

FALL 2015

# POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



Life is an echo: what you send out comes back. - Chinese proverb

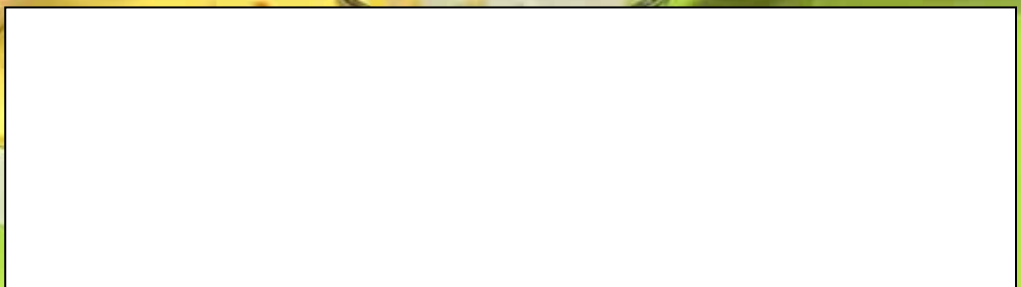
Chinese proverb

Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new. - Bruce Tracy

One day, Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. His response was a question: "Where do you want to go?" "I don't know," Alice answered. "Then, it doesn't matter," said the cat. - Lewis Carroll

The only place where your dream becomes possible is in your own thinking. - Robert K.

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# PRESIDENT'S MESSAGE

BY DENA ENGLAND, CSNA PRESIDENT

## OH, HOW THE TIME HAS FLOWN BY!

**T**hese first few months have been very instrumental in preparing for moving Back to Basics. As the Executive & Finance Committee (EFC) members prepared their Districts for school dismissal and summer program startup they were working behind the scenes on this year's goals: **Membership Growth and Involvement and Building Community Awareness.**

Each EFC member is a liaison to the Association's committees. To further growth and involvement the liaisons' focus has been to fill the Association's committees with members and co-chairs. Co-chairs are being selected to create continuity for the following year. Committees with active members can begin projects to support these goals and communicate information to members.

One project that most of the committees will have an active part in is creating an Association resource guide for the chapters and members to utilize. The plan is to create a guide to incorporate the present resources that are available to members and create new resources. A new very exciting resource that has become available is a CSNA video called "Behind the Serving Line". Currently a link to the video is located on the home page of the website in the blue box "See Us in Action". This video can be utilized in multiple forums. If you any trouble with downloading the video for use do not hesitate to contact CSNA 818-842-3040.

Another project is the enhancement of the Association's communication output. With the wonderful world of technology; emails, tweets, facebook, websites etc. and even old printed news it takes members to feed this information world. During this day and age information changes from moment to moment and it is difficult to keep our 2000 plus members informed. Creating a plan to keep current information flowing involves having members fit it into their existing jobs and personal lives. Keeping these areas in mind, the old system of communication needs to be reviewed and enhanced. **All members** are encouraged to assist us in this enhancement by contacting any Board member to let us know that they have not received critical information in a timely manner. Receiving this type of update will help to make changes in our communication system.

The Professional Development committee along with the Conference committee has begun the project to align all educational trainings and sessions with the new Federal Professional Development requirements. In addition plans are being developed to offer supplementary trainings throughout the year.

*Continued on Page 4*

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## **President's Message - Continued from Page 2**

On to the next goal, a critical part of **“Building Community Awareness”** is knowing your customer base. To move forward with this goal a customer list will need to be created and prioritized for each area of the Association. Understanding who the customers are can result in the correct purpose that each committee, chapter, or position follows. With this thought in mind it can assist in the development of new ideas within any area of the Association.

The Public Policy & Legislation (PPL) Committee has begun a project for expansion in this area. With the PPL committee size being limited, a subcommittee has been created to review and develop the idea of having an Association member representative for each of the 52 congressional areas within California. This idea has exciting potential, not only does it involve many more members in participation, it touches base with the very people (politicians) that are shaping our program with the beginning of the Federal Reauthorization process. How electrifying is that?

Speaking of electrifying the Industry Advisory Committee has begun their planning work with conference calls. These calls are another avenue to receive feedback from members. Our Association is so unique in having members from all areas of our program. This just gives a well- rounded view point and covers another part of the community.

These are just a few of the behind the scenes activities that have been started in the first few months of this year. You say “Where do I fit in?” I say anywhere you see your “Heart in the Program”. To assist with the Association’s communication and development it takes the input of the members. All areas in the Association can use your helping hand, feedback, ideas or leadership. Once again do not hesitate to contact, an officer, regional coordinator or committee chair with information, questions or feedback. If you have voiced your interest in volunteering and have not been contacted please let us know again. Paperwork sometimes gets lost in the shuffle and I make my apologies for that.

Thank you for your support and assistance. For your assistance below are EFC members and their liaison committees. All Board of Directors members are located in the back of the Poppy Seeds.

### **President, Dena England**

*Awards and Scholarship, Public Policy & Legislation (PPL), Conference Committees*

### **President Elect, Bruce Hall**

*Marketing & PR, Nominating, PPL, and Conference Committees*

### **Vice President, Toni Chaffee**

*Nominating Committee and the Supervisory Chapters*

### **Secretary, Kim Ekholm**

*Bylaws & Resolutions and Editorial Committees*

### **Treasurer, Mary Fell, SNS**

*Nutrition Stands Committee*

### **Membership Director, LaShawn Bray**

*Regional Coordinators*

### **School Nutrition Representative, Laurie Storey**

*Assisting with Regional Coordinators*

### **Industry Representative, Pete Belknap and Co-Industry Representative, Peter Woods**

*Industry Advisory Committee*

### **Executive Director, Janine Nichols**

*Professional Development,  
Nutrition Standards and PPL Committees*



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# MEMBERSHIP NEWS

BY LASHAWN BRAY, CSNA MEMBERSHIP CHAIR

## UPDATE ON THE ANNUAL BANNER PARADE

**F**or many years, we have celebrated a Chapter Banner Parade during the Sunday Awards Brunch at our Annual Conference in November. I know it is now becoming a problem with all the luggage restrictions when you travel as well as finding a place for your chapter's banners in a hotel room. So we're going to make it easier and really fun this year.



If the Annual Conference is held near your home town, please do bring your banners to display in the Resource Room next to the Golden Pillar Awards Table. But please everyone submit fun photos of your chapter with your banner at the meetings and events you attended this past year.

The bigger the better, and the more pictures, the merrier!

Show off your banner and all your great chapter outings by emailing pictures to CSNA headquarters at [jnichols@calsna.org](mailto:jnichols@calsna.org) so we can start a video photo collage of all our chapters. We will have these photos up during the introduction of Regional Coordinators and Chapter Presidents on Sunday morning. Get ready to join the fun and submit those photos soon.

Any questions, contact LaShawn Bray, CSNA Membership Director at [lashawn\\_bray@upland.k12.ca.us](mailto:lashawn_bray@upland.k12.ca.us)



*Continued on Page 8*





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# MEMBERSHIP NEWS - CONTINUED FROM PAGE 6

RECRUIT.... RECRUIT.... RECRUIT  
WIN..... WIN....WIN.....!!!

## 2015-16 ANNUAL MEMBERSHIP CAMPAIGN

### VIP @ ANC 2017

#### Annual Membership Campaign for members:

Start Date: June 1, 2015

End Date: May 31, 2016

Theme: **VIP at ANC ATL**

How to win: Any SNA member who recruits at least 5 new members will be entered in a raffle to win a VIP experience at ANC 2017 in Atlanta

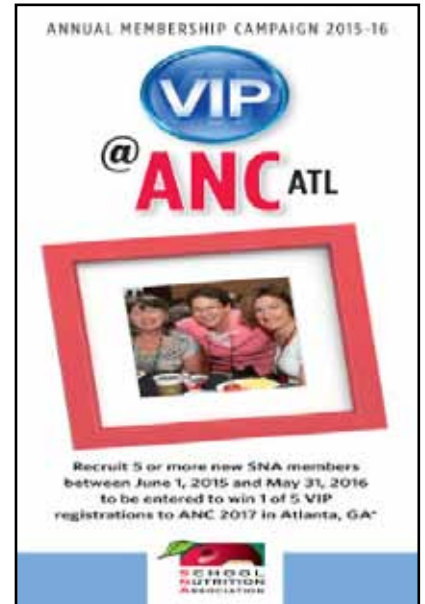
#### ***DON'T FORGET!***

*Make sure the new member writes your name in the referral section of the membership application form, otherwise it won't count!*

#### **#SNAREcruiter**

Recruited someone new to SNA?

Tell us on social media using the hashtag #SNAREcruiter!



Great News!! Our Star Club numbers are up thanks to all of you and your recruiting efforts. Star Club is a program through SNA (School Nutrition Association) where they keep track of all of our new members and add to your list all you have recruited to join both SNA and CSNA.

\*Reminder\* Please make sure your New recruits put your name at the top of the application on the Referred by line so you receive credit\*

You become a Star after you reach 3 new members. Anytime they renew and all the new members you recruit after are added to your list and you move up and up and up to eventually Platinum. ☺ This year I would like to recognize and reward our stars more often, so at our next board meeting I will be acknowledging our new stars, and stars who have moved up, with... you got it... “Starbucks”

**Congratulations to  
our New Stars!**

Christine Cooter  
Dale Ellis  
Darlene Martin  
Debby Andrew

Kathrin Luton  
Mark Chavez  
Polly Houston  
Sneh Nair

Stacy Soto  
Valerie McDonald  
Warren Sun

Congratulations to our Stars who have moved up:

Karen Williams - Bronze Star  
Dena England - Silver Star      Margan Holloway - Silver Star  
Sylvia Krantz - Platinum Star      Wanda Grant - Platinum Star



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# EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



**“F**ailure is not an option” is a phrase we hear pretty often. The person who said that hasn’t worked around Sally Spero!

I’ve missed deadlines, lost important paperwork, showed up very late to meetings, said the wrong thing to employees, put the money in the wrong account, turned in the state claim with errors, made mistakes processing applications, goofed up the nutritional analysis and, well, you get the general idea here.

One thing that has been especially hard to fail at is new initiatives that didn’t work out. I’ve had ones that I’ve put my heart, my soul and a lot of hard work into that fell flat. Blew up right in my face, what a mess.

But I’ve concluded that the hardest thing about failure is that it is so paralyzing. Once you’ve been burned you often don’t want to go through THAT again so the first tendency is to avoid taking risks again. You aren’t always ready to stick your neck out again.

But in our business, learning to accept our failures and forgive ourselves is a vital skill. Oftentimes a failure is a way to find a better approach, to add an additional safeguard, to develop a new process that will work more efficiently.

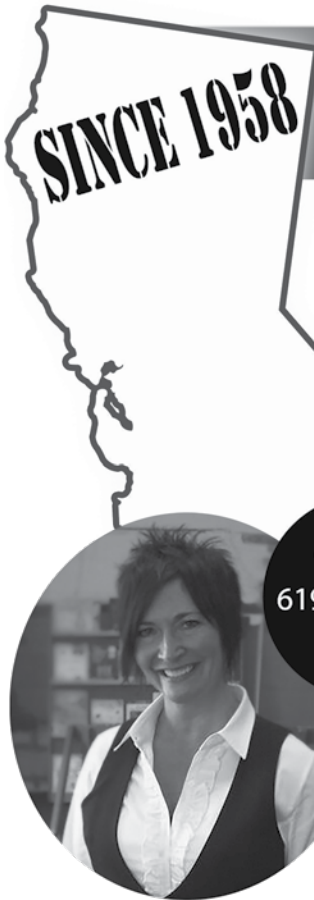


Many successful people will tell you that they failed many times. If you’ve recently experienced a tough failure, take heart and remember you have lots of company. Sally Spero’s been there LOTS of times!

A handwritten signature in black ink that reads 'Sally Spero'.

Sally Spero, SNS  
*Poppy Seeds* Editor

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# Save the Date!

# Child Nutrition & Industry Summit 2016

## MAY 15-17, 2016



### 2016 CHILD NUTRITION & INDUSTRY SUMMIT REGISTRATION FORM

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 District/Company \_\_\_\_\_  
 Job Title \_\_\_\_\_  
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 Phone \_\_\_\_\_ FAX \_\_\_\_\_  
 Email \_\_\_\_\_

**SUMMIT FEES**

	<i><b>SUPER SAVER Pricing !!!</b></i>	February 1 -		
	<i><b>Register and Pay in full On or Before Feb 1, 2016*</b></i>	April 5	After April 5	Total
CSNA Member - School District	<b>\$345</b>	\$395	\$445	_____
Non-CSNA Member - School District	<b>\$395</b>	\$445	\$495	_____
CSNA Member - Industry	<b>\$395</b>	\$445	\$495	_____
Non-CSNA Member - Industry	<b>\$445</b>	\$495	\$545	_____
GUEST <i>(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)</i>	<b>\$245</b>	\$295	\$345	_____
GUEST NAME _____				
		Total Amount Enclosed	\$ _____	

*\* Fee MUST be paid in full by Feb 1, 2016 to receive this price*

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You will want to join us for CSNA Child Nutrition and Industry Summit at the Riviera Palm Springs, 1600 North Indian Canyon Drive, Palm Springs, CA 92262. Riviera Palm Springs offers special amenities for our group, so plan on arriving early or staying late to take advantage of everything the property has to offer. Our Group Rate will be honored 3 days before and after the Child Nutrition and Industry Summit, subject to availability.

The Child Nutrition and Industry Summit Committee is hard at work planning the details of the event.

Take care of the lodging details now!

***Hotel Reservation Cut-Off date is Monday, April 13th!***

Lodging at Riviera Palm Springs is \$139 per night for Run of House Accommodations, plus tax or Mediterranean Junior Suites: \$239.00, plus tax subject to availability.

We negotiated with the hotel to lower the resort fee to just \$10 for our group, and we have negotiated a **free** self-parking rate or valet parking rate of \$20 per day (for those coming in for the day or overnight.)

**Reservations can be made by calling the Hotel Directly at:  
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See you all in Palm Springs!



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# CSNA MEMBERS ATTEND CHILDHOOD OBESITY CONFERENCE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**A** number of CSNA members held a mini-reunion in July during the Childhood Obesity Conference. The Conference was held at the Town and Country Resort in San Diego.

*From left to right:*

*Sandip Kaur (CDE), Johna Jenkins (Valley Center), Siri Perlman (San Dieguito), Rodney Taylor (Riverside), Naomi Shadwell (Menifee), Amy Haessly (Vista) and Kelley Mitchell (Fontana.)*



# SNA HONORS TRACEY TINDER

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**T**his past July California's own Tracey Tinder was honored in Salt Lake City with the School Nutrition Association 2015 National Industry Member of the Year. The award is the highest honor SNA bestows on any individual industry member of SNA who has demonstrated outstanding support and made significant contributions to the school nutrition industry at the national level.

In her capacity as Western Region Sales Manager K-12 School Specialist for ConAgra Foods, Tracey travels extensively to work with her customers. You would think she would like nothing better in her free time than to hunker down at home with a good book and a pillow handy. But a great deal of her spare time has been spent volunteering on numerous committees for CSNA, Chapter 1 and SNA including stints on the Conference Committee, PP&L Committee, and the Industry Seminar Committee. She has made the long trip to Washington DC for the past 15 years to be part of the SNA Legislative Action Conference in addition to attending every CSNA Legislative Conference since 1997. She has also done presentations for chapters, NAC groups and conferences of all kinds.

Tracey is well-known for her outgoing personality and often serves as Master of Ceremonies at various events and installations. For a number of years she worked with the members of Chapter 1 to come up with interesting and unusual locations to hold the meetings.

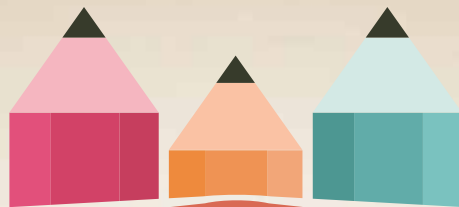
One story about Tracey really shows the importance of having industry partners as well as something extraordinary she accomplished to help every district in California. When she served on the state PP&L Committee she was the only industry member. A bill was introduced during that time regarding the use of oils in food. She was able to immediately bring important issues up from the manufacturer's

perspective. New products would have to be tested and analyzed and reformulated, all the labels would have to be redone and current certifications might be lost, manufacturers already would have produced products that could not be used, brochures would have to be discarded and re-printed, web sites would have to be updated. Perhaps the manufacturer would not be able to comply or would simply decide it wasn't worth the cost and effort. Because she was able to provide this background information it was possible for the legislative process to work more reasonably and effectively.

Please join me in congratulating Tracey on this well-deserved honor!







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**FALL 2015 • VOLUME 59 • NO. 2**

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CSNA Taxpayer's Identification  
 #95-02626680

**POSTMASTER:**  
 Send address changes to:

**California SNA**  
 PO Box 11376  
 Burbank, CA 91510

For advertising information and contributions, contact the CSNA Headquarters Office.

*Poppy Seeds is published quarterly by the California School Nutrition Association of the United States, an independent professional education association incorporated not for profit.*

Poppy Seeds is printed for CSNA by: Sundance Press  
 (800) 528-4827

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# REGION 8 WALKS THE WALK

BY JUDI REYNOLDS, AREA SUPERVISOR, NUTRITION SERVICES, ESCONDIDO UNION SD



**T**he three San Diego Chapters from CSNA Region 8 teamed up to support Relay for Life this spring. Sixteen members along with a few guests walked a total of 18 hours and over 100 miles and raised \$1793.00 to help the fight against cancer

The event was held at the UCSD Campus in La Jolla, where our team walked the track all day and all night along with several college groups. YES, we were the only team that was not part of the campus or in their early 20's. We were asked to have at least one person on the track at all times, and other than a couple of minutes of rain about 2 a.m. we accomplished that task. It was an amazing time getting to know each other better and everyone said they would like to do it again next year, hopefully bigger and better!



We were honored to have past CSNA President, Agnes Lally and her husband Dan join us on our mission. They showed up at midnight, with much needed snacks and walked many, many miles.



Thanks to our members from Escondido USD, Fallbrook HSD, Garden Grove USD, San Diegueto UHSD and San Diego USD and our industry member from Acosta Foods for giving up your Friday to join the fight.





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# BRENDA ROBINSON HONORED FOR PRODUCE EXCELLENCE



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BY DR. ROBERT LEWIS, MARILOU ONAINDIA, & JENNIFER DAVIS, EL MONTE CITY SCHOOLS

**O**n June 10, 2015, Brenda Robinson was honored as the national School Food Service Director of the Year by United Fresh Produce Association (or more formally the United Fresh Produce Excellence in Foodservice Award - K12 Division.) The recognition ceremony took place at the Chicago Sheraton Hotel and was widely attended.



As the Director of Child Nutrition for Bakersfield City School District, Brenda has made several healthful changes in her department over the past eight years. She has incorporated fresh veggie bars in all of her forty-three elementary schools. The Fresh Fruit and Vegetable Program is available to students in eighteen of her schools; Brenda markets the boxes of produce delivered to the classrooms as “Treasure Treats.” She also includes Common-Core-based classroom lessons with each box that the teachers use as math, science, and social studies lessons.

Brenda works with a number of industry partners in order to market her programs including local farmers such as strawberry and grape growers. She has also arranged several field trips to local farms for her students. At the school sites, Brenda arranges annual Farmers Markets where students learn about shopping as they are given a set number of “dollars” to spend. Her students really enjoy all the fresh options and her department experiences high numbers in meal participation.

To spread the message outside the school walls, Brenda’s department hosts monthly parent meetings named “Now We’re Cooking.” Adults learn about healthy recipes from community partners such as Women, Infants and Children (WIC), American Heart Association, and local supermarkets. As Brenda and her team have implemented so many original student wellness programs, several BCSD schools have won Gold Awards of Distinction from the USDA’s Healthier US Schools Challenge. Brenda’s passion and enthusiasm are evident in all of her innovative programs and we salute her for heart-felt dedication to children.



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# BRANDING

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**E**arlier in my career there was a tremendous argument in the school food service arena regarding branding. People had passionate feelings for and against the use of any kind of branding in our programs.

These days branding is well-accepted and talented school food service folks have used professional, creative ways to get out the message about healthy eating to our students. This artwork from the Bakersfield City School District is a wonderful example of how branding reinforces all the things we are trying to accomplish. Great job Bakersfield City School District!



Are you currently using branding in your School Nutrition program? Why not share it with Poppy Seeds readers in a future issue? Send your example and a write-up about it to Sally Spero at [Editor@CalSNA.org](mailto:Editor@CalSNA.org).

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# THE WINNERS ARE...

BY ANNA M. APOIAN, SCSNA MARKETING CHAIR  
AND MICHAEL BORGES, MARKETING CO-CHAIR



**T**his was the inaugural year for the “I Love My Lunch Lady” contest. Our generous sponsor, the Southern California Gas Company, made it possible for the winning nominating teacher and the school food service personnel to each win \$500. The honors this year went to Chris Mazurkiewicz from Kelly Elementary School, Carlsbad USD and Kathy Tyler from Whittier High School, Whittier Union High School District. Chris was nominated by Ms. Deborah Stone and her 5<sup>th</sup> grade class and Kathy’s entry was submitted by Jennifer Alvarez and her students. Visit [ilovemylunchlady.com](http://ilovemylunchlady.com) to see their wonderful videos.

And don’t forget to register with [eatsmart2besmart.org](http://eatsmart2besmart.org) if you want to stay informed about other upcoming events and contests. [Eatsmart2besmart.org](http://eatsmart2besmart.org) is sponsored by the Southern California School Nutrition Association Chapter, and is open to all child nutrition folks and supporters. We saved a seat for you! Subscribe today.



**Side Bar:**

*Ms. Chris*



Miss Chris’ friendly and genuine caring personality nourishes students with encouragement as they eat breakfast, snack, and lunch. She ensures that all students understand the importance of a balanced diet and that their trays have each of the required food groups. For the past 12 years, Chris has taken it upon herself to cook with the freshest ingredients and finds innovative ways of preparing the foods that are served. No student goes hungry or without food with Miss Chris in the kitchen.



**Side Bar:**

*Ms. Tyler*



Kathy is the hardest working, most lovable and giving person on our campus. She, along with the other ladies and gentlemen in the cafeteria, is always there to lend ASB a hand and we truly appreciate all the hard work everyone does. We couldn’t ask for a better cafeteria staff.



*Continued on Page 24*



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Thank you to our judges!

**Wanda Grant, Nutrition Concepts**



Wanda Grant is professionally and personally committed to Child Nutrition Programs. She has over 30 years of professional experience as Director of Child Nutrition in various States and Districts as well as holding numerous positions in related professional

organizations. She places child nutrition as her focus. Wanda retired from Palm Springs Unified School District. In her role as Child Nutrition Director, she has received National Recognition as “Outstanding Director of the Year” and has achieved District of Excellence for Palm Springs Unified School District among many state and local awards. She is especially interested in the health and well-being of children; academic achievement as it relates to nutrition and wellness; and leadership and program development as it relates to improving the status of our nation’s youth.

**Dr. Helen Morgan, Superintendent, Hawthorne School District**



Helen Morgan attended USC where she earned a Bachelor of Science degree. After teaching second, fourth, fifth and sixth grades she attended CSUDH and earned a Master’s degree in Educational Administration. She then

served as an assistant principal and principal for four years before being promoted to Director of Special Projects overseeing all state and federal categorical programs. In 2007 she returned to USC to attain a doctorate in Educational Leadership which was completed in 2010. That same year she was named as Superintendent of the Hawthorne School District.

**Meg Chesley, President, A Higher Level**



After twenty years of working in the school nutrition field, Silver Plate Award Winner, Meg Chesley began her own business to assist her peers in building their own school nutrition programs. Recognizing that the industry was changing and the demands on nutrition services

directors were growing, Meg desired to offer her experience and creativity to help program directors and business managers do more with less. In 2002, A Higher Level was the result.



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# KIDS EAT RIGHT MONTH

BY KARLA DUMAS, RDN

*Editor's Note: This article is one of the occasional articles we publish presenting a point of view on topics of interest to those working in the school nutrition field.*

**Y**ou can almost hear it. The pitter patter of little feet is ready to fill the cafeterias once again.

August not only marks the beginning of the school year for most, it is also a month dedicated to helping kids eat right as the Academy of Nutrition and Dietetics reminds us. It signals the beginning of the far-reaching impact that child nutrition professionals can have on individual children. Just as students rely on their teacher to educate them, they rely on you to provide foods for daily nourishment, influencing their life-long dietary choices.

With over 31 million children participating in the National School Lunch Program each day, this is not a task to be taken lightly. By meeting various dietary needs, you are ensuring all students have a place in your cafeterias.

With the last Dietary Guidelines for Americans approval in 2010 came the most dramatic changes to the National School Lunch Program's nutrition standards in decades. Being pioneers in large scale societal shift is not without challenges, but you should be proud to know that history is being made to improve the health of future generations.

The proposed Scientific Report for the 2015 Dietary Guidelines for Americans recommends an emphasis on sustainable diets with increased consumption of vegetables, fruits, plant-based proteins and whole grains with a decrease in consumption of foods high in calories and saturated fat, most commonly found in animal-based foods.

Many schools across the country recognize the importance of introducing plant-based meal options and advocate for Meatless Monday or Lean & Green Day on their lunch menus and in cafeterias. Encouraging kids to choose tasty foods that happen to be meatless even just one day a week will have a beneficial impact on their health for a lifetime.

Also, these programs help meet the growing student demand for more meatless options. More and more students are looking for delicious tasting meatless meals on a daily basis. Using these programs as a marketing platform to communicate to students choosing to follow a plant-strong diet or those wanting to reduce the amount of meat consumed can feel as though their voices are being heard. Marketing to all customer needs can help increase participation for the coming school year.

You have the flexibility to make these programs fit in whatever way works best for each individual school or district, and the opportunities in which to participate are endless: from creating new meatless meals to highlighting many familiar favorites like bean burritos, chili or pasta. The Humane Society of the United States supports institutions' efforts with free recipes, promotional materials, participation ideas, and best practices from districts all over the country.

Introducing plant-strong meals, even one day a week, educates our youth to protect our environment and national food security as well. As the Scientific Report states, "sustainable dietary patterns... promote food security now and for future generations and create a 'culture of health' at individual and population levels."

At The Humane Society of the United States, we advocate for compassionate eating — or the three Rs: "reducing" or "replacing" consumption of animal products, and "refining" our diets by choosing products from sources that adhere to higher animal welfare standards.

Choosing to participate in Meatless Monday or a Lean & Green Day provides vital support to efforts for increasing produce consumption, supporting Farm to School and the local economy, while working to create a "culture of health." Now is the time to continue the momentum of positive change that will help kids eat right!

*Karla Dumas RDN, is a Registered Dietitian with The Humane Society of the United States. Dumas worked for a decade within school foodservice management with a school district in Florida.*

# MARKET YOUR PROGRAM WITH “BEHIND THE SERVING LINE”



BY VIVIEN WATTS, M.S., SNS, ALHAMBRA UNIFIED SCHOOL DISTRICT

**I**f you are a frequent visitor to the CSNA website for ideas and information, you may have already found a new destination on this fabulous site. Our website recently added a short film “Behind the Serving Line: What’s Cooking in California School Kitchens.” We want to tell OUR story by taking the general public on a journey beyond the school cafeteria serving lines.

Agnes Lally had a vision when she assumed the CSNA Presidency in 2014. I had no idea at the time I happily agreed to serve as the Chair of the CNSA Marketing Committee that this vision would become an item on my Bucket List. But we shared a passionate sense of mission to promote a positive image of our association and members to the “outside world.” We believed that we must increase outreach so people not involved with school meal programs get to know who we are and the essential services we provide to California’s children every school day. With this mission in mind, Agnes started to email me short clips of commercials and videos on different topics hoping to enlighten me with her very non-specific but heart-felt conceptual ideas. One night as I was sipping tea watching a documentary at home, I finally got it. Of course! She wanted me to produce a short film! While a picture is worth a thousand words, a short film could tell so much more!

As the little ball started rolling in my head, I realized how beneficial this film would be to start a conversation with people who care – and those who should care. There ought to be two short versions (one about 5 minutes long and a one-minute clip) as brevity is a key factor in effective messaging.

I started putting together my committee, beginning with Industry Chair Sean Leer to discuss general contents and timelines. I also requested assistance from Anna Apoian, Chapter 1 Marketing Chair, and my wonderful

*Continued on Page 27*

## MARKETING YOUR PROGRAM - CONTINUED FROM PAGE 26

committee members: Michelle Curry from South Pasadena USD, Maxine Sacanli-Hicks retired from Covina Valley USD, and Brian Volz from Duarte USD. Together we came up with plenty of ideas and formed an outline of what we were about to create as a team. We set a goal to premiere this film at the 2015 Industry Seminar.

With budget and time constraints, I interviewed two film makers and we decided to hire Kimberly Hwang, a USC film school graduate with her own crew who could provide services that included scripts, animation, composing, filming, and editing the final product. Our committee, now joined by Agnes and Kimberly, continued to shape our ideas.

We started filming in November 2014 at our Annual Conference in Sacramento. Afterwards we went on location in Alhambra USD, South Pasadena USD, and Garden Grove USD for more filming sessions. We used non-professional actors. Only real students, parents, and staff members appeared in our film. We featured real CSNA members from school districts and industry. Everyone you see in this film is a real person who is involved and has the potential to make an impact in the lives of California's school children!

I urge you to take advantage and use this film to share with others the difference you are already making. I've come up with a list of ways you can use the film to help you market your program:

- Share at your school board meeting during your program presentation.
- Share at the Principals Meetings, PTA meetings, Cabinet Meetings, etc. so people can learn how we are funded and where we spend cafeteria funds.
- Share at your company or organization staff meetings to show your involvement with school districts or clients.
- Share at the company or organization recruitment events to show what the job involves.
- Share at your website to show your contribution to students in California.
- Share with your legislators at LAC and take them beyond the serving lines to see real people involved in the school meal programs and how substantial the industry is.
- Share at professional conferences at CASBO, CSBA, PTA, etc. Either include it in a breakout session or keep the film rolling at our booth.
- Share at your Chapter Meetings and Membership Drive Events.
- Share at your staff training or orientation for a general understanding of the school meal programs. A lot more is involved than simply cooking and serving!
- Share with your friends and families so they understand why and what you do. Share on your social networks.

Start the conversation! View and download this film from the CSNA website. I'm sure you would find your own way to take advantage of this wonderful marketing tool. We don't need to feel like an island when we do what we do. Let's help others understand our programs and give them a chance to connect and support us!



# A VISIT FROM A CONGRESSMAN

BY KIM EKHOLM, FOOD SERVICE DIRECTOR EMPIRE UNION SD, & CSNA SECRETARY



**I** wanted to share with you a very exciting opportunity we had at Empire Union School District. U.S. Representative for California's 10<sup>th</sup> congressional district, Jeff Denham, came to Stroud Elementary School on May 8, 2015. While at Stroud, he served freshly prepared breakfast to students during our morning breakfast program and following breakfast, he read to a group of students within a classroom. The students had a great time and Congressman Denham was so impressed he asked if we could schedule another visit for lunch during the 2015-16 school year.

How did all of this happen? In March I was able to attend the School Nutrition Association Public Policy and Legislative Action Conference in Washington D.C. as a representative for the California School Nutrition Association. While at the conference I spoke directly with Congressman Denham in his office. Our conversation revolved around the topics of salt intake within school lunches, amounts of fruits and vegetables served daily, whole grain quantities within products served and nutrition education within the classroom. Following our 30 minute conversation in his Capitol Hill office, I invited Congressman Denham to visit our district if he were ever in our area. He was grateful for the opportunity and asked me to schedule the visit through his secretary. Before I could call his office Congressman Denham's secretary called me and the visit was scheduled.

I have been attending the Public Policy and Legislative Action Conference in Sacramento for the last four years and this was my first visit to Washington, D.C. The Public Policy and Legislative Action Committee has always suggested that we invite our Representatives to visit and I never thought I would get up the nerve to ask. I am finally glad that I did. It's was a great experience and I feel I have built a relationship with Congressman Denham. When I visit him again he too will remember his experience at the Empire Union School District.



I encourage all of you to volunteer in some capacity with CSNA and don't be afraid to contact your Representative to come visit. They love to do it!!!



# CSNA AT THE CALIFORNIA DIETETIC ASSOCIATION ANNUAL CONFERENCE

BY LINDA SWEENEY, MS, RD, SNS, CSNA/CDA LIAISON



CSNA was well represented at the April state conference for the California Dietetic Association. Exhibiting in a well-displayed booth, the school nutrition representatives spoke with a great many of the conference's 700 attendees. The booth contained the new CSNA banner, brochures and sample foods from the school meal program along with other informational materials. The booth along with conversations from the CSNA representatives promoted the field of child nutrition to dietitians present at the conference.

Darius Nadziejko, MPH, RDN, the Nutrition Specialist from Riverside Unified School District represented CSNA at the booth on Friday along with Garden Grove Nutrition Services intern Vanessa Nguyen. Darius commented "The CDA conference was rewarding and refreshing. It was great venue to meet up with other like-minded individuals and colleagues."

Also representing CSNA on Thursday evening's session were Jennifer Vo, RDN from Garden Grove Unified School District and Shannon Murphy, RDN from Long Beach Unified School District.



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<u>SUNDAY – January 24, 2016</u>	<u>MONDAY – January 25, 2016</u>	<u>TUESDAY – January 26, 2016</u>
12:30 Registration	9:00 State Update	7:30 a.m. Breakfast with Q&A on Issue Paper/Talking Points (included in LAC registration)
1:00 Program	10:15 Break	9:00 - 3:00 Legislative visits
1:15 Program	10:30 Program	
2:30 SNA's Issue Paper	11:30 Program	
3:15 Break	12:30 Lunch - Program (included in LAC registration)	
3:30 CSNA's Issue Paper	1:45 Program	
4:30 Congressional Members (tentative)	2:15 Program	
	3:00 Break	
	3:15 Legislative Panel - current topics	
	4:00 Capitol Tour	
	5:00 Adjourn	
		

The members of the California School Nutrition Association Public Policy and Legislative Committee cordially invite you to attend the annual state Legislative Action Conference. This year's conference will be held January 24-26, 2016 at the Sheraton Grand Hotel. The committee is in the process of constructing an exciting program packed with informative speakers, great food, and visits with your legislators.

The conference will open at 1:00 p.m. on Sunday, January 24th, (Registration opens at 12:30 p.m.) and will conclude with legislative visits on Tuesday. (Check the website often for the most up-to-date information.)

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

**VISIT [WWW.CALSNA.ORG](http://WWW.CALSNA.ORG) FOR THE LATEST INFORMATION**



# 2016 CSNA State LAC Registration Form

January 24-26, 2016  
The Sheraton Grand Hotel - Sacramento, California



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## CSNA State LAC Registration Fees

	<b>Early Bird Price Prior to 11/25/15</b>	<b>Regular Fee After 11/25/15</b>	<b>Late After 1/12/16</b>	<b>Total Cost</b>
CSNA Member - School District	<b>\$225</b>	\$275	\$325	_____
Non-CSNA Member - School District	<b>\$275</b>	\$325	\$375	_____
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Non-CSNA Member - Industry	<b>\$320</b>	\$375	\$425	_____
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Make reservations by calling (916) 447-1700 and asking for the Ca School Nutrition Assn. discount rate.

Request for refund must be received in writing by 1/6/16. A \$50 cancellation fee will be deducted.

**SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER 1/6/16**

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

# FIVE STAR CUSTOMER SERVICE - IT BEGINS WITH YOU

BY LYNETTE ROCK, R.D., SNS, PAST PRESIDENT OF CSNA

*For more information or for staff training, she can be reached at [LBiker@socal.rr.com](mailto:LBiker@socal.rr.com)*

**W**hen you think of great customer service, what businesses come to your mind? You know the type of places you go where the service you receive inspires you to say “Wow!” My first thoughts are Nordstrom and Ritz Carlton. What about you? Did your school cafeteria make the list?

Great customer service can overcome a ‘just ok’ ambience and so-so quality food. But great atmosphere and awesome food **cannot** overcome bad customer service. If you don’t treat the customer right, they won’t come back.

So how can you get started?

A person’s first impression as to whether or not they like you and want to do business with you is usually formed in the first thirty-three seconds of contact. Once that impression is made, it is very difficult to change it. Also remember this: people usually judge us by the way we talk, act, and dress.

## TEN COMMANDMENTS OF CUSTOMER SERVICE

1. *THE CUSTOMER is the most important person in the world.*
2. *THE CUSTOMER is not dependent on us; we are dependent on the customer.*
3. *THE CUSTOMER is not someone to argue with or to match wits with.*
4. *THE CUSTOMER is the person who brings us their needs; it is our job to fulfill those needs*
5. *THE CUSTOMER is not an interruption of our work – he or she is the purpose of our work.*
6. *THE CUSTOMER is doing us a favor by seeing us or calling us, not vice-versa.*
7. *THE CUSTOMER is part of our business, not an outsider. Don’t think in terms of “us and them.”*
8. *THE CUSTOMER is deserving of the most courteous and attentive treatment we can give him.*
9. *THE CUSTOMER is the person who makes it possible to pay your wages.*
10. *THE CUSTOMER is the life blood of this and every other business.*

All customers, whether they are students, faculty or co-workers have the same basic needs. Customers need to feel welcome. They want to be understood and to feel important and comfortable. When customers’ needs are not met, they take their business elsewhere. The most important thing a customer needs to hear is “How can I help you?”

Ritz Carlton is a success because their philosophy is that the answer to any customer is “Yes.” “Yes” may come with an extra cost or some other constraint, but they want their customers to know that Ritz Carlton is there to meet their needs. How often is that our answer to our customer? We do not have a captive audience. Students have to be at school, but they don’t have to dine with us. They can pack their lunch or even skip lunch! Students are our customers and we need to treat them that way.

Sometimes it’s not the words we use that hurts our customer service image. The number one factor that effects communication is body language.

*Continued on Page 33*



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Body language represents over half of a message and it's five times more powerful than words. If your words are in conflict with your body language, people will believe your body language. When you don't make eye contact with the customer, the customer might feel you are not interested in them. Remember, the customer wants to feel important.

Don't forget to smile. We smile only 33% of the time we actually think we are smiling. A smile makes the customer feel welcomed and important. Calling the customer by name can also make the customer feel special and want to come back.

These are all easy ways to improve your customer service skill. Some other tips are in the Ten Commandments of Customer Service listed in the box on page 32. I did not write these commandments, but have always kept a copy of them because I feel they are so important to good customer service. Just think, if we followed these commandments, our cafeterias would be overflowing with customers!

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# ARLENE PEARSON

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



**A**rlene Pearson, a unique and irreplaceable CSNA member, passed away on June 30, 2015 at the age of 94. Current CSNA members might remember Arlene best for her long-time *Poppy Seeds* column “Retired, Recycled and Retread.” Into her 90’s Arlene delighted readers with jokes, recipes, riddles and remembrances of times past. Many readers have told me it was the first thing they turned to when the magazine arrived.

In her column she often described herself as “Way Way Past President” as her term was from 1962-1963. She loved going to our Annual Conference and participating in the House of Delegates and President’s Parade. Until her health became compromised near the end of her life she had attended all but one CSNA’s Annual Conferences. That’s a lot of coffee mugs!

Arlene was born in Kansas City Missouri on December 27, 1920. She was raised in Oakland and graduated from Castlemont High School. She married Sheldon Pearson in 1939 and they moved to Danville in 1951. She worked for 28 years for the San Ramon Valley Unified School District as the Food Service Director. She did not confine herself only to school food service but was a long-time member of Soroptimist International (I recall she went to Calgary in her late 80s), the Museum of San Ramon, the Salvation Army (she saved the nickels she received from using cloth grocery bags to help fund backpacks for the children), the San Ramon Valley Historical Society and Old Tassajara School House (where she wore a period costume and taught the children how to blow bubbles using home-made bubble solution.)

She loved being a “giver.” A sick friend could always expect a chocolate Band-Aid in the mail or a sad friend a packet of poppy seeds to plant. I am told that even at the end of her life in the nursing home she carried small gifts in a bag in her walker to give to the staff and residents.

A service was held on Saturday July 25, 2015 to honor her life. Memorial donations may be made in Arlene’s name to The Museum of San Ramon Valley or the Contra Costa County Food Bank.

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## REMEMBERING ARLENE PEARSON

BY JANINE NICHOLS, CAE, CSNA EXECUTIVE DIRECTOR

As some of you may already know, CSNA lost a valuable member on June 30, 2015 when Arlene Pearson passed away at the age of 94. Not only was she a past president of CSNA (1962-1963), but she continued to participate in the association, for more than 50 years *after* her term as President! Not only was she a long-time contributor to *Poppy Seeds* Magazine (in fact, the name *Poppy Seeds*, came from Arlene as the golden poppy was her favorite flower), but she was also a mentor to MANY in the association.



In July, Jon and I had the privilege of attending her memorial service in Danville, where we met up with quite a few of CSNA's Past Presidents. As the services started, people began to speak of Arlene's love for service and how she always made sure everyone got involved. One of Arlene's great-granddaughters mentioned that she had been going through Arlene's stuff and came upon her collection of *Poppy Seeds* magazines. She got up and

*Continued on Page 37*

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*Wedding Day 1939  
Arlene & Shel Pearson*

spoke about Arlene's love of her profession, and of contributing to CSNA as well as a host of other groups and causes Arlene volunteered for. She read a few of the articles and had even put together a scrapbook of her *Poppy Seeds* articles – spanning many years. This was particularly touching because Arlene's family did not realize we were coming up for the services, and didn't realize CSNA Past Presidents would be there either. They were just going on about things she loved; golden poppies, lady bugs, Child Nutrition, CSNA, the San Ramon Valley Historical Society and Museum to name a few.

Zoe Ann Briscoe (CSNA President 2002-2003) spoke about Arlene giving her her first job in School Food Service, and encouraging her to go back and get her high school diploma. When she finished, Arlene encouraged her to sign up at the junior college, and mentioned, "Oh, and by the way, there is a chapter meeting you need to come to next week." Then, Zoe Ann became a member of CSNA and continued on to get her college degree and moved up the ranks to food service director. Many people spoke about Arlene always handing out coins and

*Continued on Page 38*



cards and encouragement. I remember one conference, after the Annual House of Delegates meeting, Arlene came up and slipped me a card. It had her signature golden poppy and lady bug on the outside. Inside it said simply “Thank you for all you do for our association. I appreciate it very much. ~ Arlene.” I don’t think she ever realized how much that meant to me. In fact, I still have that card in my desk drawer. She always took the time to reach out to others and made sure they knew they were appreciated. She would get them involved and make sure they knew they were important. I am glad we had the opportunity to be there with the past presidents so the family knew that the association she loved and appreciated, loved and appreciated her back. *Arlene, you will be missed but thank you for all of the years you gave us.*

In a tribute to some of our other “Way Way Past Presidents,” here is a photo taken at a conference a long, long time ago.



*Back Row Left to Right:*

- Harriet Michel (76-77)*
- Ruth Ann Bennett (74-75)*
- Ruth Pfister (66-67)*
- Sheryl Dougherty (88-89)*
- Becky Betencourt (87-88)*
- Mary Pratt (85-86)*
- Peggy Stevenson (81-82)*
- Mary Polster (83-84)*
- Judy Ross (95-96)*

*Seated, Left to Right:*

- Carol Hiort-Lorenzen (69-70 & 78-79)*
- Gene White (70-71)*
- Arlene Pearson (62-63)*
- Maude Larsen (65-66)*
- Virginia Fuglestad (77-78)*

I will sign off now with the last few sentences from Arlene’s last “Retired Recycled and Retread” article: *Words to live by: “Age improves with wine.” “The second day of a diet is always easier than the first; by the second day you are off it.” And . . . “Over the hill is better than under the hill!”*







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# EL MONTE CSD SUPERINTENDENT'S HEALTHY RECIPE CONTEST

BY DR. ROBERT LEWIS, SNS, DIRECTOR OF NUTRITION SERVICES, EL MONTE CITY SD



**O**n May 27, 2015 El Monte City School District Superintendent, Dr. Maribel Garcia visited Wilkerson School to present the award for the inaugural Superintendent's Healthy Recipe Contest to first place winner Yael Lopez. Dr. Garcia donned a food service apron and chef's hat, and together she and Yael recreated his winning recipe, "The Greatest Apple Salad" for Eva Jeng's fourth grade class. Yael explained that his inspiration came from watching his grandmother make a similar recipe on birthdays and family occasions. Yael's parents and younger sister were on hand for the special occasion as well as Principal Juan Munoz. After making a large batch of the winning recipe, Dr. Garcia and Yael served the salad to fellow classmates. Dr. Garcia reminded all of the students that eating healthy is fun, especially, when you cook together as a family.

Second place went to Marina Limon from Wilkerson School for her yummy Chicken Soup recipe. Third place was awarded to Taylor Conklin of Gidley School for her delicious Spring Delight Omelet.

The district-wide contest was sponsored by Nutrition Services Director Dr. Robert Lewis and led by Nutrition Specialist Stephanie Puls. Over 40 recipe submissions were received.



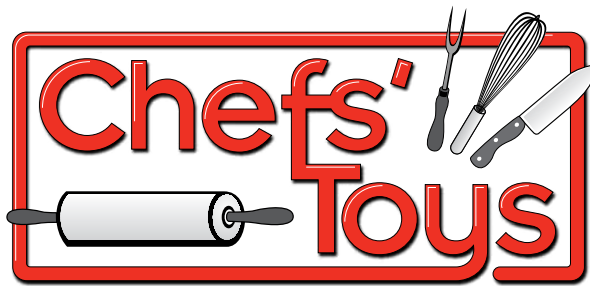
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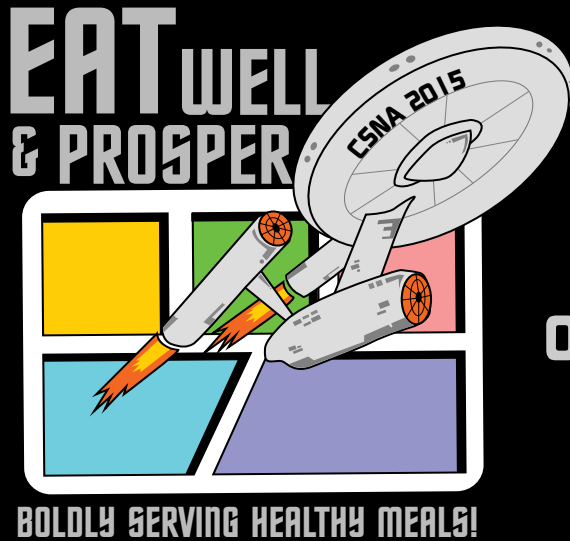
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\*Anaheim location is closed on Sundays

# WARP SPEED TO THE 63<sup>RD</sup> ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



**NOVEMBER 5-8, 2015**  
**ONTARIO CONVENTION CENTER**

**Y**ou are cordially invited to the 63rd Annual California School Nutrition Association (CSNA) Conference. Set your engines to warp speed and head to the Ontario Convention Center, CA, from November 5-8, 2015. Join us as child nutrition professionals across the galaxy add to their galactic tool kits to encourage students to Eat Well and Prosper while Boldly Serving Healthy Meals!

The CSNA Conference Committee has put together a program that is exciting, inspiring, educational, and delicious. Rendezvous with colleagues from galaxies far away. The General Sessions will offer talented keynote speakers. Learn to lead more productive and happy lives. Bruce Hall, CSNA President Elect, carefully selected and scheduled over 40 Education Sessions. There is a session fit for everyone. Cruise the Exhibit Hall floors with over 250 vendors displaying their latest foods, equipment, and services. Remember to bring your best cosmic garb to the President's Party. Dena England, CSNA President, promises an evening that is out of this world!

Enclosed are highlights of scheduled events, but visit [www.CALSNA.org](http://www.CALSNA.org) for the most current information and Register today!

We look forward to seeing you!

*Linda Scaletta*

Linda Scaletta,  
2015 CSNA Conference Chair



## FRIDAY KEYNOTE SPEAKER



# ARIC BOSTICK

Aric inspires audiences nationwide to achieve greater performance, engagement, and happiness. Aric passionately infuses humor, inspiration, and simple techniques to initiate change — both at home and in the workplace — through his high-energy, world-class keynotes, workshops, and customized retreats focused on corporate motivation.

As a former teacher, Aric Bostick inspires educational audiences nationwide — having equipped more than a half million people with energy and strategies to overcome personal challenges and achieve life-long goals. Aric fosters strong connections through his targeted, high-energy keynotes, workshops, and camps—reaching and training students, educators, parents and employees working to make a difference.

## SATURDAY KEYNOTE PRESENTATION

# Linda Henley-Smith

## Laugh Long and Prosper



Linda Henley-Smith has spent a lifetime in the entertainment industry, performing in musical theater and operatic productions all around the world. Laughing and singing are her two favorite things to do! And since laughter and music are the two universal languages, Linda uses both to present a musical event that will inspire and motivate. Laughter is the music of the soul and in this program, audiences will be swept away on the wings of laughter and song while being entertained by heartwarming stories that exemplify the resiliency of the human spirit. And of course, also present will be Linda's famous props used in all of her programs and "playshops." Linda is more than a program . . . she is an event to be remembered.



# Come Join Us on the Exhibit Hall Floor

By Maria Calderon, RD, CSNA Exhibit Coordinator

**T**he California School Nutrition Association (CSNA) Annual Conference at the Ontario Convention Center from November 5-8, 2015 will host over 200 vendor booths. Exhibitors will showcase the latest in new products and services, ranging from new food to equipment to software programs, and much more.

There will be plenty to do at the exhibit hall, from tasting new foods, to taking a look at the latest equipment. Most importantly, this is your opportunity to get up close and personal with the vendors that you work with on a daily basis. The following are tips to maximize your experience while visiting the exhibit hall:

## Come Prepared:

- Bring comfortable walking shoes for touring the exhibits. With over 200 booths to see, you will be on your feet all day long, so you will want to keep your feet happy.
- Ask away! Have a list of questions you would like to ask certain vendors. This is a great opportunity to meet the vendors you have been working with throughout the year. Take advantage of a face-to-face meeting to ask questions, bring up concerns, or simply to say hello.

## Food Tasting:

- Don't taste it all in one day! Exhibits will be available Friday and Saturday. Vendors will have plenty of food on both days.
- Mix it up! After a few bites you may be feeling a bit dazed. Make sure to stop by booths that offer fruit and vegetables or stop by the equipment booths. Or simply, take a water break before heading to the next aisle.

## Networking:

- Talk to vendors, directors, managers and others while at the exhibit floor. It is a great opportunity to share ideas, thoughts, and simply to meet other experts in the field.
- Remember to bring your business cards - It is a quick way to give your contact information to vendors and others you meet at the exhibit hall.

There will be plenty to taste, see, and do at the exhibit hall. With these simple tips you will be able to maximize your experience while on the floor. Lastly, the best tip I can give you is to enjoy the moment and have fun. See you there!



# WHERE IN THE GALAXY ARE THE ALIENS !?!?



LOOK THROUGHOUT THE CONFERENCE GALAXY TO FIND ALL OF THE HIDDEN ALIENS. ENTER THEIR LOCATION ON THE ALIEN CONTEST FORM IN YOUR REGISTRATION PACKET AND BRING YOUR COMPLETED ENTRY TO



## AREA 51



WINNERS WITH ALL OF THE CORRECT SIGHTINGS WILL BE ENTERED IN THE DRAWING TO RECEIVE PRIZES AT THE AWARDS BRUNCH ON SUNDAY  
MAY THE FORCE BE WITH YOU !!!

The CALIFORNIA SCHOOL NUTRITION ASSOCIATION presents

# THE 63<sup>RD</sup> ANNUAL PRESIDENTS PARTY

REPORT FOR DEPARTURE:  
**NOVEMBER 7, 2015**

THIS YEAR'S PRESIDENT'S PARTY WILL BE OUT OF THIS WORLD! PRIZES WILL BE AWARDED TO THE MOST CREATIVE CREATURES FROM THE CORNERS OF THE UNIVERSE. PREPARE TO SPACE BOOGIE & CELEBRATE OUR SUCCESS WITH COMRADES TO INFINITY & BEYOND!

... THE BEST PARTY IN THE GALAXY ...

**President's Party**  
November 7th 2015

## Dinner Menu

TROUBLE WITH TRIBBLE ROLLS

TOSSED ALIEN GREEN SALAD  
Seasonal Mixed Greens, Slices of Granny Smith Apples, Candied Walnuts, Gorgonzola Cheese Crumbles, Raspberry Vinaigrette Dressing

KCJONGON TARG SHORT RIBS  
Braised in Red Wine and Beer Sauce, Creamy Yukon Mashed Potatoes, Fresh Asparagus

OUT OF THIS WORLD ASTEROID CHOCOLATE TRUFFLE  
Yogurt Cake, Chocolate Granche, Brandied Bing Cherries

# CONFERENCE HOSTS & HOSTESSES

By Mary H. Fell, SNS  
Hospitality and Evaluations Coordinator



It's that time of year again to start thinking how you can help out your association. CSNA is looking for you! Here are a few of the different volunteer opportunities:

- Pre-conference Registration
  - Attendee registration and exhibit registration
- Conference Host and Hostess
  - Educational Sessions
- Lunch Monitors
  - Exhibitors lunch
- Silent Auction
  - Assist with questions from attendees
- General Session Host or Hostess
  - Help greet and seat attendees
  - Friday Book signing
- Decorations
  - President's Dinner
  - Awards Breakfast
- Exhibits close down
  - Assist in food donation

Volunteer assignments can be 1-2 hours.

In addition, CSNA's conference committee is extending **a special invitation to your INTERNS.**

If you have interns you would like to invite to conference, they can attend 1 day at no charge, provided they volunteer for 2 hours. (at least 1 registration shift or 2 breakout shifts.)

Check out the website <http://www.calsna.org/volunteers/volReg.php> or contact me at [mary.fell@arusd.org](mailto:mary.fell@arusd.org) for more information.

*Thank you and see you in Ontario!*





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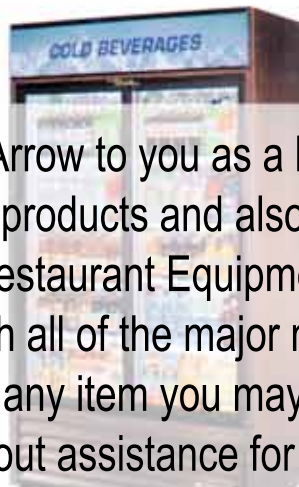
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PHONE:(909)621-7428 WWW.ArrowRestE.com

Dear CSNA Members

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

Sincerely

Michael B Serrao  
President/ CEO



# Silent Auction and Resource Center



**By Maria Hernandez, Silent Auction and Resource Center Chair**

## Silent Auction

Is your chapter looking for a fundraiser? How about doing one at Conference! CSNA has an annual Silent Auction. It's a great way for your chapter to raise money and help the CSNA scholarship fund earn money too. You can bring as many items as you would like to auction off.

The Silent Auction proceeds are split 50/50 between the chapter and the CSNA Scholarship Fund. Your chapter members are probably asking "What should our chapter bring?" Some examples include gift baskets, blankets, gift cards and picture frames. Do you have a crafty or artistic chapter member willing to donate an item? These are always welcome. BE CREATIVE!

All you need to do to participate is to email **Maria Hernandez** at [mlhernan@egusd.net](mailto:mlhernan@egusd.net), with the starting bid value and item description in advance.

## Resource Center

The Resource Center is the area where you can bring great ideas that your schools are doing or where you can learn and receive great information to take back to your chapter.

At the Resource Center, there will be a table with the Golden Pillar books or virtual frames of the chapters that submitted an entry from the 2014-15 Plan of Action. The winners will be awarded as:

Gold is 1<sup>st</sup> Place      Silver is 2<sup>nd</sup> Place      Bronze is 3<sup>rd</sup> Place

If you have any questions please email **LaShawn Bray** at [lashawn\\_bray@upland.k12.ca.us](mailto:lashawn_bray@upland.k12.ca.us)

## CONFERENCE HOTELS



### **DoubleTree by Hilton Hotel Ontario Airport**

(Headquarters)  
222 North Vineyard Avenue  
Ontario, California 91764  
(909) 937-0900  
Single/Double \$135  
Triple/Quadruple \$135

Room cut-off Monday October 12th  
(but often sell out early, so don't wait)



### **Radisson Hotel Ontario Airport**

2200 East Holt Boulevard  
Ontario, CA 91761  
(909) 975-5000  
Single/Double \$129

Room cut-off Sunday October 12th  
(but often sell out early, so don't wait)

*Need more information?*  
*Visit [www.CalSNA.org](http://www.CalSNA.org)*



# SAVE TIME FOR PRE-CONFERENCE SESSIONS

BY JUDI REYNOLDS, AREA SUPERVISOR, NUTRITION SERVICES, ESCONDIDO UNION SD

**E**ach year you have the opportunity to expand your skills and knowledge through special Pre-Conference Sessions. We have two excellent choices for you this year. You won't want to miss what we have lined up!

## NFSMI TRAINING

Thursday, November 5, 2015 - 8:00 AM - 5:00 PM

On Thursday, November 5, 2015 the Foundations for Training Excellence will hold an all-day seminar from 8 a.m. to 5 p.m. This session is part of an ongoing effort to develop and support a national network of trainers by NFSMI. The ultimate goal of all NFSMI training is the continuous improvement of child nutrition programs. The intended audience of this seminar is anyone who wishes to become a more effective trainer and will assist you in assessing the current level of skill you already possess and to encourage further professional development. It will also give you tools and resources you can take back to your workplaces to use immediately.

Topics to be covered will be:

- Identify personal strengths and gaps in training skills
- Apply the principals of adult learners and types of intelligences to effective training in school nutrition programs
- Utilize a variety of NFSMI tools, tips and resources to improve the effectiveness of training techniques in
  - Planning training sessions
  - Choosing ice breakers and other activities
  - Delivering instructional materials
  - Managing group interactions

## CDE STATE DAY

Thursday, November 5, 2015 - 8:30 AM - 5:00 PM



California Department of  
**EDUCATION**

The second session being offered that day is "Eat Well and Prosper: Boldly Serving Healthy Meals." You are cordially invited to join the Nutrition Services Division Procurement and Successful FRESHMeals Teams for a training voyage. We will safely navigate you through the fundamental components of procurement, overall contract, and the role of State and Federal laws and regulations. You will then beam up best practices in school meals, providing opportunities to hear, learn, and share successful strategies that support increased meal participating, recipe development, and menu planning. Come and join us for this exploration into procurement and menu development.

We look forward to seeing you there!

# 2015 CSNA EDUCATIONAL SESSIONS

	A	B	C	D	E	F	G
	Fri 8 - 9	Fri 9:15 - 10:15	Sat 8:45 - 9:45	Sat 1:30 - 2:30	Sat 2:45 - 3:45	Sun 8- 9	9:15-10:15
1	Public Policy & Legislation - How to get involved and make a difference	Technology in School Nutrition	Regional Indexing	Preparing for March Madness	How to Communicate with Confidence	How to Present Yourself During an Interview	Connecting with your Team
	Ralph Peschek	Clint Lara	Barry Sackin	Matt Upton	Matt Upton	Matt Upton	Matt Upton
2	Perceptions of Child Nutrition Programs as Viewed By Students In A University Nutrition and Dietetics Program	School Meals: Getting the Word Out	Conscious Engagement: If Not You, Then Who?	Improving Meal Programs Through Student Food Shows	Outreach Toolkit - Best Practices for Marketing Your Program	Smarter Lunchrooms-Success Leads to Success	
	Joan Giampaoli	Melanie D. Petersen	Aric Bostick	Jamie Sanchez, RD	Linda Sweeney	Mary Ann Mills	
3	NAC		Marketing School Lunch in the Digital Age	Marketing Mix & Social Media	Marketing: The Science of Persuasion	Marketing School Lunch in the Digital Age	Improving Meal Programs Through Student Food Shows
			Herbie Smith	Anna Apoian	Lynette Rock	Herbie Smith	Jamie Sanchez, RD
4	Full Steam Ahead/Healthy Cooking - Go Green & Save Big!	Let Forecasting be the solution	Cook-Chill & Packaging	Tips & Tricks to Keep Your Equipment Season Ready!	The Registered Dietitian and Chef	Secrets to Implementing or improving a Successful Grab-n-Go Program	Scratch Cooking--Easier Than You Think!
	Anne B. Gennings DTR, CDN	Deby Henry	Ted Kolstad, CFSP	Nicholas Butler	Meg Fuchs	Gayle Swain	Sally Spero, SNS
5	Food Wars: Traversing the Myths, Facts and Future of Healthy Eating in Schools	The Top Nutritious Food Trends of 2016: How to get them onto your menus	Food Justice, Social Justice, Education, and the School Meal Program - Part II	Red/Orange Is the New Black! Integrating Nutritional Tomato Products in to Your Menu!	Food Wars 2: Join the conversation on creating healthy students, healthy meals, healthy communities	Getting Elementary Students to Taste New Fruits & Vegetables	MMM Good: Marketing Meatless Meals
	Shannan Young, RDN, SNS	Leigh-Anne Anderson	Alexandra Emmott	Jodi M Batten, SNS	Shannan Young, RDN, SNS	Pamela Williams	Kristie Middleton
6	Food Safety: What You Need to Know!		Bloodborne Pathogens Training for Kitchens and Cafeterias	National School Breakfast Week 2016	Moving Your School District to Zero Waste	What's shaking - Creative Ways to Boost Flavor with Less Sodium	Food Psychology: why we eat more than we think
	Richard Bellman		Garth Majjala	Angela Haney	Debbi Dodson	Scott Soiseth	James Painter, PhD, RD
7	Serving Meals Year-round—Navigating the Child Nutrition Programs	Surviving Your Administrative Review	Community Eligibility Provision	Warp Speed Ahead: Implementing the Professional Standards—Discovery, Challenges and Successes	Local School Wellness Policy: It Takes a Village!	State Update	
	Joseph Cormack	Laurie Brackett	Chelsey Cooper	Mandeep Punia, MS, RD	Mike Danzik, MPH, RD	Sandip Kaur	
			House of Delegates 8:15 - 9:45				

## Key Area Color Code

Administration	Communication s & Marketing	Nutrition/ Nutrition Education	Operations	State Updates/ CDE Presentations
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# OFFICIAL 2015 CONFERENCE REGISTRATION FORM - ONTARIO

*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.  
**Eat Well and Prosper - The 63<sup>rd</sup> Annual Conference & Trade Show - November 5 - 8, 2015***

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

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

## REGISTRATION FEES

FULL CONFERENCE REGISTRANTS <i>(INCLUDES PRESIDENT'S PARTY &amp; REGIONAL AWARDS BREAKFAST)</i>				SINGLE DAY REGISTRANTS <i>(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)</i>			
EARLY DISCOUNT FEE    REGISTRATION FEE    AMOUNT				EARLY DISCOUNT FEE    REGISTRATION FEE    AMOUNT			
<i>If PAYMENT IS RECEIVED    (ON OR BEFORE 9/30/15)    (AFTER 9/30/15)</i>				<i>If PAYMENT IS RECEIVED    (ON OR BEFORE 9/30/15)    (AFTER 9/30/15)</i>			
<b>CSNA MEMBERS</b>				<b>CSNA MEMBERS</b>			
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	\$ _____
<b>NON-MEMBERS</b>				<b>NON-MEMBERS</b>			
DIRECTOR/SUPERVISOR*	\$399*	\$425*	\$ _____	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>(\$167 FOR DIRECTORS AND \$49 FOR MANAGERS AND \$44 FOR STAFF)</i>				<b>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)</b> PRESIDENT'S PARTY - SATURDAY, 11/7    \$ 65    \$ _____ REGIONAL BRUNCH - SUNDAY, 11/8    \$ 40    \$ _____			

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

### Pre-Conference Workshops Thursday November 5, 2015

CDE State Day - 8:30 am - 5 pm	\$35 members / \$35 non-members \$ _____
NFSMI Workshop - 8 am - 5 pm	\$35 members / \$50 non-members \$ _____
SNS Credentialling Exam - 12:30 pm - 5:00 pm ( \$210 SNA Members, \$305 Non-SNA Members - <b>Register Directly with SNA - www.SchoolNutrition.org</b> ) ( Check in by 12:30 pm - Program begins promptly at 1:00 pm )	



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

#### Pre-Conference Tour Thursday November 5, 2015

Local Tour - 9 am - 2 pm (meet by 8:45 am, bus leaves promptly at 9 am)	\$15 \$ _____
---	---------------



I would like to participate in the Fitness Fundraiser on Saturday, November 7, 2015 - 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, P.O. Box 11376, BURBANK, CA 91510 - 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 9/23/15. A \$25 CANCELLATION FEE WILL BE DEDUCTED.  
CHILDREN UNDER THE AGE OF 16 YEARS WILL NOT BE PERMITTED INTO THE EXHIBIT HALL. COLLEGE STUDENTS MUST BE REGISTERED BY AN INSTRUCTOR.  
FOR FURTHER INFORMATION ABOUT THIS CONFERENCE OR TO REGISTER ON-LINE, PLEASE VISIT [www.CALSNA.org](http://www.CALSNA.org)



# Attention Industry Members!

## Support Student Nutrition Advisory Councils (NAC)

# 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 6th, 2015

Location: Ontario Convention Center  
Ontario, CA

### *In addition, your sponsorship will also include:*

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

#### **Broker**

Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E Mail: \_\_\_\_\_

#### **Manufacturer**

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**

**PO Box 11376, Burbank, CA 91510 [jnichols@calsna.org](mailto:jnichols@calsna.org)**

**DEADLINE: PLEASE SUBMIT SPONSORSHIP FORMS BY OCTOBER 9TH, 2015**

#### **NAC Coordinators Contact Information:**

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*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.*



# 2015-2016 CSNA Nutrition Advisory Council (NAC) Charter Application

This Year's Theme is:

**"Eat Well & Prosper— Boldly Serving Healthy Meals"**

## Benefits of becoming an official CSNA-NAC Charter include:

- An Official 2015-2016 NAC Charter Certificate
- Eligibility for statewide NAC art contest
- Opportunities to share nutrition education materials, resources, and lessons
- NAC groups have the opportunity to attend CSNA— Annual Conference and taste test food items for school meals

---

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

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

School Address \_\_\_\_\_

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

# of Students \_\_\_\_\_ Grades \_\_\_\_\_

---

NAC Advisory Name \_\_\_\_\_ NAC Advisor Phone \_\_\_\_\_

NAC Advisor Title \_\_\_\_\_ NAC Advisor email \_\_\_\_\_

NAC Advisor Signature \_\_\_\_\_ CSNA NAC Charter Number \_\_\_\_\_

---

Cafeteria Manager/Partner \_\_\_\_\_ Manager Phone \_\_\_\_\_

Principal Name \_\_\_\_\_ Principal Phone \_\_\_\_\_

Please send completed form to:

NAC Co-Chair

Mina Choi

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(714) 378-2075 mchoi@hbcasd.us

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**CALIFORNIA  
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**CALIFORNIA  
SCHOOL NUTRITION  
ASSOCIATION**

# THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION STANDING COMMITTEES ~ 2015-2016

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on Facebook!



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www.CALSNA.org

Member type options: New, Renewal, Reinstatement

Member #

SUBSCRIPTION PLEASE PRINT OR TYPE

Name

Job Title

District

School

Work Address

City, State, Zip

Work Phone

Fax #

E-Mail Address

Home Address

City, State, Zip

Home Phone

Chapter #

2nd Chapter\* #

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

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

Send all mailings to my work address

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

- Exclude my home address
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- Employer pays dues: Yes No
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Subscription Categories (Please check one) Includes SNA, CSNA and Local Chapter Dues

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SUSTAINING MEMBER APPLICATION

Form fields for membership type: New, Renewal, Reinstatement

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Blank line for name of introducer

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Company

Address

City, State, Zip

Work Phone

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Signature and Date fields

Staple Business Card Here

DUES

Check the box of the supervisory chapter (s) you wish to join. You must join CSNA and at least one chapter.

- (Mandatory) CSNA
CENTRAL (CCSNA #10)
FAR NORTH (FNCSNA #20)
MOTHER LODGE #45
NORTHERN (NCSNA #02)
SOUTHERN (SCSNA #01)
\$100 Per Individual (Company memberships not available)
\$30
\$30
\$30
\$30
\$30

TOTAL \$ You must join CSNA and at least one chapter

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# LETTER OF INTENT



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

In accordance with the provisions of the Bylaws of the California School Nutrition Association (CSNA),  
I hereby indicate my intention of seeking election as:

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

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_  
Home Address \_\_\_\_\_  
Employed by (Name of School District) \_\_\_\_\_  
Chapter Name \_\_\_\_\_ Chapter Number \_\_\_\_\_  
Home Phone (\_\_\_\_\_) \_\_\_\_\_ Work Number (\_\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_ CSNA Number \_\_\_\_\_

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

LOCAL CHAPTER

STATE ASSOCIATION

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

EXECUTIVE BOARD MEETINGS ATTENDED:

STATE CONFERENCES ATTENDED:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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

## Qualifications:

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

Shall by the time of installation have been a member of the CSNA Board of Directors for two years in the preceding five year period and recommended to have served as a chapter president; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have attended at least two Board of Directors meetings, one House of Delegates and one Annual State Conference in the last five years; shall be familiar with CSNA Bylaws, Standing Rules, and Officer's Guide; shall have the ability to devote adequate time and resources to CSNA's activities; and shall have demonstrated ability of leadership.

annual state conference; shall be familiar with CSNA Bylaws, Standing Rules and Officers Guides; shall have the ability to devote adequate time and resources to CSNA activities; and shall have demonstrated ability of leadership.

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

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

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

Shall by the time of installation have been a member of the CSNA Board of Directors for one year in the preceding three year period; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have attended at least two Board of Directors meetings, one House of Delegates and one Annual State Conference; shall be familiar with CSNA Bylaws, Standing rules, and Officers Guide; shall have the ability to devote adequate time and resources to CSNA activities; and demonstrate ability of leadership.

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

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

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

Shall by the time of installation have been a member of the CSNA Board of Directors or a chapter president for one year in the preceding five years; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have attended at least two Board meetings and one

**THIS LETTER MUST BE RECEIVED NO LATER THAN MIDNIGHT JANUARY 15, 2016**

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

**PO Box 11376, Burbank, CA 91510 • FAX (818)843-7423**



# CULTURAL EXCHANGE

April 1 to April 17 2016

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Petra

Masada

Mt. Sinai

Dead Sea

Chocolate class

Sea of Galilee

School Visit

Cooking School



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Price includes: Airfare, lodging, all admissions, transportation, most breakfasts and dinners. \*Per person double occupancy

**For More Information Contact:**

Tony Roberts

Office Phone: 714-879-3246

Cell Phone: 714-272-7929

Email: [Tonybagelman@cs.com](mailto:Tonybagelman@cs.com)

**2017 Cultural Exchange**

**South East Asia**

**Date: March 24, 2017**



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# WHAT'S COOKING WITH CHEF JIM

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**H**ave you heard about the Chefs Move to School program? From what I read everything works perfectly. The chef comes in, works some culinary magic and a lovely dish is sitting on the Food Service Director's desk before he or she can finish their morning cup of coffee. And it always meets the regulations and uses commodities, too.

It seems so much more complicated here in my home district of Lakeside Union SD. Chef Jim and I wrestle with the issues, argue ideas back and forth and test, test and test again. We just completed working on many new recipes for our fall menus and here's a behind-the-scenes look at a few of them.

**Chicken Chipotle Sandwich** I hate to say this but I often think of the name of a dish first and try to come up with a recipe to fit it. Chef Jim and I were tossing around ideas for the spicy dishes our middle-schoolers love and came up with this name. We had to decide if it would be a hot sandwich or a cold sandwiches. Well, we needed some more cold sandwiches on our menu so we chose cold. Now we had to decide which kind of chicken we would use (commodity obviously!) We decided to test it with both chicken fajita meat and diced chicken. Then there were the chipotles. We didn't want to use a #10 can of them because our final batch would be small. So Chef Jim made a run to the grocery for chipotle chili powder.

We made our first batch with chicken fajita meat. The meat didn't taste very good cold so we moved on to diced chicken. Chef Jim started with just our Dijon base dressing, chili powder and garlic. It had no flavor. He added some more chili powder. Still no flavor. Maybe we should add some cumin and oregano? That helped. He had some feta cheese lying around so we threw that in. About this time we noticed it didn't look very appealing. Chef Jim chopped up some cilantro and green onions and mixed it in. It really looked nice now but something seemed to be still be missing. What was it? Suddenly Chef Jim said he knew how to fix it and came back with the now-perfect batch. The magic was a small bit of acid in hot sauce that unlocked the flavors.

*Yield: 48 Sandwiches—2 MMA, 2 G*

*9.5 oz. Dijon Base Dressing (Dijon Base: 1 lb. Lite mayo, 1 oz. Dijon mustard, 2 oz. roasted garlic)*

*½ tsp. Chipotle chili powder*

*1 tsp. Ground cumin*

*1/8 tsp. Oregano leaves*

*2 oz. Feta Cheese*

*1 Tbsp. Chopped green onions*

*1 Tbsp. Chopped cilantro*

*½ tsp. Hot sauce*

*6 lb. Diced chicken*

*48 Sub buns*

*Combine all dressing ingredients. Mix with diced chicken. Portion #12 scoop onto sub bun.*

*Continued on Page 62*

**Citrus Dressing** I read a lot of magazines and came across a recipe for “E-Z” salad dressing using basically just honey and orange juice. I thought this would be a great idea and Chef Jim worked up a batch. It tasted like, well, orange juice with honey mixed in it. I thought we should throw it out but Chef Jim wanted to see what he could do. About an hour later he came back with this tasty version.

*Yield: 64 1-Tbsp. Servings*  
*1 tsp. Salt*  
*2 cups Water*  
*1 oz. Shredded carrots*  
*1 oz. Diced onions*  
*2 oz. Roasted garlic*

*1 Tbsp. Orange marmalade*  
*¼ Tsp. Ground white pepper*  
*½ cup Cider vinegar*  
*3 oz. Orange juice concentrate*  
*1 tsp., Dijon mustard*  
*1 ½ cups Oil*

*Combine water, salt, carrots, onion, garlic, cornstarch, orange marmalade and white pepper in a sauce pan. Heat to just boiling until the mixture thickens. Combine with vinegar, orange juice concentrate and Dijon mustard. Beat in oil until dressing is formed.*

**Chicken Tortilla Soup** This is a classic but usually the soup is very thin and we really needed 2 meat servings and 2 grain servings. We started working on ideas together and got into a looonngg and technical discussion about how to count the corn tortillas. Was a 6-inch tortilla the same as a 1-oz. tortilla? We had to put them on the scales to decide. Wasn't there some weird rule about lime in tortillas? We to stop and look it up and research the label. Sorry Chef Jim, but I have to tell them that we then spent about 30 frustrating minutes as I labored to explain the different between serving size and creditable grain size using a series of increasingly weird examples (suppose you had a flourless chocolate cake but you put 16 grams of flour in the icing, etc.) Finally all was clarified.

At last the soup was on and it smelled delicious. It looked perfect. It tasted divine. Chef Jim did a yield on the test batch and oh no! To meet 2 meats and 2 grains the serving was too big to fit in the 12-oz. bowl we use! In the end, we decided to count it as 1.5 meat servings and 1.5 grain servings supplemented with a bit of cheese on top of soup and some crackers on the side.

*Yield: 125 8-oz. Servings—1.5 MMA, 1.5 G*  
*2 ½ lb. Diced onions*  
*10 oz. Diced carrots*  
*10 oz. Diced celery*  
*10 oz. Minced garlic*  
*1 ¼ cup Oil*  
*12 ½ lb. Corn tortillas, torn*

*2 ½ c. Tomato paste*  
*5 cups Diced green chilis*  
*10 Tbsp. Ground cumin*  
*10 Tbsp. Chili powder*  
*7 ½ gallons Water*  
*10 oz. Chicken base*  
*12 ½ lb. Diced chicken*

*Heat oil and sauté onions, carrots, celery and garlic until softened. Add tortillas, chili powder, green chilis and tomato paste and sauté until fragrant. Add water, chicken base and chicken. Heat to boiling, reduce heat and simmer until thickened and chicken reaches an internal minimum temperature of 165 degrees.*



# HAVING A HEART OF SERVICE

PP&L REPORT

BY RALPH PESCHEK, SNS, CSNA PP&L CHAIR



**I** know this is not what you expect the tag line to be on the Public Policy and Legislative (PP&L) update. But please indulge me for a minute or two.

We are all in the service industry in one capacity or another. And when I say service industry, that means all of us. I'm talking about every single one of you who works with clients, customers, students, parents, administrators, or guests on one level or another. I'm talking about the server, the cook, the driver, the supervisor, the director, and every one of us who helps our students each day.

It is our job to ensure that our students receive the very best care and attention. Even a web designer, who may sit alone at a computer all day, still must provide excellent service to her clients by creating a website that meets the needs of the parents, students, educators, nurses, and community.

Likewise, a salesperson cannot simply present the merits of his product, and move on, expecting a sale. He must develop a rapport with his potential clients. How does he do this? By listening, asking questions, and being completely present. These are exactly the same qualities that good service is built on.

If you think about it, we're all involved in service everyday, regardless of whether or not we're paid to serve. When we hold open a door for a parent pushing a stroller, when we help a stranger pick up something they've dropped, we're serving others.

But it takes a special quality to serve children. It is a noble task. It is a difficult task. We don't seek the limelight. Our rewards are measured by a different scale. Our joy comes from knowing we serve the child who needs us. Our joy comes from the smile, the thank you, the hug, and the empty tray. For us, it is the only choice our heart, our service heart could make.

The most important concept I can communicate to you is that your choice to serve others is just that: a choice. When you acknowledge the strength of your service heart you can begin to seriously grow as a service professional.

So now, I'm going to call on you and your service heart to serve a little more. Invest a little more of your precious time. Continue to strive for the best for our children.

*Continued on Page 64*



To paraphrase Uncle Sam who so famously said, “I WANT you!... I need You!” But more importantly, our children need YOU!

This year we will have many legislative challenges ahead of us. And we all need to work towards legislation and policies that allow us to serve our customers, our children, in the best way possible.

Please consider getting more involved in PP&L. Be informed and share your opinions when asked.

If you have never attended the Legislative Action Conference in Sacramento or Washington, D.C., consider it this year. Talk to your peers who have attended and ask them why they go and the rewards they receive not in praise, but in service for our children.

You’ll find the dates contained in this edition of Poppy Seeds. And if you have questions, I encourage you to talk to your chapter leadership or reach out to me directly. I am happy to talk to any one of you about it.



Thank you for indulging me and my service heart.

On behalf of the PP&L Committee, we hope you have a great school year. And we look forward to seeing you in Sacramento and Washington, DC.

**CSNA LAC - Sacramento  
January 24-26, 2016**



**SNA LAC - Washington, D.C.  
February 28 - March 2, 2016**



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# SLICING FRUIT CAN ENCOURAGE KIDS TO EAT MORE FRUIT



*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!*

**A** study from Cornell University's Food and Brand Lab shows that slicing fruit for students in elementary schools can increase fruit sales by 71%! According to interviews conducted with students, there are two main reasons that students prefer cut fruit: 1) Braces and missing teeth make it difficult to bite into whole fruits. 2) Older girls reported that it was unattractive to bite into whole fruit. Cutting fruit not only increases sales but also increases consumption and decreases waste. The study found that the number of students who ate over half of their pre-sliced apple increased by 73%. This finding is key because after all, kids actually have to eat the fruit to get the nutritional benefits. Try this tip at home, in the classroom, and in the lunchroom to increase fruit consumption among students!



For more information about this study and for more tips on getting kids to eat healthy foods visit [extension.org/healthy\\_food\\_choices\\_in\\_schools](http://extension.org/healthy_food_choices_in_schools)





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**October 2015**

22 SoCal SNA Fundraiser - Magical Mystery Tour



#01

**November 2015**

5-8 **CSNA 63rd Annual Conference - Ontario, CA**

**CSNA**

20 SoCal SNA Chapter Meeting

#01

**December 2015**

03 Central Cal SNA Fundraiser

#10

11 Mother Lode SNA Chapter Meeting

#45

**January 2016**

14 NorCal SNA Chapter Meeting

#02

15 SoCal SNA Chapter Meeting

#01

24-26 **CSNA Legislative Action Conference (LAC) - Sacramento, CA**

**CSNA**

**February 2016**

4 Central Cal SNA Chapter Meeting

#10

5 Mother Lode SNA Chapter Meeting

#45

28-3/2/16 **SNA Legislative Action Conference (LAC) - Washington, DC**

**SNA**

**March 2016**

11 SoCal SNA Chapter Meeting

#01

15 NorCal SNA Chapter Meeting

#02

17 Central Cal SNA Chapter Meeting

#10

19 **CSNA Board of Directors Meeting, SoCal**

**CSNA**

**April 2016**

8 Mother Lode SNA Chapter Meeting

#45

**May 2016**

6 Mother Lode SNA Fundraiser

#45

07 **CSNA Leadership**

**CSNA**

13 SoCal SNA Installation

#01

15-17 **CSNA Industry & Child Nutrition Summit, Palm Springs, CA**

**CSNA**

19 Central Cal SNA Installation

#10

24 NorCal SNA Installation

#02

**July 2016**

09-13 **SNA 70th Annual National Conference - San Antonio, Texas**

**SNA**

**November 2016**

10-14 **CSNA 64th Annual Conference - Anaheim, CA**

**CSNA**

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



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