

SUMMER 2014

POPPY SEEDS

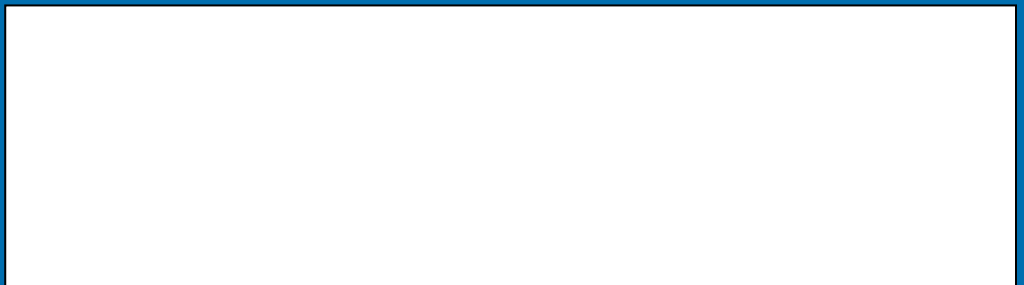
THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



What's the Story Behind Our Summer Cover?

Turn to Page 71 for the Details!

SUMMER 2014 • California School Nutrition Association • Volume 58 - No. 1



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IT'S A FACT — EACH TRAY WAS MADE FROM TWO RECYCLED WATER BOTTLES. KEEP THE CYCLE GOING BY THINKING GREEN, AND RECYCLING WHENEVER POSSIBLE.

Contents

Summer 2014 • Volume 58 • Number 1

Poppy Seeds - The Official Journal for the California Child Nutrition Professional

REGULAR DEPARTMENTS

- 2 **President's Message**
By Agnes Lally, M.S., CSNA President
- 6 **Editor's Message**
By Sally Spero, SNS, Poppy Seeds Editor
- 8 **Membership Director's Message**
By LaShawn Bray, CSNA Membership Director
- 11 **School Nutrition Representative's Message**
By Maria Hernandez, CSNA School Nutrition Representative
- 13 **Advertiser's Index**
- 54 **Board of Directors**
- 56 **Local & Supervisory Chapters**
- 57 **Membership Application**
- 58 **Sustaining Member Application**
- 72 **Master Calendar**

CSNA & SNA

- 11 **STEPS Challenge**
- 12 **Host a Member of Congress & Win a Trip to LAC 2015**
- 14 **SNA Cafeteria Site Visit Sweepstakes Rules**
- 30 **CSNA Honors Loretta Sanchez**
By Agnes Lally, M.S., CSNA President
- 30 **Lauren Teng National Outstanding Director of the Year**
By Sally Spero, SNS, Poppy Seeds Editor
- 31 **SNA Announces National HOP Award Winner**
By Sally Spero, SNS, Poppy Seeds Editor
- 31 **Louise Sublette Award of Leadership: Gail Gramling**
By Sally Spero, SNS, Poppy Seeds Editor
- 53 **Keys to Excellence Updated**
By Sally Spero, SNS, Poppy Seeds Editor

THIS AND THAT

- 32 **It Only Takes Minutes to Market Your Meals**
By Linda Sweeney, Cal Pro Net Coordinator
- 52 **Did You Know?**
By Maria Hernandez, CSNA School Nutrition Representatives
- 59 **Do You Know Where Your Milk Comes From?**
By Alicia Pitrone Hauser, RD, Sales Director, Hollandia Dairy
- 60 **What Happens When Schools Ban Chocolate Milk?**
From eXtension.org
- 63 **Food Order Leads Kids to Healthy Choices in Lunch Line**
From eXtension.org
- 64 **What's Cooking With Chef Jim**
By Sally Spero, SNS, Poppy Seeds Editor
- 66 **FREASHMeals@School Culinary Center Recipes**
By Vince Gaguin, Supvsr FS & Warehouse, Natomas USD
- 68 **Rockin' Moroccan Stew**
- 69 **Santa Fe Caesar Salad**
- 71 **Cover Photo**
By Arla Provo, CSNA Chapter 11, Desert Stars

CHAPTER AND SCHOOL NEWS

- 16 **Future Farmers Begin Early at Gallatin Elementary**
By Lily Voong, RD, Nutrition Operations Mgr., Downey USD
- 18 **No Kid Hungry In El Monte CSD**
By Dr. Robert Lewis, SNS, Dir. of Nutrition Svcs., El Monte CSD
- 19 **B. Rock Oli!**
By Gail Gousha, Dir. of Nutrition Svcs., Escondido Union SD
- 20 **Chapter 11 Celebrates Healthy Hearts**
By Arla Provo, CSNA Chapter 11, Desert Stars
- 21 **Chapter 44 Welcomes New Board**
By La Shawn Bray, Chapter 44
- 22 **Oakland Unified Pioneers "California Thursdays"**
By Adam Kesselman, Center for Ecoliteracy, Rethinking School Lunch Program Managers
- 24 **Rock 'n Rose Chapter #32 News**
By Mary Simons, President, Chapter #32, Rock 'n Rose
- 26 **Elk Grove's Chapter 78 News**
By Mary Ellen McIntyre, Chapter 78 President, CSNA Regional Coordinator 3
- 70 **Macaroni & Cheese Masters**
*Article Written By Monica Orta, President Chapter 11
Recipe developed by Patricia Ramos, Central Kitchen Manager and Tami Murdica, Operations Manager*

SMART MEALS - SMART KIDS - 2014 CONFERENCE

- 36 **62nd Annual Conference - Sacramento**
- 38 **62nd Annual Conference Keynote Speaker - Jarrett J. Krosoczka**
- 39 **62nd Annual Conference Keynote Speakers - The Passing Zone**
- 40 **62nd Annual Conference Highlights**
- 41 **Consider Earning Your SNS Credential**
By Linda Sweeney, MS, RD, SNS, CSNA Professional Development Chair
- 41 **Conference Scholarships**
- 42 **Conference Hotels**
- 43 **Future Leaders in CSNA: Education Sessions**
By Linda Sweeney, MS, RD, SNS, CSNA Professional Development Chair
- 44 **Future Leaders Workshop Registration Form**
- 45 **Conference Registration Form**

NAC AT 2014 CONFERENCE

- 46 **NAC Mini-Conference**
- 47 **NAC Art Contest**
- 48 **NAC Art Contest Entry Form**
- 49 **NAC Charter Application**
- 50 **Become a NAC Partner**



PRESIDENT'S MESSAGE

BY AGNES LALLY, M.S., CSNA PRESIDENT



ENGAGE... ENERGIZE... EXCEL...

I had the wonderful experience of attending the School Nutrition Association Leadership Training this spring. Feeling the energy and hearing encouraging words from the meeting has inspired me to do more and to commit to the path that all of our Past Presidents have set for us. We continue to honor all of you as the “School Nutrition Heroes” in providing “Healthy Meals and Healthy Minds” to “Gear up for Changes” as we are “Riding the Waves to Smart Meals • Smart Kids.”

I would like to take a few moments to thank all of you for making the commitment each day for the children you serve. I know that you take extra steps by encouraging students to make healthier choices in your meal programs. And many of you are volunteering your time to stay involved in our association. CSNA is an association of volunteers, and as a member, you take time from your life, both business and personal, to make a commitment to the road of our future programs.

As all of us are learning tirelessly with the new meal standards, the need of working collectively to ensure our programs are viable, compliant, and meet the needs of our student customers has never been so challenging. Working as a team, the School Districts, Industry Members, California Department of Education (CDE) and United States Department of Agriculture (USDA) can solve the puzzle that is today's school meal program. As an association, we want to offer all of our members the resources and support necessary to thrive in this environment.

Your Executive & Finance Committee (EFC) and the Board of Directors (BOD) are focusing on three major initiatives.

- 1. *As an Association, we “Speak with One Voice.”***
 - How we communicate our value and impact on the education system is so important. We want to take the initiative and do the hard work to make sure we understand complicated issues facing all of our members and then fashion a collective, unified voice. We want to present a voice that is not lost but instead heard by administrators, legislators, prospective new members and even our critics.
- 2. *Marketing Our Programs and CSNA***
 - This is a central mission this year. CSNA is the voice and representative of the school nutrition market and community in California. Not the media, not the critics and not those that do not understand what it takes to furnish healthy, appealing meals within our regulatory and financial guidelines. We, as members of CSNA, are the experts in addressing the needs, the health and the well-being of children.
- 3. *Mentor New and Prospective Members***
 - As the industry changes, we have many new school nutrition professionals and members of the industry. We need to help them understand the resources available through CSNA and the value of the relationships and connections fostered through us. I would like to challenge each of you to find someone to mentor and pay it forward.

Continued on bottom of Page 4



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May is when the new term begins for your board and the month of May was an exciting and exceptional learning experience for all of us. As previously mentioned your new Executive and Finance Committee attended the School Nutrition Association Annual Leadership Conference and came back with lots of relevant, pertinent information. One of the most engaging pieces is the SNA Strategic Goals. These goals along with the associated new materials were shared with the CSNA Board of Directors at our Leadership Meeting in early May. The members of the Board worked hard to develop the California objectives and action plans for this year. These goals will become the new California Golden Pillars which will be shared with all chapters and will be part of the Golden Pillar Award for 2014/2015.

No sooner had the Leadership Conference finished its work then Sean Leer, our Elected Industry Advisor, led us in an engaging, fantastic and exuberant Industry Seminar at the beautiful Laguna Cliffs Marriott at Dana Point. We were honored to have guest speakers that included Secretary Karen Ross from the Department of Food and Agriculture; Peggy Cantfil, Chief of the USDA Special Nutrition Branch, Food Distribution Unit; Jessica Donze Black, Director of Kids' Safe and Healthful Foods Project; Sandip Kaur, Director of Child Nutrition with the California Department of Education and many nutrition experts from school districts and from industry. They shared their views during various lively interactive panels on topics such as technology, commodities and competitive food standards. All of these are part of the "Three-legged Stool" core values.

Sunday night at Industry Seminar was the Installation of Officers which was emceed by Justin Smith. He ended with the "one word I would like to say more often" (which also happens to be my favorite word): "Supercalifraglisticexpialidocious." I would personally like to give a big thank you to our Gold, Silver and Bronze Sponsors for our Installation Dinner.

Thank You Installation Dinner Sponsors
Gold Sponsors; Don Lee Farms, Kellogg's Food Away From Home. Silver Sponsors; Hobart Service, KeyImpact Sales & Systems. Bronze Sponsors; Cal-Tropic Producers, Inc., Ruiz Foods, Webb-Design.

Before ending our Seminar, a Cinco de Mayo Industry Party was held on the front lawn at the Marriott on Monday night, providing a great opportunity for all of us to mingle, visit and meet new friends. Another big thank you to all of the sponsors on this fun fiesta event.

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I want to take this opportunity to thank our Executive Director Janine Nichols, Jon Nichols and the Executive Management Association team. They are the group that organizes CSNA's Annual Conference, Legislative Action Conference, Industry Seminar, and Board of Directors meetings. They also publish *Poppy Seeds*, maintain our web site, process the beautiful graphics for the conference theme and flyers, manage all of the day-to-day business for CSNA and are always available to provide great advices to our members. They make CSNA look great!

By the time you read this magazine, there may be more updates on the House Appropriations Committee on the Fiscal Year 2015 Agriculture Appropriations bill. This bill contains language requiring USDA to give school meal programs that have been operating at a net loss for at least six months the opportunity to apply for a one year waiver and asks Congress to provide flexibility within the school food standards. The goal is to increase student consumption of healthy choices available while limiting waste.

I am looking forward to a great year ahead and it is an honor to serve you as President for 2014/2015. Together, we continue to improve our children's lives and provide opportunities to learn from each other, all while we are riding the waves with Smart Meals • Smart Kids.

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EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



I drive a 2006 Saturn SL. As you probably know Saturn closed its doors forever in 2009, one of the many victims of our nation's recession.

Because Saturn prided itself on customer service they would send me newsletters back in the day about the plant in Tennessee where the cars were made. I would see pictures of the workers assembling the cars, or groups of people standing proudly in front of the latest model or someone driving away happily in a new car. Since they closed I have often imagined what happened. The equipment that was stopped and covered up and the silent plant floor. All the employee forms, all the accounting forms, all the meeting notes, all the sales brochures, shredded and in the trash with the team awards and trophies lying next to them. The phones turned off, the parking lot empty. The groups of friends who car-pooled together, who worked side by side, who ate lunch in the break room together all scattered now. You could make a reasonable case that Saturn is over and done.

Yet every morning I get up and start the car and it runs wonderfully. At over 120,000 miles I've had no major problems with it and just have to do routine maintenance. The fact that the car is so well-made has saved me money on repairs and allowed me to

postpone having to take on car payments for a new vehicle, all of which lets me put more money into my savings or pay other bills. The truth is that the good work the Saturn team did is still benefitting me every single day all these years later. I hope the people who used to work there know that somehow.

Our work is like that, too. We know who ate, who paid, who dropped a tray, who filled out a form. But we don't know what good our work might be doing for others. We can't know which parents worries have been eased because we were able to provide free or reduced-price meals. Or how having good meals day after day and year after year has contributed to a child's overall health. Or how a student learned better and succeeded more because we were always there to provide healthy food. But it's true just the same. And I hope you know that somehow, too.

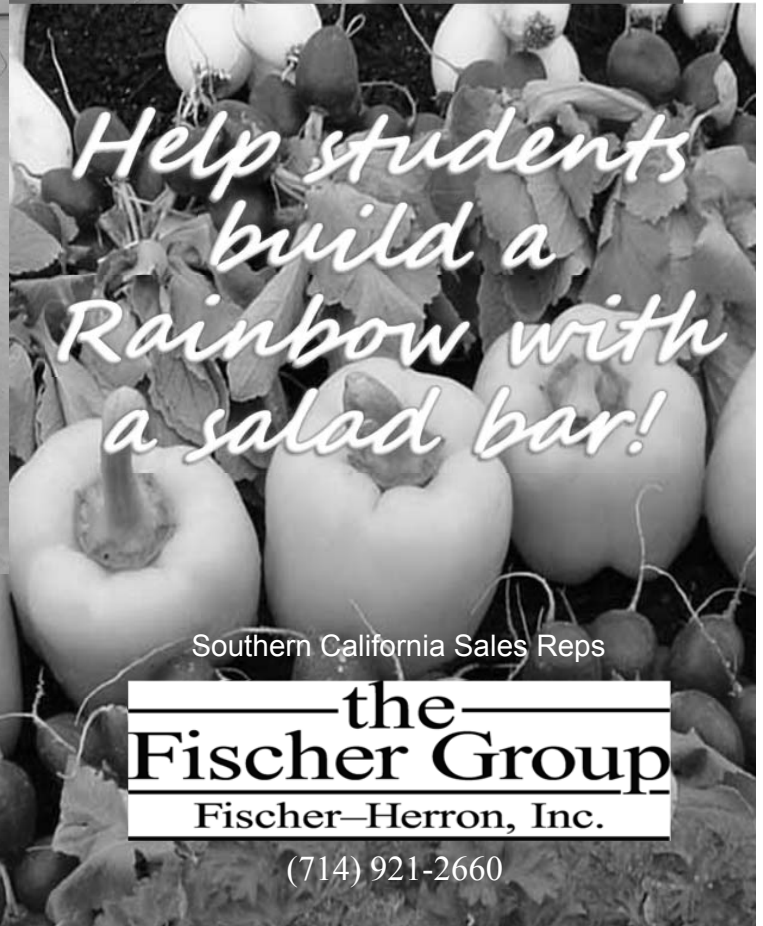
Sally Spero, SNS
Poppy Seeds Editor

California School Nutrition Association
210 N Glenoaks Blvd, Ste. C, Burbank, CA 91502
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MEMBERSHIP NEWS

BY LASHAWN BRAY, CSNA MEMBERSHIP CHAIR

MEMBERSHIP = WINNER... "INVESTING IN YOU"



MEMBERSHIP REWARDS * UPDATE

Local Chapters really stepped it up in our Membership Incentives Rewards Program. Congrats! We had 11 Chapters earn reward checks for increasing membership and creating effective meetings. Second Quarter winners are shown below. Great job and keep up the good work!!!



Chapters 11, 14, 15, 18, 25, 32, 36, 44, 54, 64 & 78

MEMBERSHIP IS UP!!!

And SNA has a new look and rewards program for our Star Club Members. Recruit and Renew and you can become a STAR and move up to Bronze, Silver, Gold, Platinum and Diamond levels.



www.schoolnutrition.org/starclub

Continued on Page 8



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CALIFORNIA SCHOOL NUTRITION ASSOCIATION HEADQUARTERS

210 North Glenoaks Boulevard, Ste. C
Burbank, CA 91502
(818) 842-3040 Fax: (818) 843-7423
www.CALSNA.org

PUBLISHER
Jon Nichols

EDITOR
Sally Spero, SNS

California School Nutrition Association
210 N Glenoaks Blvd, Ste. C,
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MEMBERSHIP = WINNER



“SNA CAFETERIA SITE VISITS SWEEPSTAKES”

SNA – School Nutrition Association has also started a new promotion to win a Free Trip to the LAC (Legislation Action Conference) in Washington DC for 2015.

Have a Member of Congress visit your cafeteria and enter to win !!!

See the details in this issue of *Poppy Seeds*.



STEPS CHALLENGE UPDATE

One of SNA’s Step Challenge monthly winners in April was one of our own. Yeeaaa!! California’s Winner was Terri VanderStowe and they presented her with a Clip on Fit Bit. Congratulations, and keep up the good work!!!



MEMBERSHIP = WINNER... “INVESTING IN YOU”

SCHOOL NUTRITION REPRESENTATIVE'S MESSAGE

BY MARIA HERNANDEZ, CSNA SCHOOL NUTRITION REPRESENTATIVE

I believe in CSNA. I believe that laughing is the best calorie burner. I believe in eating good food. I believe in being strong when everything seems to be going wrong. I believe that happy lunch ladies are the prettiest girls. I believe that tomorrow is another day and I believe in miracles.

So...

Love what you have. Need what you want. Accept what you receive. Give what you can. Remember that what you give in life will come back around more than twice **because** CSNA stands for so many good things. Let's up our membership numbers and help our co-workers increase their education level.

By giving we are helping our children of today and the adults of tomorrow to be successful.

Let's be a team!

Let's work together to overcome obesity and comply with the new regulations.

Remember the difference between a boss and a leader is a boss says "Go!" A leader says "Let's go!"

Remember we are all leaders! We can do this together!




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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
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SET YOUR GOALS TRACK YOUR PROGRESS EMBRACE NEW HABITS PROMOTE HEALTHY EATING SHARE YOUR SUCCESS



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

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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!**

SEE SWEEPSTAKES RULES ON PAGE 14 OF THIS ISSUE OF POPPY SEEDS

For more questions or to submit your entry, contact Nichole Westin, Director of State Legislative Affairs, at nwestin@schoolnutrition.org



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SUMMER 2014 ADVERTISER'S INDEX

| | |
|--|------------|
| Arrow Restaurant Supply | 29 |
| Big Tray | 13 |
| Chef's Toys | 51 |
| Dakota Growers Pasta Co..... | 15 |
| Domino's Pizza | IBC |
| Five Star Gourmet..... | IFC, 34-35 |
| G.A. Systems | 7 |
| Gold Star Foods | BC |
| Jennie-O..... | 9 |
| Lund-Iorio, Inc..... | 3 |
| Meyer Marketing..... | 17 |
| Naked Juice..... | 61 |
| San Diego Restaurant Supply | 13 |
| Sysco Riverside..... | 5 |
| The Danielson Co..... | 17 |
| The Plastic Packaging Company | 25 |
| Tony Roberts Company..... | 62 |
| Trimark Economy Restaurant Fixtures..... | 23 |

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“SNA CAFETERIA SITE VISITS SWEEPSTAKES” COMPLETE SWEEPSTAKES RULES



Terms

The promotion to win one of two trips to LAC 2015 will run until November 4, 2014.

How to Enter

School Nutrition Association (SNA) Members are eligible for the drawing once they have submitted proof to SNA of a visit to a school food site by a sitting Member of Congress. Proof can include, but is not limited to, photos, news articles, press releases, or video. Each visit qualifies as one entry; therefore members may submit an entry for each visit. Entries will be accepted from visits that have occurred since January 1, 2014. No responsibility is assumed by SNA, and entrants waive all claims for lost, late, illegible or misdirected entries or for any problems of technical malfunction of any telephone network or lines, computer equipment, software, failure of any internet service provider or any combination thereof including without limitation any damage to entrant's or any other person's computer resulting from participation in this promotion. Please send entries to Nichole Westin, Director of State Legislative Affairs, at nwestin@schoolnutrition.org by November 4, 2014.

LAC2015 Sweepstakes Entry

Submission of a “SNA Cafeteria Site Visits Sweepstakes” entry to the sweepstakes grants the SNA and those acting with its authority the right to use, reuse, publish and republish, copy, and modify the “SNA Competitive Foods Sweepstakes” submission. The submission shall be considered the copyrighted property of SNA. The content of the “SNA Cafeteria Site Visits Sweepstakes” entry is subject to modification by SNA including but not limited to title and grammar changes. Usage may include and is not limited to usage at LAC 2015, SNA promotional materials, the schoolnutrition.org website and associated social media sites, magazines, and television.

Prizes

Two (2) trips to LAC 2015 in Washington, DC will be awarded total. Each prize includes two (2) LAC registration fee, two (2) airfare, and two (2) hotel accommodations. It does not include land transportations, meals not included as part of the Conference, or other expenses. Two winners will receive one (1) trip for two (2) in March 2015. United States federal, state & local taxes and any other applicable taxes on prizes are the sole responsibility of the winner. No substitution or transfer of prizes permitted. No purchase necessary.

Prize Drawing

Winners selected in a random drawing following the submission deadline of November 4, 2014. Winners will be notified by email within 5 business days of drawing date. A prize winner may choose to decline the prize upon notification if he/she so wishes. If SNA is unable to contact potential winner(s) by email or if any potential winner fails to respond to the prize notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected through another random drawing. If, in SNA's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, SNA reserves the right to terminate the promotion and conduct a random drawing to award LAC registrations using all currently eligible entries received as of the termination date. Should the promotion be terminated prior to the stated expiration date, notice will be posted on www.schoolnutrition.org.

Eligibility

This promotion is open Members of the School Nutrition Association, U.S. residents only, who complete the entry process. A prize winner is not eligible for subsequent drawings. This promotion is not open to current SNA board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. One entry per person per visit by Member of Congress is allowed. Void where prohibited. No purchase necessary. The names of winners will be available after the winners have been officially notified. Postings can be found on www.schoolnutrition.org.

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FUTURE FARMERS BEGIN EARLY AT GALLATIN ELEMENTARY

BY LILY VOONG, RD, NUTRITION OPERATIONS MANAGER,
DOWNEY UNIFIED SCHOOL DISTRICT

Gallatin Elementary in Downey USD is exemplary in showing how fundraising can be healthy, educational and profitable! From seed to harvest, these students cared for their school garden and the rewards are fresh and healthy vegetables that they can share with their community.

Spinach, green onions, lettuce and more fresh organic vegetables were harvested and sold by Mrs. Joy Reppert's transitional kindergarten (TK) class. The farmers' market raised \$242.00 for True Lasting Connections (TLC), a resource center helping Downey families in need.



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NO KID HUNGRY IN EL MONTE CSD

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

Share our Strength (www.strength.org), a national anti-hunger organization that supports the No Kid Hungry Los Angeles campaign showed their appreciation to the El Monte City School District. As students and the community looked on, the organization presented Superintendent Dr. Garcia, all of the principals, and the Nutrition Services Department with the No Kid Hungry Breakfast Champion Award.

Blake Michael, a star on Disney Channel's original hit series, *Dog With a Blog!* (Michael plays Tyler James) was in attendance to support the importance of eating a healthy breakfast. He is also a supporter of helping to make sure kids have the food they need to learn and grow. He was joined by TV celebrity chef Melissa d'Arabian who co-hosted the event.



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B. ROCK OLI!

BY GAIL GOUSHA, DIRECTOR OF NUTRITION SERVICES,
ESCONDIDO UNION SCHOOL DISTRICT

E.U.S.D. Nutrition Services has a new mascot, B. Rock Oli!! He will be seen out and about teaching our students about health eating. He was recently at Reidy Creek with Mrs. Baker's first grade class during their Health and Safety Day. Cindi Lehman, Cafeteria Manager, taught the children about the new way to think about the food you eat. There are the "GO" foods that are really good for you such as broccoli and other fruits and vegetables; there are the "SLOW" foods are sometimes foods. They aren't off-limits, but they shouldn't be eaten ever day; then there are the "WHOA" foods that make you say "Should I eat that?" Whoa foods are the least healthy and the most likely to cause weight problems like candy, sodas, and other sugary foods.

CHAPTER 11 CELEBRATES HEALTHY HEARTS

BY ARLA PROVO, PRESIDENT, CSNA CHAPTER 11, DESERT STARS

In February 2014 CSNA Chapter 11 celebrated Heart Health month by having our general membership meeting in the culinary class room of the brand new high school Rancho Mirage High. A representative from The Alliance for a Healthier Generation was there for support and brought some cool raffle prizes.



We also had students from the California State University San Bernardino Nutrition program in attendance. The culinary teacher, Chef Howard Merrick, was the guest speaker. He not only gave us good information regarding sodium and heart health, he gave a cooking demonstration as well. Chef Merrick made a vegetarian Chili with Beans which we all got to sample. It tasted wonderful. Chef Merrick also happens to be a heart patient which made the presentation that much more special.



CHAPTER 44 WELCOMES NEW BOARD

BY LASHAWN BRAY

Chapter 44 held its Annual Installation Dinner on Thursday May 22, 2014 at the Spring Valley Lake Country Club in Victorville. The group was joined by Sean Leer of Goldstar Foods who was the Guest Speaker for the evening and also welcomed CSNA President Agnes Lally.

Everyone enjoyed the “Mexican Fiesta” theme as the new Board was installed.

They are:

- President - Eloisa Parra
- President Elect - LaShawn Bray
- Secretary - Janice Carter
- Treasurer - Pam Wiley



OAKLAND UNIFIED PIONEERS “CALIFORNIA THURSDAYS”

BY ADAM KESSELMAN, CENTER OF ECOLITERACY,
RETHINKING SCHOOL LUNCH PROGRAM MANAGERS



After winning an Innovation award at the CSNA Annual Conference in Palm Springs, Oakland USD Executive Director for Nutrition Services Jennifer LeBarre and her staff rolled up their sleeves and *really* got to work.

Their innovation, developed in partnership with the Center for Ecoliteracy, is “California Thursdays.” The program features student-tested recipes cooked from scratch with regionally sourced ingredients. California Thursdays proved to be a rapid success. Piloted as a once-a-month offering last fall, it is now a weekly program throughout the district.

OUSD and the Center began working together in 2009. LeBarre’s vision for substantially improving school meals, described in the Center’s *Rethinking School Lunch Oakland Feasibility Study*, is helping lead Oakland to big changes. California Thursdays is an excellent way to get there. “We call it our ‘bite-sized implementation and marketing strategy,’” says Zenobia Barlow, the Center’s executive director.

“Our students, teachers and staff all participated this past year to create California Thursdays,” says

LeBarre. “Instead of heat and serve processed food, our staff is trained to cook freshly prepared meals.” Her staff reports that students love it. OUSD and the Center use the opportunity to educate students about California food and the farmers who raise what they eat. “It helps our economy by expanding markets for local growers, and also helps the environment by reducing our carbon footprint,” says LeBarre. “The program is a win-win-win for everyone.

Oakland’s Earth Day menu featured antibiotic-free chicken drumsticks roasted with garlic, lemon and oregano; brown rice; snap peas; and organic strawberries. All of the ingredients – 5,120 pounds of antibiotic-free chicken, 1,850 pounds of rice, 590 pounds of snap peas and 2,050 pounds of strawberries – came from California. By purchasing from small-scale farmers, the new program offers local economies a major financial boon.

“OUSD piloted California Thursdays over the 2013-14 school year, successfully overcoming a number of challenges,” says Adam Kesselman of the Center for Ecoliteracy, a nonprofit organization committed to increasing the amount of California food served



Continued on Page 23



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to children throughout the state. “We all were surprised by how quickly everything came together. We discovered it’s a powerful and achievable step to increasing fresh food in school meals.” Kesselman led a team that provided menu development, technical expertise, and training to OUSD.

Among the challenges they overcame were: learning which recipes the students like and don’t like to eat; working closely with small growers to secure enough affordable, locally grown, fresh ingredients

to produce more than 16,000 servings of each meal; retraining staff to cook from scratch; and overcoming limited storage capacity in school kitchens.

As an example, Kesselman says, “This is the first time in decades that the food service staff was cooking fresh chicken. One of the three training camps we held during the school year focused on how to safely handle and prepare fresh chicken.”

Building on Oakland’s successful experience, the Center for Ecoliteracy will be working with other school districts to launch California Thursdays statewide later this year. “California Thursdays is a powerful vehicle for fostering positive change in a district’s foodservice department, and we are excited to share the program at this year’s conference,” says Kesselman.

ROCK 'N ROSE CHAPTER #32 NEWS

BY MARY SIMONS, PRESIDENT, CHAPTER #32, ROCK 'N ROSE

Rock 'n Rose is back on track after meeting in January for the first time this school year. Moving forward at our February meeting, Jana Nairn from Ag Link shared the Benefits of Farm to School. It was an informative meeting as we also shared a lot of benefits that CSNA and SNA offers.

At our meeting in May, we got up and danced in a Zumba class to encourage members to get fit and lead by example. That was after we enjoyed yogurt parfaits provided by KeyImpact and General Mills. Ideas were gathered for the coming year so the Chapter can keep on track.

Our busiest month was actually April, even though we did not have a meeting. At the beginning of the month we held a fundraiser at Strikes in Rocklin which was a lot of fun. Some of us bowled better than others but we all had a good time and made money!

During spring break we met one morning at the Placer Food Bank and assembled boxes for distribution. We were happy we could help and had a good time doing it. April ended by participating in the Run4Roseville 5K that benefits the Roseville City School District Foundation. We not only registered to run/walk, but we had a booth where we promoted CSNA and school meals. AgLink donated oranges that we cut and offered to participants as a healthy snack.

Now that we are up and running Rock n' Rose is looking forward to a productive 2014-15!

Bottom Left: Shelly Williams and Annette Firchau participating in the Run4Roseville.

At Right: Rock 'n Rose chapter #32 provided information and orange slices to participants in the Run4Roseville.

Opposite Page Top Left: Sue Foley, Mary Simons, Annette Firchau, Shelly Williams, Deborah Ortiz, Rosanne Douglas, Dianna Leen and Alicia Barocio get ready at the Rock 'n Roseville Booth at the Run4Roseville.



Opposite Page Top Right: Dianna Leen and Sue Foley fill a box at the Placer Food Bank.

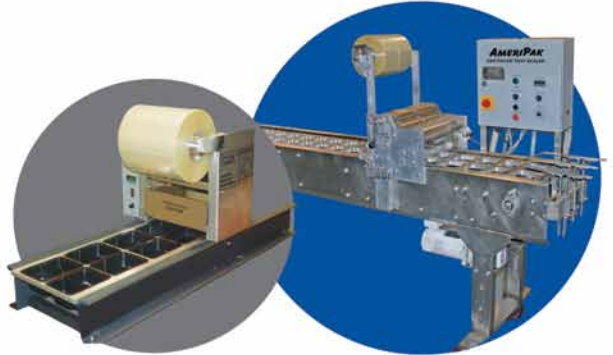


Opposite Page Bottom Left: Rock 'n Rose volunteered one morning during Spring Break at the Placer Food Bank.

Opposite Page Bottom Right: Mary Simons, Toni Calistro, Dianna Leen, Shelly Williams, Annette Firchau, and Sue Foley are ready to fill boxes for the Placer Food Bank.

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ELK GROVE'S CHAPTER 78 NEWS

BY MARY ELLEN MCINTYRE, CHAPTER 78 PRESIDENT
AND CSNA REGIONAL COORDINATOR 3

This year Chapter 78's Board Committee Chairs focused on membership and professional growth including Development Workshops and Tours which offered Continuing Education Credits that could be used towards FNS Members step raises.

Continuing Education programs entitled "Credentialing and Certification" which stimulate professional growth are offered through SNA and CSNA on a bigger scale. We, as a Chapter, worked on a smaller scale to prepare our members for the Standard of Excellence changes coming down the turnpike in our personal and work environments.

We are proud to have offered four Professional Growth Tours/Workshops to our Chapter members. We have gained 14 New Members and were able to increase our member participation at our General/Membership Chapter Meetings through these activities. Judy Schulz, our Professional Growth Chair, rocked it this year! Thank You Judy.

TOUR OF SOIL BORN FARMS URBAN AGRICULTURE & EDUCATION PROJECT



This was an awesome Professional Growth Tour. We took a tour of the Soil Born Organic Farm and while we were there we picked 130 pounds. of beets. We displayed our history and our Mission Statement along with literature for SNA/CSNA. We placed pictures of the last conference on table with the sign in sheets. Romie, our secretary, was at the booth explaining our mission to those attending. It was an awesome experience and very inspiring to all of us. We did not want to leave.

Next year we will schedule a Chapter 78 Volunteer Work day with them. This will accomplish a goal on our next years' Calendar of Events for our "Chapter GIVES BACK" Campaign.

Continued on Page 27

WORKSHOP FIRE SAFETY & BASIC FIRST AID



We had 25 members attend it was a great experience for us all. All the information and materials used were provided by Elk Grove's local Fire Station 50 Fire Crew. We left with full knowledge of how to extinguish a real fire and each of us experienced using a fire extinguisher properly. We also learned about treating burns and cuts in our kitchens and home environments. The Fire Captain offered to present this workshop again for us. We said yes!

They learned something from us, too, when they found out that "EGUSD" Food Service is BIG in Elk Grove. I think they were impressed! We really appreciate their service to our community. Thank You Fire Station 50 and Crew.

TOUR OF GENERAL PRODUCE COMPANY



The 25 members who attended were treated like royalty by the President himself of the General Produce Company. It's a huge business with a hometown feel to it. The warehouse was huge. We were treated to a luncheon put on for us by the produce company. They shared the business process with us and we were able to ask questions with their representatives. The tour was exceptional! Great business partners!

TOUR FRASINETTI RESTAURANT/KITCHEN & INSTALLATION IN THE WINE TASTING ROOM

This is a local Restaurant/Kitchen and Winery that has been in business for over 75 years. The Professional Growth Tour took place on May 16. We incorporated our Chapter Board Installation of Officers for our 2014-15 year, which took place at the end of our tour of their wine tasting room. Elk Grove's, District Dietitian, Anne Gaffney, RD was our guest speaker and presented the "Installation of Officers" ceremony honors for us. We appreciate it so much, Anne. You are an awesome support to our local Chapter, thank you,

A BIG Thank You goes out from Elk Grove's Chapter 78 all our "Professional Growth Sponsors this year. You all have made a huge difference in our professional work fields. We look forward to future events with you.

SAN BERNARDINO COUNTY CHAPTER #44 COMMUNITY HEALTH AWARENESS WALK/RUN



April 2014

Chapter 44 Board & Members supported the High Desert Community and shared CSNA Poppy Seed Magazines & SNA's Nutrition Magazines while having fun on 2 occasions so far. Feb 2014 and April 2014. Mark your calendars, purchase your Chapter 44 shirts and join us at the next one on June 14, 2014. ☺

City of Victorville Recreation 2014 Series

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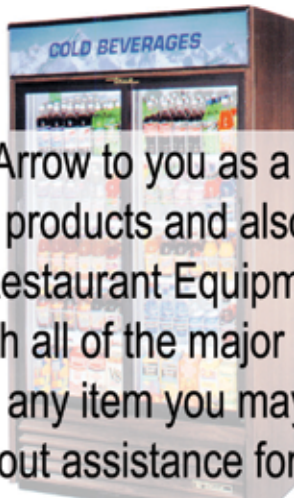
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Sincerely

Michael B Serrao
President/ CEO



CSNA HONORS LORETTA SANCHEZ

BY AGNES LALLY, CSNA PRESIDENT



At this year's Industry Seminar, the CSNA Moscone Commitment to Child Nutrition Award was presented to Congresswoman Loretta Sanchez. This award is named after former San Francisco Mayor George Moscone. Before he became the Mayor, he represented San Francisco in the state legislature and was responsible for the first-ever state contribution toward school meals. It was affectionately named the "Moscone Nickel."

Congresswoman Sanchez (D-Anaheim) became a member of Congress in 1997. She has worked tirelessly to better the lives of children by focusing on providing them with better educational and health opportunities. Her support for Child Nutrition programs include a list of fourteen pages of bills she has supported and/or sponsored on behalf of our programs including the Meals for Achievement Act which called for Universal Breakfast, and the Nutrition Enhancement Act which would have eliminated the reduced-price category.

During the 2013 Legislative Action Conference the School Nutrition Association was looking for a sponsor for the bill to eliminate grain and protein maximums. Congresswoman Sanchez immediately stepped forward to publicly volunteer to submit the bill. She is also responsible for reading AJR69 into the Congressional Record, the first to support indexing income eligibility for school meals by regions to account for differences in the cost of living throughout our nation.

Thank you Congresswoman Sanchez for your continued support of child nutrition and for all that you do for our children in California.

LAUREN TENG NATIONAL OUTSTANDING DIRECTOR OF THE YEAR

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



Earlier this year *Poppy Seeds* readers were able to read about Lauren Teng's distinguished career and many accomplishments when she was named California's Director of the Year.

Now the entire *country* can share in our pride as she was recently named the National Outstanding Director of the Year by the School Nutrition Association. Lauren will be honored at the SNA National Conference in Boston this summer.

Job well done, Lauren!

SNA ANNOUNCES NATIONAL HEART OF THE PROGRAM AWARD WINNER ON SCHOOL LUNCH HERO DAY

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

In celebration of School Lunch Hero Day, which honors school nutrition professionals nationwide, the School Nutrition Association has recognized Brenda Thompson, Food Service Assistant at Raymond Cree Middle School in Palm Springs, California, as the 2014 National Heart of the Program Award winner.

School Lunch Hero Day is a time to give thanks to the school nutrition professionals who serve healthy meals to more than 30 million students each school day. Brenda Thompson embodies the passion and commitment of school nutrition professionals and was chosen from nominees nationwide.

Brenda is known for going above and beyond to make her lunchroom fun and inviting to students. For Halloween, Brenda dressed as a pumpkin for the “Cafeteria Spook-tacular” and “scarefully” reminded students to take a fruit or vegetable with each of their meals. As students prepare their science fair projects each year, Brenda displays one of her own in the cafeteria – always with a focus on nutrition. Brenda is also known for offering fruit and vegetable samples, encouraging students to taste test less familiar choices like kale chips, Asian pears and jicama.

Brenda has worked for years as a silent partner with the school guidance counselor to help kids in need. As students come through the cafeteria, she looks out for any with broken eyeglasses or worn out backpacks or shoes so these students can be discretely connected with special assistance programs. She also collects books, blankets and jackets for a local home benefiting needy children.

Brenda’s manager, Evelyn Boisvert, writes that “Brenda greets each and every student with a warm greeting and a smile. No matter what is going on in her world, she is aware of the impact a smile can have on her students. Her sincere and caring attitude is what ultimately makes the difference.”

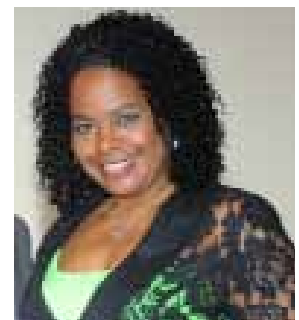
Heroes like Brenda help make school lunch the best part of the day for students across the country.


LOUISE SUBLETTE AWARD OF LEADERSHIP GAIL GRAMLING

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

Each year, SNA honors school nutrition professionals with the *Louise Sublette Award of Leadership Excellence in School Nutrition*, which is considered the highest honor a school nutrition manager can earn. It recognizes the importance of those closest to the school nutrition program, the managers. This year’s California winner is Gail Gramling of Torrance USD.

At the 2014 SNA ANC in Boston, all of the Regional winners of the Award will be in the running to be named as the National Louise Sublette Award winner. That means that Gail could possibly bring home the National Award for a California Sweep! She has already been named the West Region Winner. Best of luck Gail!





IT ONLY TAKES MINUTES TO MARKET YOUR MEALS: USING THE OUTREACH TOOLKIT TO CREATE A POSITIVE IMAGE

BY LINDA SWEENEY, CAL PRO NET COORDINATOR

Many directors would like to be doing more marketing but don't have the time. With summer around the corner you may have more time than during the regular school year to work on developing an outreach or marketing plan for your district.

Several districts have made radical changes to their meals based on new regulations. Districts are serving more fruits and vegetables, have acquired salad or garden bars, and are serving more whole grains. These are all efforts to improve our children's health and can be marketed as such. Most parents want their children to be eating healthier food and school meals have become part of that goal. Marketing your program, based on the improvement in meal quality and the eating environment, can improve the perception of school meals. Any program promotion can lead to the added benefit of increasing participation. The increase in participation can lead to an improved meal program through the additional monetary resources.

The California Department of Education, Nutrition Services Division (NSD) and the San Jose State University, California Professional Nutrition Education and Training (Cal-Pro-Net) Center developed the Outreach Kit. An Advisory Council provided guidance on the development through a series of face to face meetings and conference calls. The Advisory Council was comprised of food service directors from small, medium and large school districts, local partners/advocacy groups, and NSD staff.

The Outreach Kit is an online resource which was created to help you promote the work you are doing to serve delicious, fresh meals to California school children. It contains resources for every district, regardless of size or finances. The Web page is organized to direct your efforts and give ideas that can be easily adapted for your circumstances. You will realize it only takes minutes to market your meals!

Continued on Page 33

The first step is to identify your marketing needs. You can use the “Developing YOUR Outreach Plan” template to help define your needs or goals. When visiting the site you can view the resources listed by target audience to help you form your plan. There are a variety of materials designed for staff, students, parents, teachers, and administrators, and the general community. Many of the resources are Microsoft Word documents that can be edited to fit your district and your needs. There are PowerPoint presentations, templates for flyers, letters and informational pieces, as well as links to outside resources from the School Nutrition Association, Team Nutrition, and best practices throughout the county.

We have included links to district best practices that are in the news and we continually update the site with timely materials under the “New Resources” page. Many are not aware of the multitude of partnerships that are available to school nutrition programs. There are many free resources from such groups as the California Food Policy Advocates, The Center for Ecoliteracy, The Dairy Council of California, and The California Endowment. The Outreach Kit site contains links to all these.

The Outreach Kit Web page can be accessed through the San Jose Cal-Pro-NET Web page at <http://www.nufs.sjsu.edu/calpronet/outreachtoolkit/>. It can also be reached from the California School Nutrition Association Home page at <http://www.calsna.org/> on the top blue bar under “Marketing Toolkit”.

Get a jump start on the 2014–15 school year and start now. You will be sparked with some marketing ideas and with the resources available, you can develop a plan. Be ready to meet the school year with new ideas and new marketing strategies!



Outreach Toolkit

To Promote California School Meal Programs



Featured School Food Service Operation
Centralia Elementary School District
 Centralia ESD Food Service Director, Brendan Shields shared a new program called "The Principal's Table". It is a dining concept to reward students for good academic and behavioral performance.

| | | |
|--|--|--|
| <p>Outreach Plan Developing YOUR outreach plan</p> <p>Target Audiences Students Food Service Staff Parents Teachers/Administration Community</p> <p>Working with Media Tips for Media Outreach Social School Lunch USDA (Tweet Library)</p> <p>Menus & Cafeteria Promotions Menu Ideas Cafeteria Promotions</p> <p>News California News New Resources</p> <p>About us Background Acknowledgements Contact us</p> | <p>Welcome to the Outreach Toolkit for California School Food Service</p> | <p>Best Practices Alum Rock USD San Marcos USD Turlock USD Your Outreach Story</p> <p>Other School Meal Outreach Web Sites Idaho - SMART Campaign Florida - Fresh For Florida Kids Minnesota - Great Trays Campaign USDA Toolkit</p> <p>Partnerships California Food Policy Advocates California School Nutrition Association The California Endowment The Dairy Council of California</p> <p>Additional Resources California Department of Education - Nutrition Services Division</p> |
| <p>California school districts are doing a remarkable job feeding our children and it is important to let others know of your successes. This Outreach Toolkit was created to help you promote the work you are doing to serve delicious, fresh meals to California school children. You will find a variety of no-cost/low-cost resources on this Web site that you can use to promote your school nutrition program, improve community perception, and increase meal participation.</p> <p>Watch this short video on "The Changing Role of Food Service" produced for Mt. Diablo School District on the the importance of school food service within the school community.</p> <p>Your main customers are your students; however, it is important for all stakeholders to be aware of the work you are doing and know the benefits of school lunch to the health of children. Therefore, we have included materials designed for your staff, students, parents, teachers and administrators, and the general community.</p> <p>This Outreach Toolkit has something for every district, regardless of size or finances. We've made it easy for you to get started.</p> <ol style="list-style-type: none"> 1. Review the Web site for a complete listing of what is included. 2. Use the easy "Steps to Developing YOUR Outreach Plan" to focus your plan. 3. Select the online resource links to help you implement your plan. <p>Each resource comes with suggestions for use. Most resources are Microsoft Word documents that can be edited to include your school information or logo.</p> | | |

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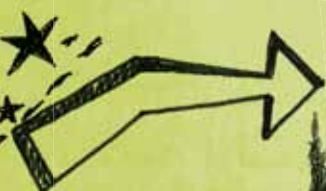
We have solutions for the
HEALTHY!
Hunger-Free Kids Act!

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 62ND 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

Exciting 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 by the Child Nutrition Division with California Department of Education (CDE) 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 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 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!

SATURDAY KEYNOTE PRESENTATION



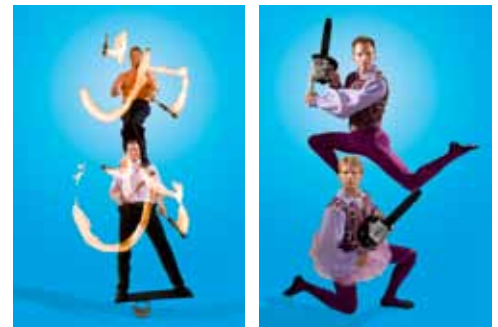
OWEN MORSE & JON WEE THE PASSING ZONE

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 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 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. The highlight of the evening is the recognition and highlights our School Nutrition Heroes' successes.

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 school nutrition stars of the past year at the Annual Awards Ceremony. Cheer on your Peers as they are presented their Awards of Excellence!



CONSIDER EARNING YOUR SNS CREDENTIAL

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

With 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 \$200 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.

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

CONFERENCE SCHOLARSHIPS AVAILABLE!

A limited number of scholarships of \$250 each will be awarded to enable school nutrition staff to attend the 62nd Annual CSNA Conference November 13-16, 2014 in Sacramento, CA!

DUE DATE TO SUBMIT APPLICATION: SEPTEMBER 5, 2014

Visit the website at

<http://www.calsna.org/documents/events/AnnualConfScholarship2014.pdf>

Apply today and best of luck! We'll see YOU in Sacramento!



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 sure to fill 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 10/22/14

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

Visit www.CalSNA.org for more information.

FUTURE LEADERS IN CSNA: EDUCATIONAL SESSIONS

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

You 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 certification 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 this year and there is no additional cost.

To apply, complete the application on Page 46 and fax to Linda Sweeney at 408-924-2923. For more information, contact Linda at 408-924-3125 or Linda.Sweeney@sjsu.edu.



FUTURE LEADERSHIP 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: October 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

| | |
|--------------------------|--|
| Applicant Name | |
| Applicant Address | |
| Telephone | |
| Position | |
| Email | |
| School District | |

| | |
|--|--|
| Years of experience in Child Nutrition Programs | |
| Number of Coferences attended | |
| Date Joined CSNA | |
| CSNA Chapter Name | |
| CSNA Chapter Number | |
| Nominated By | |

SUBMIT THIS APPLICATION BY OCTOBER 1, 2014 TO 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 62nd 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 & REGIONAL AWARDS BREAKFAST)</i> | | | | SINGLE DAY REGISTRANTS <i>(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)</i> | | | |
|---|--|--|----------|--|--|--|----------|
| | EARLY DISCOUNT FEE <i>IF PAYMENT IS RECEIVED (ON OR BEFORE 9/15/14)</i> | REGISTRATION FEE <i>(AFTER 9/15/14)</i> | AMOUNT | | EARLY DISCOUNT FEE <i>IF PAYMENT IS RECEIVED (ON OR BEFORE 9/15/14)</i> | REGISTRATION FEE <i>(AFTER 9/15/14)</i> | AMOUNT |
| CSNA MEMBERS | | | | CSNA MEMBERS | | | |
| DIRECTOR/SUPERVISOR | \$230 | \$255 | \$ _____ | DIRECTOR/SUPERVISOR | \$ 95 | \$110 | \$ _____ |
| MANAGER | \$210 | \$235 | \$ _____ | MANAGER | \$ 90 | \$105 | \$ _____ |
| STAFF/STUDENT/RETIRED | \$205 | \$230 | \$ _____ | STAFF/STUDENT/RETIRED | \$ 85 | \$100 | \$ _____ |
| CSNA PAST PRESIDENT | \$ 0 | \$ 50 | \$ _____ | GUEST | \$ 85 | \$100 | \$ _____ |
| NON-MEMBERS | | | | NON-MEMBERS | | | |
| DIRECTOR/SUPERVISOR* | \$395* | \$420* | \$ _____ | DIRECTOR/SUPERVISOR | \$120 | \$135 | \$ _____ |
| MANAGER* | \$260* | \$285* | \$ _____ | MANAGER | \$115 | \$130 | \$ _____ |
| STAFF* | \$250* | \$275* | \$ _____ | STAFF/STUDENT/RETIRED | \$110 | \$125 | \$ _____ |
| STUDENT/RETIRED/GUEST | \$220 | \$245 | \$ _____ | GUEST | \$110 | \$125 | \$ _____ |
| * INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA <i>(\$165 FOR DIRECTORS AND \$49 FOR MANAGERS AND \$44 FOR STAFF)</i> | | | | MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE) | | | |
| | | | | PRESIDENT'S PARTY - SATURDAY, 11/15 | \$ 65 | \$ _____ | |
| | | | | REGIONAL BRUNCH - SUNDAY, 11/16 | \$ 40 | \$ _____ | |

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

Pre-Conference Workshops Thursday November 13, 2014

- | | |
|--|--|
| CDE Workshop - 9 am - 4 pm | \$35 members / \$35 non-members \$ _____ |
| Nutrition 101 - National Food Safety Management Institutes (NFSMI) - 8 am - 5 pm | \$35 members / \$50 non-members \$ _____ |
| SNS Credentialling Exam - 12:30 pm - 5:00 pm (\$200 SNA Members, \$295 Non-SNA Members - Register Directly with SNA - www.SchoolNutrition.org) (Check in by 12:30 pm - Program begins promptly at 1:00 pm) | |

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

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 \$ _____

_____ 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

California School Nutrition Association
Nutrition Advisory Council Presents...

NAC MINI-CONFERENCE

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

Note: We strongly recommend students be 4th grade or older to attend

NOTE: SPACE IS LIMITED TO THE FIRST 100 STUDENTS

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

| |
|---|
| Date: Friday, November 14th, 2014 |
| Location: Sacramento Convention Center 1030 15th Street Sacramento, CA 95814 |
| Time: 9:00 a.m. - 1:00 p.m. |
| Email, Fax or Send completed form to: Valerie McDonald Director of Food Services Tracy Unified School District 1875 W. Lowell Avenue Tracy, CA 95376 Fax (209) 830-3259 vmcdonald@tusd.net Registration Deadline: September 12th, 2014 |

School District: _____

Address: _____

Phone: () _____

Fax: () _____

Email: _____

Contact Name: _____

Number of students attending: _____

Grade level of students: _____

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



CSNA – NAC ART CONTEST

Design a Poster for CSNA-NAC

"The Theme is "SMART MEALS/SMART KIDS – Riding the Waves..."

Tips for Artists

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

Simple and clear

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

Colorful

So they can be reproduced onto a T-shirt and other materials must be bright and bold.

Drawn by hand

As opposed to using a computer or a stencil.

Careful consideration

By the artist so that the theme is implemented in a positive, clear, unique, healthy and creative way.

Contest Guidelines and General Information

The poster should reflect NAC members' responsibility to:

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

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

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

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

Each entry must be the student's original drawing on an 8 ½ x 11-inch sheet of plain, white, unlined paper (poster board is not allowed).

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

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

All entries become the property of CSNA

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

The Grand Prize winning artwork will be featured in Poppy Seeds magazine as well as the back of the Official 2014-2015 NAC T-shirt!

**The Winners selected
from each category receive...**

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

www.CalSNA.org/NAC/NAC.php

DEADLINE: Artwork must be postmarked no later than September 12, 2014.

MAIL ENTRIES TO:

Valerie McDonald, Director of Food Services
Tracy Unified School District
1875 West Lowell Avenue
Tracy, CA. 95240
RE: NAC ART CONTEST



OFFICIAL ENTRY FORM 2014-2015 NAC ART CONTEST

*Design an official CSNA-NAC Poster!
This Year's Theme is:*

"SMART MEALS/SMART KIDS – Riding the Waves..."

**Mail this completed entry form with the student's artwork to NAC Chair Valerie McDonald
(Guidelines for entries and mailing address on previous page.)**

Use one OFFICIAL ENTRY FORM for EACH Piece of artwork submitted. Please make copies of this form as needed.

NOTE: All entries MUST be postmarked by: September 12th, 2014.

Entries postmarked after September 12, 2014 are not eligible for the competition.



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

Student's Name _____

Home Address _____

City _____ State _____ Zip _____

Grade _____ Age _____

School Name _____ School Phone (____) _____

School Address _____

City _____ State _____ Zip _____

NAC Advisory Name _____ NAC Advisor Phone (____) _____

NAC Advisor Title _____ NAC Advisor email _____

NAC Advisor Signature _____ CSNA NAC Charter Number _____

FOR INTERNAL USE ONLY-DO NOT WRITE BELOW THIS LINE

.....
Date Postmarked _____ Date Received _____

| | | | |
|------------------------|-----------|-----------|------------|
| Circle Entry Category: | Grade K-4 | Grade 5-8 | Grade 9-12 |
| Rating | 4 | 3 | 2 |
| | | | 1 |

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



Attention Industry Members!

Support Student Nutrition Advisory Councils (NAC)



**Sponsorship is
only \$400.00!**

Become a NAC Partner!

Held at our annual conference, this event will be exciting and educational for everyone! Your sponsorship allows students to have interactive experiences with regard to nutrition, physical activity, and healthy food choices. NAC students will walk through the exhibit hall with a chaperone, visiting NAC sponsor booths to sample your nutritious items. Students will evaluate your products, and you will receive their feedback.

Your \$400.00 sponsorship covers...

CSNA-NAC Mini-Conference

Date Friday, November 14th, 2014

Location: Sacramento Convention Center

1030 15th Street

Sacramento, CA 95814

In addition, your sponsorship will also include:

- Recognition as a NAC sponsor in Poppy Seeds
- Recognition a NAC sponsor at State Conference and vendor booth.
- Free T-shirt from the NAC Art Contest

Manufacturer:

Contact:

Address:

Phone:

Fax:

E Mail:

Broker:

Contact:

Address:

Phone:

Fax:

E Mail:

Please complete this form and mail to the address
Below. Be sure to enclose your check for \$400,
Made payable to CSNA- NAC.

Thank you for your support and partnership!

Send completed form with check to:
California School Nutrition Association

Attn: NAC

**210 N. Glenoaks Blvd. Ste C
Burbank, CA 91502**

**DEADLINE: PLEASE SUBMIT SPONSORSHIP
FORMS BY SEPTEMBER 12TH, 2014**

NAC Chair Contact Information:

**Tracy Unified School District
Director of Food Services - Valerie McDonald
1875 W. Lowell Avenue
Tracy, CA 95376
(209) 830-3255 ext. 1202
vmcdonald@tusd.net**

Note: Because the mission of NAC is to promote nutritious habits, we ask that product sampling comply with the Smart Snacks in Schools and follow the guidelines set out in the Health Hunger Free Kids Act, 2010.

Your one stop shop for all your kitchen supplies.
 All major manufacturers represented.
 Call or email our school specialist for free on site
 consulting visits, job walks, bid or quote requests.
 Ray is available to answer any questions regarding
 small wares and equipment, service, health
 requirements, kitchen layout and design
 or installation.



BLODGETT



VULCAN

IMPERIAL



ALTO-SHAAM



LAKESIDE



Edlund



CAMBRO

TRUE



Traulsen



METRO



HOBART

Scotsman



Ice-O-Matic

Now 5 Convenient Locations!



China • Glassware • Silverware
 Banquet Equipment • Refrigeration
 Ovens • Ranges • Smallwares
 Consulting Design Installation

Friendly Staff to Assist You 7 Days a Week:

Fountain Valley: 18430 Pacific St • 714.435.9222

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DID YOU KNOW?

BY MARIA HERNANDEZ, CSNA SCHOOL NUTRITION REPRESENTATIVE

Steer the ship of my life, Good Lord, to your quiet harbor, where I can be safe from the storm of sin and conflict. Show me the course I should take. Renew in me the gift of discernment, so that I can always see the right direction in which I should go. And give me the strength and the courage to choose the right course, even when the sea is rough and the waves are high, knowing that through enduring hardship and danger we shall find comfort and peace. Amen. - St. Basil the Great

This made me think about how hard the road to feeding the children of America has been for CSNA and SNA and how our organizations keep on fighting for the rights of our children. Yes, here in America we have hunger. We do not need to go to Africa, India or Mexico. It is right in our back yards.



Did you know?

In the fall of 1939, Gordon W. Gunderson, a native of Wisconsin, was designated by the USDA to supervise its donated commodity distribution program in that state with the goal of establishing school lunch programs. During World War II his duties also included the administration of war food programs there. Upon passage of the National School Lunch Act in 1946 he began to administer the school lunch program for the Wisconsin Department of Public Instruction. He was also the administrator of the commodity distribution program for schools, institutions, needy households, summer camp, and other eligible outlets. The Special Milk Program was inaugurated in 1954 and was added to his supervision. Mr. Gunderson retired on December 31, 1969 after serving over 30 years of service in the development and expansion of the school food service programs in Wisconsin.



Did you know?

The National School Lunch Program is a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions. It provides nutritionally balanced, low-cost or free lunches to children each school day. The program was established under the National School Lunch Act, signed by President Harry Truman in 1946.

The children of America thank you all who help them receive their meals and snacks. I thank the lunch ladies who fed me when I was hungry.



KEYS TO EXCELLENCE UPDATED

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

The School Nutrition Association recently announced that their *Keys to Excellence* tool has been updated. If you have never used *Keys to Excellence* before I encourage you to learn more about it.

Keys to Excellence is a wonderful way for you to learn more about your program, find ways to improve your program and measure your program against other programs.

Because it is a self-assessment it might appear that it's something easy to do. However I have used it myself for many years and I want to give you a word of warning—*Keys to Excellence* will require you to do a fair amount of work, thinking and planning for your program's future. It's not something you do one afternoon when you feel caught up a little bit. It's an on-going process of improvement.

You will need to take a good, hard look at your program (and the picture in the mirror might not always be the prettiest!) You will need to really think about the things you must do to have a better future. The goals you set might not be easy to achieve and will probably be something you will have to work at over a period of time. Maybe you will even have to start work on something you've been putting off for a while.

Why go through all this, then? Well, let's look at the last word "Excellence." It's not called the *Keys to Getting By* or the *Keys to Kind of Okay* for a reason. Its purpose is to help you, to challenge you and give you ways to achieve the highest professional standards. I hope you will join me and many of your peers in the journey!



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2310 Aldergrove Ave, Escondido, CA 92029

Bus: 760-432-2141 Fax: 760-735-2876

Email: ggousha@eusd.org

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Mary Fell

2930 Gay Ave, San Jose, CA 95127

Bus: 408-928-6902 Fax: 408-928-6413

E-mail: mary.fell@arused.org

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390 Euclid Ave., Upland, CA 91786

Bus: 909-985-7864 Fax: 909-608-1835

E-mail: lashawn_bray@upland.k12.ca.us

SCHOOL NUTRITION REPRESENTATIVE

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Bus: 916-686-7797 Fax: 916-689-1563

E-mail: mlhernan@egusd.net

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3781 E Airport Dr, Ontario, CA 91761

Bus: 909-843-9600 Fax: 909-843-9608

E-mail: sean@goldstarfoods.com

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Pete Belknap - Heartland School Solutions

787 Elmgrove Rd, Bidg. 1, Rochester, NY 14624

Bus: 800-724-9853 Fax: 585-785-2351

E-mail: pete.belknap@e-hps.com

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Janine Nichols, CAE, CPL

210N Glenoaks Bl, Ste C, Burbank, CA 91502

Bus: 818-842-3040 FAX: 818-843-7423

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643 Blackburn Ave, Corning, CA 96021

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E-mail: CCarter@corningshs.org

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1170 Chess Dr. Foster City, CA 94404

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8140 Caymus Dr, Sacramento, CA 94513

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E-mail: jspeidel@avhsd.org

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Bus: 661-336-8371

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Bus: 310-972-6938

Email: gailgramling@gmail.com

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PO BOX 296000 Phelan, CA 92329

Bus: 760-868-2649 Fax: 760-868-2343

E-Mail: toni_chaffee@snowlineschools.co

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Coronado Unified School District

201 6th St. Coronado, CA 92118

Bus: 619-522-8907 2085

Email: trieste.chiquete@coronadousd.net

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2490 Hilborn Rd. Fairfield, CA 94534

Bus: 707-399-5047 Fax: 707-399-5159

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349A W. Magnolia Ave., Glendale, CA 91204

Bus: 818-552-2677 Fax: 818-552-2689

E-mail: lscaletta@gusd.net

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Bus: 760-752-1250

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E-mail: smorales@pylusd.org

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E-mail: mpanuco@gusd.net

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643 Blackburn Ave, Corning, CA 96021

Bus: 530-824-8014

E-mail: CCarter@corningshs.org

PROFESSIONAL DEVELOPMENT

Linda Sweeney, MS, RD

1 Washington Square San Jose, CA 95192-

Bus: 408-924-3125

E-mail: linda.sweeney@sjsu.edu

HOSPITALITY/EVALUATIONS

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116 N McClure Rd Modesto, CA 95357

Bus: 209-521-2800

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Bus: 408-928-6902 Fax: 408-928-6413

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Bus: 626-933-3900

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NAC

Valerie McDonald

1875 W. Lowell Ave. Tracy, CA 95376

Bus: 209-830-3255

E-mail: vmcdonald@tusd.net

INDUSTRY ADVISOR

Sean Leer - Gold Star Foods, Inc.

3781 E Airport Dr. Ontario, CA 91761

Bus: 909-843-9600

E-mail: sean@goldstarfoods.com

TREASURER

Mary Fell

2930 Gay Ave San Jose, CA 95127

Bus: 408-928-6902

E-mail: mary.fell@arusd.org

MEMBERSHIP

La Shawn Bray

390 Euclid Ave., Upland, CA 91786

Bus: 909-985-7864 Fax: 909-608-1835

E-mail: lashawn_bray@upland.k12.ca.us

TRADE SHOW ADVISOR

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Janine Nichols, CPL, CAE

210 N Glenoaks Blvd, Ste. C, Burbank, CA 91502

Bus: 818-842-3040 FAX: 818-843-7423

E-mail: jnichols@calsna.org

EXECUTIVE ADVISOR

Agnes Lally, MS

10331 Stanford Ave Garden Grove, CA 92840

Bus: 818-552-2677 Fax: 818-552-2689

E-mail: alally@calsna.org

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Delano JUHSD

1720 Norwalk St, Delano, CA 93215

Bus: 661-725-4000x4305 Fax: 661-720-4178

E-mail: jchavolla@djuhsd.org

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EDITORIAL

Editor: Sally Spero, SNS

Bus: 619-390-2600 x2550 FAX 619-390-2632

E-mail: Editor@CalSNA.org

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Ojai USD

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Bus: 408-924-3125

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skaur@cde.ca.gov

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jmiller@delnorte.k12.ca.us

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E-mail: pthivierge@brentwood.k12.ca.us

48-REDWOOD EMPIRE

Norma Perez Herrera
Santa Rosa City Schools
6975 Montecito Blvd Santa Rosa, CA 95409
Bus: 707-528-5428
Email: perezherrera5302@att.net

68-ANTIOCH

Catherine Cachola
4524 Hidden Glen Dr, Antioch, CA 94531
Bus: 925-756-6777 Fax: 925-778-1561
catherinecachola@antioch.k12.ca.

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

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Lodi USD
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Email: crierger@lodiUSD.net

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marys@resdk8.org

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Elk Grove USD
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Bus: 916-688-7450
Email: beifnsld@egusd.net

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45465 25th St, E #71, Lancaster, CA 93535
Bus: 661-946-1041x407
heidi.beckett@verizon.net

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Laurie Storey
Santa Clarita Valley SFSA
25210 Anza Dr. Valencia, CA 91355
Bus: 661-295-1574x119 Fax: 661-295-0981
Email: lipsavon@msn.com

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Bus: 661-631-4734 Fax: 661-322-8580
domingesm@bcsd.com

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Tootsie Rogers
29821 Road 48, Visalia, CA 93291
Bus: 559-730-7962 FAX: 559-739-8788
progers@visalia.k12.ca.us

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Anaheim UHSD
501 N Crescent Way Anaheim, CA 92803
Bus: 714-801-4815
Email: bullard_l@auhsd.k12.ca.us

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Lucrecia Schmitz
2334 Plaza del Amo, Torrance, CA 90509
Bus: 310-972-6350 Fax: 310-972-6360

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519 E Badillo Ave, Covina, CA 91723
Bus: 626-974-7600
Email: Ddkipi@aol.com

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Riverside USD
9301 Wood Rd Riverside, CA 92508
Bus: 951-789-5690 62220
Email: zardie@yahoo.com
&
Sylvia Mares Riverside
USD 7675 Magnolia St Riverside, CA 92504
Bus: 951-352-8429 x65220
Email: gemasyvia@yahoo.com

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Hesperia USD
13800 Jackson St., Hesperia, CA 92344
Bus: 760-244-2121
Email: Eloisa.Parra@hesperiausd.org

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

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150 District Center Dr, Palm Springs, CA 92262
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Email: morta@psusd.us

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If Interested, Please Contact
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or trieste.chiquete@coronadousd.net

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

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SUPERVISORY CHAPTERS

01-SOUTHERN CALIFORNIA

Michael Burns
519 E Badillo St, Covina, CA 91723
Bus: 626-974-7600x2132 Fax: 626-974-7046
michaelburns@cvusd.k12.ca.us

02-NORTHERN CALIFORNIA

Andrew Soliz, SNS, MBA
5 Embarcadero West Apt 215, Oakland, CA 94607
Bus: 650-312-1968 Fax: 650-638-7009
asoliz@smfc.k12.ca.us

10-CENTRAL CALIFORNIA

Regina Ocampo
1905 7th St, Sanger, CA 93657
Bus: 559-524-6521 Fax: 559-875-3005
regina_ocampo@sanger.k12.ca.us

20-FAR NORTH

Denise Ohm
1155 Mistletoe Ln, Redding, CA 96002
Bus: 530-224-4100x8207 Fax: 530-224-4101
dohm@eesd.net

45-MOTHER LODE

Kim Anderson
2540 Green Valley Rd, Rescue, CA 95672
Bus: 530-672-4445 Fax: 530-677-4098
kanderson@rescueusd.org

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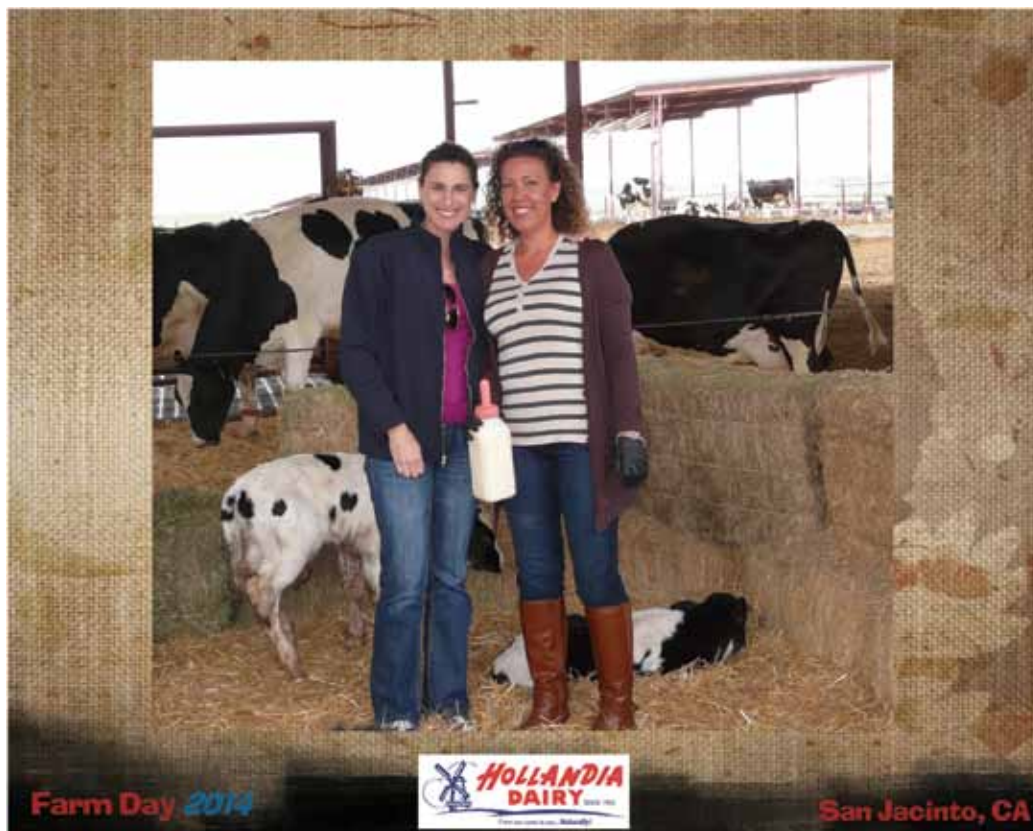
DO YOU KNOW WHERE YOUR MILK COMES FROM?

BY ALICIA PITRONE HAUSER, RD, SALES DIRECTOR, HOLLANDIA DAIRY

Trieste Chiquete, Director of Child Nutrition at Coronado Unified knows! Trieste took me up on an offer to tour the Hollandia Dairy Farms in San Jacinto, CA. It was a beautiful, sunny March day spent with the happy cows with the Proud Farm™ guarantee:

- The girls are given nutritious feed planned by a veterinary nutritionist including almond hulls and orange rinds to name a few of their preferred choices.
- Their forage is home-grown with green pastures, in plain sight, being fertilized with fresh manure produced 24/7 at the farm!
- The girls are kept comfortable with hot weather misters, fans and lots of space to roam.
- The property is meticulously maintained for the enhanced quality of life for all.

It's important to take the time to investigate... to tour farms, manufacturing facilities and distribution warehouses. The lowest responsive bidder is not all there is to procuring quality foods for our most precious commodity, our children. Not only will it be refreshing to get out from behind your desk but you'll also benefit from the knowledge you take back to your community and the relationship you build with your Industry partners.



WHAT HAPPENS

WHEN SCHOOLS

BAN CHOCOLATE MILK?



Chocolate milk tends to be a favorite choice in school cafeterias but the sugar content of the popular beverage is of concern to many parents and school officials. For this reason, some schools have banned or considered banning flavored milk.

Cornell University’s Food and Brand Lab investigated what happened to milk sales and waste when flavored milk was banned in a sample of Oregon elementary schools.

After the ban was instated, the researchers found that milk sales decreased by about 10% and milk waste increased by about 29%. This shows that fewer students were selecting milk when flavored milk was no longer available. Furthermore, those who did select the white milk were throwing more of it away.

The 2010 Dietary Guidelines indicate that 85-90% of bone mass is acquired before the age of 18, and dairy products are excellent sources of the calcium and protein necessary for bone growth. Removing flavored milk from the cafeterias does decrease added sugars, yet the economic and nutritional costs warrant reconsideration. Less restrictive alternatives can be implemented to nudge students to select white milk on their own. The Smarter Lunchrooms Movement recommends making white milk more convenient, attractive, and socially appealing. This can be achieved by moving white milk to the front of all beverage coolers and by making sure that at least 1/3 of all milk offered is white milk.

For additional healthy lunchroom design tips visit: www.extension.org/healthy_food_choices_in_schools

Tips from [Healthy Food Choices in Schools’](#) “[The Consequences of Banning Chocolate Milk](#)”
[Drew Hanks, PhD](#) Cornell Center for Behavioral Economics in Child Nutrition Programs

extension.org/healthy_food_choices_in_schools



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- Naked Juice 100% Juice Smoothies meet USDA standards for Competitive Foods in Middle Schools and High Schools
- Portfolio of vegan and gluten-free
- Non-GMO—pursuing non-GMO verification through 3rd party organization



*This statement only applies to bottles and excludes bottle caps. ©2014 Naked Juice Company.





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FOOD ORDER LEADS KIDS TO MAKE HEALTHY CHOICES IN THE LUNCH LINE

The *Healthy Food Choices in Schools Community of Practice* is an online resource area where you can find research based tools and information about how to make simple changes that encourage children to make healthier food selections in school food environments! www.extension.org/healthy_food_choices_in_schools



Each school day, over 31 million K-12 students eat a USDA reimbursable meal. Food service at most schools consists of a lunch line where students move through the line and make their food choices. This buffet style service provides students with choices while also streamlining the process of selecting and buying items. It is a routine that students quickly become accustomed to; selecting food is often more of an automatic or habitual action than a thoughtful process. These “automatic actions” can be leveraged to encourage better, more healthful choices.

Designing a lunch line that makes the healthiest food the most prominently displayed can encourage students to automatically select healthier foods! According to a 2011 study conducted by Cornell University’s Center for Behavioral Economics in Child

Nutrition Programs (BEN Center), moving an entrée to first in line can increase sales by 11% in school lunchrooms. Research by the Cornell Food and Brand Lab published in 2013 shows that **over 65% of what is on a person’s plate is comprised of the first three foods in a buffet**. This was true whether or not the first food was a nutrient dense option. Specifically, when fruit was offered first over 86% of people selected it compared to only 54.8% when it was last in the line.

These experiments demonstrate the power of food order. Kids and adults alike are influenced to select the first food that they see. Displaying healthy foods first is an essential method to increase sales of healthy items in the lunch-line. As students hurry through the line they are more likely to scoop up that enticing steamed broccoli when it is the item that catches their eye first!

When dining out, parents and children can also be aware of the influence of food order and scan the buffet before making selections or simply start at the salad bar or healthier end of the buffet.

Just, David and Brian Wansink. Journal of Nutrition Education and Behavior. (2011) Healthy Foods First: Students Take the First Lunchroom Food 11% More Often Than the Third .

Brian Wansink, & Andrew Hanks. PLOS ONE. (2011) “Slim by design: How the presentation order of buffet food biases selection.



WHAT'S COOKING WITH CHEF JIM

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

Since we hired Chef Jim Dumars in April 2013 at my home district of Lakeside Union School District he has been working at a great pace in developing delicious new recipes for our program. If you are like me, you are a recipe junkie and always looking for good ideas so I am proud to share some of his creations with you. I've included a soup, a pasta salad and a sauce recipe. I hope to have some more to share with you next issue. I've done the meal component calculations as best as I can but you should always double-check me. And don't forget to add your district's HACCP procedures.

Ham and Cheese Pasta Salad - 50 Entrée (8 oz.) Salads

| | |
|---------------------------|-----------------|
| Cooked whole-grain rotini | 9 qt. + 1 ½ cup |
| Diced turkey ham | 4 lb. + 1 ½ oz. |
| Shredded cheddar cheese | 1 ½ lb. |
| Diced fresh apple | 1 ½ lb. |
| Raisins | 1 ½ lb. |
| Herb Dijonnaise dressing | 6 ¼ cups |
| <i>Low fat mayonnaise</i> | 4 lb. |
| <i>Dijon mustard</i> | 12 oz. |
| <i>Roasted garlic</i> | 8 oz. |
| <i>Fresh parsley</i> | 2 cups |
| <i>Fresh rosemary</i> | 2 Tbsp. |
| <i>Fresh basil</i> | 2 ½ Tbsp. |
| <i>Dried oregano</i> | 2 Tbsp. |



Make Herb Dijonnaise dressing. Combine all ingredients until well blended. Hold at 41 degrees or lower until time of service.

Meal Components: 2 oz. meat, 2 servings grains

Nutrients: 353 calories, 11 g fat, 3.21 g saturated fat, 0 g trans fat, 36.73 mg cholesterol, 741.83 mg sodium, 51.31 g carbohydrates, 5.48 g dietary fiber, 15.92 g protein, 92.07 RE vitamin A, 4.3 mg Vitamin C, 126.83 mg calcium, 1.97 mg iron

Note: We also use Herb Dijonnaise as a spread on turkey ham and cheese subs and on turkey sandwiches.

Continued on Page 65

WHAT'S COOKING WITH CHEF JIM (CONTINUED)

Pizza Sauce - 335 1.5 oz. portions



| | |
|---------------------------|------------|
| Spaghetti sauce, meatless | 3 #10 cans |
| Tomato paste | 1 #10 can |
| Salt | ¼ cup |
| Granulated sugar | ½ cup |
| Dried onions | 2 cups |
| Dried basil | ¼ cup |
| Dried oregano | 1 Tbsp. |
| Garlic powder | 1 ½ Tbsp. |
| Dried parsley | ½ cup |

Combine all ingredients.

Meal Components: ¼ cup red-orange vegetable

Nutrients: 24 calories, .31 g fat, .06 g saturated fat, 0 g trans fat, 0 g cholesterol, 125.77 mg sodium, 5 g carbohydrates, .68 g fiber, .81 g protein, 48.51 RE Vitamin A, 3.58 mg Vitamin C, 16.10 mg. calcium, .63 mg. iron

Note: This sauce is nice because you don't have to cook it. It also makes a thick sauce that adheres very well. Although we call it "pizza" sauce it can be used in a variety of ways. In addition to home-made pizza we top grilled chicken patties with the sauce and add a slice of white cheese to make chicken parmesan.

Minestrone - 100 8-oz. servings

| | |
|--------------------------|----------------|
| Diced fresh onion | 18 oz. |
| Diced fresh carrots | 2 lb. + 12 oz. |
| Shredded fresh cabbage | 12 oz. |
| Diced fresh celery | 1 lb. |
| Diced fresh zucchini | 1 lb. |
| Diced fresh garlic | 8 oz. |
| Diced fresh green pepper | 8 oz. |
| Water | 4 gallons |
| Tomato paste | 2 lb. |
| Ground white pepper | 2 Tbsp. |
| Dried oregano | 2 Tbsp. |
| Dried parsley | 2 Tbsp. |
| Salt | 2 Tbsp. |
| Dried basil | 2 Tbsp. |
| Canned pinto beans | 1 gal. + 3 qt. |
| Elbow macaroni | 1 lb. 6 oz. |
| Diced canned tomatoes | 1 lb. |

Combine all ingredients and simmer until soup reaches minimum internal temperature of 141 degrees internal temperature and pasta is cooked. Hold at 141 degrees or higher until time of service.

Meal Components: ½ c. legumes, ½ c. additional vegetable

Nutrients: 139 calories, .57 g fat, .14 g saturated fat, 0 g fat, 0 g cholesterol, 416 mg sodium, 27 g carbohydrates, 5.38 g dietary fiber, 7.56 g protein, 419.88 RE Vitamin A, 10.12 mg Vitamin C, 66.55 mg calcium, 2.54 mg iron

Notes: We are always looking for creative ways to get beans on our menus. We serve this with a cheese sandwich. I was worried that the elementary kids would not be able to manage soup without spilling it but they have done well (we do put 8 oz. in a 12 oz. container.) This recipe comes together quickly when we use chopped vegetables from the produce company. And I cannot even tell you how good it smells when it is cooking!



FRESHMEALS@SCHOOL CULINARY CENTER RECIPES

BY VINCE CAGUIN SUPERVISOR FOOD SERVICE & WAREHOUSE NATOMAS USD

There is more to cooking than just food. While the meal undoubtedly takes center plate, there is a delicate balance of nutrients, equipment, production, and culinary skills involved. Each dish has a story behind it and is often a reflection of the resources around.

For example, at Riverside Unified School District, the Mandarin Orange Salad recipe was created and tested with the student population in mind and contains lettuce that is locally grown. When you read the recipe you can tell that there are checks and balances from a skilled chef, a detail-orientated dietitian, and an operations manager who ensured the flow of the dish from start to finish. But all these talents have one goal in mind.

For the past two years, 16 school district child nutrition services programs located throughout the state have been creating recipes which not only meet the new regulations but have been piloted and approved by the palates of today's students. The Culinary Center project is developed and funded by the California Department of Education, Nutrition Services Division through FRESHMeals@School whose goal is to provide peer-based supportive training and materials that are (as the acronym states) Fresh, Regional, Education-Supportive, and Healthy meals at schools. Soon, over 150 recipes will be available online for download and use.

As part of this project, culinary clubs and student groups throughout the state have been working alongside child nutrition staff members to create recipes that nourish the mind and the body with a flavor profile that students enjoy. Take for example the Rockin' Moroccan Stew at Monterey Peninsula Unified School District. It is a recipe developed and named by the culinary ROP students at Seaside High School. With the guidance of Nutrition Services they developed a vegan option (which many students have asked for) and developed it to fit the production method of the cafeteria. The menu item is a big hit in the district. It has even reached national acclaim. The recipe was submitted to the National Restaurant Association's Kids LiveWell national recipe competition and has made it all the way to the final round.

Continued on Page 67

The contribution of the students is the key to success behind these recipes. When students have input in their food choices, participation increases. Sandy Curwood, Director of Nutrition Services at Conejo Unified School District declares that the model of student-driven recipe and menu development “supports a healthy school environment and increases their connection with caring adults, which we all know increases their attendance, commitment to their education and a healthy lifestyle.” Curwood adds “that is a lot of outcome from school lunch.” Although these recipes have been examined and analyzed by multiple talents with different perceptions, the language of a great meal is universal.

California boasts a multi-cultural population. The ever-growing list of influences in cooking techniques in California cuisine involves all corners of the world from French to Mediterranean, to Southeast Asian and a bit of everything in between. Cooking in California is exciting. Besides having a huge spectrum of flavors to pull from, the state has easy access to a large variety of locally grown fruits and vegetables which are often incorporated in the recipes and thus meeting the new meal regulations becomes easier. Culinary Center recipes reflect these styles and ranges in flavor profiles and include the signature Korean rice dish Beef Bibimbap, a Chicken and Sausage Gumbo and a SantaFe Caesar Salad.

Beginning in Fall 2014, the recipes can be found in increments of 50 and 100 at the FRESHMeals@Schools page at www.freshmeals.org, a site developed and hosted by Healthy Kids Resource Center. In the meanwhile districts large and small are still developing and putting final touches on recipes at Alameda Unified, Centralia Elementary, Chico Unified, Clovis Unified, Conejo Valley Unified, Encinitas Union, Hayward Unified, Irvine Unified, Lodi Unified, Manteca Unified, Monterey Peninsula Unified, Natomas Unified, Oceanside Unified, Riverside Unified, Woodlake Union, and Vista Unified School Districts.

Check out these recipes scaled down to family sized portions.

SAVE THE DATE! May 3-5, 2015





ROCKIN' Moroccan Stew

YIELD: 6 -1.5 CUPS SERVINGS

TIME: 1 HOUR 45 MINUTES

MONTEREY PENINSULA USD

INGREDIENTS

- 1-1/2 cups tomatoes, canned, diced with juice
- 3 ¾ cups beans, garbanzo, canned
- 1 Tbsp vegetable oil
- ¾ cup onions, white, fresh, diced
- 1/3 cup celery, fresh, diced
- 1 tsp ginger, diced, ground
- 1 tsp turmeric, dried, ground
- pinch pepper, black, ground
- pinch cinnamon, ground
- 1 tsp nutmeg, ground
- 4-1/2 cup vegetable broth, canned, low-sodium
- ½ cup rice, brown, long grain, dry
- 5 ea bread, pita, whole grain rich 2 oz
- 6 Tbsp Cilantro, fresh, chopped

DIRECTIONS

1. Open canned tomatoes (keep juice) and garbanzo beans. Drain beans.
2. Heat oil over medium-high in large stockpot. Add onions and celery, sauté until soft.
3. Add ginger, turmeric, pepper, cinnamon and nutmeg and cook, stirring constantly for 1 minute.
4. Add canned tomatoes with juice, vegetable broth and garbanzo beans, stir well.
5. Reduce heat to medium-low, cover and simmer for 1 hour.
6. Add rice to stew, cover and return to a simmer for 30 minutes.
7. Cut each pita bread into four triangles, place in oven on low heat.
8. Add cilantro and lemon juice to stew. Cook uncovered for 5 minutes.
Heat to internal temperature of 135⁰ F for at least 15 seconds
9. Portion 1-1/2 cups in a bowl for each serving.
10. Serve 4 each warm pita triangles.

YIELD: 6 SERVINGS
TIME: 45 MINUTES
CENTRALIA SCHOOL DISTRICT



INGREDIENTS

- ¾ Cup Corn, frozen
- 2 Tbsp Oil, vegetable
- 2 Tbsp Onions Chopped Fine Dice
- Pinch of Garlic Powder, Granulated
- 1 Tbsp of Vinegar Apple Cider
- 1 tsp Mustard, Dijon
- 1 Tbsp Soy Sauce, Low Sodium
- 1 Tbsp Lemon Juice
- 1 clove Garlic, Whole Peeled
- 3 Tbsp Cheese, parmesan, grated
- ½ Cup Mayonnaise, low fat
- ¼ Cup Oil Vegetable
- ½ Chipotle Pepper, canned, in adobo sauce
- 13 oz Lettuce, Romaine, Untrimmed
- ¾ Cup Beans, Black Canned

DIRECTIONS

1. Thaw corn in refrigerator overnight.
2. Preheat oven to 350 F.
3. Mix corn, oil, onions, and granulated garlic together until well blended.
4. Roast corn mixture in oven for 20 minutes.
5. Remove corn from oven and cool in the refrigerator.
Cool to 70 F within 2 hours and from 70 F to 41 F in additional 4 hours.

To Prepare Dressing

6. Combine Apple Cider Vinegar, Dijon mustard, lemon juice, soy sauce, garlic, parmesan cheese, and mayonnaise in a container. Blend with a hand held blender until well combined.
7. Once mixture is well combined, continue to blend while slowly adding the oil.
8. Once the oil is incorporated, add the chipotle peppers and continue to blend until well combined. Hold in an air tight container at 41 F or lower.

To Prepare Romaine

9. Wash lettuce under running water and allow to dry.
10. Cut lettuce into ½ inch pieces.
11. Drain and rinse black beans under cool running water.

To Assemble Salad

12. In a large mixing bowl, toss the romaine and dressing.
13. Place the tossed lettuce in a bowl.
14. Portion roasted corn on top of the lettuce.
15. Portion black beans



MACARONI AND CHEESE MASTERS

ARTICLE WRITTEN BY MONICA ORTA, PRESIDENT CHAPTER 11
RECIPE DEVELOPED BY PATRICIA RAMOS, CENTRAL KITCHEN MANAGER
AND TAMI MURDICA, OPERATIONS MANAGER

Mac ‘n’ cheese -- smile when you say that.

Macaroni and cheese on a cold day! Yum! Mac ‘n’ cheese on a warm day, Yum! Macaroni and cheese is a childhood staple and today’s School Nutrition experts at Palm Springs Unified School District Central Kitchen have found a way to transform that cheesy goodness to something much more nutritious than the old blue box.

With so many cheese sauces out there, our central kitchen staff decided “Let’s just make it like mom does.” So the cheese sauce hunt was out and the commodity cheese slices were in! Here is how we did it!

You begin with 25 gallons of water and bring it to a boil at 212 degrees F. Carefully add 40 pounds of whole grain pasta. Cook to al dente, about 7 minutes. Cool quickly (we stir ice into the kettle.)



Continued on Page 71

MACARONI AND CHEESE MASTERS CONTINUED FROM PAGE 70



Each single-serve dish receives 6 ounces or $\frac{3}{4}$ cup of cooked pasta and 2 ounces of milk.

Then add 2 ounces of American cheese.

Each dish is sealed, stacked, and sent to the chiller.

The stacked baskets are then delivered to the sites chilled and ready to cook.



Heat at 350 degrees for 5 minutes until the cheese is melted to perfection.

Serve and watch the faces light up as the servings disappear! Yum!



COVER PHOTO

BY ARLA PROVO, CHAPTER 11



CSNA Chapter 11 is just having too much fun! On a bright sunny southern California day during winter break some of our members participated in the Desert Hot Springs Holiday Parade. They dressed up in fruit and vegetable costumes and danced their way down the main street promoting good eating habits, school lunch and eating more fruits and vegetables. It was a fun day for all, especially hearing a shout out from the crowd of attendees "Hey that's my lunch lady!"



July 2014

| | | |
|-------|---|------------------|
| 13-16 | <i>SNA Annual National Conference - Boston, Massachusetts</i> | <i>SNA</i> |
| 21-28 | Child Nutrition Program Administration - Sacramento | <i>CalProNET</i> |
| 31 | CSNA Awards & Scholarships Deadline | <i>CSNA</i> |

September 2014

| | | |
|----|---------------------------------------|-----|
| 26 | Motherlode SNA Chapter #45 Fundraiser | #45 |
|----|---------------------------------------|-----|

October 2014

| | | |
|----|-----------------------------------|-------------|
| 4 | CSNA Fall Board Meeting | <i>CSNA</i> |
| 10 | NorCal SNA Chapter #02 Fundraiser | #02 |
| 23 | SoCal SNA Chapter #01 Fundraiser | #01 |

November 2014

| | | |
|-------|--|-------------|
| 13-16 | <i>The 62nd Annual CSNA State Conference - Sacramento</i> | <i>CSNA</i> |
|-------|--|-------------|

December 2014

| | | |
|----|--|-----|
| 11 | Central Cal SNA Chapter #20 Fundraiser | #20 |
|----|--|-----|

January 2015

| | | |
|-------|--|-------------|
| 25-27 | <i>CSNA Legislative Action Conference (LAC) - Sacramento, CA</i> | <i>CSNA</i> |
|-------|--|-------------|

March 2015

| | | |
|-----|---|------------|
| 1-4 | <i>SNA Legislative Action Conference (LAC) - Washington, DC</i> | <i>SNA</i> |
|-----|---|------------|

May 2015

| | | |
|-----|--|-------------|
| 3-5 | <i>CSNA Industry Seminar - Disney's Grand Californian, Anaheim, CA</i> | <i>CSNA</i> |
|-----|--|-------------|



*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*




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