

FALL 2013

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THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



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PRESIDENT'S MESSAGE

BY LYNETTE ROCK, CSNA PRESIDENT

CHANGE NEVER TAKES A BREAK

When I came up with my logo a year ago I never dreamed we would be facing this much change. It seems like just when we figure out one challenge we are faced with three more. For those of you who know me, you know that I'm a strong believer in change—if it's not broken—change it anyway. But this amount of change is even overwhelming me.

There is some good news on the horizon. At the School Nutrition Association's (SNA) Annual Conference, Under Secretary for USDA Janey Thornton announced that the USDA would be eliminating the maximums on grains and proteins at lunch time. That was welcome news for both our industry partners and us. In addition she stated that USDA would continue to allow sugar in frozen fruit—another sigh of relief for our vendors. And districts that have more than a three month operating income can apply for a waiver for the Paid Meal Equity requirement.

So what other change do we still have coming? By now you should have implemented the first phase for breakfast. Next school year we add more fruit at breakfast time and all grains must be whole-grain-rich at both breakfast and lunch. The interim rule for competitive foods has been released. By the time you read this, the comment period will have ended and the new regulations will go into effect July 1, 2014. This should not be as drastic for California since we already have pretty stringent competitive food sales regulations.

USDA is currently working on professional standards for all food service employees. This was a requirement of the Healthy Hunger-Free Kids Act. This will impact everyone. Keep your eyes open for them.

The SNA's House of Delegates voted to increase dues by \$2 for staff and managers and \$10 for Directors, Supervisors and others. California did not support this dues increase for various reasons but as part of the team, we realize that not everyone is going to see it our way. Being part of a team means being willing to compromise and work towards a common goal. And we do have a common goal—feeding students healthy meals. As a team, we can be successful even when we disagree. But in order to be successful we need to stand by our teammates and support them.

My approach as I lead CSNA is to nurture, encourage, inspire, lead our members, and never stop learning. I live by my personal motto: If there is a will, there is a way. If you have a question or concern, please feel comfortable asking me. I look forward to seeing you in Palm Springs.





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MEMORIES OF THE LUNCH LADY

BY DENA ENGLAND, CSNA VICE PRESIDENT

Did you know as a “Lunch Lady” you are a School Nutrition Professional who makes a real difference in the lives of children? Jarrett Krosoczka, the Closing General Session speaker at the School Nutrition Association’s 2013 Annual National Conference confirmed this. Jarrett is the author and Illustrator of “Lunch Lady,” a series of books based on his school lunch lady.

In these graphic novels, Jarrett tells stories of his superhero lunch lady. In honor of his lunch lady’s birthday he declared May 3rd National Lunch Lady Day. He currently has nine books in the series with the tenth scheduled for release in January 2014. These books have reached thousands of children and all because of one lunch lady memory.

No matter what role you play in school nutrition you can make a memory that can last a life-time. Just remember the students you serve today may use a “lunch lady” memory to shape their future.



LET'S MOVE SALAD BARS TO SCHOOLS

BY TERRI VANDERSTOUWE,
CHILD NUTRITION SUPERVISOR, SAN MATEO-FOSTER CITY SCHOOL DISTRICT

The San Mateo-Foster City School District (SMFCSD) is pleased to announce our partnership with Let's Move Salad Bars to Schools. SMFCSD received salad bars for Baywood Elementary School, Beresford Elementary School, and Fiesta Gardens Elementary School. The founding partners of the program are: Food Family Farming Foundation, National Fruit and Vegetable Alliance, United Fresh Foundation, and Whole Foods Market. The parents, students, and staff are excited and feel this is a great start to the new school year.

The San Mateo-Foster City School District operates 20 elementary and middle schools serving approximately 11,000 students from preschool through 8th grade.





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SCHOOL NUTRITION REPRESENTATIVE: MY CONFESSION

BY MARIA HERNANDEZ, CSNA SCHOOL NUTRITION REPRESENTATIVE

“There was an 8 year old who started her first day of school not knowing the English language or having any friends. At lunch she watched how all the students had something in a lunch bag and it looked like it was so good. Then she looked in her bag and it was a cold bean burrito. She took it out and she began to eat it. She made herself look like it tasted so good but in her mind she wanted to eat what the other kids were eating.

Next day at lunch something bad happened. She took her neighbor’s lunch and gave the little girl her cold burrito but the other little girl saw when she took the lunch. The girl grabbed her lunch bag back so she was still left with her cold bean burrito. That girl was me.

One day this wonderful and nice lady came with a lunch bag and it was just for me. I could not believe it. I said “What?” It had a sandwich, apple, Twinkie and milk. “Oh my goodness,” I thought. “What did I do to get this?” I ate it slowly and took every taste of that tuna sandwich. When I got home I told my mother that I thought I got a good grade because I got a sack lunch like all the American children. The next day that wonderful lady came and said my name again and gave me a sack lunch. I did not know what to think but my mother kept telling me to be good so I could get that sack lunch. I could not wait to go to school so I could get my sack lunch.”

Now I know it was one of those wonderful lunch ladies that are so caring and wonderful who made me feel so special that day. That is why I feel so strong about CSNA. If CSNA had not gone to the legislators to voice our children’s concerns, we, the lunch ladies, would not have a job working for those children nor would the children have the wonderful healthy lunches we make for them today. Just look at CSNA’s Mission and Vision statement:

California School Nutrition Association’s Mission is to educate and empower members to provide healthy meals to foster an environment where children achieve overall wellness and lifelong success. Our vision is: Well nourished students prepared for success.

So I ask you, “What are you waiting for to become a member, why not join today and make our organization stronger? Please join me and become a CSNA member.”

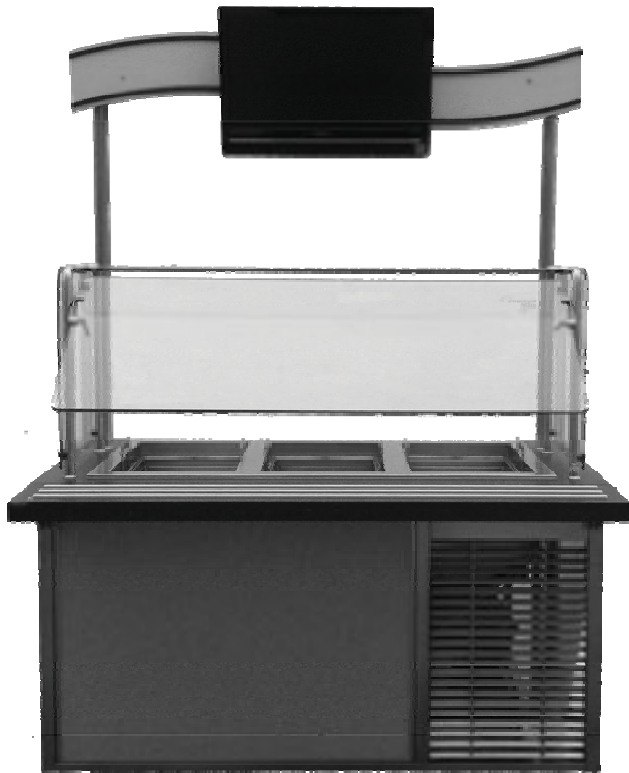
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MEMBERSHIP NEWS

BY LASHAWN BRAY, CSNA MEMBERSHIP DIRECTOR



~ Those two words go hand-in-hand just like SNA and CSNA ~
All Our Members Are Winners!!! 

And we have even more fun ways to win this year while at the same time increasing your education and professional development.

Remember, Investing in YOU!! Just a few things to highlight for the coming year.

BACK TO SCHOOL MEMBERSHIP DRIVE

Host a welcome back event at your district and showcase SNA/CSNA membership including District-Owned membership (for every 5 membership a district purchases they received 1 free membership) and you get your name entered more times for chances to win the “Going Places With SNA” trip to Miami or to ANC 2015. You must be a current member of both SNA and CSNA. Contact me for more details.

CHECK OUT THE FLYER ON THE TOP OF THE NEXT PAGE!



LOCAL CHAPTERS \$\$ INCENTIVE PROGRAM

We have challenges and funds to help build your local chapter by increasing membership, improving meetings, education, drawings and scholarships to LAC or our Annual Conference. Any way you and your board vote to spend the money. See your Chapter President for details and good luck!!!

STEPS CHALLENGE ONLINE @CALSNA.ORG

Prizes! Prizes! Prizes! Sign up now. There are bonus dollars for chapters with 50% participation.

TELL A FRIEND/BRING A FRIEND CAMPAIGN

This is a semi-annual challenge to help make California #1 in membership. Share the benefits of SNA/CSNA membership and be entered to win in even more drawings. Try for 100% Membership at your sites and receive awards, along with Star Club recognition. Contact me for more information at lbray@vesd.net

Thank you!

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EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

In my current position I'm working at the fourth district of my career. By the standards of our profession I'm practically a job hopper.

Each time I left, the decision was difficult. You have a lot of security in a place you know. You have figured the people out and you know how the system works. You have friends and trusted colleagues. You've set up things you have ownership in and that you are proud of. You still have things you want to do. In short, you have a lot to lose.

But sages and philosophers throughout history have told us that in order to gain something you have to be willing to lose something, too. The question is always "What do I want more? What is in front me? Or what could lie ahead of me?"

Each new district has brought me a fresh start and an exciting new challenge. I've learned a lot from a lot of different people and, having seen quite a bit, I believe I have more than the ordinary number of ways of approaching new situations.

Maybe you are facing a situation where you know you have a lot to lose if you change. I'd just like to remind you that you have a lot to gain, too.

Sally Spero, SNS
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SEAN LEER NAMED SNA NATIONAL INDIVIDUAL INDUSTRY MEMBER OF THE YEAR

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



You may know him as a fellow committee member, you may know him as a panelist, you may know him as someone you've had a great evening with at a special event. You may even know him as I know him best, the person I call when I have a BIG problem to solve.

But now you can know Sean Leer of Gold Star Foods as the School Nutrition Association's Individual Industry Member of the Year for 2013.

Having worked 18 years in the food service industry (the last 5 of them here in California) Sean has truly demonstrated the qualities that have brought him this

national honor. He has served on numerous state and national committees including the SNA Research Committee, the ASFSA/SNA Name Change Committee, the HACCP Education Task Force, the CSNA Annual Conference Committee and the Southern California Chapter 1 Executive Board. One activity that especially stands out is the fundraiser he planned in 2011 at Dodger Stadium. A number of baseball legends attended and the event raised over \$70,000 for the local chapter. He is currently in charge of planning the 2014 Child Nutrition Industry Conference.

He has served on many panels, testified on behalf of school meal programs at many hearings and attended many conferences and events with the goal of supporting our efforts to feed children healthy, affordable meals.

Recently, Sean has worked hard to support some exciting new initiatives. In his role at Gold Star he has helped expand Farm to School programs to many districts where the costs and logistics made participating impractical for both farms and schools. He was instrumental in setting up food hubs and working with aggregators who collect foods from the farmers and combine them into a larger shipment. There are now 50 farmers who participate and schools now have access to produce grown within 200 miles of Los Angeles. He also helped expand the DOD program to remote areas of our state.

Not content with just farmers, Sean has also worked to include small, local businesses in a similar program. Products that meet the USDA meal standards and have appropriate pricing are now able to reach the school market more effectively.

We are proud to call Sean Leer California's own and congratulate him on this great honor!

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CSNA PRESENT AT CHILDHOOD OBESITY CONFERENCE

BY ANNA M. APOIAN, RD, MPH, DIRECTOR OF FOOD SERVICES,
HAWTHORNE SCHOOL DISTRICT, CSNA NUTRITION ADVISORY CHAIR

In efforts to outreach to other organizations, the California School Nutrition Association had a booth at the Childhood Obesity Conference in Long Beach this past June. Attendees came to our table to thank us for the work that we do in the schools on a daily basis. And because of the tasty donations from Sunrise Produce, Elite Associates, A&R Distributors, Leabo, and J. Goodman our table was the most popular on the exhibit floor. On behalf of the Nutrition Standards Committee, I would also like to thank the following people for spending hours meeting and greeting people and promoting our school programs.

- Harold Sullins, Fontana USD
- Toni Song, Hawthorne SD
- Lynette Rock, Torrance USD
- Michelle Reitzin-Bass, Integrated Food Services
- Kellie Long, Associates, LLC- Food Service Sales & Marketing
- Lisa Marquez, Sunrise Produce Co.
- Tracie Vetere, Elite Associates





SNA COMMUNICATION

BY LYNNELLE GRUMBLES, RD, SNS, SNA WEST REGIONAL DIRECTOR

I'm so honored to have been elected the West Regional Director for SNA! I'm your direct link to the SNA Board of Directors for the next two years. The West Region is comprised of six states: Arizona, California, Hawaii, Nevada, New Mexico, and Utah. I'm proud to be representing each of you and the wonderful programs you operate.

Here's what's happening this fall at SNA:

Looking for some great ideas for your next school meal promotion? With the School Nutrition Association's online 2013-14 promotional calendar at your fingertips, you will find plenty of holidays to celebrate throughout the year. Visit www.schoolnutrition.org/promocalendar1314 for the full calendar, complete with fun facts and celebration ideas. Be sure to have your username and password handy.

Have you registered for the STEPS Challenge, SNA's wellness program for members? Year Two kicked off August 1st, with the first monthly challenge: *Walk this Way*. Each month you can earn points for being active – and you'll be entered for a chance to win great prizes! Visit www.schoolnutrition.org/steps to learn more about the challenges, download your tracking sheets, and get started.



Mark your calendar for National School Lunch Week: October 14-18, 2013! The 2013 theme, "School Lunch Across the USA", is all about celebrating the regional flavors of America. SNA's member resources and downloadable tools are now available at www.schoolnutrition.org/nslw. Start planning your NSLW celebration with a toolkit, celebration ideas, PR &

marketing tools, handouts for kids and parents, and much more! To bring your promotion full circle, order official NSLW merchandise at <http://emporium.schoolnutrition.org>. You'll find products like aprons, posters, t-shirts, balloons, student giveaways, and more.

FNS/USDA has published an interim final rule for Competitive Foods entitled, *National School Lunch Program and School Breakfast Program: Nutrition Standards for All Foods Sold in School as Required by the Healthy, Hunger-Free Kids Act of 2010*. SNA is reviewing and analyzing the rule, as well as determining next steps in response to the rule. This interim final rule amends the National School Lunch Program and School Breakfast Program regulations to establish nutrition standards for all foods sold in schools. There is a 120 day comment period for the interim final rule and written comments on the rule are accepted at regulations.gov until October 28, 2013. See www.schoolnutrition.org/competitivefoods for the Interim Final Rule, SNA's Press Release, OFW Memos comparing SNA's comments to the rule, and a list of a number of news articles on the topic.

Tuesday Morning is SNA's weekly newsletter that covers the latest in Federal and State Policy as well as Webinars, Events, and Upcoming Meetings. Sign-up today and check out the past articles at www.schoolnutrition.org/tuesdaymorning!

SNA has completed Phase I of the Keys to Excellence Program update! The Keys to Excellence Program is designed to assist schools in achieving nutrition integrity goals at the administrative, management and operational levels. This tool, through its standards of practice and indicators, defines national standards for quality programs and provides you with a framework for continuous review, evaluation and improvement of your school nutrition program. To download the updated standards visit: <http://www.schoolnutrition.org/keys/>. **Note:** SNA is in the beginning stages of updating the Keys Online Self-Assessment Tool and revising the District of Excellence Program.



SNA Updates

SNA State Affiliate Resources Online

Check out the New State Affiliate Resources Webpage (www.schoolnutrition.org/stateresources) to find the entire membership toolbox, archives of SNAC Bites and SNAC Chats, governance resources, and more! This webpage is just for YOU! Don't see a resource you need? Please contact State Affiliate Resources Manager, Sara Sanders at ssanders@schoolnutrition.org.

Over the next few weeks, newly-developed tools to help you advocate for issues at the state and local levels will be also added to the SNA website, including tools to develop long term policy goals and react to problematic legislation. Would you like to see letter templates to local representatives, guides on soliciting support for more funding, hearing testimony templates, or anything else? Please contact Director of State Legislative Affairs, Nichole Westin at nwestin@schoolnutrition.org to let us know how we can support you in your advocacy efforts.

Will Your State Be a STEPS Challenge Champion?

New for 2013-2014, the STEPS Challenge includes a competition between SNA's state affiliates to get members participating in the wellness program. At the end of all the monthly challenges, the three states (one winner in each membership division) with the most members participating will be named the STEPS Challenge 'All-Star States'. These states will be honored at ANC and their members will be entered in a special Grand Prize drawing to win a free trip to ANC 2014 in Boston! To learn more, visit www.schoolnutrition.org/steps.

SNA Research Focuses on New Meal Pattern Implementation

SNA has released the latest issue of the **trendSETS** Newsletter. This issue shares insights from a group of school nutrition directors on the operational changes and challenges, as well as the positive outcomes that have resulted from implementation of the new meal pattern. SNA members can access the 2013 **trendSETS** newsletters by visiting SNA's [Resource Center](#) and clicking on "2013 **trendSETS**."

trendSETS is a quarterly e-newsletter that contains research on hot topics in school nutrition, with the goal of providing insights into school nutrition trends using data and information SNA collects from its members. This newsletter is now available to all SNA members. If you have any questions or suggestions about SNA's **trendSETS** newsletter, please email scoppess@schoolnutrition.org.

Breakfast in the Classroom Resources from the SNF

Are you looking to bring breakfast in the classroom (BIC) to your school nutrition program and don't know where to start? Or do you already have BIC, but aren't quite where you would like to be in participation? Whether you are looking for ways to engage stakeholders, menu planning ideas, the latest research or trying to determine the feasibility of BIC the School Nutrition Foundation's (SNF) Breakfast Resource Center (www.schoolnutrition.org/bic) has everything you need. New resources are added frequently, so be sure to bookmark this page!

Continued on Page 16



Now is a Perfect Time to Create an SNA District Profile

Start off the school year by creating a District Profile for your school nutrition program and receive access to SNA's [District Profiles Database](http://www.schoolnutrition.org/districtprofiles), an online tool that allows SNA members to view profiles of school nutrition programs. Over the past year, SNA has been working on a number of improvements, including making it more user-friendly and updating the types of information in the database to reflect the changing regulations facing school nutrition programs. SNA is asking school nutrition programs to submit an up-to-date District Profile using the new online submission form. To learn more about SNA's District Profile Database, visit www.schoolnutrition.org/districtprofiles.

Big Value in SNA's *Little Big* Resource

It's back to school season, and while your community is focused on educating students, you should be focused on educating your community—about school meals! One great resource that can help you to explain the intricacies of this business is SNA's *Little Big Fact Book: The Essential Guide to School Nutrition*. It offers *everything* you need to know about the fundamentals of school nutrition and is ideal to pass along to new site managers and supervisors, new school principals, new district administrators, new Board of Education members, new food brokers and other stakeholders!

Released in March, the 2013 edition of *Little Big* is a comprehensive overview, overflowing with facts and figures about federal regulations, USDA Foods, school district demographics and the hottest topics being discussed today. This 40-page resource is a must-have for anyone and everyone working in and with school nutrition programs. Purchase your copy today online for just \$18 at www.schoolnutrition.org/bookstore. Additional price savings are available for bulk orders.

SNA's Updated "*Keys to Excellence: Standards of Practice for Nutrition Integrity*"

SNA has completed Phase I of the Keys to Excellence Program update! Keys is designed to assist schools in achieving nutrition integrity goals at the administrative, management and operational levels. This tool, through its standards of practice and indicators, defines national standards for quality programs and provides you with a framework for continuous review, evaluation and improvement of your school nutrition program. To download the updated standards visit: <http://www.schoolnutrition.org/keys/>. Please note that SNA is in the beginning stages of updating the Keys Online Self-Assessment Tool and revising the District of Excellence Program.

SNA's School Nutrition University (SNU)

Are you or your employees in need of online Continuing Education Units (CEUs) for SNA certification or SNS renewal? Need additional Key Area Hours in Operations, Administration or Communications/Marketing for initial SNA certification? If so, visit our one-stop shop for online education courses: SNA's School Nutrition University (SNU) at www.snuniversity.org.



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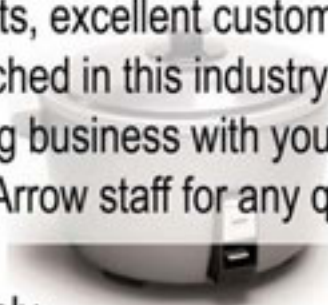
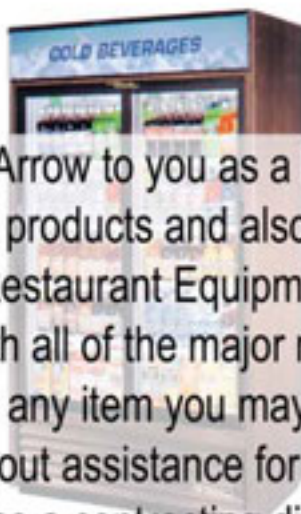


Dear CSNA Members

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Sincerely

Michael B Serrao
President/ CEO



SCHOOL MEALS: PROUD SPONSOR OF THE AMERICAN DREAM

BY JOANNE ROBINETT, MSA, SNS

The language of the National School Lunch Act states that providing children nutrition at school is a “measure of national security, to safeguard the health and well-being of the Nation’s children.” It might be a stretch for you to make the connection between the school lunch served today (chicken nuggets, hamburgers and pizza) and national security. But if you listen to my story, maybe it will all make sense.

In 1923, my father was born - the second child in a household of nine. He grew up in rural Ohio in the same poverty that was enveloping the entire country. When he was six, the stock market crashed, and the Great Depression followed. My father, his three brothers and two sisters, were often hungry. I remember hearing my father praise his mother for her ability to take a 25 pound bag of cornmeal and turn it into meals that fed their family for a month. There was no other food. In 1940, at age 16, my father lied about his age, quit school, and joined the Navy in the hope that service life would be better than the poverty and hunger of his home life. He was thankful he passed the physical – many others who grew up in similar circumstances were not healthy enough to join the service. As history recounts the decade that followed, America went to war (WWII), needing every able bodied man to help. What America found out was that many young men were not able bodied; their development was somehow affected by the malnutrition of their youth. In fact, one out of every three recruits who were classified as unfit to serve could trace the reason back to a nutritional deficiency – either one that had caused them a disease, or one that stunted their development.

President Truman never knew my father, but he knew his story well - it was the story of nearly every family in the United States. The President knew the cost of the war had been great, and the lessons it taught us were



important. He did not want history to repeat itself; we did not want another generation of malnourished children. When he signed the National School Lunch Act on June 4, 1946, Truman remarked, “No nation is any healthier than its children.” In a later speech Truman said, “The well nourished school child is a better student. He is healthier and more alert. He is developing good food habits that will benefit him for the rest of his life. In short, he is a better asset for his country in every way.” Sixty-seven years later research into the nutritional value of school meals continues to validate Truman’s words.

School meal programs have changed over the years to include breakfast, after school snack programs, and in some areas, summer feeding, fruit and vegetable programs, and a few schools now offer supper. The requirements for the foods offered in the meals have been altered as the dietary guidelines for Americans have been revised. Do you remember when a school lunch had bread and BUTTER offered with every meal? While this requirement was dropped due to concerns about fat content, we need to remember that when the butter was required, the purpose of the meals was to get fat and calories

Continued on Page 19

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into those undernourished children. **School meals meet the needs of the students** – then and now, and will continue to change as children's needs change. School lunch and breakfast providers are currently in the process of implementing the biggest changes the program has ever seen. Meals contain more fruits and vegetables, and over half the bread products are whole grain rich! Staying true to the original intent of the program, these changes are designed to "safeguard the health and well-being of the Nation's children."

Shortly before my father died he was recounting some of his life's accomplishments. I was surprised to hear him list "my children were never hungry" at the top of his list. Because he *had* been hungry and knew how awful that was, he had set a personal goal that his children would never know hunger. Just as my father set this as a personal goal, our country set this as a national goal. My father attained this goal through hard work and thrift. Our country has worked to attained it through school meals!

As the late Adelle Davis said, "We are indeed much more than what we eat, but what we eat can nevertheless help us to be much more than what we are." When we serve school meals, we help children be much more; we play a part in making the American dream come true for them.



© 2013 Contributed by JoAnne Robinett, MSA, SNS. Proud member of SNA. Owner of **America's Meal**, a company delivering education, inspiration, and motivation to child nutrition programs and Associations across the country.

Visit AMERICASMEAL.COM for more info!
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COVER PHOTO

BY JOANNE TUCKER, SAN DIEGO USD MARKETING COORDINATOR

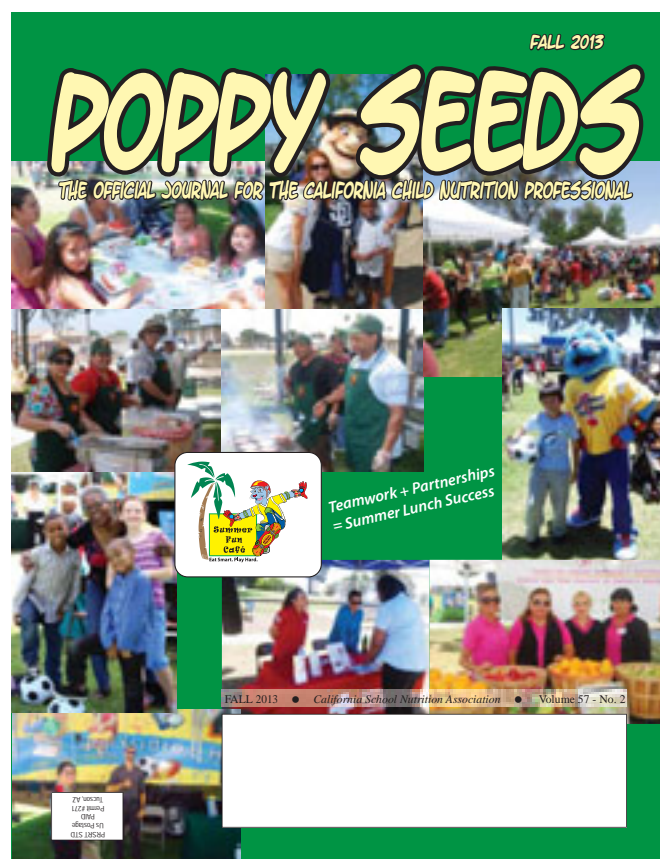
Over 2,000 people enjoyed a fun BBQ event kicking off the Summer Fun Café Program in San Diego at Skyline Hills Community Park on Tuesday, June 18, 2013. Along with the BBQ, kids participated in fruit and veggie games, crafts, a jumper and a drawing for bicycles and backpacks. Network for a Healthy California organized the nutrition decathlon that included games like watermelon weight lifting, string bean jump rope, carrot hop and cucumber javelin. Children who completed all ten stations selected from prizes that included soccer balls, basketballs, Frisbees and plastic water bottles. Our Cover Photo shows highlights for the day from the photos taken at the event.

The San Diego Police Department, the San Diego Unified School District Police Department and the San Diego Fire Department all brought staff and vehicles that were a big draw for the children. Three radio stations provided music at the venue: Radio Latina-104.5 FM, KSSX-95.7 FM, and Z90.3. The resource fair with over 40 community partners offered a wide variety of community resources that included counseling services and low-cost housing and utility services. The San Ysidro Health Clinic brought their new mobile clinic and offered health screenings. The Jacobs and Cushman San Diego Food Bank, Feeding America San Diego and Mother's Nutritional Center all provided free fruits and vegetables to take home. Taste tests encouraged families to not only try the fruits and vegetables but to see healthy and tasty ways to eat foods lower in sugar and sodium. The *Re-Think Your Drink* program graphically displayed sugar levels in common drinks.

The event also featured a visit from the Power Panther, who is the mascot of our program with the motto of EAT SMART. PLAY HARD. The Power Panther stands for eating healthy food and being physically active every day which is what happens when children come and join us for lunch.

Led by Summer Fun Café Specialist Norma Johnson, this is the tenth year that SD Unified has partnered with the City of San Diego Department of Park and Recreation to provide meals and snacks during the summer at recreation centers in low-income neighborhoods. In addition to the 28 recreation centers, there are 13 other community and military sites including one library and 24 schools where any child can come and enjoy a summer meal.

Throughout the summer SDSU continues these partnerships by offering 36 community BBQs that always include a resource fair and physical activities provided by Network for a Healthy California and site staff. Last year over 307,000 meals and snacks were served to children through this program.



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CSNA CEU INFORMATION

CSNA encourages its members to pursue their career development through training, education, and chapter meeting attendance. Continuing education is available through in-person courses, online classes, webinars, and district trainings. At chapter meetings, the Professional Development Chair generally has a list of upcoming training opportunities. A thorough explanation of Credentialing and Certification are on the School Nutrition Association (SNA) web site at www.SchoolNutrition.org/content.aspx?id=126.

State sanctioned training for School Food Service personnel are available at the California Department of Education CNIPS Training Web site. Other sources of training are: Cal Pro NET - San Jose State University Center (<http://www.nufs.sjsu.edu/calpronet/>); Cal Pro NET - University of CA at Davis Center (<http://cns.ucdavis.edu/resources/calpronet/index.cfm>); and National Food Service Management Institute (<http://www.nfsmi.org/>)

(Approved Sponsors and CSNA Chapters are not required to get prior approval. Contact SNA for approved sponsor list.) States approve continuing education courses held within the state for continuing education. Contact the CSNA's Professional Development Chair (contact info below) for further information.

SNA approves continuing education courses offered in more than one state or at another organization's national conference as well as all correspondence courses, home study programs and distance education programs.

CSNA's Professional Development Chair is Linda Sweeney, MS, RD, SNS, Cal Pro NET Center at San Jose State University, 1 Washington Square, San Jose, CA 95192-0058. Contact Linda via phone at (408) 924-3125 or via email at linda.sweeney@sjsu.edu.

Save the Date!

JANUARY 26-28, 2014

THE CITIZEN HOTEL SACRAMENTO

2014 CSNA LAC Legislative Action Conference

COME TO SACRAMENTO AND MEET WITH CALIFORNIA'S TOP LEADERS ON HOW TO ADDRESS THE SERIOUS FUNDING CRISIS THAT EXISTS SO WE CAN PRESERVE FUNDING FOR CHILD NUTRITION.

CSNA has become a powerful voice in Sacramento. Building effective alliances with other organizations that share our vision and maintaining a credible presence with elected officials is fundamental to the success of Child Nutrition Programs. CSNA has made great strides in advancing Child Nutrition Program issues at the state legislative level. In this time of constant change, we need to work together to make sure the funding we have fought for is not cut and new regulations are working in our program.

<u>SUNDAY – January 26, 2014</u>	<u>MONDAY – January 27, 2014</u>	<u>MONDAY – January 27, 2014</u>
12:30 Registration	9:00 Education Stakeholders Panel on LCFF	3:15 Lobbying Tips
1:00 Flag Salute- Allen Scott, CSNA Industry Rep <i>Setting the Stage – School Nutrition's Path in 2014</i> Lynette Rock, CSNA President and Rene Yamashiro, CSNA PPL Chair	10:15 Break	4:00 Capitol Tour
1:15 LCFF - What is it and what does it mean to me? CDE (NSD) – Interpretation & Implementation Plan District Administrators (CBO & FSD from same district)	10:30 Legislative Panel – current topics	5:00 Legislative Reception
5:00 Adjourn	12:00 Lunch – Ted Lempert, Children Now	<u>TUESDAY – January 28, 2014</u>
	1:15 Regional Indexing (AJR 31) – Skinner and Leg award	7:30 Breakfast – issue paper review
	1:45 State Issue Paper – Include facilities bond, mealtime management	9:00 Legislative visits
	3:00 Break	4:00 Completion of Legislative visits

The members of the California School Nutrition Association Public Policy and Legislative Committee cordially invite you to attend the annual state Legislative Action Conference. This year's conference will be held January 26-28, at the Citizen Hotel. The committee is in the process of constructing an exciting program packed with informative speakers, great food, and visits with your legislators.

The conference will open at 12:30 p.m. on Sunday, January 26th, and will conclude with legislative visits on Tuesday. *(Check the website often for the most up-to-date information.)*

The PP&L Committee is working hard to construct a memorable conference. As a child nutrition professional, your voice is critical in shaping public policy. Don't miss this extraordinary event.

VISIT WWW.CALSNA.ORG FOR THE LATEST INFORMATION

2014 CSNA State LAC Registration Form

January 26-28, 2014
The Citizen Hotel - Sacramento, California

Name _____
District/Company _____
Job Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ FAX _____
Email _____

Sunday, January 26th

12:30 p.m. Registration
1:00 p.m. PROGRAM
5:00 Adjourn
Dinner on Your Own

Monday, January 27th

9:00 a.m. PROGRAM
10:15 Break
10:30 PROGRAM
12:00 p.m. Lunch at Citizen Hotel
(included in LAC Registration)
1:15 PROGRAM
3:15 Lobbying Tips
4:00 Capitol Tour
5:00 - 6:15 Legislative Reception at the
Capitol
(included in LAC Registration)
6:30 Dinner on your own

Tuesday, January 28th

7:30 a.m. Breakfast - Issue Paper Review
(included in LAC Registration)
9:00 - 4:00 Legislative Appointments

CSNA State LAC Registration Fees

	Early Bird Price Prior to 11/18/13	After 11/18/13	Late After 1/3/14	Total Cost
Director/Supervisor	\$225	\$275	\$325	_____
Non-CSNA Member Dir./Sup.	\$275	\$325	\$375	_____
Industry Representative	\$275	\$325	\$375	_____
Non-CSNA Industry Representative	\$320	\$375	\$425	_____
Industry Sponsor**	\$500	\$600	\$700	_____
Tuesday Only	\$75	\$75	\$85	_____

****Industry Sponsor includes 1 Registration plus company name
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If paying by Credit Card, you may FAX completed Registration Form to (818)843-7423

Please make checks payable to CSNA. **SORRY, NO PURCHASE ORDERS**

Please send your completed Registration Form with Fee to:
CSNA 2014 LAC, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

This registration is for Conference ONLY! Please contact Hotel directly for Room Reservations.

Citizen Hotel - 926 J Street, Sacramento, CA 95814814 (916) 447-2700

Conference Hotel Rate Single/Double \$145 night + tax

Reservations must be made by January 6th to take advantage of the rate above.

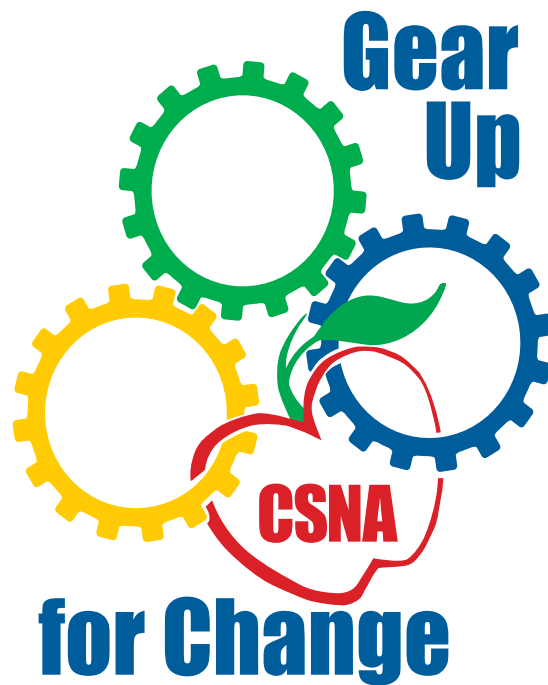
You can make reservations by calling 916-492-4460 and asking for the CA School Nutrition Assn. discount rate.

Request for refund must be received in writing by 12/23/13. A \$50 cancellation fee will be deducted.

SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER 12/15/13

For the most Up-to-Date Information visit www.calsna.org

THE 61ST CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



PALM SPRINGS CONVENTION CENTER
NOVEMBER 14-17, 2013





THE 61ST ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION PALM SPRINGS ~ NOVEMBER 14-17, 2013



FUN, EDUCATIONAL LEARNING, AND MAKING NEW FRIENDS...
~~~UNDER THE SUN AND PALM TREES ~~~

You will be able to experience all these events by joining us at the  
**61<sup>st</sup> CSNA Annual Conference** at the Palm Springs Convention Center,  
November 14-17, 2013 as you are ready to **Gear Up for Change!!!**  
This conference is the core of school nutrition with a weekend full of  
**FUN, networking, learning and exchanging new ideas.**

Highlights of the conference lead by your Conference Committee Chair, Laruen Teng.....

- **Pre-Conference Day ~ Thursday November 14**
  - Our Professional Development Chair, Linda Sweeney has planned several **pre-conference workshops** presented by The Child Nutrition Division of the California Department of Education (CDE); attendees will have a chance to take **the School Nutrition Specialist Credentialing exam**. For the first time, CSNA is partnering with the **Center of Eco-literacy**, who will be offering lots of hands on sessions & a reception being hosted that evening at the Renaissance Hotel
  - **Pre-Conference tour**, arranged by Sandy Bernstein, Tour & Local Arrangement Chair, this event gives you a glimpse of Palm Springs and its surrounding areas. Physical activities and lots of learning experiences will be part of this fun event.

*Continued on Page 27*



- **Friday, November 14**

- Come and visit the **N.A.C.** group and watch them do their physical activities with a well-known celebrity and lots of hands on nutrition activities lead by our NAC Chair Jill Lancaster.
- **Robyn Benincasa** will kick off our first general session as our Keynote Speaker as she inspires us all to do amazing things and learn that “The biggest, strongest, and fastest competitors are not guaranteed a successful finish” in a race.
- **Grand opening of the exhibit** with more than 325 exhibit booths showcasing innovative products. You will have a chance to taste test, sample products and network with our industry partners.
- Back by popular demand, **Chop-Ed**, the CSNA culinary competition event will round out an unforgettable evening
- **The Resource Room** will be open throughout the conference for ideas sharing.
- You will have an opportunity to participate in the **Silent Auction** throughout the conference.

- **Saturday, November 15**

- Start off your day with the **“Gear Up” work out** with our special surprise guest! This session is something you sure won’t want to miss.
- **House of Delegates (HOD)** will be held in the morning. Experience how the CSNA governing body meets and formal association business is conducted.
- Join us at our Second Session where you can hear and meet **Ali Vincent** who became the first female winner of “The Biggest Loser”. She will be in the exhibit hall to greet and take pictures with you. Watch for her at the Jenni O Booth.
- Bring your cowboy/cowgirl boots & gear up for a fun **President’s Party** as you “Dose-Do” and line dance and we honor our President, Lynette Rock. Prizes will be awarded on several different themes so come dressed in your favorite custom!!!

- **Sunday, November 16**

- Join us for a delicious **Sunday Brunch** after a morning of educational learning. Come and **celebrate** the Child Nutrition Superhero’s accomplishments and cheers for all of the child nutrition professionals
- If you participated in the **Silent Auction**, don’t forget to pick up your winning(s)

All of the educational Sessions are centered around 6 key strands, with each session providing development and training that are critical to our professions in various levels of experiences. For more detailed information, please see page 36 for the sessions that will be offered. Visit the website at [www.CALSNA.org](http://www.CALSNA.org) for the latest news on all of the activities planned for this conference or read additional articles regarding the conference activities contained in this issue of Poppy Seeds.

Mark your calendar as you **“Gear Up for Change”**. Plan to be with us for a FUN filled conference this **November 14-17** in Palm Springs to energize and awaken your mind to endless opportunities.....

*Agnes Lally, M.S.*  
CSNA 2013 Program Chair & President-Elect





# ROBYN BENINCASA

## FRIDAY KEYNOTE SPEAKER

**R**obyn Benincasa accepts full blame for inspiring people to do insane things like climb Mount Kilimanjaro, run their first triathlon, start their own adventure racing teams, or start their own businesses. This is, after all, who she is and what she does: Robyn Benincasa inspires people to do amazing things.

Benincasa has made an art form of extreme performance by competing and winning at the highest levels of sport and business. Revered as one of “California’s Fittest Women”, she spent her youth competing at the state and national level in gymnastics, diving, cross country, and judo in which she became a national champion. Soon after earning a Marketing degree from Arizona State University, Robyn ‘started at the top’ Fortune 500 pharmaceutical company where she earned the prestigious “Rookie of the Year” award.

In her 15-year career as a professional adventure racer, Robyn Benincasa has competed in close to 40 expedition-length events - gnarly, multiday, multisport killers such as Primal Quest and Eco-Challenge. She has biked through jungles in Borneo, climbed Himalayan giants in Nepal, trekked across lava fields in Fiji, rafted rapids in Chile - and racked up multiple world championship titles along the way. In her spare time, Robyn, is a full-time firefighter in San Diego, on the nation’s first all-female crew.

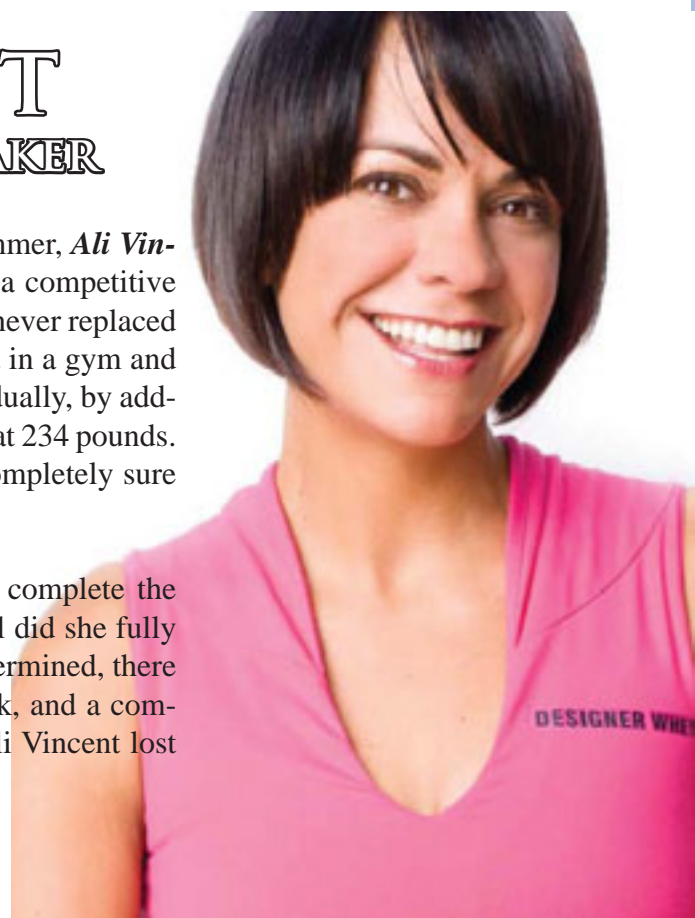
Robyn Benincasa founded the Project Athena Foundation, a nonprofit dedicated to helping women who’ve endured medical setbacks achieve their athletic dreams, whether it means climbing Mount Kilimanjaro or running a local 10K. The goal? To encourage survivors not just to survive - but to thrive in the wake of their diagnoses.

# ALI VINCENT

## SATURDAY KEYNOTE SPEAKER

**A**s a nationally and internationally ranked synchronized swimmer, *Ali Vincent* never thought she would have a weight problem. She was a competitive athlete! Ali readily admits that when she gave up swimming, she never replaced that activity with anything else. She had rarely really worked out in a gym and had never incorporated new activities to keep her life active. Gradually, by adding five pounds at a time, after thirteen years Ali tipped the scales at 234 pounds. Only 5’ 5”, she says now that she had lost control and wasn’t completely sure how to get it back.

She had considered applying for The Biggest Loser but didn’t complete the application. It was only when she appeared at a local casting call did she fully set her sights on winning “The Biggest Loser.” Once she was determined, there was nothing stopping her. With determination, a positive outlook, and a commitment to her goals, even when she was voted off the show, Ali Vincent lost 112 pounds and became the first female Biggest Loser.





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# CSNA ANNUAL CONFERENCE WORKSHOPS & TOURS

Plan now on attending one of the exciting pre-conference workshops designed to stimulate your mind and get you energized for the 61st Annual Conference. There will be several pre-conference workshops this year that will help you reach your goals whether they are to become a certified School Nutrition Association member, learn some tricks on how to survive the budget dilemmas that are facing your districts, or take back creative ideas on how to increase your profits and participation in your programs. Sign-up now and start your way to a successful 2014!

## PRE-CONFERENCE WORKSHOPS

### CDE PRESENTS STATE REVIEW OF THE NEW GUIDELINES

**Thursday, November 14th, 2013 • 8:45 A.M. - 5 P.M. • \$35 members/non-members**

This day-long workshop will provide you with valuable information and help you to adapt to the changes. Presenters and Topics Pending. Lunch is included in workshop fee.

### CELEBRATING CALIFORNIA FOOD & CULTURES

- PRESENTED BY THE CENTER FOR ECOLITERACY -

**Thursday, November 14th, 2013 • 9 A.M. - 5 P.M. • No cost to participants\***

*\*Thanks to generous support from the TomKat Charitable Trust,  
California Endowment, and Center for Ecoliteracy*

The Center for Ecoliteracy, a pioneer in school food reform, invites you to a dynamic and delicious day of Cooking with California Food for California Kids™. This is the Center's third annual statewide event, exploring innovative ways to incorporate more California food into the nearly one billion meals served to our state's children each year. Food service directors, managers, and cooks will have the opportunity to engage with other innovators and make meals together using a colorful bounty of California produce and recipes from Cooking with California Food in K-12 Schools. Participants will enjoy an interactive celebration of California food and cultures, explore best practices, engage in teaching and learning, and receive practical resources for implementing change in their districts. Travel stipends and lodging for one night are available on a limited basis, upon request, to support districts that do not have travel funds available. To learn more go to <http://www.calsna.org/documents/events/2013ConferencePalmSprings/EcoliteracySession.pdf>. To and apply for stipends, visit Celebration of Food and Cultures - CSNA 2013 Pre-Conference

### SNS EXAM

**Thursday, November 14th, 2013 • 12:30 P.M. - 5 pm P.M. (Check in by 12:30, exam begins at 1pm.)**

**Download the SNS Credentialing Handbook with complete details and application.**

***Must be completed and sent to SNA no later than Thursday October 18th.***

**\$190 for members; \$285 for non-members**

## PALM SPRINGS TOUR

**Thursday, November 14th, 2013 • Starts at 8:30 A.M. • Cost: Members \$40; Non-Members \$40**

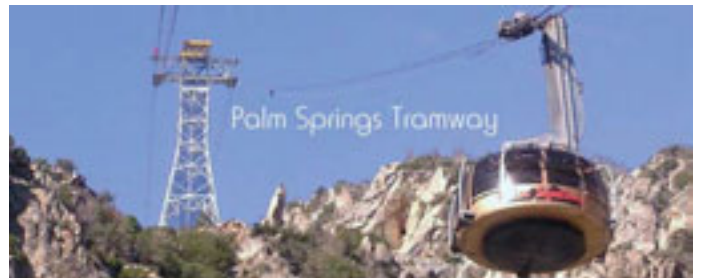
Join our pre-conference tour, on November 14, 2013 as we visit the NEW Palm Springs Unified Nutrition Services Central Kitchen. This facility prepares over 25,000 students lunches and 15,000 breakfasts. The warehouse staff delivers the freshly prepared meals to 26 school sites. Your morning tours will include a healthy breakfast in the Restaurant area of the Central Kitchen.

Our adventure continues on to the Palm Springs Aerial Tramway. Once aboard the World's Largest Rotating Tramcar, you will experience a breathtaking journey up the sheer cliffs of Chino Canyon. Begin the 10 minute ride at the Valley Station – elevation 2,643 ft. and end at the Mountain Station – elevation 8,516 ft.

At the Mountain Station enjoy viewpoints, cocktail lounge, gift shop, Natural History Museum and two documentary style movies about the Palm Springs Aerial Tramway and the Mount San Jacinto State Park.

Lunch is on your own, you may dine at one of the two restaurants – it is a one of a kind experience. Elevations Restaurant offers fine dining, while the Top of the Tram Restaurant offers an affordable cafeteria-style alternative.

*Don't forget to wear your walking shoes & jacket!  
It's nearly 40 degrees cooler at the top.*



## THIS IS HOW THE TURKEY CRUMBLES.

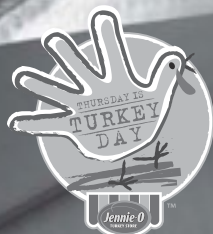
No fillers. No sauce. Just quality JENNIE-O® turkey in delicious Savory and Italian flavors. Our Fully Cooked Turkey Crumbles are perfect for bringing the homemade flavor of speed scratch cooking into the cafeteria with the ease, convenience, and food safety a fully cooked product offers. Versatile enough for pizza, Mexican, pasta, and more.

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## RAISE FUNDS FOR YOUR CHAPTER!



It's never too early to start thinking about ways to raise funds for your local chapter. The CSNA 9th Annual Silent Auction will take place in Palm Springs in November. Chapters that donate item(s) for the auction will receive half of the winning bid on their item(s) for their chapter. Remaining 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 friends of CSNA. Showcase your creativity by creating a one-of-a-kind item! Donations of jewelry, memorabilia, art, food & wine, excursions and seasonal decorations usually generate multiple bids.

***Start planning NOW for great results in November!***



## UNSUNG HEROES WANTED! LET US SING YOUR PRAISES!



The "Resource Room" would like to display your ideas and spotlight your achievements. Share your best practices and innovative ideas with our colleagues.

***Start planning NOW for great results in November!***

## EXERCISE WITH A SURPRISE SPECIAL GUEST!

In years past, you've run, walked, two-stepped, Salsa Danced and even Zoomed with Zumba, but this year, our Annual Fitness Event will include a Surprise Special Guest Instructor! Who will it be? Well, anticipation is always half of the fun, so find out when you show up early Saturday morning to start the day with stretching, exercise and a whole lotta smiles! Participants will get a t-shirt to commemorate this Annual athletic affair.

## A GOOD OLE' COUNTRY HOEDOWN - YEE HAW!



This year's President's Party is gonna be a good old time with Western style BBQ and line-dancing! You're going to want to bring your Country Best cowboy boots, Stetson hats and get ready to kick up yer heels and cut the rug! Or, come dressed in your favorite costume (*Lone Ranger, Johnny Cash, The Pale Rider, you get the idea!*) as prizes will be awarded in several different categories, including Best Individual, Best Group, and Best in Keeping with the "Country Hoedown" Theme. Good vittles and good company equals good times in Palm Springs, so let's make this a firm date!

## ACCOLADES APLENTY!

Make it a point to stay with us for the Annual Awards Breakfast where we will not only have delicious food, but we will be recognizing the school nutrition stars of the past year at the Annual Awards Ceremony. Cheer on your peers as they are presented their Awards of Excellence!



# MAKING A DIFFERENCE

Each year, California School Nutrition Programs serve more than 818 million healthy meals. For school-age children, these breakfasts and lunches can mean the difference between hunger and success. Meals also can create jobs and promote California agriculture.

Gold Star Foods has been dedicated to supporting nutritious school meal programs since 1978. We understand that it is important to know where your food comes from, what's in it, and who makes it.

## OUR PLEDGE:

Offer great-tasting and nutritious food products sourced locally, sustainably and affordably.

### **Gold Star Foods supports California jobs, agriculture and the environment**

- Over two-thirds of our suppliers are California businesses
- 98% of our bread is sourced within 50 miles of Gold Star Foods
- Three-fourths of our fresh produce is grown within 200 miles
- The flour in our fresh buns and rolls is milled in Los Angeles, using only California-grown, sustainable wheat
- Our "Get Connected" program gives small farmers and other local entrepreneurial food manufacturers access to school meal programs
- Our programs reduce waste, lower energy consumption and limit greenhouse emissions

**School Meals Make a Difference.**



[www.goldstarfoods.com](http://www.goldstarfoods.com)





# COME CELEBRATE CALIFORNIA FOOD FOR CALIFORNIA KIDS™

## CENTER FOR ECOLITERACY PRE-CONFERENCE INTENSIVE

**T**he Center for Ecoliteracy will bring its dynamic and delicious “Cooking with California Food for California Kids” program to the CSNA Annual Conference in Palm Springs on Thursday, November 14, 2013.



A pioneer in school food reform, the Center for Ecoliteracy will offer its pre-conference intensive, “Celebrating California Food & Cultures”, as the organization’s third annual Cooking with California Food™ event for statewide food service leaders.

The past two events, held in Oakland in 2012 and Davis in 2011, each attracted more than 100 school food directors, managers, and cooks to explore innovative ways to incorporate more California food into the nearly one billion meals they serve to California children every year.

“Our research shows that there are significant opportunities to incorporate more of California’s fresh, seasonable food in the meals we make for young people,” says Zenobia Barlow, cofounder and executive director of the Center for Ecoliteracy.

And incorporating more California food in school meals, she added, holds the promise of positive systemic change. “After all, what better way is there to build healthy lifelong eating habits, support student well-being, and promote our economy and environment than by offering delicious meals that celebrate our agricultural abundance and rich cultures?”



The pre-conference intensive will provide food service directors, managers, and cooks with the opportunity to make delicious meals together using a colorful bounty of California produce. The recipes, published in the Center’s downloadable cookbook,

*Continued on Page 35*

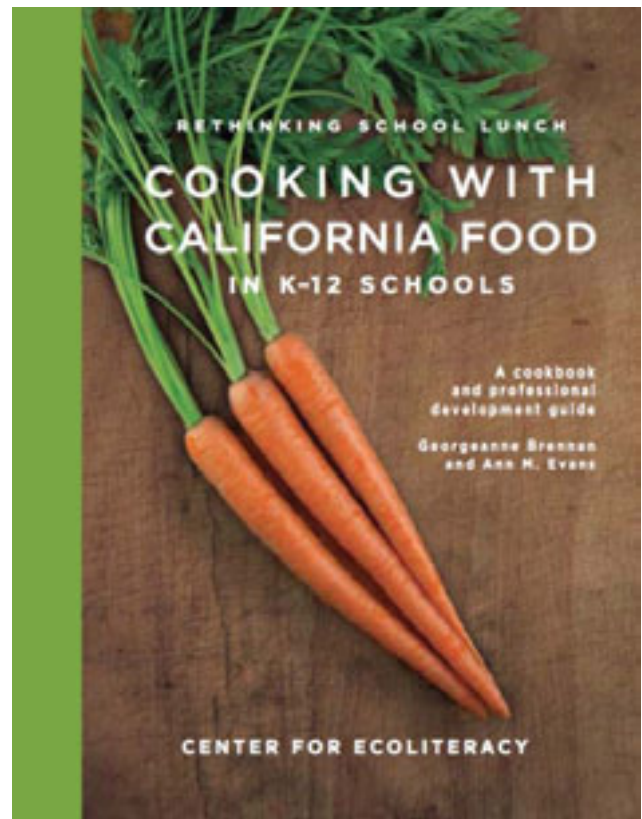


*Cooking with California Food in K-12 Schools*, introduce a guide to menu planning organized around six basic dishes students love, five flavor profiles representing the heritage and ethnic diversity of California's population, and four seasons.

Participants will be invited to share the dishes they make, enjoy an interactive celebration of California food and cultures, and take part in a festive reception. They can also engage in hands-on teaching and learning opportunities and take home practical resources.

Stipends for participation will be available. To learn more, contact the Center for Ecoliteracy at [info@ecoliteracy.org](mailto:info@ecoliteracy.org).

The Center for Ecoliteracy offers a wide range of attractive and innovative resources about school food on its website, including *Cooking with California Food in K-12 Schools*, *Rethinking School Lunch Guide*, and nutrition education cards. Visit [www.ecoliteracy.org](http://www.ecoliteracy.org). Several resources are available in English and Spanish.



## CONFERENCE HOTELS

### THE RENAISSANCE PALM SPRINGS

Renaissance Palm Springs Hotel  
888 Tahquitz Canyon Way  
Palm Springs, CA 92262  
(760) 322-6000

Single/Double \$149

### THE HILTON PALM SPRINGS

Hilton Palm Springs  
400 East Tahquitz Canyon Way  
Palm Springs, CA 92262-6605  
(760) 320-6868

King/Double \$145, Plaza Suite \$175

### COURTYARD BY MARRIOTT

Courtyard by Marriott - Palm Springs  
1300 Tahquitz Canyon Way  
Palm Springs, California 92262  
(800) 228-9290  
(Please ask for "CSNA Group Rate")

Single/Double \$129

*As of print of these materials, the room blocks at our Conference Hotels are sold out. You may try them and if any rooms have opened up, they may still book you at the conference rate until 10/4/13.*

*Visit the CSNA website for details to other area hotels.*

*You may visit the link to this area hotels page by entering this address into your browser:  
<http://www.calsna.org/documents/events/2013ConferencePalmSprings/HotelsMap.pdf>*

*Currently, the next closest property with availability is the  
Spa Resort Casino  
401 East Amado Road, Palm Springs, CA 92262  
(800) 854-1279*

*No Rates guaranteed - (AAA rate varies by date of check-in and there is a \$20 per day resort fee which covers parking, internet, fitness center, etc.)*

**Reservation Cut-Off Date is 10/4/13  
Visit [www.CalSNA.org](http://www.CalSNA.org) for more information.**

# 2013 CSNA CONFERENCE BREAKOUTS

| Strand Color Code                                      | A                                                                                   | B                                                                            | C                                                                                                                | D                                                                     | E                                                                                                                                                 | F                                                                                                                             | G                                                           | H                                                                                 |
|--------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>Administration &amp; Leadership Dev.</b>            | Who profits from the market fragmentation?                                          | Ethics in School Foodservice Procurement                                     | Procurement in Practice                                                                                          | What is PPL and how do I get involved with it?                        | Making Summer Meals Work: Creative Partnerships & Effective Management                                                                            | How to Deal with Pesky People                                                                                                 | It is not your Broccoli Leadership                          | The Legislative & Political Dimensions of Child Nutrition                         |
| <b>Communications &amp; Marketing</b>                  | Introduction to Future Leaders                                                      | Benefits of being a Member                                                   | Making a Positive Impression: Using the Language of Persuasion to Gain Support for Your School Nutrition Program | Outreach Toolkit: Promoting CA                                        | Living Your Best Life                                                                                                                             | Student Connection Groups                                                                                                     | How to Market Your Program Thru the Web                     | Elevating the Lunch Lady: Part 2                                                  |
| <b>Future Leaders (requires separate registration)</b> | NEW Breakfast Menu Planning: Do Your Menus Meet the New Breakfast Meal Pattern?     | Sodium Politics                                                              | Change the Food, Change Everything! The changing role of School Food Service                                     | Dispelling the Myth of "School Lunch" - Steps to a Successful Program | Marketing your Program to Increase Meal Participation                                                                                             | How to Navigate the CSNA Website                                                                                              | Credentialing / Certification                               | Turbo Charge Your Menu with the Fuel for School Pte Crew                          |
| <b>Nutrition/Nutrition Education</b>                   | Foodservice Equipment, What to know - New Trends - Energy Savings - Purchasing Tips | One Meal at a Time                                                           | Connecting to People                                                                                             | How to put on a successful meeting                                    | How to Prepare for a Job Interview                                                                                                                | From Classroom to Cafeteria: nutrition education in the classroom impacting student food choices in the cafeteria and at home | The Power of Pork                                           | Marketing School lunch in the Digital Age                                         |
| <b>Operations</b>                                      | Eligibility & Verification Part I                                                   | Eligibility & Verification Part II                                           | The Power of the Wellness Policy and Committee                                                                   | Reducing Sodium: Strategies to Meet Target 1 Levels                   | Sodium Politics                                                                                                                                   | A Cut Above: Food Safety & how it impacts Our Children's Plates                                                               | Greek Yogurt 101                                            | Putting it all Together: Future leaders                                           |
| <b>State Updates</b>                                   |                                                                                     | Do You Have the Correct Documentation for Your Ready to Serve Food Products? | Serving CACFP Suppliers in Afterschool Programs                                                                  | Feeding Children with Special Needs: Demystified                      | Healthy Ever After: How a Local Hospital, School District, PTA, and Grocery Store Provided Free Nutrition Education to Elementary School Students | NEW Breakfast Menu Planning: Do Your Menus Meet the New Breakfast Meal Pattern?                                               | Specialty Lines                                             | The Lunch Tray & Beyond: Solutions for Gluten-Free Kids                           |
|                                                        |                                                                                     |                                                                              |                                                                                                                  |                                                                       |                                                                                                                                                   | Local School Wellness Policies and Competitive Foods: Are You Meeting the New Requirements?                                   | Rolling Out a Successful Breakfast in the Classroom program | My Cantalopes Smell Like Onions...Keeping the Fresh in Your Fruits and Vegetables |
|                                                        |                                                                                     |                                                                              |                                                                                                                  |                                                                       |                                                                                                                                                   |                                                                                                                               | State Update                                                | Feeding Children with Special Needs: Demystified                                  |
|                                                        | NAC<br>9AM-2PM                                                                      |                                                                              | Local School Wellness Policies and Competitive Foods: Are You Meeting the New Requirements?                      | Processing U.S. Department of Agricultural Foods                      | How to Maximize your Supplier Program potential                                                                                                   |                                                                                                                               |                                                             | Increasing Summer Meal Participation and Summer Outreach                          |
|                                                        |                                                                                     |                                                                              | House of Delegates<br>8:15 - 9:45                                                                                |                                                                       | Processing U.S. Department of Agricultural Foods                                                                                                  |                                                                                                                               |                                                             |                                                                                   |



# OFFICIAL 2013 CONFERENCE REGISTRATION FORM - PALM SPRINGS

*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

**Gear Up for Change - The 61st Annual Conference & Trade Show - November 14 - 17, 2013**

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

NAME

TITLE

PREFERRED NAME ON BADGE

SPECIAL ACCOMODATIONS & DIETARY REQUIREMENTS

DISTRICT NAME

MAILING ADDRESS IS THIS HOME OR WORK (PLEASE CIRCLE ONE) CITY

STATE

ZIP CODE

WORK PHONE

FAX

E-MAIL

## REGISTRATION FEES

### FULL CONFERENCE REGISTRANTS

(INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)

|                       | EARLY DISCOUNT FEE<br>If PAYMENT IS RECEIVED (ON OR BEFORE 9/15/13) | REGISTRATION FEE<br>(AFTER 9/15/13) | AMOUNT   |
|-----------------------|---------------------------------------------------------------------|-------------------------------------|----------|
| <b>CSNA MEMBERS</b>   |                                                                     |                                     |          |
| DIRECTOR/SUPERVISOR   | \$230                                                               | \$255                               | \$ _____ |
| MANAGER               | \$210                                                               | \$235                               | \$ _____ |
| STAFF/STUDENT/RETIRED | \$205                                                               | \$230                               | \$ _____ |
| CSNA PAST PRESIDENT   | \$ 0                                                                | \$ 50                               | \$ _____ |
| <b>NON-MEMBERS</b>    |                                                                     |                                     |          |
| DIRECTOR/SUPERVISOR*  | \$380*                                                              | \$405*                              | \$ _____ |
| MANAGER*              | \$255*                                                              | \$280*                              | \$ _____ |
| STAFF*                | \$245*                                                              | \$270*                              | \$ _____ |
| STUDENT/RETIRED/GUEST | \$220                                                               | \$245                               | \$ _____ |

\* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA

(\$145 FOR DIRECTORS AND \$45 FOR MANAGERS AND \$40 FOR STAFF)

### SINGLE DAY REGISTRANTS

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

PLEASE CHOOSE DAY: ☐ FRIDAY ☐ SATURDAY ☐ SUNDAY

|                                                                       | EARLY DISCOUNT FEE<br>If PAYMENT IS RECEIVED (ON OR BEFORE 9/15/13) | REGISTRATION FEE<br>(AFTER 9/15/13) | AMOUNT   |
|-----------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------|----------|
| <b>CSNA MEMBERS</b>                                                   |                                                                     |                                     |          |
| DIRECTOR/SUPERVISOR                                                   | \$ 95                                                               | \$110                               | \$ _____ |
| MANAGER                                                               | \$ 90                                                               | \$105                               | \$ _____ |
| STAFF/STUDENT/RETIRED                                                 | \$ 85                                                               | \$100                               | \$ _____ |
| GUEST                                                                 | \$ 85                                                               | \$100                               | \$ _____ |
| <b>NON-MEMBERS</b>                                                    |                                                                     |                                     |          |
| DIRECTOR/SUPERVISOR                                                   | \$120                                                               | \$135                               | \$ _____ |
| MANAGER                                                               | \$115                                                               | \$130                               | \$ _____ |
| STAFF/STUDENT/RETIRED                                                 | \$110                                                               | \$125                               | \$ _____ |
| GUEST                                                                 | \$110                                                               | \$125                               | \$ _____ |
| <b>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)</b> |                                                                     |                                     |          |
| PRESIDENT'S PARTY - SATURDAY, 11/16                                   | \$ 65                                                               | \$ _____                            | \$ _____ |
| REGIONAL BREAKFAST - SUNDAY, 11/17                                    | \$ 40                                                               | \$ _____                            | \$ _____ |

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

### Pre-Conference Workshops Thursday November 14, 2013

**CDE Presents Cafeteria Funds & the Administrative Review Process** - 9 am - 4 pm \$35 members/non-members \$ \_\_\_\_\_

**SNS Credentialling Exam** - 12:30 pm - 5:00 pm ( \$190 SNA Members, \$285 Non-SNA Members - **Register Directly with SNA** )  
( Check in by 12:30 pm - Program begins promptly at 1:00 pm )

**"Cooking with California Food for California Kids™"**

- presented by the Center for Ecoliteracy - 9:00 am - 5:00 pm

No Charge \_\_\_\_\_

**Palm Springs City Tour** - 8:30 am - 2 pm

\$40 \$ \_\_\_\_\_

\_\_\_\_ I would like to participate in the Fitness Fundraiser on Saturday, November 16, 2013 - 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 SIGN AND MAIL OR FAX TO THE ADDRESS ABOVE.

CREDIT CARD NUMBER

EXP DATE

BILLING ZIP CODE



BILLING ADDRESS

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

SIGNATURE

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/30/13. A \$25 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](http://www.CALSNA.org)



FRESHNESS  
HAS NEVER  
BEEN SO  
AFFORDABLE



IT'S COOL TO  
RECYCLE! EACH  
SALAD BOWL IS MADE  
FROM 2 RECYCELED  
WATER BOTTLES



eee Always Fresh, Taste the Difference eee

# VEGGIE FOODS

**Problem  
Solved!**  
10-DAY  
SHELF LIFE

Fresh salads are so are so NOW. The awesome thing is these salads taste great. They are packed with healthy nutrition everyone needs. What's more is they are made just for your students and will help you meet your veggie requirements.

We have solutions for the  
**HEALTHY!**  
Hunger-Free Kids Act!

IT'S TIME TO BE COOL!

**When in Rome**

CHICKEN

**CAESAR SALAD**

This salad is fit for an Emperor. This classic salad favorite features a bed of romaine lettuce topped with grilled chicken breast, croutons, parmesan cheese and diced tomatoes. Served with a signature Caesar dressing.

**Provides:**  
1M/MA  
1 Cup Vegetable

## **gotta** **TOSTADA** SALAD

Fresh romaine lettuce, whole black beans, roasted corn and peppers, Monterey jack and cheddar cheese served with crunchy tortilla chips. Served with a tangy salsa ranch-style dressing. Tostada salad? You've just gotta.

**Provides:**  
1M/MA  
1 Cup Vegetable





SINCE 1998, Five Star Gourmet has made 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.

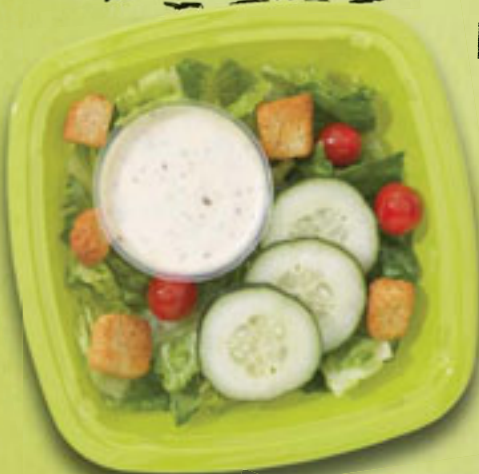
## the freshly picked FARMER'S MARKET SALAD

The freshest salad around! Romaine lettuce, ranch dressing, kidney beans, diced egg, tomato, and cucumber make this American classic salad.

Provides:  
1M/MA  
1 Cup Vegetable



## Not your ordinary SIDE SALAD



## GARDEN FRESH SALAD

Our Garden Salad is a blend of romaine lettuce, crisp red cabbage and refreshing shredded carrot garnished with tomato, cucumber and croutons and served with ranch dressing.

Provides:  
1 Cup Vegetable

## LITTLE CAESAR SALAD

For many the classic Caesar salad is what they crave. Leafy green romaine lettuce is topped with parmesan cheese, accented with tomato and croutons and served with Caesar dressing.

Provides:  
1 Cup Vegetable



## I want my EdaMOMMY ASIAN SALAD

This salad brings together delicacies from across the Orient. A crispy blend of romaine lettuce and green cabbage is topped with Edamame beans, shredded carrots, and red pepper garnish. Crispy Won Tons and a sesame dressing made from an ancient Chinese secret recipe complete this masterpiece.

Provides:  
1M/MA  
1 Cup Vegetable



## 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 balsamic vinaigrette dressing, tomatoes, garbanzo beans, feta cheese and olives, you'll have one smart salad.

Provides:  
1M/MA  
1 Cup Vegetable



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



www.fivestargourmetfoods.com

CONTACT YOUR FIVE STAR REPRESENTATIVE TODAY! 877.546.8763  
PLEASE ASK US ABOUT OUR OTHER HOT VEGETARIAN ENTREES.  
THESE ITEMS ARE AVAILABLE AT MOST MAJOR DISTRIBUTORS.



ITS BACK BY POPULAR DEMAND!!!

Come show off your culinary skills and have a great time with your Team!

Friday, November 15, 2013

*CSNA Conference, Palm Springs*

What you NEED:

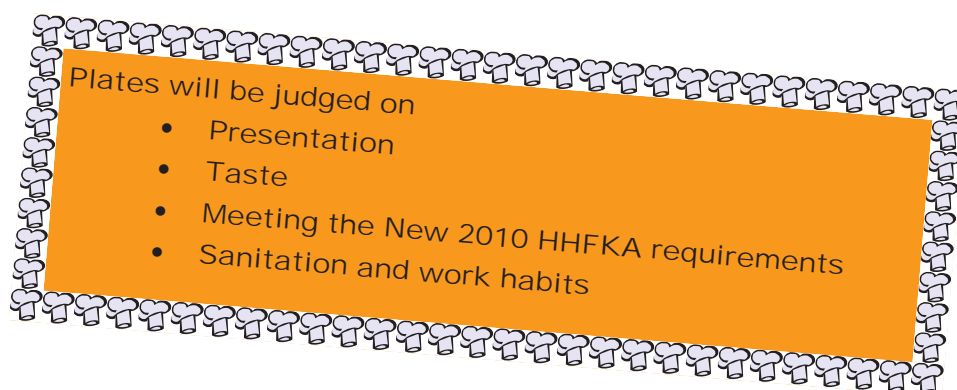
- A team of 4
- Creativity
- Winning Attitude

What you DO:

- Choose a Category (Elementary or Secondary Lunch)
- Complete the Registration Form
- Create and present four identical plates featuring the mystery ingredient in 90 minutes.

What you GET:

- Bragging Rights!!
- Great Ideas for your menus
- Fun Prizes



WINNERS ANNOUNCED AT GENERAL SESSION!!



# CSNA CHOP-ED!

## REGISTRATION 2013

PALM SPRINGS-NOV 15, 2013



- Team Name \_\_\_\_\_
- Participants
  - #1 \_\_\_\_\_
  - #2 \_\_\_\_\_
  - #3 \_\_\_\_\_
  - #4 \_\_\_\_\_
- School District \_\_\_\_\_
- Contact Person \_\_\_\_\_
- Phone # \_\_\_\_\_
- Address \_\_\_\_\_  
\_\_\_\_\_
- Category (circle one)
  - Elementary school lunch
  - Secondary school lunch
- For more information contact:  
Suzanne Morales, RD, Director of Food Services  
Los Alamitos Unified School District  
p: 562-799-4592 f: 562-799-4599  
[smorales@losal.org](mailto:smorales@losal.org)
- **Please submit your application by email or fax to Suzanne Morales(info above) by October 1, 2013.**  
**Teams will be selected on a first come first served basis.**



# Be a CHOP-ED Sponsor!

## Palm Spring CSNA Conference

### November 15, 2013

After an incredibly successful and highly publicized event...CSNA will again hold the "Chop-Ed" cooking contest on:  
Friday, November 15, at the 2013 CSNA Conference in Palm Springs, 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

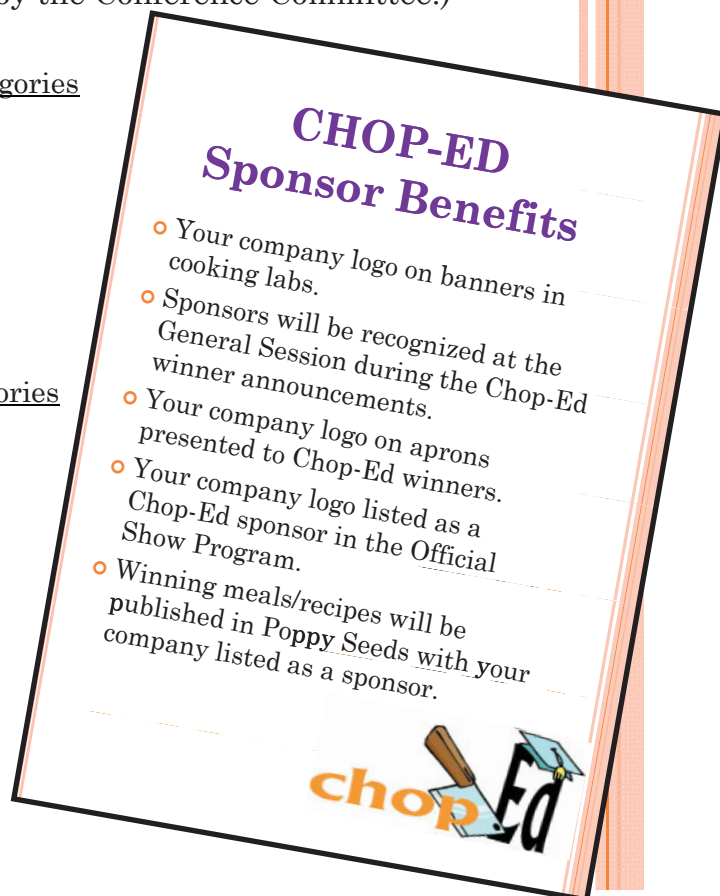
- Dairy
- Protein
- Produce
- Grain
- Smallwares

##### Secondary School Speed Scratch Ingredient Categories

- Dairy
- Protein
- Produce
- Grain
- Smallwares

For more information contact:

Suzanne Morales, Director of Food Services  
Los Alamitos Unified School District  
smorales@losal.org or 562-799-4592 ext 81118



# 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 \_\_\_\_\_ Expiration Date \_\_\_\_\_

V-code \_\_\_\_\_ (will be requested upon receipt of Application)

Billing Address \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

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

**Please submit your application and company logo to**

**Suzanne Morales, Director of Food Services,**

**Los Alamitos Unified School District**

**p: 562-799-4592 ext 81118 f: 562-799-4599 OR [Smorales@losal.org](mailto:Smorales@losal.org)**

**Application due October 1, 2013.**







## SUPERVISORY CHAPTER 1

### ANNUAL CONFERENCE SCHOLARSHIP APPLICATION

The Southern California School Nutrition Association (SCSNA) Supervisory Chapter 1 is proud to offer scholarships to our members to attend the Annual California SNA Conference. A total of four \$250.00 scholarships will be awarded based on the criteria listed below. The purpose of the sponsorship is to foster future leaders of our organization by providing them an opportunity to attend conference.

To qualify:

1. You must be a **member of SCSNA Chapter 1** for at least 1 year.
2. You need to have served the SCSNA Chapter 1 or your district's food service department within the last year. You must provide documentation of your service and how it furthers child nutrition. (Ex. Committee member, volunteered at conference, volunteered at a district wellness day, etc.)

Directions:

1. Describe in 500 words or less your service to SCSNA and/or your school district's food service department. What did you do? And how will it enhance child nutrition locally or globally? (Please type up your answer and attach it to this cover sheet along with documentation of your service. Ex. certificate of participation, flyer about the event, etc.)
2. Complete the information on the bottom of this page. Attach your 500 words or less narrative to this sheet.
3. Return to Judy Rooks, Professional Development by October 1, 2013  
Email: [judy.rooks@wuhsd.org](mailto:judy.rooks@wuhsd.org)  
Address: 9401 S. Painter Ave. Whittier CA. 90605  
Phone: 561-698-8121
4. Scholarship recipients will be notified by October 15, 2013.



**Palm Springs, California - November 14-17, 2013**



**Name:**

**District:**

**Phone Number:**

**Email:**

How long have you been a member of SCSNA Chapter 1?

Are you a current member of SCSNA Chapter 1?

**\*Scholarships are awarded in the form of conference expense reimbursements. All recipients will be required to submit conference expenses report with receipts totaling \$250 to receive the full scholarship benefit. Thank you**

# 2013-14 CSNA NAC CHARTER APPLICATION

Benefits of becoming an official CSNA-NAC Charter include:



- An Official 2013-14 NAC Charter Certificate
- Eligibility for statewide NAC art contest
- Opportunities to share nutrition education materials, resources, and lessons
- NAC groups can help meet the requirements for receiving the *Golden Poppy*
- NAC groups can help meet the nutrition education requirement for SMI review

*Please type or clearly print all information*

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

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

Address \_\_\_\_\_

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

# of students \_\_\_\_\_ Grade(s) \_\_\_\_\_

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

NAC Advisor Title \_\_\_\_\_ NAC Advisor Fax (\_\_\_\_) \_\_\_\_\_  
(Cafeteria Manager, Teacher, Principal, Etc.)

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

Cafeteria Manager/Partner \_\_\_\_\_ Cafeteria Manager Phone(\_\_\_\_) \_\_\_\_\_

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

Please send completed form to:



Jill Lancaster, Director of Nutrition Services  
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Murrieta, CA. 92562

[jlancaster@murrieta.k12.ca.us](mailto:jlancaster@murrieta.k12.ca.us)



## Sign up for the STEPS Challenge today!

---

- ▶ Browse healthy and simple recipes
- ▶ Get motivated with fitness tips and workout ideas
- ▶ Participate in monthly challenges for a chance to win prizes



Get started at  
[www.schoolnutrition.org/steps](http://www.schoolnutrition.org/steps)

Made possible with support by:







### What is it?

- A personal wellness program, created just for school nutrition professionals! Get healthier, happier, and more active with this free program from SNA. Any member can participate, regardless of your resources or fitness level.

### Why sign up?

- Gain access to fitness tips and workout ideas, 25+ healthy recipes, a 15+ page toolkit, and more.
- Participate in monthly health challenges for a chance to win prizes.
- Embrace small habits that can add up to make a big difference in your health!

### Monthly challenges

Switching to a healthier lifestyle can be daunting. To help you take small steps towards better health, each month, you'll begin a new challenge. Whether it's eating more fruit, walking more, or switching to whole grains, each monthly challenge is different. Participating is easy:

- Download and print your monthly tracking sheet
- All month long, record points on the sheet when you make healthy choices
- At the end of the month, add up your points. If you earned 50+ points, you're eligible to win a prize – it's that simple.

### Prizes

- Cookbooks, workout DVDs, gift certificates, spa trips – Five STEPS challenge participants win exciting healthy prizes every month, just for participating in challenges. The Grand prize for 2013-2014 is an all-expenses paid trip for two to attend ANC 2014 in Boston!

### Get started

- Why wait? Start living healthier and feeling energized today! Sign up and learn more:

**[www.schoolnutrition.org/steps](http://www.schoolnutrition.org/steps)**

Made possible with support by:





DONALD F. FLAHIFF

PAID ADVERTISEMENT - THE POPCORN MAN

# A TRIBUTE TO DONALD F. FLAHIFF

It is often said that each of us leaves a legacy to mankind and Don is no exception. His journey in life started in Vancouver, British Columbia on April 10, 1939. Donald, Donnie Boy, Don or “the Canadian Billionaire”... however he was known, took his growing up days, education and his degree from Seattle University very seriously. He would tell you that it was to be his foundation for future endeavors. His education and life experiences to date gave him a stellar career in the hospitality and food service industries.

The proud Canadian moved to the U.S. in 1968 and quickly became a Yankee at heart. His demeanor and professionalism made him a superb salesman, colleague and corporate executive. After a stint with the House of Pies, Don assumed a new role with S. E. Rykoff where he worked for 25 years and rose to its Director of School & Government Division. It was his career and Rykoff relationship that allowed him to support the California School Nutrition Association in many ways. Through Don’s efforts with Rykoff, the CSNA and its many conferences, legislative advocacy programs (in Washington D.C.) and association dinners, saw immeasurable support and sponsorships.

In 2010, CSNA President Marilyn Briggs and the executive board honored Don by naming the industry recognition award as *The Donald F. Flahiff Industry Appreciation Award*.

Certainly it was not always work for Don, who enjoyed life and family to its nth degree. As his nephew Donald Frederick Flahiff would tell you, “Uncle Donnie lived by several images: penny loafers, lots of sweaters, always a nice car, great food, good friends and a mischievous smile.” Don’s good friend Philomena Aparicio, who served as Director of Food Services in the Inglewood USD, noted that, “All of us in the food service business truly respected Don as a man of his word and a true professional gentleman.”

It was Don’s contact with Philomena and the Inglewood District, in conjunction with their South Bay Purchasing Coop in 1973 that led to a “% over cost” bidding process. Don’s insight and leadership in developing this process was the beginning of a purchasing concept for industry vendors such as Rykoff and numerous others.

Don, no matter where he was, always maintained family as a top priority with his professional career as a close second. He was lucky to have two families. But as to family number one, Don would always attend family gatherings for holidays, summer vacations, birthdays and weddings. Don would ask his friends, “what is a man without a family?” In his case, he was doubly lucky.

Let us rejoice this man’s life. He was a special and happy guy and that’s how he would want to be remembered. His family would like to thank each of you for celebrating his very special life. Yes, Don has left a legacy - not one of monetary wealth, but a treasury of friends and family. We are sure that as he looks down on each of us, he does so with a huge and proud Don Flahiff smile.

Don, rest in peace and know that you will always be missed. We all know for a fact that Canada, the U.S. and CSNA have lost a colleague and dear friend. You were the best!

**James L. Melikian**



# GOING HERBAL

BY JESSICA BEAUDOIN, CSNA NUTRITION STANDARDS COMMITTEE

**W**e have heard of the medical benefits of cutting back on salt in our diets. But the true hidden treasure of lowering our sodium intake will be the new flavors that we can experience when we try different seasonings. We will enhance our eating pleasure if we go “herbal” and add spice. Manufacturers are using more herbs and spices and we can do the same in our kitchens. Look at the “Trek Around the World” side bar to see what flavors will take you where!

The flavor from the herbs is in the oil of the leaves. It is released when the herb is heated, chopped, and/or crushed. As you can see from the table, Middle Eastern cuisine uses mint and oregano. Thai cuisine is big on lemongrass and coriander. Italians like to use basil and oregano. But don't stop your travels there, experiment with more seasonings.

## IS IT A SPICE OR AN HERB?

Spices are generally stronger in their flavoring and herbs are a bit more subtle. Herbs are leaves and spices come from the seeds, roots, stems, bark and buds of trees and plants. When cooking, add herbs at the end of the cooking process and add spices at the beginning. Store spices and herbs in a dry cool place no longer than about 6 months. Whole spices and sage will last longer. Fresh herbs will stay fresh in the refrigerator for a week. If you have an herbal garden, pick the herbs with the stems intact and store them with their stems in a glass of water, like a bouquet of flowers. Change the water frequently and the herbs should last approximately 2 weeks. If you are not sure if your dried herbs and spices are fresh, rub a bit between your fingers. If no aroma is left, it is time to discard them and buy new ones.

Almost every cuisine style uses garlic. It is aromatic and has a wonderful taste. When you first get cooking in your kitchen, stir fry garlic and onion. It will create a welcoming aroma. Whether you use it in the recipe or not, it will make a difference in how your food is perceived. But adding garlic and onion to any dish adds more flavor, which is the main goal. Other ways to add flavor are to make a sauce or a marinade with fresh lemon and lime juice. Use flavored vinegars on salads as well. Mixing an acidic base with herbs is a fresh and easy way to replace some of the sodium in the meals.

## FRESH TO DRY AND DRY TO FRESH

To convert fresh to dried herbs, use a one to three ratio. If a recipe calls for 1 teaspoon dried basil, that equates to 3 teaspoons, or one tablespoon, fresh basil. Or use this easy method. Convert teaspoons to tablespoons. If a recipe calls for 2 tablespoons fresh parsley, use 2 teaspoon dried parsley.



*Continued on Page 51*

## TREK AROUND THE WORLD WITH HERBS AND SPICES

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Caribbean          | Garlic, ginger, mint, allspice, chili powder, cilantro, curry                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Cuban              | <u>Adobe</u> : mix of pepper, turmeric, salt, oregano, garlic<br><u>Sazon</u> : cilantro, coriander, annatto<br><u>Mojo</u> : citrus juice, garlic, onions<br><u>Sofrito</u> : onion, green pepper, oregano, garlic, pepper, fried in olive oil<br><u>Red Sofrito</u> : tomatoes, onions, green peppers, garlic, olive oil<br><u>Green Recaito</u> : cilantro, olive oil, green peppers, garlic, onion<br>Other flavorings: sweet or hot paprika, garlic, cumin, oregano, bay laurel leaves |
| Chinese            | Ginger, green onion, garlic, hot peppers, mustard, rice wine, sesame oil, sesame seeds, black pepper, low sodium soy sauce                                                                                                                                                                                                                                                                                                                                                                  |
| Egyptian           | <u>Dukkah</u> : pounded nuts, seeds, herbs and spices. Basic ingredients may include: nuts such as hazelnuts, almonds, pistachios, cashews, pine nuts, macadamia nuts, with, sesame seeds, coriander and cumin                                                                                                                                                                                                                                                                              |
| Ethiopia           | <u>Berberé</u> : mix of ginger, garlic, chilies, black pepper, nutmeg, cloves, cinnamon, coriander, cardamom, chili                                                                                                                                                                                                                                                                                                                                                                         |
| French             | Bay leaves, garlic, mint, parsley, tarragon, thyme                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Greek              | Mint, parsley, olive oil, green onions, garlic, lemon juice, oregano, thyme                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Indian             | <u>Curry</u> : mix of cumin, coriander, ginger, turmeric, chili powder<br>Other flavorings: cilantro, cinnamon, cloves, garlic, mint, cardamom                                                                                                                                                                                                                                                                                                                                              |
| Italian            | Basil, garlic, oregano, parsley, tomato, olive oil                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Japanese           | Horseradish, low sodium teriyaki and soy sauce, ginger, mustard, green onion                                                                                                                                                                                                                                                                                                                                                                                                                |
| Mexican            | Chili peppers, chili powder, cilantro, cinnamon, cumin, garlic, oregano, thyme                                                                                                                                                                                                                                                                                                                                                                                                              |
| Moroccan           | <u>Rasel Hanout</u> : a blend of cardamom, clove, cinnamon, paprika, coriander, cumin, nutmeg, peppercorn, turmeric                                                                                                                                                                                                                                                                                                                                                                         |
| Spanish/Portuguese | Black pepper, chili powder, cilantro, garlic, paprika, parsley, saffron                                                                                                                                                                                                                                                                                                                                                                                                                     |
| South Africa       | <u>Cape Dutch</u> : nutmeg, allspice, chili peppers<br><u>Rainbow Spices</u> : hot and spicy chili bases, garlic, onions, bay leaves, fresh coriander, paprika, red sweet peppers                                                                                                                                                                                                                                                                                                           |
| Thai               | Coconut, garlic, ginger, lemongrass, lime, basil, chili, coriander, sugar                                                                                                                                                                                                                                                                                                                                                                                                                   |
| West Africa        | Roasted crushed peanuts, chili powder, ginger, nutmeg, cloves, cinnamon                                                                                                                                                                                                                                                                                                                                                                                                                     |

## SEASONAL HERBS

|             |                                     |
|-------------|-------------------------------------|
| Summer      | Basil, dill, mint, oregano, parsley |
| Spring      | Chives, sorrel, chervil             |
| Fall/Winter | Rosemary, thyme, sage               |



# LETTER OF INTENT



**VICE PRESIDENT • TREASURER • MEMBERSHIP DIRECTOR  
• REGIONAL COORDINATOR • CO-INDUSTRY REPRESENTATIVE**

In accordance with the provisions of the Bylaws of the California School Nutrition Association (CSNA),

I hereby indicate my intention of seeking election as:

☐ Vice President    ☐ Treasurer    ☐ Membership Director  
☐ Regional Coordinator ( Region 2 ☐ 4 ☐ 6 ☐ 8 )    ☐ Co-Industry Representative  
and herewith present the following:

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_

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

Employed by (Name of School District) \_\_\_\_\_

Chapter Name \_\_\_\_\_ Chapter Number \_\_\_\_\_

Home Phone (\_\_\_\_\_) \_\_\_\_\_ Work Number (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ CSNA Number \_\_\_\_\_

I have been a member of CSNA for \_\_\_\_\_ years and I have held the following offices:

LOCAL CHAPTER

STATE ASSOCIATION

\_\_\_\_\_

EXECUTIVE BOARD MEETINGS ATTENDED:

STATE CONFERENCES ATTENDED:

\_\_\_\_\_

Date \_\_\_\_\_ Signature: \_\_\_\_\_

## Qualifications:

### ***Vice President (1 year term)***

Shall by the time of installation have been a member of the CSNA Board of Directors for two years in the preceding five year period and recommended to have served as a chapter president; shall have attended at least two Board of Directors meetings, one House of Delegates and one Annual State Conference in the last five years; shall be familiar with CSNA Bylaws, Standing Rules, and Officer's Guide; shall have the ability to devote adequate time and resources to CSNA's activities; and shall have demonstrated ability of leadership.

### ***Treasurer (2 year term)***

Shall by the time of installation have been a member of the CSNA Board of Directors for one year in the preceding three year period; shall have attended at least two Board of Directors meetings, one House of Delegates and one Annual State Conference; shall be familiar with CSNA Bylaws, Standing rules, and Officers Guide; shall have the ability to devote adequate time and resources to CSNA activities; and demonstrate ability of leadership.

### ***Membership Director (2 year term)***

Shall by the time of installation have been a member of the CSNA Board of Directors or a chapter president for one year in the preceding five years; shall have attended at least two Board meetings and one annual state conference; shall be familiar with CSNA Bylaws, Standing Rules and Officers Guides; shall have the ability to devote adequate time and resources to CSNA activities; and shall have demonstrated ability of leadership.

### ***Regional Coordinator (2 year term)***

Shall be familiar with the activities and operation of CSNA. Shall have been active in an affiliate chapter. Shall have attended at least one House of Delegates meeting and one Annual State Conference; shall have the ability, adequate time and facilities for carrying out necessary duties; shall live or work in the region that they are to represent. The Regional Coordinators shall be elected by members in the employee and manager categories of membership in their region (see <http://www.calsna.org/chapters/chapterPresidents.php> for regions)

### ***Co-Industry Representative (1 year term)***

In accordance with the CSNA bylaws, the CSNA Board of Directors includes the position of Co-Industry Representative. This position was created to allow industry members more voice and a vote in CSNA business. The Co-Industry Representative shall be elected annually by Industry members to serve a one year term, not to exceed two years in any six year period and assume the office of Industry Representative at the beginning of the Annual Leadership Workshop. Shall be a current CSNA Industry member and shall have served as an affiliate chapter Industry Advisor and/or served on a CSNA or an affiliate chapter Committee as an Industry member within the last five years. This position does not serve on the EFC or BOD until they assume the office of Industry Representative.

**THIS LETTER MUST BE RECEIVED NO LATER THAN MIDNIGHT JANUARY 10, 2014  
MAIL OR FAX TO: CSNA NOMINATING COMMITTEE**

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# THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION

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BY GRACE MAZZEI, TREASURER, MT. DIABLO CHAPTER #82

**O**n February 9th & 16th of 2013, Mary Ellen Lower, President of Chapter 82 and myself participated in a free two-day class entitled ***BUILDING HEALTHY BODIES***, at Mount Diablo High School in Concord, California. The sessions were taught by Cindy Gershen, an active advocator for the Wellness City Challenge, in hopes to inspire and enlighten the community about proper nutrition.

There were lots of hands-on cooking activities and the topics discussed included how to cook nutritious and profitable foods, solutions to fight obesity, and healthy menu development.

I learned many important facts from this experience. There are at least fifty different names for sugar which manufacturers use to mislead the consumer. Eliminating our intake of processed foods and eating more whole grains, fruits and vegetables can prolong our life and

contribute to a healthier lifestyle. But ultimately take the time to **READ THE LABELS** and know what you are taking in. Your body does amazing things, so keep it working at the best of its ability.





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# “ARTFUL” SCHOOL MEALS

BY ROBERT SCHRAM, CUSD CAMPUS CATERING DIRECTOR,  
CENTRAL CALIFORNIA SNA PRESIDENT

Clovis Unified School District’s Coordinated School Health Wellness Committee got off to a great start beginning in 2005. The multi-disciplinary approach targeted eight areas related to health and wellness 1) Healthy School Environment, 2) Health Education, 3) Physical Education, 4) Nutrition Services, 5) Health Services, 6) Psychological Services, 7) Health Promotion for Staff, 8) Family/Community Involvement. We held Walk to School events along with physical activity stations to focus on staying active. Our family and community involvement was truly “Teaming Up for Good Health” – as our banner proudly displayed.

Currently, the District’s Coordinated School Health Committee has been working on a health and nutrition related cartoon with art work designed by Center for Advanced Research & Technology (CART) students and health messages created by CSU Fresno dietetic interns. The thought behind this was to create a child-friendly section of the CUSD Today newspaper that is distributed to all CUSD families as well as the local community.

WHATCHA MUNCHIN? | Illustrated by Samantha Jay Victoriano



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# STUDENT FOOD SERVICE INTERNS AT THE CALIFORNIA DIETETIC ASSOCIATION ANNUAL CONFERENCE

BY LINDA SWEENEY, CDA LIAISON

**H**eld in Santa Clara this past April, the California Dietetic Association (CDA) annual conference was an opportunity to promote careers in child nutrition to student attendees. CSNA was represented at the Student Reception by two student interns from San Jose State University. Shelley Wood and Sucheta Gehani shared their experiences at Santa Clara County's Berryessa Union School District and Cupertino Union School District, respectively. The Student Reception on the first evening of conference was attended by over 125 dietetic students from around the state. Shelley and Sucheta shared their enthusiasm for school nutrition with many of the students stopping by the CSNA table.

Shelley recently completed her internship with CSNA member Mari Fujikawa. During her internship she created a Lunar New Year menu, researched purchase options for a blast chiller and a walk-in freezer, and worked with legislative issues. She said "I thoroughly enjoyed my internship. School food service is definitely much more complicated than the majority of people know. It's so much more than just trying to feed kids healthier lunches. Working in the district gave me a fresh perspective on how lunches are planned and served."

Sucheta worked with CSNA member Tish Litchfield on a variety of projects. (See the Summer 2013 issue of *Poppy Seeds* for an article on Sucheta's yoga classes for food service staff.) She is very excited about the opportunities in school food service and conveyed her excitement to students. Sucheta looks forward to a career in food service when her internship is complete.



# THE WEIGHT OF THE NATION: BRINGING AWARENESS TO MT. DIABLO HIGH SCHOOL

BY CARRIE L. KIMMEL, SECRETARY, MT. DIABLO HIGH SCHOOL



**O**n December 11, 2012, Kaiser Permanente teamed up with the Wellness City Challenge at Mount Diablo High School in Concord, CA to tackle head-on the obesity epidemic our society finds itself smack-dab in the middle of. Over 1,300 students viewed a 25-minute version of HBO's *Weight of the Nation: Children in Crisis*, a series which depicts the reality of our nation's increasing health risks caused from unhealthy eating habits and lack of physical activity.

State Superintendent of Public Instruction (and former Mt. Diablo High School teacher), Tom Torlakson supported the event with a motivating speech that brought attention to the hardships that go with changing habits. He supported the idea that realizing change begins with a positive mentality. *"It takes a lot of work, but we are getting there. Set goals. Write down the steps you need to take to achieve those goals and make personal health a priority."* Kaiser Permanente also announced that they will fund salad bars with a \$22,000 grant to the Mount Diablo Unified School District allowing Ayers, Gregory Gardens, Mt. Diablo, Silverwood, Valhalla, Walnut Acres, Woodside,

and Cambridge to continue their healthy journey. Colleen McKeown, Senior Vice President and Area Manager of Kaiser Permanente continued on to say, *"We want to help improve the health of the communities we serve and we look forward to supporting the students and getting everyone off to a great start."* Lastly, Dr. Christopher Covin Chief of Pediatrics and Site Chief for Kaiser Permanent in Martinez, California, ended with the overall objective, *"Young adults must be involved in the conversations around health and how to solve complex problems like the obesity epidemic. And they NEED to be involved in developing solutions."*





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# SODIUM LIMITS IN SCHOOL MEALS: MOVING FORWARD

BY JESSICA BEAUDOIN, CSNA NUTRITION STANDARDS COMMITTEE



**E**ver since the passage of the Healthy, Hunger-Free Kids Act of 2010 school meals have been getting a nutrition makeover. Ready or not, the deadline to meet Target 1 sodium reduction levels for school lunch and breakfast takes effect next school year.

Food service directors and food manufacturers are left with many questions regarding sodium limits.

- How will I meet the new sodium limits? Where do I even begin?
- Will children think the food tastes bland?
- Will sales decrease if children find the lower sodium options less appealing?
- Will prepared foods retain flavor and quality under new sodium restrictions?

While it is easy to become overwhelmed, it is important to remember that the intention is to improve the health and well-being of our students. Successfully meeting the new sodium limits will require planning, preparation and reformulation of products and recipes.

## Children and Sodium Intake

Experts agree that high sodium intake is associated with higher blood pressure which increases the risk of cardiovascular disease, even among children. Evidence suggests that cutting back on sodium intake can reduce children's blood pressure and could potentially lead to health benefits in adulthood. Humans are not born with a taste for salt (in fact, salt preference is learned and influenced by exposure to sodium.) So reducing sodium in school meals could help reduce a child's preference for sodium-rich foods.

Determining the daily limit of sodium intake for children may seem simple but in reality it is fraught with difficulties. Due to insufficient evidence, the Tolerable Upper Limit of sodium for children was extrapolated from the adult upper limit by adjusting for the differing calorie needs of children. There is ongoing controversy about the new sodium limits. However, evidence still supports a broad population-wide reduction of sodium while the actual "limit" is still debated.

*Continued on Page 67*

### Sodium Targets for School Meals

The Healthy Hunger-Free Kids Act requires that school meals be in compliance with the most recent Dietary Guidelines for Americans. Taking into consideration the practical challenges of implementing sodium limits a 10-year step-wise approach was proposed.

Target 1 sodium limits apply as of July 1, 2014. Based on feedback from the public, the Target 2 and Final Target sodium limits will not apply until after the USDA has reviewed supporting evidence for sodium limits. Compliance with new sodium limits will be enforced every three years during the State administrative review. Schools will be expected to provide the reviewers with one week of production records and weighted menu analysis for that week.

|                  | Target 1<br>SY 2014-15 | Target 2<br>SY 2017-18 | Final Target<br>SY 2022-23 |
|------------------|------------------------|------------------------|----------------------------|
| School Breakfast |                        |                        |                            |
| K-5              | <540                   | <485                   | <439                       |
| 6-8              | <600                   | <535                   | <470                       |
| 9-12             | <640                   | <570                   | <500                       |
| School Lunch     |                        |                        |                            |
| K-5              | <1230                  | <935                   | <640                       |
| 6-8              | <1360                  | <1035                  | <710                       |
| 9-12             | <1420                  | <1080                  | <740                       |

Sodium limits have recently been proposed for competitive foods. Final rules from the USDA specify that a la carte snacks and side dishes have less than 230 mg of sodium through July 1, 2016 and less than 200 mg of sodium thereafter. Entrees sold a la carte must have less than 480 mg of sodium including accompaniments.

### What Food Service Directors and Employees Can Do

Reducing sodium in school meals may seem like a daunting task but rest assured that many resources are available. The USDA has been directed to provide technical assistance and training and many tools have been developed. You can also take a look at what others are doing and make sure to share your good ideas with others!

- *Serve fresh foods.* Americans get about 75% of their sodium intake from processed foods. Fresh foods such as produce are naturally low in sodium. Cooking from scratch and adding little to no salt is a great way to control sodium.
- *Check the Nutrition Facts.* Use the Nutrition Facts Label to compare products and find lower sodium options. Look for foods with less than 140 mg of sodium. Watch out for labeling gimmicks.

These claims all have specific definitions.

| Claim           | Definition                       |
|-----------------|----------------------------------|
| Sodium Free     | <5 mg sodium per serving         |
| Very Low Sodium | <35 mg sodium per serving        |
| Low Sodium      | <149 mg sodium per servings      |
| Reduced Sodium  | <25% reduction from usual sodium |

*Continued on Page 68*



- *Choose low-sodium alternatives.* Sometimes reducing sodium is as simple as serving a different form of a product. For example, choose frozen vegetables instead of canned because frozen vegetables often come with no salt added. Ask your vendors for low sodium alternatives. USDA commodities include canned vegetables and beans, mozzarella cheese, and chicken fajita strips are available in lower-sodium versions.
- *Offer high-sodium options less often.* Some foods will be high in sodium no matter what you do. Examples include lunch meat, salty snacks, canned dishes and foods made with cheese. Offer these foods less frequently during the week.
- *Modify recipes.* Eliminate salt from recipes when possible and cut back on high sodium seasonings such as soy sauce and seasoning blends made with salt. Instead, accent natural flavors by cooking with more fresh and dried herbs, lemon and lime, onions and garlic, and low-salt or salt-free seasoning blends.

#### Assistance from USDA and Other Resources

On the USDA Team Nutrition website the Healthy Meals Resource System contains training materials, menu planning guidance, recipes and much more. There is also a Best Practices Sharing Center where helpful tools, best practices, success stories, recipes, etc. are available. Many other organizations offer tips and ideas for school meals including the Center for Science in the Public Interest, the National School Food Service Management Institute's Culinary Techniques for School Meals and the CDC report entitled *Under Pressure: Strategies for Sodium Reduction in the School Environment*.

#### Promoting Health Meals

There is concern that children would find healthier lower sodium options to be less palatable and sales of school meals will decline. But at the same time, healthy changes in school meals can be used to our advantage to sell a newer, healthier product.

- *Involve students in recipe development.* Have students vote on new menu items or try testing a new recipe in a class and solicit their feedback.
- *Offer samples.* Give students bites of a new menu items so they can try it without the risk of not liking it and going hungry. Some schools have a "Try It Tuesday" or offer samples of food for children in line. Children are often resistant to new foods so offer an item several times before it is considered a dud.
- *Engage parents.* Publish information in a school newsletter. Many parents remember school meals from their childhood and are not aware of the positive healthy changes currently taking place. Communicate clearly with short blurbs on nutrition standards, healthy recipes, tips for eating at home, etc. Offer to present information at parent-teacher organization meetings. Ask parents what changes they would like to see in school meals.
- *Educate students.* Use nutrition education in the classroom to educate students on the healthy changes in school meals. Connect the dots by advertising the healthy aspects of menu items (low sodium, great source of Vitamin C, etc.)
- *Sell, sell, sell!* Describe menu items using words that engage the senses. Use attractive signs and menus to make particular options more appealing. Place healthy items such as fruits and vegetable close to the point of purchase. This can increase the sales of these items.

#### Conclusion

Change is rarely easy but it is the only constant in life. While implementing these standards poses a challenge, the reality is that these changes can lead to improvements in children's long-term health. I challenge each of you to take this opportunity to reengage with students, parents, administrators and the community. Let's set a new standard with the positive changes we are making and spread the word about the new and improved school meals!

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**LAGUNA CLIFFS MARRIOTT**

You will want to join us for CSNA Industry Seminar at the Laguna Cliffs Marriott Resort & Spa. This event is scheduled for May 4-6, 2014. The Laguna Cliffs Marriott Resort & Spa offers special amenities for our group, so plan on arriving early or staying late to take advantage of everything the property has to offer. Our Group Rate will be honored 3 days before and after the Industry Seminar, subject to availability.

The Industry Seminar Committee is hard at work planning the details of the event. Visit the website at [www.cal-sna.org/events/industryseminar2014.php](http://www.cal-sna.org/events/industryseminar2014.php) for the latest details.

In addition, what would Industry Seminar be without the opportunity for networking and camaraderie? The committee has organized a great program with the installation of officers slated for Sunday evening. In order for all registrants to enjoy the full extent of the seminar and to promote education and networking; the CSNA Industry Seminar committee is requesting that all members refrain from private entertaining on Sunday evening so that everyone can enjoy one another's presence. We thank you for your participation and know this will be a great Industry Seminar.

Reservations can be made by by contacting the Hotel Directly. Take care of the lodging details now!

**[www.lagunacliffs.com](http://www.lagunacliffs.com) • Hotel Phone: 949-661-5000**

**Hotel Reservation Cut-Off date is Saturday, April 7th!**

Lodging at Laguna Cliffs Marriott Resort & Spa is \$179 per night, single/double resort guestroom plus tax.

*Subject to availability, the rate will be honored 3 days pre/post conference.*

See you all in Laguna Beach!

# 2014 CSNA Industry Seminar Registration Form

May 4-6, 2014 at Laguna Cliffs Marriott, Dana Point, California

Name \_\_\_\_\_

District/Company \_\_\_\_\_

Job Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_

## Seminar Registration Fees

***SUPER SAVER!! - Register and Pay in full On or Before Feb 1, 2014\****

*\* Fee MUST be paid in full by Feb 1, 2014 to receive this price*

Feb 1 - April 5      After April 5      Total

Director/Supervisor      **\$345**      \$395      \$445      \_\_\_\_\_

Non-CSNA Member Dir./Sup.      **\$395**      \$445      \$495      \_\_\_\_\_

Industry Representative      **\$395**      \$445      \$495      \_\_\_\_\_

Non-CSNA Industry Representative      **\$445**      \$495      \$545      \_\_\_\_\_

GUEST      **\$245**      \$295      \$345      \_\_\_\_\_

*(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)*

GUEST NAME \_\_\_\_\_

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

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ V-Code \_\_\_\_\_ V-Code is the 3 Digit Code on Back of Visa & MC  
or the 4 Digit Code on the front of American Express cards

Signature \_\_\_\_\_

**If paying with a Credit Card, you may FAX Completed Registration to (818)843-7423**

Please make checks payable to CSNA.      **SORRY, NO PURCHASE ORDERS**

Please send your completed Registration Form with Fee to:

CSNA Industry Seminar, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

This registration is for Seminar ONLY! Please contact Hotel directly for Room Reservations.

Laguna Cliffs Marriott ~ 25135 Park Lantern, Dana Point, California 92629

Make Reservations online at [www.lagunacliffs.com](http://www.lagunacliffs.com) or call the Hotel at **949-661-5000**

**Hotel Reservation Cut-Off date is Saturday, April 7th!**

**SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER April 5, 2014**



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## October 2013

|    |                                  |     |
|----|----------------------------------|-----|
| 03 | Nor Cal Chapter 2 LAC Fundraiser | #02 |
| 11 | Central Cal #10 Fundraiser       | #10 |
| 17 | Southern Cal SNA #1 Fundraiser   | #01 |
| 17 | Far North #20 Education Meeting  | #20 |

## November 2013

|       |                                                               |             |
|-------|---------------------------------------------------------------|-------------|
| 14-17 | <b>CSNA 61st Annual Conference - Palm Springs, California</b> | <b>CSNA</b> |
| 14    | Far North #20 Business Meeting                                | #20         |

## December 2013

|    |                                  |     |
|----|----------------------------------|-----|
| 06 | Southern Cal SNA #1 - Meeting    | #01 |
| 06 | MotherLode Cal SNA #45 - Meeting | #45 |
| 12 | Far North #20 Christmas Social   | #20 |

## January 2014

|       |                                                        |             |
|-------|--------------------------------------------------------|-------------|
| 09    | Northern Cal SNA #02 - Meeting                         | #02         |
| 16    | Far North #20 Business Meeting                         | #20         |
| 26-28 | <b>CSNA Legislative Action Conference - Sacramento</b> | <b>CSNA</b> |
| 31    | MotherLode Cal SNA #45 - Meeting                       | #45         |

## February 2014

|    |                                   |     |
|----|-----------------------------------|-----|
| 06 | Central Cal #10 Business Meeting  | #10 |
| 14 | Southern Cal SNA #1 - Meeting     | #01 |
| 20 | Far North #20 Educational Meeting | #20 |

## March 2014

|       |                                                                        |            |
|-------|------------------------------------------------------------------------|------------|
| 02-05 | <b>SNA Legislative Action Conference - JW Marriott, Washington, DC</b> | <b>SNA</b> |
| 12    | Northern Cal SNA #02 - Meeting                                         | #02        |
| 13    | Far North #20 Business Meeting/Nominations and Elections               | #20        |
| 20    | Central Cal #10 Business Meeting                                       | #10        |
| 21    | MotherLode Cal SNA #45 - Meeting                                       | #45        |
| 28    | Southern Cal SNA #1 - Meeting                                          | #01        |

## April 2014

|    |                                   |     |
|----|-----------------------------------|-----|
| 17 | Far North #20 Educational Meeting | #20 |
|----|-----------------------------------|-----|

## May 2014

|       |                                                       |             |
|-------|-------------------------------------------------------|-------------|
| 04-06 | <b>CSNA Industry Seminar - Laguna Cliffs Marriott</b> | <b>CSNA</b> |
| 14    | Northern Cal SNA #02 - Meeting                        | #02         |
| 15    | Central Cal #10 Installation of Officers              | #10         |
| 15    | Far North #20 Installation/Employee Recognition       | #20         |
| 16    | MotherLode Cal SNA #45 - Fundraiser                   | #45         |

## July 2014

|       |                                                              |            |
|-------|--------------------------------------------------------------|------------|
| 13-16 | <b>SNA Annual National Conference - Boston Massachusetts</b> | <b>SNA</b> |
|-------|--------------------------------------------------------------|------------|

*Please note that these dates are tentative and subject to change*  
*For further information on CSNA events, including Chapter events*  
**[www.CALSNA.org/calendar.php](http://www.CALSNA.org/calendar.php)** or call (818)842-3040  
*For more information on SNA events, please visit [www.schoolnutrition.org](http://www.schoolnutrition.org)*



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