

FALL 2014

# POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



*2014 Annual Conference Information*

*Turn to Page 32 for the Details!*

FALL 2014 • California School Nutrition Association • Volume 58 - No. 2



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# PRESIDENT'S MESSAGE

BY AGNES LALLY, M.S., CSNA PRESIDENT



*“A journey of a thousand miles starts with a single step.”*  
- Lao-Tzu

**B**y the time this magazine reaches you, we will all be well on our way through another fun-filled and exciting school year, sharing ideas and implementing more new regulatory changes in our business. One of my favorite days of the school year is orientation day when all the staff members gather together in one room greeting each other, sharing the stories of what they did over their summer break and learning from each other as we prepare for another school year. A strong bond develops within the group, just like a family bond does, and very much like we do at CSNA. Knowing our fellow members, networking, professional development, legislative advocacy, marketing, Chapter meetings, regional workshops and the Annual Conference become part of our professional life as a member of the CSNA family.

We are a diverse group with different beliefs yet we have a common vision to provide healthy meals to allow children to achieve overall wellness and lifelong success. As a longtime CSNA and school food service professional, I can honestly say there have been so many changes made in our business. These past few years our journey has included offering more whole grains, serving a half-cup of fruit or vegetables with each meal, sodium requirements, meeting the weekly minimum nutritional standards, offering the correct types of each vegetable subgroup, controlling costs, changes with a la carte sales with Smart Snacks and many other changes within our state. Like families, we sometimes disagree and have different interests and priorities.

Yet as we have collaborated and formed partnerships with each other we have taken this thousand-mile journey one step at a time together. CSNA is our “go to” and resource hub. This is where our school food service family comes together to support one another, share ideas and learn from each other. If you have not yet joined or if you know someone new, get in touch with your local membership chair so our family continues to grow. There are lots of innovative ideas being developed and you should all be proud of your accomplishments so far.

The 2014 Annual Conference is coming up. Our Program Chair, Margan Holloway and President-Elect Dena England have been working very hard to bring you some exciting, innovative Educational Sessions in Sacramento. Conference Chair Margan Holloway and her committee are also ensuring all programs are in place as we recognize and celebrate our own “School Lunch Heroes.” Check out the website and the program. This is a time to meet new friends and re-kindle existing friendships and it is a great educational opportunity for all of us.

However the journey is not over and there is more to come including Reauthorization just around the corner. We must continue to embrace the new adventures that await us serving “Smart Meals, Smart Kids.” One wave at a time....

Agnes Lally, MS  
CSNA President



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# EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



## Are You High Tech or High Touch?

**I** understand they say there are two kinds of people in the world today. Are you “High Tech” or “High Touch?”

My first thought is that I am High Touch for sure. My favorite hobby is knitting and I don't enjoy tracking that on the internet. I like to feel the yarns and hold the other knitters projects in my hands. I couldn't care less about Facebook and can't imagine why anyone would waste the amount of time on it that people do. I think the quality on cell phone calls is terrible and much prefer my landline phone. I still buy books at the independent book store at the full cover price. Twitter, Instagram, Pinterest—whaaattt????

Then I reconsider. I'm old enough to remember doing a nutritional analysis using a calculator and a piece of paper. Be glad you don't share that memory! E-mail, so fast and so efficient and so easy to file. PIN numbers for lunch compared to lunch tickets? Easy winner on that one along with automated application processing. All my music on a handy little thumb drive instead of records and CDs. And the nice lady on the GPS who gives me directions instead of having to wrestle a huge fold-out map that I could never find the street on anyway. Naaahhh, I must be a High Tech.

One final vote in the High Tech column is *Poppy Seeds* itself. When I started as your editor I was lucky to get one or two articles per issue e-mailed to me. The rest I had to retype into Word. When the magazine

was done it was loaded onto floppy disks and sent off. Now I just hit the button!

This all leads to some new guidelines for our *Poppy Seeds* contributors. In order to have the best quality magazine to you in the fastest amount of time, here are some things I need you to be aware of.

- Submit written articles in Word format if at all possible.
- Avoid submitting PDF files. These all have to be retyped, just like in the old days. If you absolutely did not create it in Word, submit the original file it was created in along with the PDF.
- When submitting photos, it is fine if you imbed them in the article so we can see where they go. But we also need the photos attached as jpgs at the resolution they were taken in. Otherwise the quality is very low.

Thanks so much!

Sally Spero, SNS  
*Poppy Seeds* Editor  
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# MEMBERSHIP NEWS

BY LASHAWN BRAY, CSNA MEMBERSHIP CHAIR

Welcome back everyone ... Are you ready for another exciting year?



*I Am!!!*



Since you have just completed your 2013-2014 Golden PillarBooks *Due September 15, 2014* and are riding the waves to our board meeting in October, I'd like to introduce to you our new & exciting Pillar Goals for Next year to get started on.

The Golden Pillars have been reduced to 4 Pillars  
- we've combined 2 that seemed to go together better.

We hope you will enjoy completing them,  
promoting school nutrition & adding fitness events to your chapter activities.

All this while making new friends, recruiting new members & of course  
HAVING FUN !!!

CSNA/SNA Membership = Winner= FUN

All this and sharing too!!! Sharing all your news in our Poppy Seeds Magazine!

Yes, you will be awarded Bonus Points for each article.

See page 8 for a copy of your new Golden Pillars  
& get ready for another exciting year of membership.



# CSNA – Golden Pillar Objectives – Plan of Actions for Chapters 2014/2015

 <p><b>Pillar I</b> <b>Education and Professional Development</b></p> <ul style="list-style-type: none"> <li><b>Objective</b> – Provide educational resources and promote the value of education to all food service employees</li> </ul> <p>*****</p> <p><b>Plan of Action Goals below:</b></p> <ul style="list-style-type: none"> <li>Conduct at least one chapter meeting that promotes Certification and Credentialing.</li> <li>Show an increase in Certification Level 1,2 or 3, moving up and or SNS Credentialing.</li> <li>Nominate a member for a CSNA/SNA Award or apply for a CSNA/SNA Scholarship.</li> <li>Have a presentation at a chapter meeting on Nutrition education, ie: classes &amp; webinars offered by CSNA/SNA.</li> </ul>	 <p><b>Pillar II</b> <b>Public Image/Advocacy</b></p> <ul style="list-style-type: none"> <li><b>Objective</b> – Educate &amp; build relationships with our communities on our Child Nutrition Programs</li> </ul> <p>*****</p> <p><b>Plan of Action Goals below:</b></p> <ul style="list-style-type: none"> <li>Promote Child Nutrition by having a display or booth at any school or local function highlighting CSNA.</li> <li>Write a letter (not email) to a state or federal Legislator to invite them to school lunch or a chapter meeting.</li> <li>Conduct a PP&amp;L meeting to update members. Invite a PP&amp;L Committee member to speak or provide an update for presentation.</li> <li>Have a chapter officer attend a CSNA function: HOD, BOD, Leadership or Conference.</li> </ul>	 <p><b>Pillar III</b> <b>Community</b></p> <ul style="list-style-type: none"> <li><b>Objective</b> – Build partnerships and relationships with allied organizations</li> </ul> <p>*****</p> <p><b>Plan of Action Goals below:</b></p> <ul style="list-style-type: none"> <li>Encourage community partnerships by inviting members of (School Board, PTA, Rotary, Chamber, local vendors) to a chapter meeting.</li> <li>Submit a copy of chapter meeting agendas or minutes to the Regional Coordinator.</li> <li>Participate as a chapter in community events to promote CSNA Nutrition education: ie: parades, community walks or volunteer.</li> <li>Current list of members participating in Steps Challenge.</li> </ul>	 <p><b>Pillar IV</b> <b>Infrastructure/Membership</b></p> <ul style="list-style-type: none"> <li><b>Objective</b> – Increase &amp; maintain CSNA/SNA membership</li> </ul> <p>*****</p> <p><b>Plan of Action Goals below:</b></p> <ul style="list-style-type: none"> <li>Send a list of Officers, Meeting dates and agendas to Janine Nichols by 7/31.</li> <li>Show an increase in membership for the fiscal year 7/1 – 6/30.</li> <li>Recognize new members, renewing members &amp; Star Club at chapter meetings.</li> <li>Conduct a meeting on Membership benefits, CSNA website, scholarships available. Promote Professional Development.</li> <li>Volunteer at CSNA's Annual Conference.</li> </ul>	 <p><b>Bonus Points Available</b></p> <p><b>Supervisory Chapters: *Mentoring Goal Required for Gold Award.</b> Invite Local Chapter Board member to a supervisory meeting at N/C or speak at Local Chapter meeting or Installation.</p> <p>*****</p> <p><b><u>Bonus Points Available</u></b></p> <ul style="list-style-type: none"> <li><b>Bonus Point for 1 board member attending LAC.</b></li> <li><b>Bonus Point for each article in The Poppy Seeds Magazine.</b></li> <li><b>Bonus Points for articles in local paper.</b></li> </ul> <p>*****</p> <p><b>17+ Goals = Gold</b></p> <p><b>14 Goals = Silver</b></p> <p><b>10 Goals = Bronze</b></p>
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\* 2013 SNA Back to School Trends Report  
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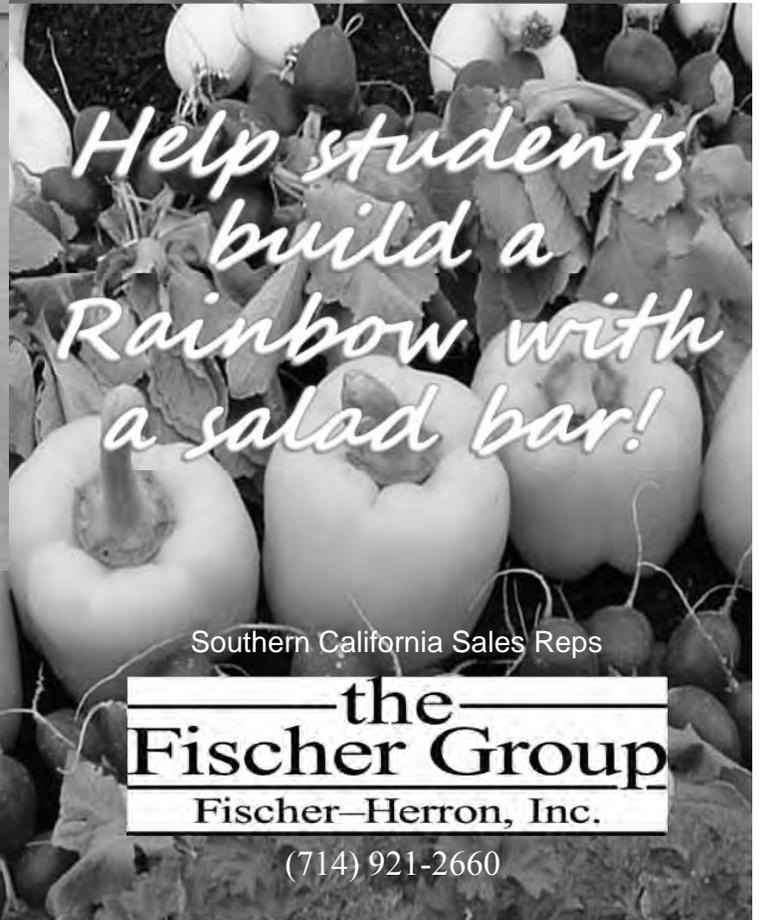
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## **Lunch Lady Super Hero Contest**

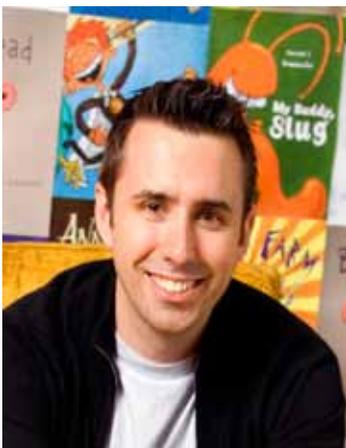
Submit your stories about a special “Super Hero” experience you had at school or about what it means to you to be a Lunch Lady Super Hero to the kids who come through your lunch line.



Forms will be available at the Membership booth during our Annual Conference in Sacramento on Thursday and Friday. Please see LaShawn Bray, CSNA Membership Chair.

Fill out the form and drop it in one of the designated boxes and then come join your CSNA Board and fellow members Friday evening at the First General Session.

We will draw from this box & the winners will receive a signed book from our Guest Speaker, Jarrett J. Krosoczka. ***See you in Sacramento!***



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## COVER PHOTO

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**A**s you receive this Fall Issue of *Poppy Seeds* many communities throughout the United States will be celebrating harvest time. In our gentle California climate we are not always as aware of the cycle of planting and harvesting crops as people are in areas with more defined seasons. I once received a tongue-lashing from a school principal who was upset when it came to her attention that the apples we were serving in February had been harvested in September. She thought the apples should be picked from the trees monthly...and I am still not completely sure I convinced her that isn't the way Mother Nature works.

But on this issue's cover you can see that a new generation of California children are becoming better informed about the way that food is grown. This student's hands hold a harvest from their school garden.





## ***Host a Member of Congress and win a Free Trip to LAC 2015!***



As the School Nutrition Association (SNA) prepares for Child Nutrition Reauthorization in 2015, we are encouraging our members to help promote school nutrition programs to their Members of Congress. One of the simplest ways is to have a Member of Congress visit your cafeterias to truly see the good work SNA members are doing!

***As an incentive, TWO randomly selected SNA Members will win a trip for two to LAC 2015 for hosting a cafeteria site visit!***

The winners will enjoy free registration, hotel stay, and flights as well as be recognized during the Opening Session. Each time you host a Member of Congress, you may submit an entry and SNA will accept video, news articles, press releases, or photos. As we know so many SNA Members are already doing this, we will accept entries from cafeteria visits that have happened since January 1, 2014. The deadline to enter is November 4, 2014.

You can wrap up your school year with a tour, show off your summer feeding site, or bring them in as you highlight your new fall menus! **All Members of Congress love to see what your students are doing so let's show off our programs and educate them on the importance of school meals!**

*For more questions or to submit your entry, contact Nichole Westin, Director of State Legislative Affairs, at [nwestin@schoolnutrition.org](mailto:nwestin@schoolnutrition.org)*





**NATIONAL SCHOOL LUNCH WEEK  
OCTOBER 13-17, 2014**

MORE INFO:

[HTTP://WWW.SCHOOLNUTRITION.ORG/NSLW2014/](http://www.schoolnutrition.org/NSLW2014/)

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# AN EXCITING OPPORTUNITY FOR EARNING YOUR LEVEL 1 CERTIFICATE!

BY LINDA SWEENEY, MS, RD, SNS, CSNA PROFESSIONAL DEVELOPMENT CHAIR

**C**SNA has created an opportunity for you to obtain Level 1 Certificate at conference this year. The National Food Service Management Institute will be offering their 8-hour **Nutrition 101** course as a pre-conference session on Thursday, November 13, 2014. This course is one of two courses that will qualify you to apply for a Level 1 Certificate in School Nutrition.

The Certificate Program gives many benefits to your personal and career growth. Benefits listed on the SNA Website include:

- Becoming SNA certified adds credibility to your position and to your school's program.
- Increase your knowledge and skills of food safety and nutrition to create a healthy school environment.
- Enhance your professional image with parents, children & school administrators.
- Stay current on issues concerning school nutrition initiatives.
- Demonstrate commitment to your profession.
- Provide a career ladder you can use to advance in the field from assistant, to cook, to manager, to director.

The other course required for the Level 1 Certificate is a *qualified food safety course*. **We encourage you to attend one of the following food safety courses prior to conference if you have not done so in the past 5 years.** Many districts offer these courses to their employees as part of training or they are available through private companies or some Public Health Departments.

**Food Safety for Child Nutrition Professionals**  
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**NTENT**  
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**Sanitation Part I, II, III, IV and V**  
**Serve Safe and More**  
**Serving It Safe**  
**ServSafe®**  
**SIFT**

Once you obtain certificates of completion from both these courses you are eligible to apply for the Level 1 Certificate. For Level 1, you must submit a copy of your certificates of completion for each of the two required courses. The certificates must show the course title, date of completion and number of approved hours. You will also need to submit a check for \$16 for SNA members. A high school diploma or GED is no longer required for Level I Certificate.

We will have the applications available at conference so with the above documentation you will be ready to obtain this important career advantage!

For more information visit the SNA Webpage "Certificate Program" at  
<http://www.schoolnutrition.org/Certificate/Certificate-Program/>.

# Level 1: Certificate Program Requirements

To earn a Level 1 Certificate in School Nutrition, you must meet the following requirements:

Level 1		Do I Meet The Requirements?
Core Requirements	✓ Minimum 8 Hour SNA-Approved Nutrition Education Core Course or 1 college credit course in Nutrition	
	✓ Minimum 8 Hour SNA-Approved Food Safety & Sanitation Core Course or 1 college credit course in Food Safety & Sanitation, HACCP or Microbiology.	
Total Hours	16 Hours	

Place a check (✓) next to each that apply.

*"I have found that SNA's Certificate Program has been a valuable tool for instilling a professional image among our staff members and to others in the school community. They value our knowledge as 'experts in nutrition.' I use it as a tool for career advancement and it helps us stay current on issues related to school meal service. Earning a Certificate in School Nutrition with SNA demonstrates a commitment to our program and the children we serve."*

—Peggy L. Eller, RD, Nutrition Services Director  
Hudson School District, Hudson, Wisconsin

## What You Need To Submit For Documentation

Now that you have read through the requirements for Level 1, you are ready to submit your completed application, payment and documentation to SNA.

**NOTE:** Core Requirement courses cannot date back further than five years of the date you apply. College courses can be used regardless of how many years ago they were completed.

### Core Requirement Documentation:

For Level 1, you must submit a copy of your certificates of completion for each of the two required courses. The certificates must show the course title, date of completion and number of approved hours.

## Ways To Earn Core Requirement Hours

Below is a list of suggested ways to earn the Core Requirement hours:

- Enroll in Nutrition Education and Food Safety & Sanitation Core Courses offered online at SNA's School Nutrition University—[www.snuniversity.org](http://www.snuniversity.org).
- Visit [www.schoolnutrition.org/certificate](http://www.schoolnutrition.org/certificate) to view a list of SNA-Approved Core Courses offered by state associations and other organizations.

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# GARDEN CLUB GROWS HEALTHY SUCCESS



BY AMY FURBER DOBSON, CASTRO VALLEY ELEMENTARY SCHOOL PARENT

*Introduction: I accepted a position with Castro Valley USD in early March of this year. As I continue to discover what's been happening within the district, much to my delight I was emailed pictures and a short write up on the garden and Garden Club at Castro Valley Elementary School. As we embark on a process of updating the district Wellness Policy using the eight areas of Coordinated School Health, I am so pleased to see what a great start Castro Valley has. The relationship of student health to academic achievement has never been at a more critical time. Please enjoy a sampling of one of our schools success. – Brenda Lightfoot-Handy, Child Nutrition Director, Castro Valley USD*

**I**'ve been helping out with Garden Club for the last five years at Castro Valley Elementary. The last two years we have really focused on building the Garden Club to a consistent once-a-month meeting with watering and weeding in between. The highlights each year are the same. Kids are excited to play in the dirt and are proud of what they can grow in *their* garden.

The third through fifth grade students have worked hard this year planting seeds to grow into seedlings in the greenhouse which they later planted in the garden boxes. Many of the students at CVE do not have backyards to dig in so for some this is their first experience with a shovel, a hoe or a hose. It's exciting to see them when it's time to unearth the old plants,



watching them work together to pull out an overgrown celery stalk or an old cabbage. They check out the root system, are amazed (and sometimes grossed out) by bugs. Then they go nuts turning the soil, building mountains and pushing them over, all the while readying the soil for the new plantings.

The end of the school year brought several cabbages and a planter full of lettuce. Before they left, two classrooms got the opportunity to sample their efforts in a cabbage and lettuce salad with some shredded carrots and croutons. I dropped off the salad for one of the classes and couldn't believe at the end of the day when I had over ten kids come up to me saying what an amazing salad it was! One student told me, "I never eat salad at home, but that was awesome!" Another said, "I got seconds!"

We are so lucky to have a few garden boxes to plant in and teachers and parents to help coordinate the garden efforts. Together the CVE community has created an experience for children to play in the dirt and grow their own food. I can't wait for more experiential learning and fun in the garden in the fall.



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# TWO BITE DELIGHT WITH CHAPTER 44

BY TONI CHAFFEE, DIRECTOR NUTRITION SERVICES, SNOWLINE JUSD

**D**uring the month of May, Snowline Nutrition Services and Chapter #44 members introduced new food items to students at Wrightwood Elementary School.

Our Nutrition Services staff encouraged students to try at least a bite or two of a new food item. Chapter #44 members went into the classroom and read a story on the partnership between education and nutrition. We shared samples of healthy food items for all students to try and some fun interactive games. All the students became a part of the “Two Bite Club” and received certificates for trying two bites of new food items. Our goal is to encourage students to choose healthy options for better learning.

*Pictured below are, from SBCSNA #44; Chantelle Cariveau, Toni Chaffee, Janice Carter, Pam Wiley, Wrightwood Elementary Principal, John Garner, Director of Fiscal Services, Diane Forsyth, Asst. Sup Business and Karen Winkler, Director Nutrition Services.*



# LOUISE SUBLETTE: THANKS TO THE TEAM!

BY GAIL S. GRAMLING, NUTRITION SERVICE SUPERVISOR II,  
NORTH HIGH SCHOOL, TORRANCE USD

*Editor's Note: Gail Gramling received the national Louise Sublette Award of Excellence at the 2014 School Nutrition Association Conference in Boston, MA this July.*

**I**'m almost lost for words.

Being nominated for the Louise Sublette Award of Excellence is an incredible honor; to win against such strong national competition is just amazing. I feel humble, but at the same time incredibly proud too.

Very few things in life are entirely the work of just one person and this is no exception. I must also pay tribute to the enormous contributions made by my North High School Nutrition team. Without team work none of this would have been possible. This national award is as much for them, as it is for me.



# 7TH & 8TH GRADERS ENJOY A TWO DAY CULINARY ADVENTURE

BY DR. ROBERT S. LEWIS, SNS, DIRECTOR OF NUTRITION SERVICES,  
EL MONTE CITY SCHOOL DISTRICT



**F**or a select and ambitious group of seventh and eighth grade students, the last day of school was the beginning of a two day Culinary Adventure.

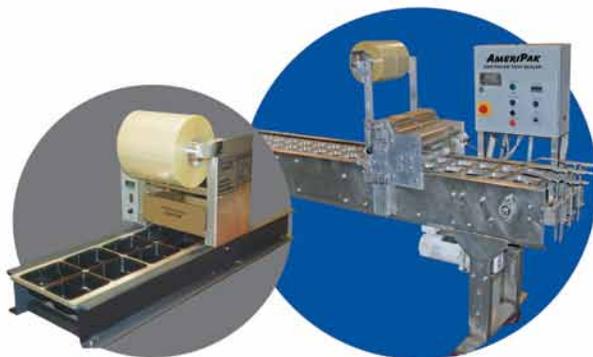
The two days of Culinary Camp took place on June 12 and 13<sup>th</sup> at Columbia School. The first day consisted of a two-mile trek to La Madera Community Garden, an almost-esoteric gem that only one of the thirty students knew about. They carried SLOW food movement signs demonstrating their support for food justice created by Natalie Miano. The students got to tour the garden, ask questions from the tour guide, and taste fruits and veggies such as carrots, blueberries, peaches and figs purchased at the Pasadena Farmers Market the day before. "I wanted them to taste farm-fresh produce from actual farmers," stated Donna Merino. The students loved the fresh produce. They said it looked the same but tasted "different" from the produce they purchased from their local grocery stores." They returned back to Columbia School sweaty but smiley and continued to dirty their aprons as they worked together to create a delicious citrus salad and peach chia popsicles.

Day two was cultural fusion day as the staff was adorned in ethnic attire from all over the globe. Stephanie Puls discussed breakfast eaten in other countries and introduced the students to Vegemite, a yeasty and salty condiment cherished in Australia. Geri Lorzano and Lorena Quezada introduced a Mexican breakfast of Huevos y Papas and a Peruvian side of quinoa salad. The students walked an easy five minutes to the EMCSO Central Kitchen to tour the facility. The students were shown where their breakfasts and lunches are made and ended the tour in everyone's favorite place, the freezer. They strolled back eating their peach chia popsicles, some noting they needed more sugar in it to satisfy their sugar-craved pallets. Annette Saucillo concluded the day with her reduced-fat version of Mexican wedding cakes, substituting avocado for butter. It was a shorter camp than previous years, but more cooking was packed into the schedule, and the students seemed to enjoy the high pace of what a real kitchen would feel like. They worked diligently and collectively and the staff thoroughly enjoyed this year's group of campers!



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# INSTALLATION IN A CHEF'S KITCHEN FOR CHAPTER 36

BY GAIL GRAMLING, CSNA REGIONAL COORDINATOR REGION #6

**T**his year's Chapter 36 Installation Banquet was a culinary success. In May 2014 the new incoming Chapter 36 President Lucrecia Schmidtke wanted to mix things up a little. She wanted to have a different kind of installation, something more personal and intimate.

She has a different direction for the chapter and wanted to get up close and personal with the members. And what better place to kick off her presidency than in a kitchen! Not just any kitchen but a chef's kitchen.

The installation was performed by Lynette Rock and held at Cookin Thyme, the actual cooking kitchen of Celebrity Chef Jen Story a Food Network "Chopped" semifinalist. How exciting! We were treated to chef-inspired cuisine such as bacon wrapped figs, Thai chicken sliders, exotic cheeses and shrimp ceviche.

We are looking forward to a great year under the direction of the new chapter president.





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# 2015 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 25, 2015</u>	<u>MONDAY – January 26, 2015</u>	<u>TUESDAY – January 27, 2015</u>
12:30 Registration	9:00 CDE Update	7:30 Breakfast with Q & A on Issue Paper/Talking Points
1:00 <b>First Timer's Orientation</b>	10:30 LCFF - Where Are We Now? (Panel)	9:00 Legislative visits
1:15 Education Legislation Outlook for 2015	11:30 New Legislative Year, New Legislators, & New Leadership - What Does This Mean for School Meals? (Panel)	4:00 Completion of Legislative visits
2:30 CSNA's Role in Legislative Process- What have we accomplished recently? How can we do more?	12:00 Lunch - Included in Registration	
3:30 Issue Paper/Talking Points	1:45 Issues Paper/Talking Points & Logistics	
	4:00 Capitol Tour & Legislative Reception (Reception Included in LAC Registration)	

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 25-27, at the Sheraton Grand 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 1:00 p.m. on Sunday, January 25th, (Registration opens at 12:30 p.m.) 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](http://WWW.CALSNA.ORG) FOR THE LATEST INFORMATION**

# 2015 CSNA State LAC Registration Form

January 25-27, 2015  
The Sheraton Grand Hotel - Sacramento, California



Name \_\_\_\_\_  
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## CSNA State LAC Registration Fees

	Early Bird Price Prior to 11/18/14	After 1/12/14	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
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**\*\*Industry Sponsor includes 1 Registration plus company name & Logo on website & signage at event and in Poppy Seeds**

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Please send your completed Registration Form with Fee to:

CSNA 2015 LAC, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

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

Sheraton Grand Hotel - 1230 J Street (13th And J) - Sacramento, CA 95814 - (916) 447-1700

Conference Hotel Rate Single/Double \$149 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 12/22/14. A \$50 cancellation fee will be deducted.

SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER 12/14/14

**For the most Up-to-Date Information visit [www.calsna.org](http://www.calsna.org)**

# WHAT'S COOKING WITH CHEF JIM

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**C**hef Jim Dumars here in my home district Lakeside USD has kept busy working on some new recipes for us (and for you.) Here are some of his latest creations. Remember that you should always double-check my calculations and add your district's HACCP steps!

## Two Sisters Salad—100 #8 Servings

White sugar	11 ¼ cups
White vinegar	11 ¼ cups
Dry mustard	8 Tbsp.
Vegetable oil	3 cups
Salt	2 Tbsp.
Low-sodium corn	3 #10 cans
Low-sodium pinto beans	3 #10 cans

Combine sugar, vinegar, oil, dry mustard and salt. Mix until smooth. Drain corn and pinto beans; combine. Pour dressing over vegetables. Chill overnight.

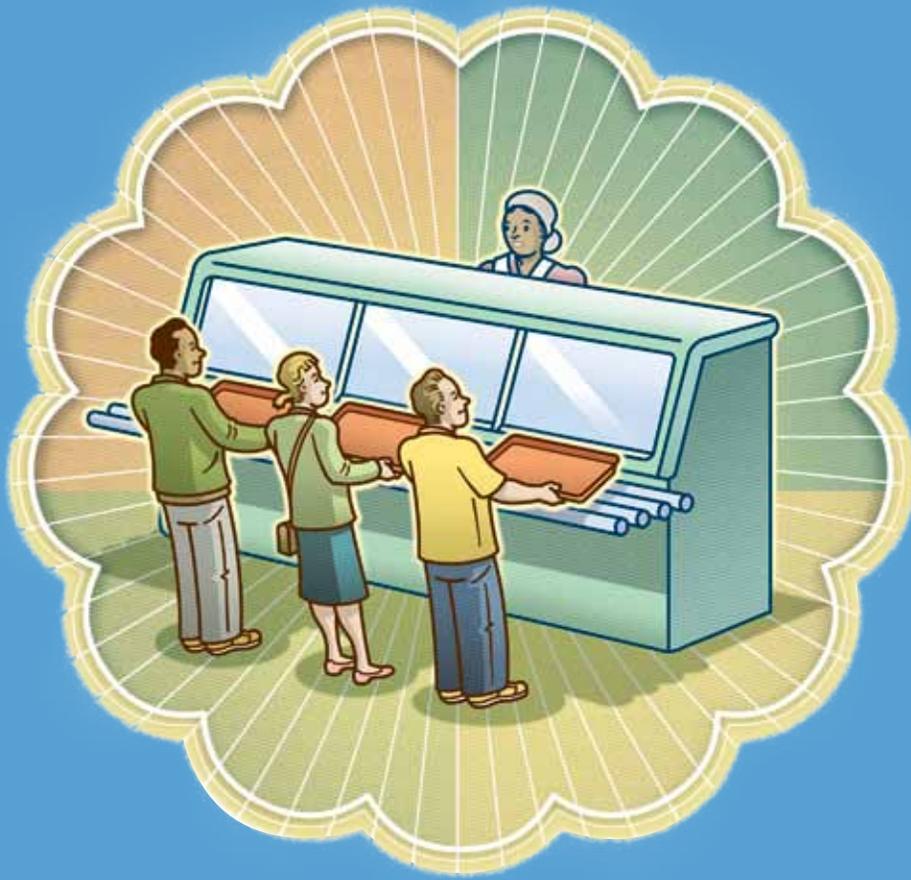
**Meal Components:** ¼ cup starchy vegetable, ¼ cup legumes

**Nutrients:** 291 calories, 8 gm fat, 1.21 gm saturated fat, 0 gm trans-fat, 0 gm cholesterol, 382 gm. sodium, 51 gm. carbohydrates, 5.81 gm dietary fiber, 21.57 gm sugars, 6.71 gm. protein, 69.64 IU Vitamin A, 8.16 mg Vitamin C, 48.38 mg. calcium, 2.13 mg. iron

**Note:** If you are like me, you are always looking for better ways to get legumes on the menu. This is an easy addition to your salad bar. The “Two Sisters” refers to the Native American belief that the “Three Sisters” in food are corn, beans and squash.



*Continued on Page 28*



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## WHAT'S COOKING WITH CHEF JIM (CONTINUED)

### Chili with Beans—Yield 160 1-Cup Servings

Low-sodium kidney beans	4 #10 cans
Beef crumbles	7 ½ lbs.
Low-sodium tomato paste	1 #10 cans
Water	2 gallons
Chili powder	4 oz.
Ground cumin	1 oz.
Garlic, minced	1 cup
Ground black pepper	1 oz.
Salt	1 oz.
Dried onion flakes	2 cups
Low-sodium salsa	1 #10 cans
Low-sodium diced tomatoes	7 cups

Combine all the ingredients. Bring to a boil and simmer until flavors blend.

**Meal Component:** Depends on how you count the beans! There is sufficient to give you ¼ cup legumes or 1 oz. meat/ meat alternate. ¼ cup red-orange vegetable.

**Nutrients:** 280 calories, 6.22 gm fat, 2.18 gm saturated fat, 0 gm trans-fat, 23.14 mg cholesterol, 700 mg. sodium, 40 gm. carbohydrates, 13.4 gm dietary fiber, .86 gm. sugars, 19.14 gm protein, 1372 IU Vitamin A, 15.2 mg Vitamin C, 78.76 mg calcium 6.4 mg iron

**Note:** It's very helpful to have a good chili recipe. I really like the taste of this one but what I \*love\* is how easy it is. You just combine everything in the pot and cook away!





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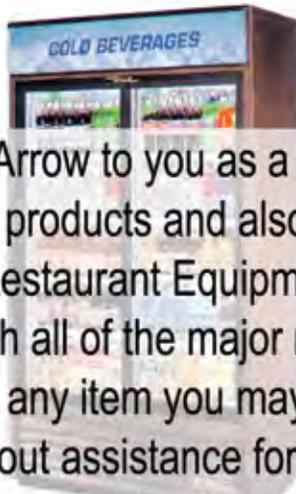


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Michael B Serrao  
President/ CEO



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Hunger-Free Kids Act!

IT'S TIME TO BE COOL!

When in Rome  
CHICKEN  
CAESAR SALAD



## 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:  
2M/MA  
3/4 Cup Vegetable  
1 Whole Grain

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



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:  
2M/MA  
3/4 Cup Vegetable  
1 Whole Grain



## 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:  
2M/MA  
3/4 Cup Vegetable  
1 Whole Grain



## 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.





# SMART MEALS • SMART KIDS

## *RIDING THE WAVES*

THE 62<sup>ND</sup> ANNUAL CONFERENCE  
OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



**SACRAMENTO CONVENTION CENTER**  
**NOVEMBER 13-16, 2014**

**SAVE THE DATE!**



## JOIN US IN SACRAMENTO FOR SMART MEALS ● SMART KIDS RIDING THE WAVES

**E**xciting plans are in the works for all of you this November in Sacramento. While the State Capitol is not known as a beach town, we will be “Riding the Waves” of Smart Meals - Smart Kids! That’s the theme of this year’s gathering, which is the 62nd Annual Conference of the California School Nutrition Association. Well, actually, the theme reads, “Smart Meals - Smart Kids... riding the waves,” and whether we have great surf or not along the Sacramento Delta is completely irrelevant. What *is* important is the great educational programming, thought-provoking speakers and outstanding networking opportunities. All of this and more will be taking place at our Conference and you are not going to want to miss being with us.

Your dedicated conference committee, led by Margan Holloway, is hard at work putting together an amazing slate of educational sessions and a great program for all with lots of opportunity to network and meet new friends. You will have opportunities to expand your knowledge by attending breakout sessions, general sessions and walk the exhibit hall. Breakout sessions are organized into strands. Whether you are a seasoned veteran or new, there are sessions that you don’t want to miss.

Our Professional Development Chair, Linda Sweeney, has planned several pre-conference workshops including an all-day presentations Sponsored by and Presented by the California Department of Education (CDE), Child Nutrition Division as well as the School Nutrition Specialist Credentialing Exam and National Food Service Management Institute (NFSMI) Course. Nutrition 101 which, along with an approved food safety certification course, will qualify you for SNA Certification at Level 1.

Jarrett J. Krosoczka, will kick off our conference at our First General Session, Sponsored by Jennie-O, on Friday, November 14. Jarrett is the author of the Lunch Lady graphic novel series of books. This series has twice won a Children’s Choice Book Award in the third to fourth grade Book of the Year category as well as a nomination for a Will Eisner Comic Industry Award. Currently, this title and another, “Punk Farm,” are being developed into feature films. He has had twenty one published books - ten picture books, ten graphic novels and his new chapter book - “Platypus Police Squad: The Frog Who Croaked.”

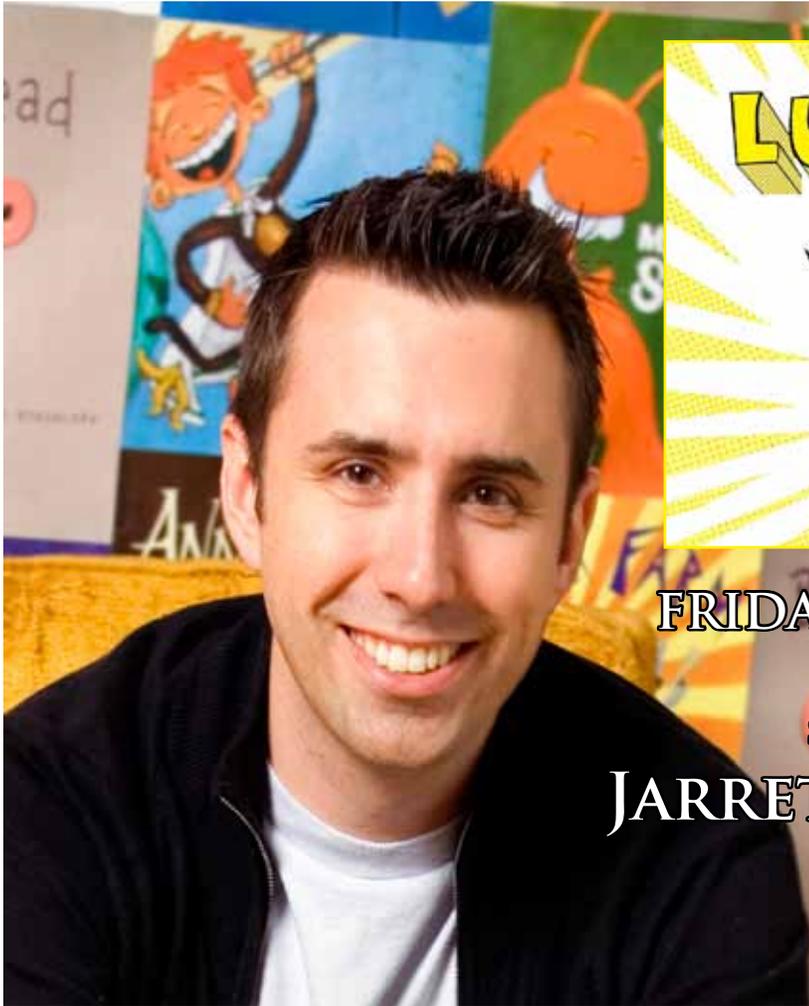
Our Second General Session, on Saturday, November 15, will feature The Passing Zone a team that relies on each other’s strengths, who communicate, trust, and have fun cooperating. Their entertaining and inspiring performance uses big laughs, exciting stunts, and flawless teamwork, creating an unforgettable experience for all in attendance.

The CSNA conference and trade show is one of the finest state food shows in the country; you will not want to miss the chance to spend time with friends, peers and industry colleagues; taste and see new products.

Ride the waves to a great Saturday morning workout. There will also be the annual House of Delegates, also known as HOD, held at conference. This is when our governing body meets and formal association business is conducted. If you have never attended, this is an opportunity to meet your Board of Directors and see how things work within our association. Please come join us as a guest for this informative hour.

For more detailed information on all the activities planned for this conference, visit [www.calsna.org](http://www.calsna.org) for the latest conference updates.

So get ready for “SMART MEALS - SMART KIDS... riding the waves!” Mark your calendar and make your plans to be with us on November 13-16 in Sacramento, California!



**FRIDAY KEYNOTE SPEAKER**

**AUTHOR OF THE LUNCH LADY  
SUPERHEROINE GRAPHIC NOVELS**

**JARRETT J. KROSOCZKA**

**It's Pronounced**

**Crow-sauce-KA**

**Jarrett J. Krosoczka** has been passionate about storytelling through words and pictures since he was a kid. He began his professional career by illustrating educational readers for a national publisher while still an undergraduate at Rhode Island School of Design. Then, just six months after graduation, Jarrett received his first contract for a trade book that he authored. Knopf Books for Young Readers published *Good Night, Monkey Boy* on June 12, 2001 and Jarrett hasn't stopped or slowed down since.

Jarrett is a two-time winner of the Children's Choice Book Award for the Third to Fourth Grade Book of the Year and is the author and illustrator of twenty books including the Lunch Lady graphic novels and the just released *Platypus Police Squad* middle-grade chapter book series. Jarrett's TED Talk on his journey from boy to artist has been viewed more than a half-million times. He is also the host of *The Book Report* with JJK on SiriusXM's Kids Place Live, a weekly segment celebrating books, authors and reading. His work was recently featured on the front page of *The Boston Globe* and on NPR's *All Things Considered*. It has also been recommended by national publications such as *Newsweek*, *The New York Times* and *USA Today*. His *Punk Farm* picture book and *Lunch Lady* series are both currently in development as feature films. Jarrett lives in Western Massachusetts with his wife, two daughters and their pug—Ralph Macchio.



Be with us on Friday for what is sure to be a fun-filled session!

*Sponsored By Jennie-O!*



## SATURDAY KEYNOTE PRESENTATION



# OWEN MORSE & JON WEE THE PASSING ZONE

**Teamwork: The Power of Partnership** - Many speakers talk about teamwork. Jon and Owen do it. Their success is proven, their talent unique, and nowhere else will you see such an exciting demonstration of the amazing things that can be accomplished when people work together.

The Passing Zone is a comedy duo who not only work together - their safety is in each other's hands! Every moment of this presentation is a clear example of collaboration between two people who have prepared, who rely on each other's strengths, who communicate, trust, and have fun cooperating. Their entertaining and inspiring performance uses big laughs, exciting stunts, and flawless teamwork, creating an unforgettable experience for any school or company.

Audience members discover:

- *The importance of recovering from setbacks*
- *How working well together creates a cohesive, effective team*
- *The value of trust*
- *What it takes for teamwork excellence*
- *How to foster relationships with partners and customers*
- *How to laugh together*



Throwing chainsaws, balancing on each others' shoulders while juggling flaming torches, demonstrating teamwork by getting people from the audience to participate - are all part of Teamwork: The Power of Partnership. Imagine your School Nutrition Director standing in the middle of flying sickles and blazing torches! They even juggle three people from the audience in their exciting piece - People-Juggling.

Don't just tell your people how to be a team...show them.

This keynote is all about people. Your people. Becoming better together.

## RAISE MONEY FOR YOUR CHAPTER!



The CSNA 10th Annual Silent Auction will take place in Sacramento in November. Chapters that donate item(s) for the auction will receive 50% of the proceeds. Remaining 50% 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! Jewelry, memorabilia, art, food & wine, excursions and seasonal decorations typically generate multiple bids.

*\*Contact Emmalyn Coles at [ecoles@hlpusd.k12.ca.us](mailto:ecoles@hlpusd.k12.ca.us) for more information.*

## “RIDING THE WAVES”.....TO THE RESOURCE ROOM!



With the WAVE of changes and new regulations it's the perfect time to collaborate. The “Resource Room” would like to display your ideas and spotlight your achievements. Share your District's best practices and innovative ideas with our colleagues.

*\*Contact Emmalyn Coles at [ecoles@hlpusd.k12.ca.us](mailto:ecoles@hlpusd.k12.ca.us) for more information.*

## THE PRE-CONFERENCE TOUR

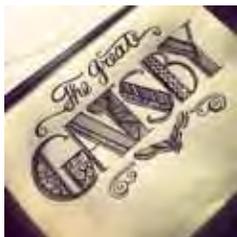
If you're not already planning to arrive early to conference, then you may want to adjust your schedule to be with us for the Pre-Conference Tour! This year we will visit Elk Grove's Central Kitchen, Plastic Packaging, Bell Tasty Foods and finish with an Underground Tour of Sacramento! Space is limited, so sign up early!



## SCHOOL NUTRITION HEROES CELEBRATION

Come and Cheer for your peers on Friday, November 14, from 5:15 P.M. to 6:30 P.M. at Sacramento Convention Center, West Lobby as Jarrett J. Krosoczka, Author of the Lunch Lady Superheroine Graphic Novels inspires you. The highlight of the evening is the recognition and highlights our School Nutrition Heroes' successes. Cheer on your Peers as they are presented their Awards of Excellence!

## THE 1920'S ARE ROARING AGAIN!



The theme for this year's President's Party is The Great Gatsby! You're going to want to dress in your “High Society” best as we ride the waves back to the 1920's for a roaring good celebration. Dress the part in your best Black Tie, evening gown, dinner jacket or flapper dress! Maybe come as a specific character from F. Scott Fitzgerald's classic novel. Really, almost anything goes in the rip, roaring 20's! It's sure to be a good time, so make plans to be with us.

## 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 chapters, leaders and school nutrition stars of the past year at the Annual Awards Ceremony.



# CONSIDER EARNING YOUR SNS CREDENTIAL

BY LINDA SWEENEY, MS, RD, SNS, CSNA PROFESSIONAL DEVELOPMENT CHAIR

**W**ith professional standards from USDA on the horizon, it's never been more important to invest in training for yourself and your staff! Achieving the SNS credential will give you a valuable head start to prepare yourself for professional standards from USDA. And investing in SNA certification for your staff will give them a leg up as well!

CSNA will offer the SNS Credentialing Exam as a pre-conference breakout session on Thursday, November 13, 2014 from 1:00 – 5:00 pm. Now is a good time to think about taking the exam as it takes a couple of months of study to prepare. But it is well worth the effort.

The SNS Handbook contains important information regarding eligibility requirements, the application form, sample questions, content/knowledge areas, and an exam study resource list. Currently the application fee is \$210 for SNA members and applications are processed through SNA. The Handbook can be downloaded from <http://www.schoolnutrition.org/Content.aspx?id=132>.

The exam covers the topic areas in the percentages listed below:

Facilities, Technology and Equipment Management	5%	Marketing and Communication	7%
Financial Management	16%	Menu and Nutrition Management	17%
Food Production and Operation Management	15%	Procurement and Inventory Management	5.5%
Food Security, Sanitation, & Safety	14.5%	Program Management and Accountability	10%
Human Resource Management	10%		



There is no current exam study guide but there are reference materials available. For the past two years we have conducted a conference call study group starting in late summer that has been beneficial. If you are interested in participating, please contact me at [Linda.Sweeney@sjsu.edu](mailto:Linda.Sweeney@sjsu.edu).

Education and credentialing are a great benefit to enhance both your personal and professional growth.



## THE PRE-CONFERENCE TOUR

THURSDAY, NOVEMBER 13, 2014

8:30 A.M. - 2:00 P.M.

The tour will start with a trip to Plastic Packaging to experience the exciting behind-the-scenes action at the plant. Then we'll move on to the Elk Grove Central Kitchen where you will see the staff in action preparing and packaging meals for hungry kids! While there, you will receive your very own lunch to enjoy! From there, it's on to Bell Tasty Foods to see much ado about Nada! The Taco Nada, that is! Then comes the Underground Tour of Sacramento!

Hidden beneath the city for nearly 150 years, Old Sacramento's underground has long been the capital's best-kept secret. Today, you can join thousands of residents and visitors in uncovering the facts behind the legends that lie below our buildings and sidewalks. Explore excavated foundations and enclosed pathways while your tour guide recounts the tales of devastation, perseverance, and determination that led to California's only successful street-raising project.

This tour is limited to 40 people and is filling up fast! With space limited you'll want to sign up early!

## CONFERENCE HOTELS

### THE HYATT REGENCY SACRAMENTO



**Hyatt Regency Sacramento**  
1209 L Street  
Sacramento, California 95814  
(916) 443-1234

Single/Double \$147  
Triple/Quadruple \$147  
Reservation Cut-Off Date is 10/12/14  
**OR UNTIL BLOCK IS FULL  
WHICHEVER OCCURS FIRST**

### THE SHERATON GRAND HOTEL



**Sheraton Grand Sacramento Hotel**  
1230 J Street (13th And J)  
Sacramento, CA 95814  
(916) 447-1700

Single/Double \$142  
Triple \$167 - Quadruple \$192  
Reservation Cut-Off Date is 10/12/14  
**OR UNTIL BLOCK IS FULL  
WHICHEVER OCCURS FIRST**

Visit [www.CalSNA.org](http://www.CalSNA.org) for more information.

# FUTURE LEADERS IN CSNA: EDUCATIONAL SESSIONS

BY LINDA SWEENEY, MS, RD, SNS, CSNA PROFESSIONAL DEVELOPMENT CHAIR

**Y**ou gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do. — Eleanor Roosevelt

Leadership may be a frightening term for some but CSNA is here to help you on your road to acquiring some leadership skills. You may find you already possess some skills and just need to have them identified. Even if you are not in a leadership role currently, you can take part in the Future Leaders sessions at conference. Maybe you would just like to learn more about leadership and how it can benefit you personally, in your career, and as a part of CSNA.

Future Leaders sessions at state conference were conceived a couple of years ago and have helped develop some of our current CSNA leaders. These educational sessions allow you to learn more about CSNA and SNA and how you can play a role in the association. Educational sessions, class activities, and projects will aid in job performance as well. Based on attendee evaluations from previous years, the course is updated each year to make the educational sessions even more beneficial to those of you with leadership potential.

You will learn what your leadership style is and how to work with people who might have a different style. We will have an opening and closing session specifically for Future Leaders and then give you recommendations on conference educational sessions specific to leadership topics that you may attend. You will obtain Key Area hours for your attendance to help you advance your SNA Certificate standing.

We ask Chapter Presidents, School Food Service Directors and Managers to evaluate members and staff and encourage them to participate in this special designation at conference. You may also sign yourself up to be part of the Future Leaders. Cost is included with your conference registration fee, so there is no additional cost.

To apply, complete the application on Page 40 and fax to Linda Sweeney at 408-924-2923. For more information, contact Linda at 408-924-3125 or [Linda.Sweeney@sjsu.edu](mailto:Linda.Sweeney@sjsu.edu).



# FUTURE LEADERS WORKSHOP



CALIFORNIA SCHOOL NUTRITION ASSOCIATION ANNOUNCES THE FUTURE LEADERS WORKSHOP AT THE 62ND ANNUAL CSNA CONFERENCE

This series allows you to learn more about CSNA and SNA and how you can play a role in the Association. Educational sessions, class activities, and projects will aid in job performance as well.

**DUE DATE TO SUBMIT APPLICATION: November 1, 2014**

Future Leaders sessions include:

- Overview of CSNA and SNA
- Determining leadership styles
- Setting personal leadership goals
- Two Future Leader-specific educational sessions
- Participation in the Leadership strand of educational sessions at conference
- Key Hour units

Qualifications:

- Must work in a child nutrition program, including directors, supervisors, or kitchen staff
- Show promise in leadership and team skills
- Be a CSNA member

<b>Applicant Name</b>	
<b>Applicant Address</b>	
<b>Telephone</b>	
<b>Position</b>	
<b>Email</b>	
<b>School District</b>	

<b>Years of experience in Child Nutrition Programs</b>	
<b>Number of Conferences attended</b>	
<b>Date Joined CSNA</b>	
<b>CSNA Chapter Name</b>	
<b>CSNA Chapter Number</b>	
<b>Nominated By</b>	

**SUBMIT THIS APPLICATION BY NOVEMBER 1, 2014 TO [LINDA.SWEENEY@SJSU.EDU](mailto:LINDA.SWEENEY@SJSU.EDU)**

*Or FAX to:* 408-924-2923

*Or mail to:*

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



# OFFICIAL 2014 CONFERENCE REGISTRATION FORM - SACRAMENTO

*School Food Service Employees Only - ( Industry members please contact Amber at CSNA for Registration Information 818.842.3040 )  
Registration is NOT OPEN to non-exhibiting Industry Professionals. You must work in a school to attend if your company is not exhibiting.*

**Smart Meals - Smart Kids - The 62<sup>nd</sup> Annual Conference & Trade Show - November 13 - 16, 2014**

**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 <i>(INCLUDES PRESIDENT'S PARTY &amp; REGIONAL AWARDS BREAKFAST)</i>	SINGLE DAY REGISTRANTS <i>(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)</i>
REGISTRATION FEE    AMOUNT	REGISTRATION FEE    AMOUNT
PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY	
<b>CSNA MEMBERS</b>	<b>CSNA MEMBERS</b>
DIRECTOR/SUPERVISOR                     \$255             \$ _____	DIRECTOR/SUPERVISOR                     \$110             \$ _____
MANAGER                                         \$235             \$ _____	MANAGER                                         \$105             \$ _____
STAFF/STUDENT/RETIRED                     \$230             \$ _____	STAFF/STUDENT/RETIRED                     \$100             \$ _____
CSNA PAST PRESIDENT                         \$ 50             \$ _____	GUEST     \$100             \$ _____
<b>NON-MEMBERS</b>	<b>NON-MEMBERS</b>
DIRECTOR/SUPERVISOR*                     \$420*             \$ _____	DIRECTOR/SUPERVISOR                     \$135             \$ _____
MANAGER*                                         \$285*             \$ _____	MANAGER                                         \$130             \$ _____
STAFF*     \$275*             \$ _____	STAFF/STUDENT/RETIRED                     \$125             \$ _____
STUDENT/RETIRED/GUEST                     \$245             \$ _____	GUEST     \$125             \$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA (\$165 FOR DIRECTORS AND \$49 FOR MANAGERS AND \$44 FOR STAFF)	
	<b>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)</b>
	PRESIDENT'S PARTY - SATURDAY, 11/15    \$ 65             \$ _____
	REGIONAL BRUNCH - SUNDAY, 11/16       \$ 40             \$ _____

### PRE-CONFERENCE WORKSHOPS *(MUST BE PRE-REGISTERED TO ATTEND)*

#### Pre-Conference Workshops Thursday November 13, 2014

<b>CDE State Day - Sharing Stories and Strategies for a Quality Program</b> - 9 am – 5 pm	\$35 members / \$35 non-members    \$ _____
<b>Nutrition 101 - National Food Safety Management Institutes (NFSMI)</b> - 8 am - 5 pm	\$35 members / \$50 non-members    \$ _____
<b>SNS Credentialling Exam</b> - 12:30 pm - 5:00 pm ( \$210 SNA Members, \$305 Non-SNA Members - <b>Register Directly with SNA - www.SchoolNutrition.org</b> ) ( Check in by 12:30 pm - Program begins promptly at 1:00 pm )	

### PRE-CONFERENCE TOUR *(MUST BE PRE-REGISTERED TO ATTEND)*

#### Pre-Conference Tour Thursday November 13, 2014

Sacramento City Tour - 9 am – 5 pm (meet by 8:45 am, bus leaves promptly at 9 am)	\$40    \$ _____
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\_\_\_\_\_ I would like to participate in the Fitness Fundraiser on Saturday, November 15, 2014 - 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	V-CODE
BILLING ADDRESS			
SIGNATURE			

*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*

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/30/14. 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)

**2014 -15 CSNA NAC CHARTER APPLICATION**

Benefits of becoming an official CSNA-NAC Charter include:

- An Official 2014-15 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 Pillar Award*
- 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:

Valerie McDonald, Director of Food Services  
Tracy Unified School District  
1875 W. Lowell Avenue  
Tracy, CA. 95376  
vmcdonald@tusd.net



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Contact Ray, our School Specialist

Phone: 714-381-0300

[ray@chefstoys.com](mailto:ray@chefstoys.com)

\*Anaheim location is closed on Sundays

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**Toni Chaffee**

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Email: trieste.chiquete@coronadousd.net

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# THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION BOARD OF DIRECTORS ~ 2014-2015

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watts\_vivien@ausd.us

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Executive Advisor

Agnes Lally, President

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Janine Nichols, Executive Director

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##### Co-Chair: Ralph Peschek

Pasadena Unified SD

740 W. Woodbury Road, Pasadena, CA

91103

Bus: 626-396-5850

Email: peschek.ralph@pusd.us

Executive Advisor

Agnes Lally, President

## RESOLUTIONS & BYLAWS COMMITTEE

##### Chair: Kim Ekholm

116 N Meclure Rd Modesto, CA 95357

Bus: (209) 521-2800

kekholm@empire.k12.ca.us

Executive Advisor

Gail Gousha, Secretary

## NON-BOARD LIAISONS

### STATE DEPT OF EDUCATION LIAISON

##### Sandip Kaur

CA Dept of Education NSD

1430 N Street Ste 1500, Sacramento, CA 95814

(916) 322-8316

skaur@cde.ca.gov

### CASBO LIAISON

##### Amanda Colon, SNS

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300 S Buena Vista Corona, CA 92860

Bus: 916\_736-7118

Email: acolon@cnusd.k12.ca.us

### WESTERN REGIONAL DIRECTOR

##### Lynnelle Grumbles, SNS

Visalia USD

801 N. Mooney Blvd Visalia, CA 93291

(559) 730-7871

lgrumbles@vusd.org

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[www.facebook.com/groups/76966718312/](https://www.facebook.com/groups/76966718312/)

# CSNA LOCAL & SUPERVISORY CHAPTERS & PRESIDENTS

## REGION 1

### **43-FEATHER RIVER**

Karen Williams  
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## REGION 2

### **48-REDWOOD EMPIRE**

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### **82- MT. DIABLO**

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755 Oak Grove Rd, Concord, Ca 94518  
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hsji@mdusd.org

## REGION 3

### **18-VINYARD VOICES**

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### **32-ROCK & ROSE**

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### **78-ELK GROVE**

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## REGION 4

### **37-ANTELOPE VALLEY**

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### **46-SANTA CLARITA VALLEY**

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Santa Clarita Valley SFSA  
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Email: lipsavon@msn.com

## REGION 5

### **09-KERN COUNTY**

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## REGION 6

### **25-SESAME**

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### **36-SOUTH BAY**

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### **64-FOOTHILL**

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Email: Ddkipi@aol.com

## REGION 7

### **14-RIVERSIDE COUNTY**

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Email: zardie@yahoo.com

&

Sylvia Mares  
Riverside USD  
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Email: gemasyvlvia@yahoo.com

### **44-SAN BERNARDINO COUNTY**

La Shawn Bray  
390 Euclid Ave., Upland, CA 91786  
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E-mail: lashawn\_bray@upland.k12.ca.us

### **54-DESERT HIGH LOW**

Kati Millett  
74350 Baseline Rd, Twentynine Palms, CA 92277  
Bus: 760-367-7538 x1925  
kati.millett@gmail.com

### **111-DESERT STARS**

Monica Orta  
150 District Center Dr, Palm Springs, CA 92262  
Bus: 760-322-4117 FAX: 760-416-8353  
Email: moarta@psusd.us

## REGION 8

### **07-SAN DIEGO COUNTY**

If Interested, Please Contact  
Trieste Chiquete at 649-522-8907 x2085  
or trieste.chiquete@coronadousd.net

### **15- NORTH SAN DIEGO COUNTY**

Judi Reynolds  
2310 Aldergrove Ave, Escondido, CA 92029  
Bus: 760-432-2355 FAX: 760-735-2876  
JReynolds@eusd.org

### **34-SAN DIEGO**

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Exec. Advisor - Terri VanderStouwe  
School Nutrition Representative  
& La Shawn Bray, Membership Director

## SUPERVISORY CHAPTERS

### **01-SOUTHERN CALIFORNIA**

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### **02-NORTHERN CALIFORNIA**

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### **10-CENTRAL CALIFORNIA**

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rocampo@vusd.org

### **20-FAR NORTH**

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### **45-MOTHER LODE**

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Executive Advisor - Bruce Hall,  
Vice President



210 N. Glenoaks Blvd., Suite C.  
 Burbank, CA 91502  
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New     Renewal     Reinstatement

Member # \_\_\_\_\_

## SUBSCRIPTION

**PLEASE PRINT OR TYPE**

Name \_\_\_\_\_

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

District \_\_\_\_\_

School \_\_\_\_\_

Work Address \_\_\_\_\_

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

Work Phone (\_\_\_\_\_) \_\_\_\_\_

Fax # (\_\_\_\_\_) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

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

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

Home Phone (\_\_\_\_\_) \_\_\_\_\_

Chapter \_\_\_\_\_ # \_\_\_\_\_

2<sup>nd</sup> Chapter\* \_\_\_\_\_ # \_\_\_\_\_

**\*Your CSNA subscription allows you to affiliate with one local chapter. You may choose to join an additional local chapter for \$5 or a supervisory chapter for \$25.**

All mailings will go to your home address unless you indicate otherwise below:

Send all mailings to my work address

Your information will be printed in the membership directory unless otherwise indicated below:

- Exclude my home address
- Exclude my email address
- Exclude all information from the directory

- Employer pays dues:  Yes  No  
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Person who introduced you to CSNA:

\_\_\_\_\_

Subscription Categories (Please check one)	Includes SNA, CSNA and Local Chapter Dues
<input type="checkbox"/> Foodservice Employee	\$ 44
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<input type="checkbox"/> Part-Time <input type="checkbox"/> Retired	
<input type="checkbox"/> I would like to join a 2 <sup>nd</sup> chapter	
Local Chapter	\$ 5
Supervisory Chapter	\$ 25
Voluntary California School Nutrition Foundation Contribution	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

*\*\*Dues allows you to join one supervisory chapter in place of a regular local chapter. You can choose chapter 1, 2, 10, 20, or 45.*

*\*\*\*All foodservice employees working less than 4 hours and retired members who do not choose to vote in SNA national elections or receive a subscription to School Nutrition magazine, but need SNA membership to maintain certification.*

Make check payable to: **CSNA** or pay by credit card

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Expiration Date: \_\_\_\_\_ Amount: \_\_\_\_\_

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

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*Approximately eight percent of the CSNA subscription price is used for lobbying purposes and are not tax deductible as an ordinary and necessary business expense.*

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# SUSTAINING MEMBER APPLICATION



**CALIFORNIA  
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Headquarters office:  
210 N Glenoaks Blvd., Suite C  
Burbank, CA 91502  
818-842-3040 • FAX 818-843-7423  
[www.CALSNA.org](http://www.CALSNA.org)

NEW    Renewal    Reinstatement

*Person who introduced you to CSNA:*

*Please staple your  
**Business Card**  
Here*

**PLEASE PRINT OR TYPE**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Work Phone \_\_\_\_\_

FAX # \_\_\_\_\_

Email \_\_\_\_\_

**DUES:**

*Check the box of the chapter(s) you wish to join:*

You MUST join CSNA *and* at least one chapter

Dues are per Individual.

Company Memberships NOT available.

CSNA(Mandatory)	<input checked="" type="checkbox"/>	\$100
CENTRAL(CCSNA #10)	<input type="checkbox"/>	\$30
FAR NORTH(FNCSNA #20)	<input type="checkbox"/>	\$30
MOTHER LODGE #45	<input type="checkbox"/>	\$30
NORTHERN(NCSNA #02)	<input type="checkbox"/>	\$30
SOUTHERN(SCSNA #01)	<input type="checkbox"/>	\$25

**TOTAL**      \$ \_\_\_\_\_

Reminder:  
You MUST join CSNA *and* at least one chapter

Signature \_\_\_\_\_

Date \_\_\_\_\_

**PAYMENT INFORMATION:**

**Please make checks payable to CSNA  
or pay by Credit Card**

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Billing Street Number \_\_\_\_\_

V Code \_\_\_\_\_

*V Code is the 3 digit code on the back of VISA and MC and the 4 digit code on the front of AMEX*

Signature \_\_\_\_\_

Mail your COMPLETED application & payment to:

**California School Nutrition Association  
210 N. Glenoaks Blvd., Suite C  
Burbank, CA 91502**

*Credit Card Payments may be FAXED to:  
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**QUESTIONS? Call (818)842-3040**

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April 8 to April 24, 2015

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# LETTER OF INTENT



**VICE PRESIDENT • SECRETARY • SCHOOL NUTRITION REP  
• 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     Secretary     School Nutrition Representative  
 Regional Coordinator ( Region 1  3  5  7 )     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.

### ***Secretary (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 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.

### ***School Nutrition Representative (2 year term)***

Shall be a site employee or manager, a member in good standing and have served a minimum of two years as an officer in an affiliate chapter and shall have attended at least one Annual State Conference.

### ***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 16, 2015**

**MAIL OR FAX TO: CSNA NOMINATING COMMITTEE**

**210 N. Glenoaks Blvd, Suite C, Burbank, CA 91502 • FAX (818)843-7423**

# CSNA WANTS TO SEND YOU TO THE SNA FUTURE LEADERS PROGRAM

*IN CONJUNCTION WITH SNA'S NATIONAL LEADERSHIP CONFERENCE, SAN DIEGO, CALIFORNIA  
APRIL 23-25, 2015*

## GENERAL INFORMATION

**Goal:** To provide hands-on training to new and future leaders of the School Nutrition Association to help strengthen the long-term viability and effectiveness of the State Associations and SNA.

### **Criteria for Selection:**

- SNA Member.
- Certified or credentialed.
- Minimum 3 years in school nutrition.
- Demonstrated qualities for future association leadership and shown evidence of strong leadership potential.
- Demonstrated interest in developing leadership abilities and shaping the next generation of state association/SNA initiatives.
- Committed to life-long learning and career in school nutrition.
- Energetic individual who believes in the importance of their local/state association and who is most likely to contribute to long-term growth and development.
- Can be a Board member but should not have served as a State President or currently serving as Vice-President, President-Elect or President.
- Preference given to members who have attended CSNA's Future Leaders Workshop.

**Process for Selection:** This application must be submitted to CSNA President, Agnes Lally by the January 15, 2015 Deadline. CSNA must then nominate our applicant to SNA. Must be SNA certified or credentialed in order to attend.

**Costs:** For the chosen applicant, Air transportation, lodging in St. Louis and Future Leader's Conference Registration fee will be covered by the California School Nutrition Association.

Please fill out the information at the right and send this form to:

*Agnes Lally / Future Leader's Program  
CSNA  
210 N. Glenoaks Blvd., SUITE C  
Burbank, CA 91502*

**Questions?: Call the CSNA Office at (818)842-3040  
[www.CALSNA.org](http://www.CALSNA.org)**

## APPLICATION

\_\_\_\_\_  
Full Name

\_\_\_\_\_ School District  
Title

\_\_\_\_\_  
Street Address

\_\_\_\_\_ City State ZIP

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

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Local & State Leadership Positions Held

**REQUIRED:** SNA ID Number: \_\_\_\_\_

\_\_\_\_\_ Certified or \_\_\_\_\_ Credentialed  
Attended CSNA Future Leaders Workshop Yes \_\_\_ No \_\_\_  
If yes, date: \_\_\_\_\_

Application must include a one page or less description of why you want to attend SNA's Future Leadership and how you plan to use the skills and knowledge you have gained to help CSNA grow as an association.

In addition, you must include a letter of recommendation from your Chapter President, Regional Coordinator or Supervisor at work.

# The NAFEM Show Scholarship Program

Apply now for a **scholarship** to the industry's largest foodservice equipment and supplies show. We're serving up a complimentary registration and **\$500** to offset your costs to get to Anaheim!

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# IF AT FIRST YOU DON'T SUCCEED....

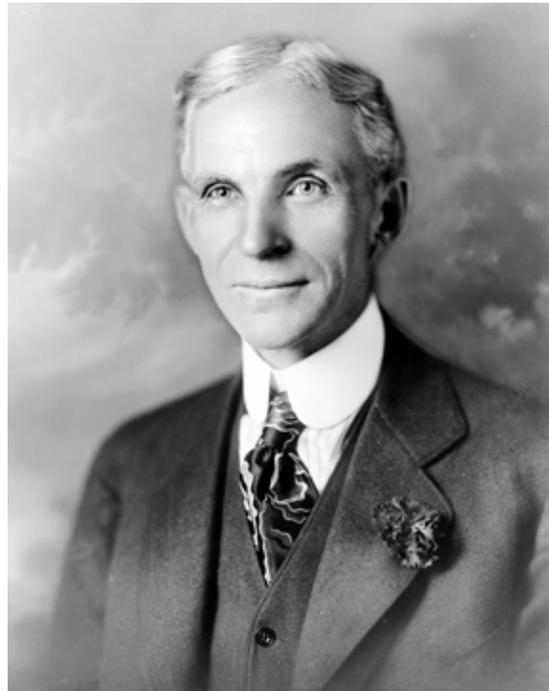
BY JOANNE ROBINETTE, SNS

**W**ell, the deadline has come and gone for me to write this quarter's article which I distribute to the state affiliates of SNA. I meant to start it on Monday, I actually sat down and wrote a couple of notes on Tuesday, I was wayyyy too busy to even think about it on Wednesday... *Man, sometimes I am such a loser*, not getting everything done.

The fact that I failed to write the article made me think about failing. And about making mistakes, taking missteps, and sometimes going in the totally wrong direction. I hate to admit it, but sometimes it seems like my life path has been one failure after another. I have spoken up (and out) when I should have been quiet. I have been quiet when I should have spoken up for myself or for someone else. I have run out of gas, I have gotten lost; I have selected the wrong answer when the computer asks if I want to save the changes I made to the document. I have overpaid for items; I have underpaid, gotten junk, and totally wasted my money. I have a boxful of unfinished projects; and I know I have filled trash barrels with mistakes – from crafts to sewing to cooking to envelopes with misspelled names on them. I have failed to support a friend who really needed me, because I failed to see that she did need help. I have missed doctor's appointments, and I failed to finish college – THREE TIMES! Did I mention that I applied for my dream job three times, too – and was never hired for it?

What I have learned is that it is not how many times you fail; it is how you deal with it. I did struggle to finish college. Once I left to get married and have children; once I failed to finish because I knew that I needed to be home more to monitor the activities of my teenager; and once I just decided to devote my time and my efforts to developing my own business. At the time I beat myself up for failing to finish – but

looking at it through the rearview mirror, it doesn't look like failure now. It just looks like part of my journey to becoming successful.



Henry Ford said, “Failure is the opportunity to begin again, this time more intelligently.” I agree. I know that I have learned a lot more from my mistakes than my easy successes. Having recipe failures taught me to spend more time reading the recipe, not just glancing at it. I am a better cook for reading, rather than assuming, how I am supposed to assemble and treat the ingredients. Running out of gas taught me two things. One was the lesson I should have learned from my Aunt Clara Lee – who said, “It is just as easy to keep the top quarter of the gas tank full as it is the bottom quarter”. It also taught me the value of having emergency road service.

Overpaying and underpaying for items were failures that have given me a better sense of value and

*Continued on Page 55*



let it define you; you do not let it have the last word. I like what Winston Churchill said, “Success is not final, failure is not fatal: it is the courage to continue that counts.”

So, go out there and try something new and daring. Fail! Learn from it. Try again, or try something different; hopefully, you will find success. And as Florence King says, “Little triumphs are the pennies of self-esteem.”. Failing. Learning. Succeeding. That is how we grow! May you find one more success than you do failure on your journey!

made me a more careful consumer. Most of my failings have taught me to take my time and be more thoughtful, both in deeds and relationships. Thomas Edison, in the quest to invent the light bulb said this, “I have not failed. I just found 10,000 ways that did not work.” We all find a lot of ways for doing things wrong – that is a part of the process of success. I love the product WD-40. I also love how it got its name. It was the 40<sup>th</sup> formulation – the other 39 were not quite the product the developers were looking for – each one failed to hit the mark.

What if they had decided they were only trying 35 times? What if Edison gave up on the light bulb a few times before the light came on? What if Walt Disney stopped after he was fired by his newspaper editor who claimed Disney lacked imagination and had no creative ideas? Or what if he stopped after his next business venture drove him to bankruptcy? Steven Spielberg was rejected by the Southern California School of Theater and Film three times. That would make me feel like a failure. It would also make me feel I lacked the talent to be a director. We now know that is not true for Spielberg. But what we also know is that if he had not kept trying, he would be listed as a failure in filmmaking.

Stephen King got 30 rejection letters from his first novel, *Carrie*. We know him now as one of the best-selling authors of all time. I don't think I will ever be a best-selling author, but instead of admitting failure, and accepting the fact that I failed to write this article, I started again. I WROTE IT ANYWAY. And that is how you overcome failure. You do not



“If at first you don't succeed...welcome to the club.”

—Israel Harold Asper

Contributed by JoAnne Robinett, MSA, SNS. Owner of America's Meal, a company delivering training and inspiration to child nutrition programs and Associations across the country. Visit [AMERICASMEAL.COM](http://AMERICASMEAL.COM) for more info and to book training. She can be reached at [americasmeal@yahoo.com](mailto:americasmeal@yahoo.com)



Posting, blogging, twerking...I mean tweeting... it is all new language to some of us. But using social media to market is becoming easier. Check out these two districts that nailed social media with their fabulous facebook pages.

- Chandler USD <https://www.facebook.com/cusdnutrition>
- Provo School District. <https://www.facebook.com/ITSMealsProvo>.

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (Approved July 2013, by the American Marketing Association)  
 “The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” Peter F. Drucker

Marketing is more than promotion and the goal of increasing sales. Marketing is understanding the customer and the needs of both the business and the buyer.

Beyond social marketing, face to face interactions still matter. Marketing is about the buyers’ needs and our ability to provide the services and goods. Each employee then becomes part of the marketing department. The employees interact with the customers. If we empower our employees, they will represent us well and provide the customer with efficient and friendly service and a well-made product.



*Continued on Page 57*

When CSNA and your local Chapter market on behalf of all the members, each director too is part of the marketing team. The service and goods we provide in our districts reflect all of us.

According to Philip Kotler, Distinguished Professor and consultant of International Marketing, the marketing processes entails:

1. Identifying opportunities
2. Product development
3. Attracting customers
4. Keeping loyal customers
5. Meeting the needs of the customer

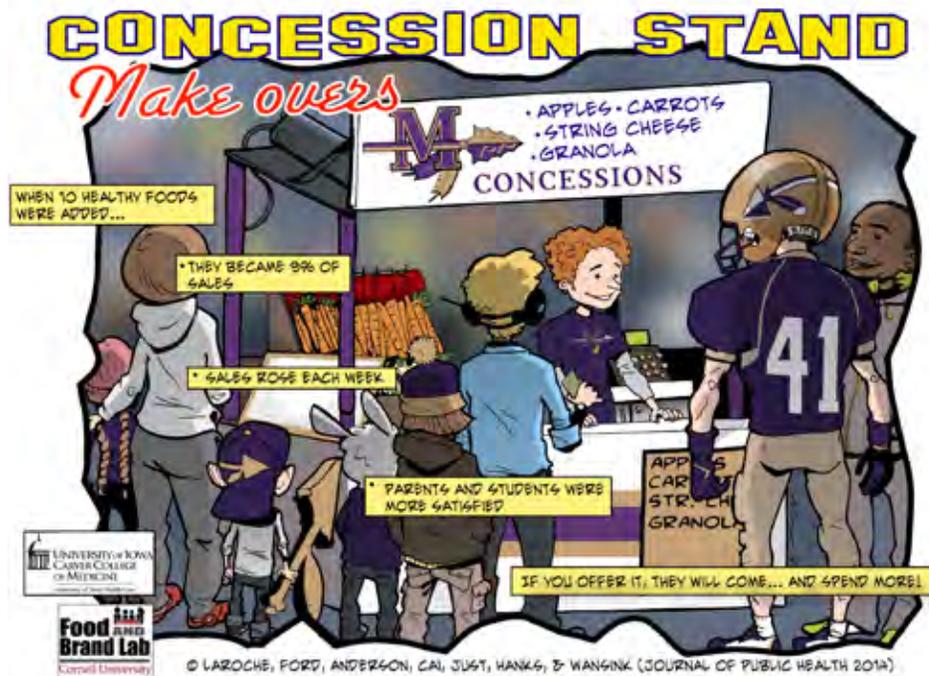


Marketing is creating satisfied customers with products and services. Marketing continues to be about product, price, placement and promotions but we cannot leave out the other “p”....people. Successful marketing, whether through social media or face-to-face interaction, is in the end a direct reflection of the high quality of our services and goods for the people.

Consider what can be fine tuned in your district to attract and keep your customers.

Resources:

1. SNA Marketing & Communications
  - a. <http://www.schoolnutrition.org/ResourcesResearch/MarketingCommunications/>
  - b. Webinars, Articles, Presentations, and PR Resources
2. CSNA and Cal-Pro-Net Center
  - a. <http://www.nufs.sjsu.edu/calpronet/outreachtoolkit/>
    - i. Outreach Toolkit
    - ii. Menu ideas, cafeteria promotions, media outreach, best practices
    - iii. USDA Tweet library
      1. Social Media: Social School Lunch
        - a. [http://www.nufs.sjsu.edu/calpronet/outreachtoolkit/assets/sna\\_social\\_media\\_guide.pdf](http://www.nufs.sjsu.edu/calpronet/outreachtoolkit/assets/sna_social_media_guide.pdf)



## HIGH SCHOOL CONCESSION STANDS CAN BE HEALTHIER!

**W**hy are high school concession stands stocked with such unhealthy foods? Some may reply “That’s what sells!” While it is true that foods like hot-dogs and buttered popcorn are sports fan classics a newly published study in the *Journal of Public Health* shows that adding healthy options to the concession stand menu can actually increase sales and customer satisfaction!

Researchers from Iowa State and Cornell University collected sales information from two consecutive fall sports seasons at Muscatine High School in Iowa. The offerings the first season were the same as they had been in previous years but in the second season, the researchers introduced additional healthy options such as fruit, chicken sandwiches, and string cheese. They found that with these new additions sales rose over the duration of the season and parents who ate at the stand actually indicated a higher level of satisfaction with the offerings.

Taking away the ball-park favorites isn’t the only way to get patrons to eat healthier; add some fresh, healthy foods to your stand and let the fans make the call!

Tips from [Healthy Food Choices in Schools’](#) “[Can Concession Stands Profit from a Healthy Makeover?](#)”

For additional healthy lunchroom design tips visit: [www.extension.org/healthy\\_food\\_choices\\_in\\_schools](http://www.extension.org/healthy_food_choices_in_schools)





**SCHOOL NUTRITION ASSOCIATION  
LEGISLATIVE ACTION CONFERENCE**

**MARCH 1-4, 2015**

**J.W. MARRIOTT**

**WASHINGTON D.C.**



California State Capitol Building  
Sacramento, California

**Save the Date!**

**January 25-27, 2015**

**2015 CSNA LAC**  
*Legislative Action Conference*

*See Pages 24-25 of this issue for Information!*

**www.CalSNA.org**

**SAVE THE DATE! May 3-5, 2015**



**INDUSTRY SEMINAR 2015**  
**Disney's GRAND CALIFORNIAN**



**October 2014**

4	<b>CSNA Fall Board Meeting</b>	<b>CSNA</b>
10	NorCal SNA Chapter #02 Fundraiser	#02
23	SoCal SNA Chapter #01 Fundraiser	#01
23	Far North SNA Chapter #20 Fundraiser	#20

**November 2014**

13-16	<b>The 62<sup>nd</sup> Annual CSNA State Conference - Sacramento</b>	<b>CSNA</b>
20	Far North SNA Chapter #20 Chapter Meeting	#20

**December 2014**

5	SoCal SNA Chapter #01 Meeting	#01
5	MotherLode SNA Chapter #45 Meeting	#45
11	Central Cal SNA Chapter #10 Fundraiser	#10
11	Far North SNA Chapter #20 Christmas Social	#20

**January 2015**

15	NorCal SNA Chapter #02 (Industry & Bosses Recognition Day)	#02
22	Far North SNA Chapter #20 Chapter Meeting	#20
25-27	<b>CSNA Legislative Action Conference (LAC) - Sacramento, CA</b>	<b>CSNA</b>
30	SoCal SNA Chapter #01 Meeting - Bosses Lunch	#01

**March 2015**

1-4	<b>SNA Legislative Action Conference (LAC) - Washington, DC</b>	<b>SNA</b>
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**May 2015**

3-5	<b>CSNA Industry Seminar - Disney's Grand Californian, Anaheim, CA</b>	<b>CSNA</b>
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**November 13-16, 2014**

**Sacramento, Convention Center**



*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** or call (818)842-3040  
 For more information on SNA events, please visit [www.schoolnutrition.org](http://www.schoolnutrition.org)



Bellroni



BBQ Smokehouse\*



Kick'n Chicken\*



Hawaiian Hot Lava



Cheeezilla



Pepperoni\*



West Coast Veggie\*



*\*Also available in À La Carte portions*

# Don't be square.

Instead of serving the same old frozen pizza for lunch, try pizza kid's will really love. Domino's Smart Slice. Whether it's Main Line or A La Carte, Domino's Smart Slice has a solution to fit your needs. **Plus, 2/3 of districts report increased participation with Smart Slice.**

**To learn more, contact:**  
800-810-6633  [SchoolLunchInfo@Dominos.com](mailto:SchoolLunchInfo@Dominos.com)



# MAKE SCHOOL MEALS EASY WITH GOLD STAR FOODS!

Dedicated to school meal programs since 1978, Gold Star Foods can help you serve healthy, great-tasting meals that meet new USDA regulations – and your budget. Count on us for a complete solution that will satisfy your district... and student appetites.

## TURN TO GOLD STAR FOODS FOR:

### All you need to know to plan compliant menus

Find the products you want in our searchable online database of over 6,500 school-related items... plus helpful information about food groups and item specifics, including servings, calories, allergens, and nutritional.

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Place customized orders, search through our inventory, and download real-time reports for all your business with Gold Star Foods... at your convenience.

### Automatic inventory integration

Your Gold Star Foods orders seamlessly sync with your own inventory software, so you always know your current on-hand and on-order balances.

### Wide selection of quality products

We stock over 960 commodity items from 55 processors... plus local foods, your favorite brands, and the latest releases.

Discover how Gold Star Foods can help you comply with the new School Lunch and Breakfast Program guidelines. Call us today at 1-800-540-0215, or email [info@goldstarfoods.com](mailto:info@goldstarfoods.com).

