registration is NOT OPEN to non-exhibiting Industry Professionals. You MUST work in a school to attend if your company is not exhibiting

Healthy Meals-Healthy Minds - The 60th Annual Conference & Trade Show - November 8-11, 2012

PLEASE TYPE OR PRINT. ONE REGISTRATION FORM PER PERSON. PLEASE DUPLICATE THIS FORM FOR ADDITIONAL COPIES.

SNA MEMBERSHIP NUMBER	PREFERRED NAME ON BADGE
NAME	SPECIAL ACCOMODATIONS & DIETARY REQUIREMENTS
TITLE	DISTRICT NAME
MAILING ADDRESS IS THIS HOME OR WORK (PLEASE CIRCLE ONE) CITY	STATE ZIP CODE
WORK PHONE	FAX E-MAIL

REGISTRATION FEES

FULL CONFERENCE REGISTRANTS <i>(INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)</i>				SINGLE DAY REGISTRANTS <i>(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)</i>			
<i>PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY</i>				<i>PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY</i>			
	EARLY DISCOUNT FEE <i>IF PAYMENT IS RECEIVED (ON OR BEFORE 9/15/12)</i>	REGISTRATION FEE <i>(AFTER 9/15/12)</i>	AMOUNT		EARLY DISCOUNT FEE <i>IF PAYMENT IS RECEIVED (ON OR BEFORE 9/15/12)</i>	REGISTRATION FEE <i>(AFTER 9/15/12)</i>	AMOUNT
<u>CSNA MEMBERS</u>				<u>CSNA MEMBERS</u>			
DIRECTOR/SUPERVISOR	\$220	\$245	\$ _____	DIRECTOR/SUPERVISOR	\$ 95	\$110	\$ _____
MANAGER	\$200	\$225	\$ _____	MANAGER	\$ 90	\$105	\$ _____
STAFF/STUDENT/RETIRED	\$195	\$220	\$ _____	STAFF/STUDENT/RETIRED	\$ 85	\$100	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____	GUEST	\$ 85	\$100	\$ _____
<u>NON-MEMBERS</u>				<u>NON-MEMBERS</u>			
DIRECTOR/SUPERVISOR*	\$375*	\$400*	\$ _____	DIRECTOR/SUPERVISOR	\$120	\$135	\$ _____
MANAGER*	\$250*	\$275*	\$ _____	MANAGER	\$115	\$130	\$ _____
STAFF*	\$240*	\$265*	\$ _____	STAFF/STUDENT/RETIRED	\$110	\$125	\$ _____
STUDENT/RETIRED/GUEST	\$210	\$235	\$ _____	GUEST	\$110	\$125	\$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA <i>(\$155 FOR DIRECTORS AND \$47 FOR MANAGERS AND \$42 FOR STAFF)</i>				<u>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN DAY PRICE ABOVE)</u>			
				PRESIDENT'S PARTY - SATURDAY, 11/10 \$ 60 \$ _____			
				REGIONAL BREAKFAST - SUNDAY, 11/11 \$ 35 \$ _____			

PRE-CONFERENCE WORKSHOPS & TOURS *(MUST BE PRE-REGISTERED TO ATTEND. ADDITIONAL FEE MAY APPLY)*

Pre-Conference Workshops Thursday November 8, 2012

CDE Presents State Review of the new Guidelines - 9 am - 4 pm	\$35 members/non-members	\$ _____
SNS Credentialling Exam - 12 pm - 4 pm	\$190 SNA Members, \$285 Non-SNA Members	\$ _____
Food Handler Certification Course (includes exam) - 8 am - 5 pm	\$75 members, \$100 non members	\$ _____
Food Handler Certification Exam Only - 3 pm - 5 pm	\$50 members, \$75 non members	\$ _____
Measuring Success with Standardized Recipes - presented by the National Food Service Management Institute - 10 am - 12 pm	\$35 members, \$60 non members	\$ _____
Practical Skills for Preparing Quality Meals - presented by the National Food Service Management Institute - 1 pm - 4 pm	\$35 members, \$60 non members	\$ _____
Pasadena City Tour - 8am - 4pm	\$40 member, \$65 non-member	\$ _____

_____ I would like to participate in the Fitness Fundraiser on Saturday, November 10, 2012 - 7:00 - 8:00 a.m. - _____ (No Cost)

GRAND TOTAL REGISTRATION/MEALS \$ _____

PAYING WITH CHECK No. _____ MADE PAYABLE TO CSNA AND MAIL WITH COMPLETED REGISTRATION FORM TO:
CSNA, 210 N. GLENOAKS BLVD., STE. C, BURBANK, CA 91502 - PHONE: (818)842-3040 - FAX: (818)843-7423

IF PAYING WITH A CREDIT CARD, PLEASE FILL IN THE FOLLOWING INFORMATION AND MAIL OR FAX TO THE ADDRESS ABOVE.

CREDIT CARD NUMBER	EXP DATE	BILLING ZIP CODE	V-CODE
BILLING ADDRESS		<div style="border: 1px solid black; padding: 2px; font-size: small;"> V-Code is the 3 Digit Code on the back of Visa and MC Cards and the 4 Digit Code on the front of AMEX Cards </div>	
SIGNATURE			

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/30/12. A \$75 CANCELLATION FEE WILL BE DEDUCTED
 CHILDREN UNDER THE AGE OF 16 YEARS WILL NOT BE PERMITTED INTO THE EXHIBIT HALL. COLLEGE STUDENTS MUST BE REGISTERED BY AN INSTRUCTOR'

FOR FURTHER INFORMATION ABOUT THIS CONFERENCE OR TO REGISTER ON-LINE, PLEASE VISIT www.CALSNA.org

CSNA - NAC Art Contest

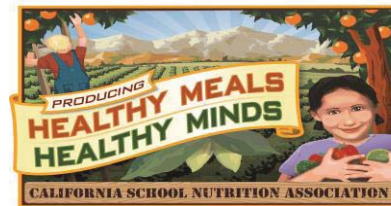
OFFICIAL ENTRY FORM
2012-2013

NAC ART CONTEST

Design an official CSNA-NAC Poster

This Year's Theme is:

"PRODUCING HEALTHY MEALS HEALTHY MINDS"



Mail this completed entry form with the student's artwork to NAC Chair Sandy Bernstein
Use one **OFFICIAL ENTRY FORM** for **EACH** Piece of artwork submitted.

NOTE: All entries MUST be postmarked by: September 28, 2012

Entries postmarked after deadline date are not eligible for competition.

Tips for Artists

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

SIMPLE & CLEAR

Avoid small writing and drawing details.

Colorful

So they can be reproduced onto a t-shirt and other materials must be Bright and Bold.

Drawn by hand

As opposed to using a computer or a stencil.

Artist consider

The theme and implement it in **POSITIVE, CLEAR, UNIQUE, HEALTHY & CREATIVE 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 are eligible.

Three winners will be selected by category: 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).

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

Each entry must be the student's original drawing on an 8 ½ x 11-inch sheet of **PLAIN WHITE UNLINED PAPER** (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.)

All entries become the property of CSNA

The Winners selected from each category receive

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

ARTWORK DEADLINE MUST BE POSTMARKED BY SEPTMEBER 28, 2012

Mail Entries to
Chino Valley Unified School District
Sandy Bernstein, Director of Nutrition Services
5130 Riverside Drive - Chino, CA 91710
RE: NAC ART CONTEST

One of the 3 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 2012-2013 NAC T-shirt!

NAC ART CONTEST REGISTRATION FORM

USE ONE FORM PER ARTWORK SUBMISSION

PLEASE MAKE COPIES IF ADDITIONAL FORMS ARE NEEDED

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 Advisor 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

DEADLINE: Artwork must be postmarked no later than September 28, 2012

MAIL ENTRIES TO:
Sandy Bernstein, Director of Nutrition Services
Chino Valley Unified School District
5130 Riverside Drive
Chino, CA. 91710
Re: NUTRITION ADVISORY COUNCIL

California School Nutrition Association

Nutrition Advisory Council Presents...



NAC ANNUAL-CONFERENCE

Hands-On Nutrition Education Physical Fitness Fun
Meet other NAC Student Leaders Ideas for NAC Activities
Taste Testing Food, Beverage & Healthy Snack Items for School Meals.

Note: We strongly recommend students attending be 4th grade or older
NOTE: SPACE IS LIMITED TO THE FIRST 150 STUDENTS FOR EACH EVENT

Southern California: Annual CSNA Conference Pasadena
Date: Friday, November 9, 2012
Location: Pasadena Convention Center 300 E. Green Street Pasadena, CA. 91101
Time: 9:00 a.m. – 1 p.m.
FOR Southern CALIFORNIA (CSNA CONFERENCE)
<p>Email or Mail completed form to:</p> <p>Chino Valley Nutrition Services Director of Nutrition Services - Sandy Bernstein 5130 Riverside Drive Chino, California 91710 909-628-1201 Ext 1500 sandy_bernstein@chino.k12.ca.us</p> <p>Registration Deadline: SEPTEMBER 30, 2012</p>

School District: _____ **Contact Name:** _____

Address: _____ **Number of students attending & Grade:** _____

Phone: () _____

Fax: () _____

Email: _____

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

NEW
HEALTHY
MENU
ITEMS!



eee fresh, never frozen eee

VEGGIE FOODS

New vegetarian foods are so **NOW**. The awesome thing is these foods taste great. They are packed with healthy nutrition everyone needs. What's more is they are made just for your students. **IT'S TIME TO BE COOL!**



can't compete
WITH THIS
**TOP CHEF
SALAD**

This winner is the classic chef salad with vinaigrette dressing, hard-boiled eggs, tomatoes, cucumbers and baby carrots over fresh mixed greens.

CHECK IT OUT...
Tomatoes and romaine lettuce are
great sources of vitamin A.*



This salad rocks with black eyed peas, corn, tomato basil vinaigrette, red peppers, green peppers, red onions and celery.



keen on QUINOA & VEGGIE SALAD

Looks, taste, this salad has it all with quinoa, couscous, reduced-calorie sun dried tomato aioli, portabella mushrooms, sun dried tomatoes, red peppers and green peppers.



SINCE 1998, Five Star Gourmet has truly tried to make a difference, not only by providing students with great-tasting, nutritious foods, but also by donating to local food banks. Five Star Gourmet has already delivered over one million free meals to residents in California. When it comes to vegetarian options, Five Star Gourmet is first class.

gotta TOSTADA SALAD

There's a fiesta in this bowl and you're invited. The VIP list includes iceberg and romaine lettuces, salsa ranch dressing, tortilla chips, kidney beans, corn, cheese, cabbage and red peppers. Tostada salad? You've just gotta!



the freshly picked FARMER'S MARKET SALAD

The freshest salad around! Spring mix greens, reduced fat ranch dressing, edamame, egg, tomatoes and carrots.

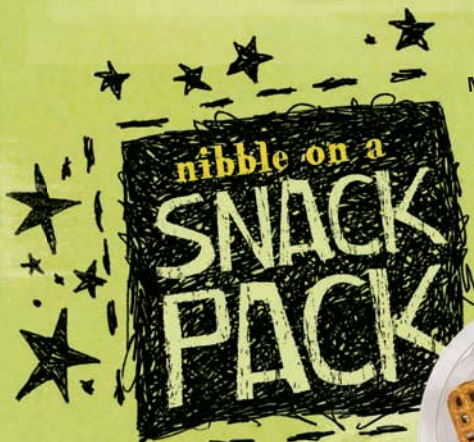
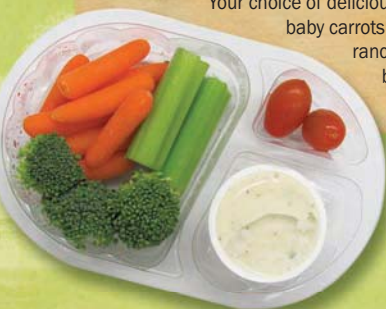


it's all GREEK to me SALAD

Look out Caesar. There's a new salad in town. The philosophy is if you mix fresh romaine lettuce with red balsamic vinaigrette dressing, tomatoes, white beans, reduced-fat feta cheese and olives, you'll have one smart tasting salad.

pick a great VEGGIE PLATE

Your choice of delicious hummus, sunflower seeds, baby carrots and celery or reduced fat ranch dressing, tomatoes, broccoli, baby carrots and celery. Both are yummy!



- Munchies never tasted so good:
- raisins, celery and apples with peanut butter
 - green apples and cheese cubes with caramel sauce
 - granola and red and green apples with yogurt dip
 - snap peas, baby carrots, cheese cubes and reduced fat ranch dressing
 - pretzels, baby carrots, red grapes and cheese cubes



CHECK IT OUT...
Other Veggie Foods that are cool this year..

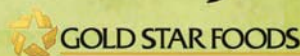
- Vegetable Curry
- Garden Patch Potato Skins
- Vegetable Chow Mein with Egg
- Vegetable Tortellini with Butternut Squash Sauce
- Vegetable Manicotti with Tomato Basil Marinara
- Lentil Cutlet

- Asian Pad Thai with Spicy Peanut Sauce
- Creole Chickpea and Veggie Stew
- Roasted Vegetable Quesadilla
- Hummus with Whole Wheat Pita
- Vegetable Bean Burger
- Vegetable Tamale

A proud partner of:



All Five Star Gourmet Foods's products are available through



www.fivestargourmetfoods.com



The theme for this year's Photo Contest sponsored by CSNA is

PRODUCING HEALTHY MEALS - HEALTHY MINDS

2012 PHOTO CONTEST



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.
That means that if you have Three photos, you will need 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, "Producing Healthy Meals - Healthy Minds"
6. Entries will **NOT** be returned.
7. Up to 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 \$50, & 3rd place winner \$25
8. **DEADLINE** for entries to be **RECEIVED** is October 1, 2012.

Send entries to: Sally Spero, Poppy Seeds Photo Contest,
CSNA, 210 N Glenoaks Blvd, Ste C, Burbank, CA 91502

Poppy Seeds Photo Contest Official Entry Form

Sponsored by  CALIFORNIA SCHOOL NUTRITION ASSOCIATION

Please Print

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Fax: _____

School District: _____

School: _____

Address: _____

City: _____ State: _____ Zip: _____

School Phone: _____

Chapter Number: _____

Please write two or three sentences describing your entry:

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!



CAMPUS FOODS



Forward is our direction

www.campusfoods.com

14120 E. Valley Blvd., City of Industry, CA 91746

Phone: 626.330.3479 Fax: 626.333.0129



School Food Service Program providing products in the following Categories:

Frozen Foods & Commodities

Dry, Canned & Snack Foods

Beverages

Dairy

Dynamic, Forward and Focused on developing tools to help you and your staff

Ability to tailor a program for your District related to products, nutrition, menus, analysis, and extended support.

Let us help you meet your food service and specialty program needs

SCHOOL NUTRITION REPRESENTATIVE'S MESSAGE

BY TERRI VANDERSTOUWE, CSNA SCHOOL NUTRITION REPRESENTATIVE

As I graduate with my bachelors in Nutrition Science, I realize how much it has transformed me, and how through CSNA and SNA, it made me want to know more. Knowledge is transforming, and once you start it can become addictive! It is so easy to start... you can go to CSNA or SNA websites to learn more about professional development. This year SNA's theme is transforming, so picture to yourself, how a truck became a robot, so unrealistic.....but in reality see yourself as that lunch lady transforming into a nutrition professional. Wear that hair net with pride knowing that you have the ability to transform younger generations by "producing healthy meals, producing healthy minds."





2012 VIDEO CONTEST

PRODUCING HEALTHY MEALS - HEALTHY MINDS



CSNA is excited to announce the Second Annual Video Contest!
We are looking for Districts to showcase what innovative and fantastic things they are doing.
We are asking you to submit a video that highlights a minimum of three areas out of the following aspects of California School Child Nutrition Programs:

- *Trained Professionals - Who we are and what we do*
- *Nutritious Meal Choices - Yummy, good for you, incorporating fresh fruits & vegetables, whole grains*
- *Academic Success Based on Nutrition - How school meals impact education*
- *Nutrition Education Carrying the Message - What they take with them from the Cafeteria*
- *Agriculture Partners/Farm-to-School*
- *Best Value*
- *Food Safety*

PHOTO CONTEST RULES:

1. Contest is open to all CSNA members (excluding sustaining members).
2. Only one entry per person will be accepted so send in your BEST!
3. Each entry **MUST BE ACCOMPANIED BY AN OFFICIAL ENTRY FORM** that has been completely filled in and with Press Releases of the students in the videos.
4. Entries may be incorporated in a marketing toolkit video
5. Entries must be between 2 - 5 minutes in length.
6. Entries will NOT be returned.
7. Up to Three winners will be selected. Winning videos will be featured in the CSNA Marketing toolkit.
1st place winner will receive a cash prize of \$1000, 2nd place winner \$500, & 3rd place winner will receive \$250.
8. **DEADLINE** for entries to be RECEIVED is October 1, 2012.

Send entries to: DeeAnne Cortes, CSNA Video Contest,
Fremont USD, 4210 Technology Drive, Fremont, CA 94538

○ ○ ○ Poppy Seeds Video Contest Official Entry Form ○ ○ ○

Sponsored by



CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION

Please Print

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Fax: _____

School District: _____

School: _____

Address: _____

City: _____ State: _____ Zip: _____

School Phone: _____

Chapter Number: _____

Please write two or three sentences describing your entry:

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!



CULTURAL EXCHANGE

March 29 to April 14 2013

Israel, Petra & Mt. Sinai

Trip Highlights:

Jerusalem

Petra

Mt. Sinai

Dead Sea

Masada

Sea of Galilee

School Visit

Cooking School



ESTIMATED PRICE: \$3,895.00

Price includes: Airfare, lodging, all admissions, transportation,

*Per person double occupancy

**2014 Cultural Exchange
Australia
Preliminary Date: June 2014**



For More Information Contact:

Tony Roberts

Office Phone: 714-879-3246

Email: Tonybagelman@cs.com



SNAC BITES

Welcome to SNAC Bites (or SNA Communication Bites.) The aim of this publication is to help highlight new SNA programs and provide updates on current topics in the school nutrition field. This is the June 2012 Issue.

1. SNA Seeks Comments on Meal Pattern Implementation Guide

SNA is taking an active role in addressing meal pattern questions and has appointed an ad hoc working group to develop a practical “How-To Guide” for SNA members. The goal of this guide is to assist in the challenges of implementing the new meal pattern requirements scheduled to go into effect this fall. SNA members are **strongly** encouraged to share their comments and concerns with the ad hoc group regarding the challenges they are facing in understanding and implementing the final meal pattern requirements.

Please feel free to directly contact SNA staff liaisons on this project: Cathy Schuchart, SNA VP, Child Nutrition and Policy and Danny Seymour, SNA Dean of Education at the following email addresses: cschuchart@schoolnutrition.org and dseymour@schoolnutrition.org.

2. USDA Releases Interim Rule Regarding \$.06 – SNA to Submit Comments

The USDA has published an interim rule regarding performance-based cash assistance for school food authorities (SFAs) certified compliant with meal pattern requirements as eligible to receive an additional six cents per each reimbursable lunch served beginning October 1, 2012. Comments regarding the rule are being accepted until **July 26, 2012**. You can learn more [here](#), or can review the full text of the interim rule [here](#). SNA will be submitting comments. Earlier this month, SNA hosted a webinar with more than 1000 attendees on the topic. The archived webinar is available [online](#).

3. Encourage your Chapter Leaders to attend ANC’s Chapter Leadership Day!

Be sure to have your chapter leaders attend the 7th annual Chapter Leadership Day on Saturday, July 14 from 8am – 12pm at the Convention Center. This is their opportunity to gather the fresh ideas that will help them lead their chapter through a successful year, as well as develop programs and services that will enhance the chapter and allow them to attract and retain members. Presentations

by experts will cover topics such as volunteer development, growing membership and leading effective meetings. They also will learn more about all the SNA resources at their disposal. The cost is \$25.00.

4. Register for Fuel Up to Play 60 for a Chance to Win a SNA Conference Registration

Have you signed up for Fuel Up to Play 60? There’s never been a better time to register. From now until December 31st, when you sign up for Fuel Up to Play 60 and link to a school or district, you’ll automatically be entered to win a free SNA conference registration. **VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

5. School Lunch: What’s Cooking? – NSLW 2012 Resources

National School Lunch Week (**October 15-19, 2012**) may be a few months away, but the “School Lunch: What’s Cooking?” resources are ready and available for you to get a head start on your planning. SNA has many tools and other resources including “school-made” menus, activity sheets and a celebration toolkit. Also available are logos, banner ads, press releases and much more. Visit the resource website www.schoolnutrition.org/cookingtoday.

6. New at the Emporium – Learning ZoneXpress Products

The Emporium is now carrying a select range of [Learning ZoneXpress products](#). This includes laminated posters, dry erase boards, and bulletin board displays from the new “1 Great Tray” line. The “1 Great Tray” theme helps students understand how to build their lunch tray, so that it meets the requirements for a healthy and reimbursable school meal.

Emporium – The SNA Shop - Phone: 1 800 728 0728
Web: <http://emporium.schoolnutrition.org>

7. Food Allergy Resource Center

As food allergies are a growing concern for parents and school children alike, the School Nutrition Foundation has created a resource center to address this critical need. The new Food Allergy Resource Center contains information from national organizations that deal with food allergies in a school setting.

The Food Allergy Resource Center focuses on five main topics of interest:

1. Food Allergy Rights, Responsibilities, Policy and Action Plans
2. Cross Contact and the Hidden Food Allergens
3. Label Reading for Successful Management of Food Allergies
4. Food Safety & the Management of Food Allergens
5. Additional Training for School Nutrition Professionals, Students and Parents

Visit www.schoolnutrition.org/foodallergy for more information.

8. USDA Farm to School Grants Webpage Updated

The [Farm to School Grants webpage](#) has been updated as grant applicants must register on Central Contractor Registration with the federal government. This application process is different than originally advertised. Please be sure you have registered with the CCR system for Farm to School Grants.

9. SNA's National and Regional Award Winners Announced!

We are pleased to announce the Regional Winners for the Louise Sublette Award of Excellence, the Heart of the Program Award and the Outstanding Director of the Year Award. The Regional Winners are:

Louise Sublette Award of Excellence

Mideast Region:	Nancy Mears, Delaware
Northeast Region:	Mary Leslie, Massachusetts
Southeast Region:	Mitzi Marshall, Kentucky
West Region:	Connie McConahy, N.M
Midwest Region:	Stephan Riley, Minnesota
Northwest Region:	Accordia Horn, Washington

The national winner of the Louise Sublette award will be announced at ANC's Peak Performance Awards Ceremony

Heart of the Program

Mideast Region:	Watasha Rosemond, Delaware
Northeast Region:	Lillian Muise, Massachusetts
Southeast Region:	Cindy Foxworth, Georgia
*West Region:	<i>Kathie Sardeson, California</i>
Midwest Region:	Angie Talbert, Missouri
Northwest Region:	Dunya Brannock, Oregon
Southwest Region:	Karma Honeycutt, Oklahoma

The national winner of the Heart of the Program award is *Kathie Sardeson, California.*

Outstanding Director of the Year

Mideast Region:	Patricia Cunningham, Del.
Northeast Region:	Megan Schaper, SNS, PN
Southeast Region:	Helen Phillips, SNS, VA

West Region: *Jane Stallings, SNS, California

Midwest Region:	Sherri Knutson, SNS, MN
Northwest Region:	Donna Toly, SNS, Wyoming
Southwest Region:	Karl Sprague, Kansas

The national winner of the Outstanding Director of the Year award is Sherri Knutson, SNS.

All winners will be recognized at ANC during the Peak Performance Awards Ceremony on July 15, from 9:30am to 11:30am in the Four Seasons Ballroom 2-4 (BL) at the Colorado Convention Center in Denver. Congratulations to all winners! And be sure to attend ANC in Denver, Colorado to receive your award.

10. Congratulations to the Spring Membership Drive Regional Winners

The School Nutrition Association's 2012 Spring Membership Drive was very successful welcoming 1,518 new members. The membership campaign ran from March 1 to April 30, 2012. Every year, the top recruiting states in each region are awarded with a complimentary one-year membership to School Nutrition Association. The states receiving this award are as follows:

- ❖ **West Region:** Utah with 47 new members. Hawaii with a 18% increase in new members.
- ❖ **Mideast Region:** Michigan with 65 new members. Washington, DC with a 15% increase in new members.
- ❖ **Southeast Region:** Florida with 86 new members. North Carolina with a 2.88% increase in new members.
- ❖ **Northwest Region:** Idaho with 48 new members. Wyoming with a 14% increase in new members.
- ❖ **Southwest Region:** Louisiana with 107 new members. Colorado with a 7% increase in new members.
- ❖ **Northeast Region:** New Jersey with 107 new members. Massachusetts with a 9% increase in new members.
- ❖ **Midwest Region:** Minnesota with 44 new members. Missouri with a 5% increase in new members.

These states will be recognized in the *School Nutrition* magazine and in July at the Annual National Conference in Denver, Colorado.

For questions regarding the Spring Membership Drive, contact Ellen Wilson, Director of Membership and Affiliate Services, at 800-877-8822 x119 or ewilson@schoolnutrition.org.



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We hope you find SNAC Bites a useful tool. If you have any questions or feedback about SNAC Bites, please contact Laura Maynard at lmaynard@schoolnutrition.org or call her at (301) 686-3120.

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C U I S I N E

THE CSNA PUBLIC POLICY & LEGISLATIVE COMMITTEE HAS A BUSY START TO 2012

BY RENE YAMASHIRO, CSNA PP&L CO-CHAIR

This year the Public Policy and Legislative (PPL) committee was very active taking positions and educating legislators on several issues and bills. It started with the preparation for SNA's Legislative Action Conference in March in Washington, D.C. Several CSNA members visited some of the most influential offices and legislators in our country, thanks to the appointments made by School Innovations and Advocacy, CSNA's legislative advocates.

size fits all eligibility scale for the entire nation. Our association has taken this issue to Congress for over 5 years and we addressed it once again. It looks like our persistence has sparked some interest in Washington because 18 of California's Congressional members have requested the Government Accountability Office in Washington, D.C. to study the impact that cost of living differences have on access to and participation in school meal programs. Check out the CSNA web site under the member's only section and view the letter to the GAO and issue papers.



CSNA members meet with Nancy Pelosi in Washington, DC

The meetings that members of the PPL committee attended in Washington were with Anne MacMillan, the Senior Advisor to Secretary Thomas Vilsack of USDA; Mandy Schaumburg, from the Committee on Education and Workforce; Ashley Eden, Legislative Assistant to Senator Dianne Feinstein; personal meeting with House Minority Leader, Nancy Pelosi; and addressed the California Congressional Delegation during their weekly luncheon. In addition to these appointments, CSNA had over 50 delegates meeting with California's Congressional members and addressing both SNA and CSNA's Issue Papers.

CSNA's Issue Paper addressed the inequity of qualifying students for free and reduced price meals using a one



CSNA Members at the California Congressional Members Dining Room

Once we returned from Washington, the PPL Committee was hard at work planning our annual CSNA State Legislative Action Conference which was held in Sacramento March 25th and 26th at the historical Citizen Hotel in Sacramento. The main issue of the conference was to prepare CSNA delegates to educate our state legislators about who CSNA is and our positions on child nutrition issues. The PPL Committee took positions on bills that were currently active in the legislature and discussed those positions.

Continued on Page 56



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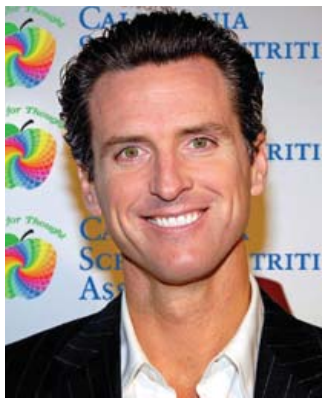
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CSNA President-Elect, Margan Holloway, California Governor Jerry Brown, CSNA President, Denise Ohm and CSNA Vice-President, Lynette Rock

We had quite the lineup of speakers at our conference. Denise Ohm, CSNA President welcomed all participants. Rene' Yamashiro, PPL Chair gave a re-cap of visits in Washington. Sandip Kaur, acting Director for the California Department of Education (CDE), Nutrition Services Division and Monique Ramos, Legislative Representative for CDE discussed the department's position on bills that were specific to child nutrition. Gavin Newsom, Lieutenant Governor for the State of California presented his perspective on Policy and Politics. Enrique Palacios, Associate Superintendent from Pittsburgh Unified School District spoke about Revenue Enhancements during Budget Cuts and what schools can do to earn revenue to offset the budget cuts. George Manalo-LeClair, the Executive Director of the California Food Policy Advocates who are the sponsor of 5 bills discussed their reasons for introducing their bills. CSNA opposed one of their bills and discussed the reasons for opposing the bill which would require reimbursable meals to be sold at any line food or beverages are sold. During George Manalo-LeClair's presentation, our group was treated to a surprise visit by Governor Jerry Brown. He gave a brief greeting to the group. Kevin Gordon



and former Superintendent of Public Instruction, Jack O'Connell, both from School Innovations and Advocacy gave us the legislative budget outlook for the State and the impact on education.

California Lt. Governor Gavin Newsom

A discussion about CSNA's position paper that all delegates were taking to their legislators the following day in the Capitol completed Sunday afternoon. The Position Paper can be viewed on the CSNA web site.

This year CSNA hosted a Legislative Breakfast on Monday morning and invited legislators and staff to attend. Our guest speaker was Assemblyman Das Williams, who is the author of AB1746, which its intent is to remove electrolyte replacement beverages from a la carte sales. CSNA is in support of this bill which at this time is held in Assembly Appropriations. We were then entertained by Kevin Gordon and Jack O'Connell as they role played the proper and improper ways to conduct a visit with a legislator.



CSNA Members on the California Senate Floor with Jack O'Connell

As the 2011-12 legislative session continues, remember to check the CSNA website for any action alerts so you can contact your legislators and for the positions the association is taking. If you have questions or concerns, be sure to contact someone from the PPL Committee. A big thank you to the 2011-12 committee for all of their hard work and welcome to the new 2012-13 committee being led by Debra Amos, your new PPL Chair.

Please thank the following members of the 2011-12 committee as you see them. They are: Rene' Yamashiro, Debra Amos, Scott Soiseth, Valerie McDonald, Jennifer LeBarre, Sandee Larsen, Wendy McPhetridge, Henrietta D'Ora, Anna Apoian, Robert Lewis, Piper Mattson, Erik Lenocker, Richard Schanz, Dale Bowman, Denise Ohm, Margan Holloway, Lynette Rock, Barry Sackin, Kevin Gordon and the School Innovations and Advocacy team and Janine Nichols.

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ON LEADERSHIP AND COURAGE

BY BARRY SACKIN

The California School Nutrition Association has been blessed to have many great leaders over our sixty plus years. Individuals with passion and insight. Visionaries who took us from one level to the next. Extraordinary managers and administrators who made our organization strong and viable. And at times of great need, people of courage who stood tall against difficult challenges. This is such a time.

At a Southern Cal meeting last year, I sat at a table with a number of colleagues, some of whom were recently retired. I looked around the table and realized I was sitting with people I'd known for a quarter of a century. People I liked and admired and respected. There are few industries where you can say such things. We are a community like few others. I mention this as a nice way of saying I'm older. Not old, but older. So it's been my honor to have known many of our great leaders of the past.

In the early 1980s, school foodservice faced challenges with deep budget cuts and enormous additions of administrative work. But our leaders took us through the difficulties. In the 1990s we faced a politically charged and partisan effort to block grant our programs, followed immediately by the last overhaul of our menu planning regs. California stood tall with our national organization and colleagues around the country to successfully address the challenges.

This past year we have been faced with a more daunting challenge. Once again we were faced with an overhaul of our meal standards that many of us believe will have dire unintended consequences for our programs and the children we serve. But this time the problem was exacerbated by the fact that our national organization was leading the charge for this change. Comments and concerns about SNA's actions are best left for a discussion at the bar. What's important here is the courage our state association leadership demonstrated in standing up for what we believe in in the face of unrelenting pressure from our national organization.

Our fearless president, Denise Ohm, Margan Holloway, Lynette Rock and the amazing PPL chair Rene Yamashiro have demonstrated all of the characteristics of great leadership this year. First, they studied and learned the issues so they could help educate members. Then, as individuals, they took positions that would be in the best interest of our members and programs. And before committing the association, they reached out to ensure there was understanding and consensus across the state. Having done so, they stood up for us. And they remained standing despite great pressure and the possibility of unpleasant consequences.

As an example of what I mean, with the full support of the CSNA Board, Denise flew to DC in December to present our concerns, complete with the data to back it up, to the White House. Now understand, USDA is an executive agency. That means they act at the direction of the President. The proposed menu planning rules had the active support of the White House. It is part of our constitutional rights to bring our concerns forward. And while Denise, representing us, was only educating the decision makers at the Office of Management and Budget, nothing in Washington is done outside of a political context. Speaking up is the right thing to do, just not the easy thing.

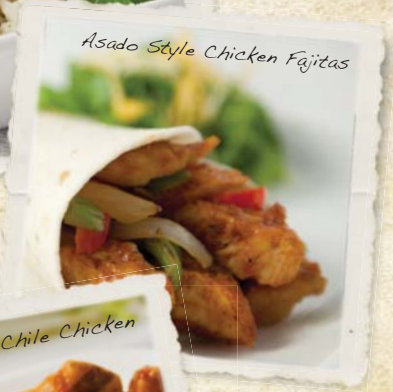
This is the stuff great leaders are made of.

We were not successful in our efforts to ameliorate many of the more challenging provisions of the new regulations. But what's important is the effort and courage to take a position, one that was not popular or politically easy, and stand by it. For this I thank CSNA and its courageous leaders.

CSNA continues to be blessed with great leaders, particularly when we need them most. May we continue to find such extraordinary individuals when the need arises.



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July 2012

15-18 *SNA Annual National Conference - Denver, Colorado* SNA

August 2012

8-10 *Nevada SNA Conference - Fallon, NV* NVSNA
16 *Far North CalSNA Food Show* #20

October 2012

4 *NorCal SNA Legislative Fundraiser - Blackhawk Classic Car Museum* #02
12 *CSNA EFC & Regional Coordinators Meeting, Burbank, CA* CSNA
13 *CSNA Board Meeting, Burbank, CA* CSNA

November 2012

8-11 *CSNA 60th Annual Conference - Pasadena, California* CSNA
"Producing Healthy Meals - Healthy Minds"
29-30 *CSBA Meeting - San Francisco, California* CSBA

January 2013

26 *CSNA Board Meeting* CSNA
27-29 *CSNA Legislative Action Conference - Sacramento, California* CSNA

March 2013

3-6 *SNA Legislative Action Conference - Washington, D.C.* SNA

April 2013

3-6 *CASBO - Long Beach, California* CASBO
18-21 *SNA Leadership - Savannah, Georgia* SNA

May 2013

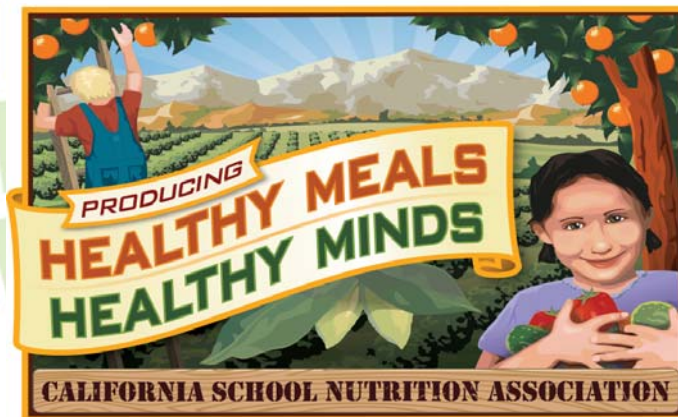
4 *CSNA Leadership Workshop - Newport Beach, CA* CSNA
5 *CSNA Installation Dinner - Newport Beach, CA* CSNA
5-7 *CSNA Industry Seminar - Newport Beach, CA* CSNA

July 2013

13-17 *SNA Annual National Conference - Kansas City, MO* SNA

November 2013

14-17 *CSNA 61st Annual Conference - Palm Springs, California* CSNA



Please note that all dates are tentative and subject to change
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www.CALSNA.org or call (818)842-3040
For more information on SNA events, please visit www.schoolnutrition.org



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