

SPRING 2015

POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



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PRESIDENT'S MESSAGE

BY AGNES LALLY, M.S., CSNA PRESIDENT

"Talent wins games. But teamwork and intelligence wins championships" ~ Michael Jordan

As this issue reaches you, our members have already charged the capitol hills in both Sacramento and Washington DC. For the first time, scholarships were made available to members to attend the Legislative Action Conference (LAC) in Sacramento ~ Thanks to the work of the committee under John Chavolla, our Scholarships and Award Chair. We are thrilled to have so many first timers attending both LAC events. Some of the "big asks" at the Federal level with the Child Nutrition reauthorization are "flexibility," regional indexing and 10 cents for breakfast commodities. With the tremendous leadership, under Barry Sackin, our Federal Advisor led us to very exciting conversations regarding piloting the program of regional indexing. A few legislators have shown interest in starting this process. This has been in the making for many years including the GAO studies. With these goals in mind, staying the course, we have won many victories and we are on our way to winning our next championship. Speaking as one voice to ensure legislators know we are the experts in addressing the needs, health and well-being of our children. What a team of champions we have!

Our Marketing Committee under the leadership of Vivien Watts, has done a tremendous

job. They have fulfilled our second vision for this year. Many volunteers have spent endless hours in promoting our program at the California School Board Association (CSBA); California Association School Business Official (CASBO); Parent Teacher Association (PTA); Childhood Obesity Conference; California Dietetic Association. Most exciting, a film is in the making about our school meal program to promote what it takes to make a meal, and continue to show how great our meals look, feel and taste. A big thank you to all of our nutrition heros working hard every day, making and providing Smart Meals. Keep up the great work!!!



We have many new members joining the team and our membership retention remains high. Many thanks to our Membership Chair, La Shaw Bray, Regional Coordinators and membership Chairs from all chapters. This is one of our visions and an essential one. It is important to continue growing and recruiting fu-



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ture leaders, pay it forward and mentor each other.

Many hours have been spent updating the association By-Laws and Standing Rules. A big kudos to Kim Ekholm and her committee for reviewing all the regulations to ensure we stay the course, abiding to all rules. This document governs our association and is critical to our success.

Another big thank you to Sandip Kaur from California Department of Education (CDE) and her team for their continued commitment in partnership with our association; providing resources and continued support to our members. Janine Nichols, our Executive Director, and her staff from Executive Management Associate (EMA) who work endless hours to manage our day-to-day business, conferences, exhibits, special events, and act as advisors to our executive team and Board of Directors. They take calls, problem solve and provide resources into the wee hours.

It has been an amazing ride with all of you and a successful year. What a pleasure it has been for me to work with so many talented, passionate and caring individuals. It has been great reconnecting and making new friends; mostly, learning from all of you. Thank you for riding the waves with me.



It has been an honor to serve as your State President. Continue to play hard and win as many championship games you can as we welcome our new President, Dena England, with “Eat Well and Prosper” in boldly serving healthy meals.



SAVE THE DATE! May 3-5, 2015

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See Page 43 for more details!

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MEMBERSHIP NEWS

BY LASHAWN BRAY, CSNA MEMBERSHIP CHAIR

Golden Pillars Go Digital 2014-2015



Okay Golden Pillar Contestants, we are going digital! This years' conference theme is "Hi-Tech" and we want to try something new. Take pictures, upload meeting flyers, agendas, and all your pillar accomplishments onto a zip drive and display them at conference this year in a digital photo frame.

More details and a sample will be available at future meetings.



Chapter Presidents, any questions, feel free to contact your Regional Coordinator or LaShawn Bray, your Membership Director. We are here to help & make this a fun & exciting year. Thank you!

LaShawn Bray lashawn_bray@upland.k12.ca.us



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CONTRIBUTED BY LESHAWN BRAY, OPERATIONS MANAGER, UPLAND UNIFIED SCHOOL DISTRICT

Our Director of Nutrition Services, Jamie Phillips



and his staff have been developing some very creative ways to introduce and encourage students to try new things and give their input for menu ideas.



Taste Test at Baldy View Elementary



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Farm to School, Meatless Mondays, elementary school gardens, taste tests and even online surveys, Upland Unified is always trying something fun and new.

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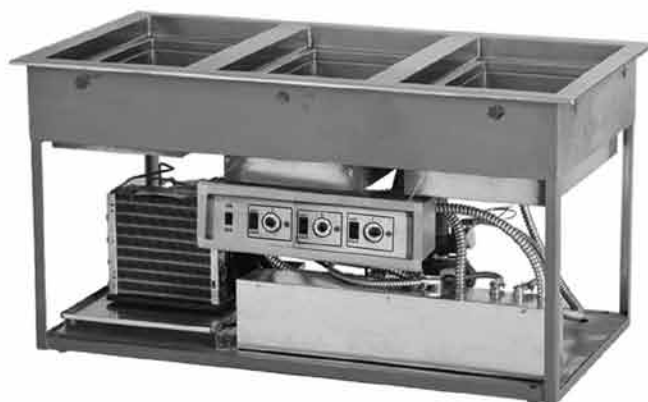
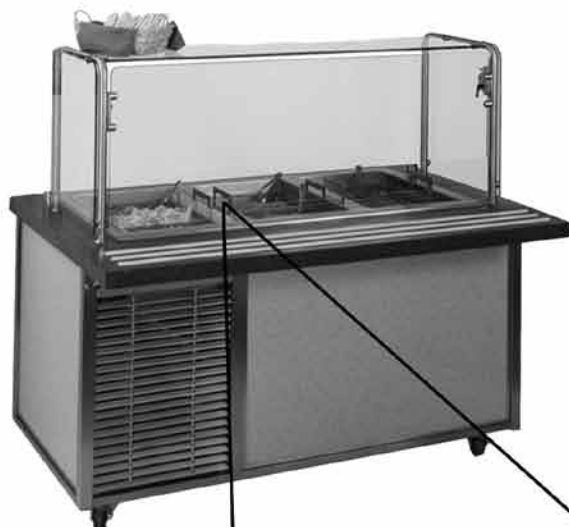
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EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



By the time you are reading this article, it will be somewhere around April 15 and if it's like every other year, I will be mad about my taxes.

I'll probably have found out from Uncle Sam that despite my latest attempt at juggling my withholding, he just can't seem to make it without some more funds. Not wanting to be left out, no doubt Uncle Jerry has also demanded another check from the Spero family. And in my worst public relations decision EVER, my property taxes are due on April 15, too. Just look at this paystub! Do they think I'm made of money?

Now would be a good time to fume about the sales tax (they took away that Amazon "freebie" last year!) and the gasoline tax (don't tell me because I don't want to know) and the annual tax on my car (which I already paid sales tax on when I bought it, as well as tax on the gasoline that is in it) and...and...and... ALL that other stuff that they tax.....

Well, despite every politician's promises since the beginning of time, it's not likely that any of this is going away, so I should probably move on a bit. I've turned over a sizable chunk of my money to the government, so what are my expectations now?

I think the first thing is that I would like them to spend it wisely. I want good value for my dollar and I don't want it wasted. I'd like to be clear about what it's being spent on and to feel that it is doing some good.

I'd like accountability and to know that someone is watching and keeping track of it all and fixing it if things go wrong. I'd like to feel that it is something I'd support even if I didn't have to pay taxes on it.

Hmmm, as a school food service professional, I might have to do a double-take here as I realize my tax money is being spent on the school program in my school district. If I want to live up to my own goals, I have to be sure to watch the funds I am entrusted with and work to always get the best deal. I'd better be sure that people know that our meals are good meals, nutritious for the students, and not full of empty calories and low-quality stuff. After all, I want children to be fed everywhere all over the world, as nothing tears me up worse than seeing photos of thin, hungry kids.

And when I fuss about all of the rules and regulations and funds and auditors, I would do well to remember who I'm being accountable to. I guess it's me!

Sally Spero, SNS
Poppy Seeds Editor

California School Nutrition Association
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CHAPTER 15 TOURS

SYSKO DISTRIBUTION CENTER

BY EMILY CENA, PHD, RD, NUTRITION SPECIALIST,
POWAY USD, FOOD AND NUTRITION DEPARTMENT



Thirty San Diego Area members of Chapter 15 braved the rare rainfall to gather for our second meeting of the school year on December 3, 2014. In response to our recent member interest poll, this meeting addressed two of the most commonly requested topics of interest: an industry tour and guest speakers. We started with a thorough tour of the Sysco Distribution Center, which supplies food to several of our member districts. We “oohed” and “awed” at the high-tech robot that sorts their canned goods, huddled together through the freezer, and gazed enviously at the enormous storage capacity. It was an excellent opportunity for members to gain perspective on the scale of business done by Sysco San Diego.

Immediately following our tour, we were fortunate to have two guest speakers from the San Diego County Department of Environmental Health give a presentation about common mistakes encountered during health inspections, and how to prevent them. We always have room to learn something new and the members in attendance took advantage of this opportunity to clarify specific issues and better understand health code requirements.

We closed the afternoon with the business portion of our meeting. Topics included a summary of our recent sheet pan sale fundraiser, overview of the SNA STEPS Challenge program, an update from Region 8 Coordinator Trieste Chiquete regarding progress in neighboring San Diego chapters, plans for future meetings, and raffle prizes. Many thanks to all the members who participated, to our guest speakers, and to our gracious host, Sysco San Diego Distribution Center. It was an entertaining and educational afternoon.



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CALIFORNIA SCHOOL NUTRITION ASSOCIATION HEADQUARTERS

PO Box 11376
Burbank, CA 91510
(818) 842-3040 Fax: (818) 843-7423
www.CALSNA.org

PUBLISHER Jon Nichols

EDITOR
Sally Spero, SNS
California School Nutrition Association
PO Box 11376
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(858) 627-7306
Editor@calsna.org

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SAFETY IN EDUCATION AND MEETING OUR GOALS, TOO!

BY MARY SIMONS, ACCOUNT TECHNICIAN, RCSD FOOD & NUTRITION SERVICES

Everyone needs a reminder once in a while to stay aware and be safe. That's why Rock 'n Rose Chapter #32 hosted a self-defense class as the program portion of our January meeting. Members practiced in a real scenario with MMA fighter/ trainer Jaime Hants at Kaia F.I.T. Roseville. They learned and practiced defensive moves and earned 1.5 hours of CEU's as well!

Rock 'n Rose opened nominations for chapter leadership positions with the election to be held at our next meeting. Also, at that meeting, a representative from the Placer County Environmental Health Department will give a presentation about food safety in the kitchens. Are you sensing a theme for our meetings this year?

The CSNA Legislative Action Conference took place in January, and a couple of members (including me) were fortunate to be able to attend for the first time. The conference was excellent and very informative. It reinforced how important it is that CSNA has a voice regarding legislation that affect our meal programs. Rock 'n Rose continues to work to complete the goals of the 2014-15 Golden Pillars and hopes to repeat our success of last year, when we earned the Gold Award at the CSNA Annual Conference in Sacramento! All members who went to conference had a great time and are looking forward to the next conference in Ontario.



REGION 8 GOES TO THE PARADE

BY JUDI REYNOLDS



CSNA Region 8, comprised of three San Diego area chapters, is proud to report that 34 members participated in the annual Escondido Jaycees Christmas Parade in December. Despite a long wait before the parade began, we had a ton of fun!

We shared a lot of laughs and a round of dancing before the parade started. Members carried our brand new CNSA banner, designed by Kelly Bowman of San Marcos Unified School District. “B Rock Ol,” the nutrition mascot for Escondido Union School District, rode in the parade bringing smiles to all, with many of our members and their children dressed as various fruits and vegetables. We walked and jogged along the route, giving high fives to folks along the way, asking children about their favorite vegetables, and reminding people to eat “5 a Day.” Along with walkers, we had a bicyclist, a Papillon-mix puppy named Lola, and a hip-hop dancer showing off his moves along the route. We kept the crowd entertained while spreading the word about the California School Nutrition Association.

It was great having the chapters together, sharing our mission with the community. Many members are already planning next year’s parade to be bigger and better!

PALM SPRINGS USD WELCOMES USDA UNDER SECRETARY

BY MONICA ORTA, CSNA CHAPTER 11 PRESIDENT

In October 2014, Kevin Concannon, USDA Under Secretary for Food, Nutrition & Consumer Services and Sandip Kaur, Director, California Department of Education, Nutrition Services visited three school districts in Southern California that have implemented successful federal incentive nutrition programs and are identified as leaders in feeding the hungry.

The team, including several Palm Springs USD Board Members, viewed the District's new Central Kitchen to observe the assembling and packaging of meals for our supper program. This program was initiated by the federal government nearly five years ago. Many companies are rushing to get on board to sell pre-packaged meals for this purpose, but we find it easy and worthwhile to package these meals ourselves. Due to our ability to quickly increase production when the need arises, and since we are able to make such a variety of tasty meals for our students and community, our support program feeds roughly 70,000 hungry mouths per month.

Because Desert Hot Springs High School serves so many supper meals, we open the serving lines after school to feed the students. The Under Secretary, his entourage and the local press continued their visit to this school site to see the program in action. He observed the line of appreciative students eagerly picking up a meal. This site alone serves 300 or more supper meals daily, which is markedly higher than many other supper programs. Many of the participating students are involved in sports or activities immediately after school ends for the day. It is a long time between lunch time and when they get home to eat. Our supper program gives them the nutrition they need to continue their day. Many students in our communities are not able to receive an evening meal at home or one that is as nutritious as what we offer them.

Not only is this program well-received by many of our school principals, it creates another means of profitability to our department. We already have the staff in place, we just keep some of them there a little longer each day and increase our food order. Everyone is a winner!



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NATIONAL SCHOOL BREAKFAST WEEK 2015

“MAKE THE GRADE WITH SCHOOL BREAKFAST”

BY MONICA ORTA, CSNA CHAPTER 11 PRESIDENT

Palm Springs Unified School District celebrated National School Breakfast Week, March 2-6, 2015 in a big way! The five-day celebration targets to increase awareness of the School Breakfast Program among students, parents and the community. PSUSD promoted School Breakfast with new menu items, cafeteria decorations and activities all week. In addition, principals and local officials were invited to participate in serving meals. Local media was also on hand to capture the festivities. This week's celebration began on the birthday of Dr. Seuss, but no Green Eggs and Ham are served in our schools. New breakfast entrees include Ooey Gooey Cinnamon Rolls, Maple-Bursting Mini Pancakes, a Beef Chorizo Burrito and more. The district also had never before offered local produce that will be available to students.



The 2015 National School Breakfast Week theme, “Make the Grade with School Breakfast” reminds everyone in the school community- parents, students, administrators- that a healthy school breakfast sets students up for a day of learning and academic success. Many studies indicate that students who eat breakfast tend to perform better in school. Reasons for the academic success may be linked to better memory, grades, test scores, school attendance, mood and psychosocial behavior. Palm Springs Unified School District seeks to encourage 100 percent PSUSD student participation in the program with a healthy school breakfast every school day.

Every school day, the School Breakfast Program offers students a healthy meal. “The morning meal fuels the entire body, including muscles and the brain. It prepares students for learning and physical activity,” said Jennifer Mattocks, Nutrition Services Wellness Coordinator. “Our breakfast may look and taste too delicious to be healthy, but in fact all breakfast meals contain whole grains. Even our Ooey Gooey cinnamon rolls are packed with Vitamin A, Calcium and B vitamins. Fruit and milk are also available every morning. Parents can rely on a nutritious breakfast for their students every morning at Palm Springs Unified School District”. The district also provides an adequate selection of cold and other favorite nutritious breakfast entrees.



“Make the Grade with School Breakfast” was created by the School Nutrition Association with support from Kellogg's Foodservice. National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program (SBP) to all children and to promote the links between eating a good breakfast, academic achievement, and healthy lifestyles.

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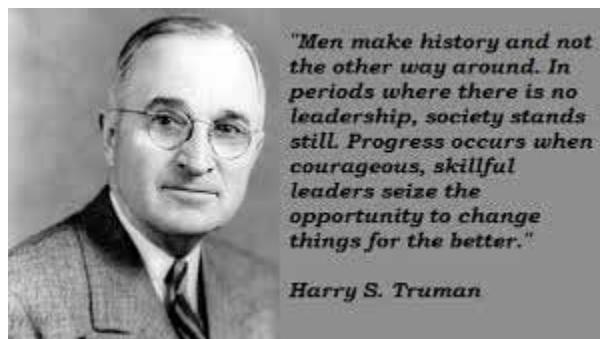
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PUBLIC POLICY, LEGISLATION & YOU

BY JENNIFER LEBARRE, CSNA PP&L CHAIR



While I would add the words “and women,” this quote really speaks to me about the work we do every day to make the lives of our students better. Part of that work is staying involved in the public policy and legislation that affects how we provide services to our students.

CSNA’s Legislative Action Conference came to a close on January 27, 2015. We started the conference Sunday conversing with our members about the importance of staying active with legislation and other organizations such as the California Association of School Business Officials (CASBO). Monday was another great day hearing about what we should expect this year with several new legislators now in office and from our partner organizations including the Association of California School Administrators (ACSA), the California Association of School Business Officials (CASBO) and the California Food Policy Advocates (CFPA). We ended the day with time in the Capitol Building. Attendees heard from newly-elected Assembly Member Patrick O’Donnell, Chair of the Assembly Education Committee. He is a former teacher who brought a great perspective to our work. Rick Simpson, Deputy Chief of Staff for Assembly Speaker Toni Atkins and Darcel Nicole Sanders, staff to Senator Carol Liu, Chair of the Senate Education Committee, also came by to speak with us. Finally we had a lovely conversation with California Department of Food and Agriculture Secretary Karen Ross. She is such a fan of our work.

We ended the conference with visits to our legislators to talk about our Issue Paper. CSNA’s issues for 2015

are:

1. Changes to the State Meal Reimbursement Allocation procedures to more accurately reflect current funding needed
2. Adequate Time to Eat
3. Nutrition Education
4. Support of the Local Control Funding Formula

Our Leadership Team (President Agnes Lally, President-Elect Dena England, Vice President Bruce Hall, PP & L Co-Chair Ralph Peschek, Executive Director Janine Nichols and I met with staff from the Assembly and Senate Human Services Committees, Assembly Health Committee Chair Rob Bonta’s office, and the Deputy Legislative Director for Governor Brown. We were also welcomed to the Assembly Floor by Annabel Snider, Legislative Director for Assembly Member Jimmy Gomez, Chair of the Assembly Appropriations Committee. Everyone was happy to hear from us and several took quite an interest in our topics, including the reimbursement issue. It is going to be a busy legislative year!

2015 is a big year at the federal level as well. Child Nutrition Reauthorization is right around the corner. CSNA has been working on our Federal Issue Paper, and is in our website at www.CalSNA.org. SNA has published their paper and it includes.

1. Increase the per-meal reimbursement for school breakfast and lunch by 35 cents to ensure School Food Authorities (SFAs) can afford to meet federal requirements.



From Left to Right

CSNA PP&L Chair , Jennifer LeBarre,
President Agnes Lally,
CSNA PP&L Co-Chair Ralph Peschek,
President-Elect Dena England,
Vice President Bruce Hall,
Executive Officer Janine Nichols

2. Maintain the Target 1 sodium level reductions and suspend implementation of further targets.
3. Grant individual SFAs the authority to decide whether students are required to take a fruit or vegetable as part of a reimbursable meal.
4. Restore the initial requirement that at least half of grains offered through school lunch and breakfast programs be whole-grain rich.
5. Allow all food items that are permitted to be served as part of a reimbursable meal to be sold at any time as an a la carte item.
6. Modify Section 205, Paid Lunch Equity of the Healthy, Hunger-Free Kids Act, by exempting SFAs that had a positive fund balance at the end of the previous school year.
7. Provide program simplification.

There is a lot of alignment with the draft CSNA Issue Paper PP&L has been working on. Please look for more information to come about CNR & State Legislative efforts. Please stay involved & in touch with PP & L Committee. Here are some final words of inspiration from our Co-Chair Ralph Peschek:

We are all agents of change. We are always managing the change that comes our way from our school board, Sacramento, Washington, D.C., and a list that goes on and on.

When the call came for people to sign up to go to DC, I was excited, and a little nervous. I hadn't been to

Washington, D.C. as an adult. And I certainly had never addressed a member of Congress. But I knew I needed to speak up and share.

And I learned a valuable lesson. The people in Congress are people, their aides are people, and I was an expert. They needed my knowledge, my experience, and my perspective to help them shape policy. And while I wasn't the "expert", I had something to share. And you do too!

So the message I shared with the amazing group of directors, managers, supervisors, and industry partners at LAC in Sacramento this year is the same one I have just shared with you.

Reach out and share with your local, state, and national representatives. Make yourself their "go-to" guy or gal. Know that these aren't moments in time when we visit Sacramento or Washington, D.C. Each call, each email, each letter represents a building block in a long term relationship, where you are establishing yourself as "The Expert in Child Nutrition" for your representatives and their teams. It may sound intimidating, but I'll bet you a coffee, 9 times out of 10, you'll be treated with a smile and walk away from the experience with a "thank you" and pride in your heart.

Keep up the great work you do for our students each day! And consider a trip to Sacramento or Washington, D.C next year for LAC.

FIRST-TIMER AT LAC

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



Thanks to a scholarship from CSNA and the support of my Director and the Escondido Union School District, I was able to attend my first LAC in Sacramento this year.

As a newbie to Capitol Hill, I was a bit apprehensive about the process, but fortunately there was a pre-conference, “first – timers” session. Here, the basics were explained in great detail. We were assured that we would be paired up with seasoned attendees and it didn’t take long before we were assured by those who had attended before that the visits were both easy and fun. The nerves were now calmed.

The remainder of the first two days were filled with explanations of the legislative process, what to expect from the legislative visit, updates on current issues, the importance of forming ongoing relationships with our local legislators and constant encouragement. We discussed our talking points and became very familiar with the issues. On Monday, we listened to people from various offices of the legislature. After an informative tour of the capital building we attended a reception at the capitol. There we had the opportunity to talk to senators and aides from several of the offices. It was a fun evening and a good preparation for the visits scheduled the following day.

Tuesday morning we teamed up and began making our visits, mine were all local to the San Diego area. Most of my visits included an experienced “LAC–er”. Efforts were made to schedule people who were constituents of the legislative office we visited. A lead was assigned to each team and we took a few minutes prior to each visit to decide who wanted to discuss each of the key points. The visits were easy, a bit like meeting an old friend you haven’t seen in a while. We were greeted warmly, and given adequate time to discuss our issues. One of our goals was to establish ourselves and CSNA as a resource when issues come up that relate to school nutrition, and the contacts we made were a great start to developing that relationship.

From attending previous CSNA events, I have learned to expect they will include 15 to 16 hour days filled with fun, passionate school nutrition lovers and LAC certainly lived up to my expectation. The event was both exciting and motivational. But now the challenge begins. As we return to the day-to-day challenges of the school nutrition business, we need to fit in thank you notes to those we visited and continue to carry on the process of developing a relationship with the legislators in our area. Yes, it’s another thing on a long list of to do’s that we face daily, but as we continue to strive for our place in strengthening the “whole child,” it is a vital avenue that we must pursue. I only hope that I can keep the motivation going, and am able to carve out that necessary time to continue the conversation with our local legislators.

My heartfelt thanks go out to my Director and my district for believing so strongly in what we do for our children; for CSNA for believing in me and providing the scholarship; and for all of the amazing, dedicated and passionate CSNA members who participated in this year’s LAC. It was an experience that I will never forget and I am looking forward to doing it again next year.

JOIN US AT INDUSTRY SEMINAR

BY PRESTON BELKNAP, CSNA INDUSTRY CHAIR

The Industry Seminar is a time for industry members and child nutrition leaders to collaborate on topics of mutual interest, with the goal of providing children with the nourishment they need to be successful in school and ultimately in society.

Will You Be Sharing YOUR Ideas???

The 2015 Industry Seminar is rapidly approaching and if you have not signed up yet, you need to. This conference is not just for industry members. Rather, it is for industry and child nutrition leaders alike. There is a unique and close working relationship between child nutrition and industry and this conference brings us all together to discuss how we can work together to help the students succeed.

This year's conference will be held at the Grand Californian Hotel at Disneyland in Anaheim on May 3-5 and the agenda is coming together very nicely. We are focusing on topics centered around customer service, and what better atmosphere than Disneyland – the experts at customer service - to help motivate us all.

Your industry members have been hard at work creating an agenda with interesting and timely topics including how to market the food service program and how best to manage both your time and the students' time in the lines. We'll also talk about legislative issues and how they affect our jobs as well as hear from some experts on the best practices in procurement and the whole RFP process. We even have some directors who will present how they have implemented great customer service in their districts.

This is a terrific opportunity for all of us to learn from our peers and improve operations in many areas. Don't miss out!! Register now! <http://www.calsna.org/events/industrySeminar2015.php>.



Disney's Grand Californian Hotel

Experience the grand majesty of
Disney's Grand Californian Hotel,
site of the 2015 CSNA Industry Seminar!

Disney's Grand Californian Hotel celebrates the grandeur of the great outdoors and is a striking, rustic setting that pays tribute to the stately Arts and Crafts movement of the early 20th century.



You will want to join us for CSNA Industry Seminar at the Disney's Grand Californian Hotel & Spa, 1600 S. Disneyland Drive, Anaheim, CA 92802.

This event is scheduled for May 3rd - 5th. The Disney's Grand Californian Hotel & Spa offers special amenities for our group, so plan on arriving early or staying late to take advantage of everything the property has to offer. Our Group Rate will be honored 3 days before and after the Industry Seminar, subject to availability.

The Industry Seminar Committee is hard at work planning the details of the event.
See the schedule below for complete details.

SUNDAY, MAY 3, 2015

12:00 PM Registration
1:00 PM **Welcome & Overview**
Housekeeping
Presidents Message
State Update - *You think you may have heard the latest, but there is more.*
Legislative Update - *Latest information on all things legislation*
Customer Relations Part 1 - *This creative presentation will outline the Do's and Don'ts when it comes to a quality working relationship between districts and vendors*
5:00 PM Adjourn
6:00 PM Reception
6:30 PM **Installation of Officers Dinner***
** Included in Industry Seminar Registration, but you can register for this as a stand alone dinner if you are not attending Industry Seminar.*

MONDAY, MAY 4, 2015

8:00 AM **Continental Breakfast**
9:00 AM **Time Management** - *Of your lines, that is. This informative presentation will focus on how best to speed up your lines. You'll also hear from other districts on how they maximize their time in determining what kids will like the most*

Open Forum - *Have a burning question that you might be too afraid to ask? This is your chance to anonymously ask that question and hear the real answers you need.*
Procurement and the Bid Process
- An in depth look at the process and what works best for districts and for vendors.

12:00PM Lunch
Ala Carte and the Crystal Ball
What the Future Holds - *With smart snacks, will ala carte stage a comeback? A panel of food service directors and vendors will share their thoughts on this important part of your revenue stream.*
2:00 PM **Customer Relations Part 2** - *Food Services has lots of customers to please and this informative presentation will leave you with ideas on what you should do and should not do.*

4:00 PM Adjourn
5:00 PM - 7:00 PM
Reception in Downtown Disney**
- Tortilla Joe's (included for School District Employees, Additional Fee for non-sponsoring Industry and Guests. Click link below)

**** Included for School District Employees, Additional Fee for Industry and Guests. Interested in sponsoring the Industry Party?**

TUESDAY, MAY 5, 2015

8:00 AM **Continental Breakfast**
9:00 AM **The Joy of Marketing your Food Services Program** - *Money to spend, but don't know where you can or cannot spend it? This session will help you think outside the box with new ideas for promoting your program.*
11:45 AM Adjourn



California School Nutrition Association

(818) 842-3040

www.CalSNA.org

Take care of the lodging details now!
Hotel Reservation Cut-Off date is Monday, April 13th!

Lodging at Disney's Grand Californian Hotel & Spa is \$189 per night, Single-Quad resort guestroom plus tax. Subject to availability, the rate will be honored 3 days pre/post conference. We negotiated with the hotel to waive the resort fee for our group, and we have negotiated a discounted self-parking rate of \$15 or valet parking rate of \$22 per day (for those coming in for the day or overnight.)

Reservations can be made by calling the Hotel Directly at: (714) 520-5005

See you in Anaheim!

2015 CSNA Industry Seminar Registration Form

May 3-5, 2015 at Disney's Grand Californian Hotel, Anaheim, California

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

Seminar Registration Fees

	After April 5	Total
Director/Supervisor <i>Includes Monday Night Reception</i>	\$445	_____
Non-CSNA Member Dir./Sup. <i>Includes Monday Night Reception</i>	\$495	_____
Industry Representative	\$495	_____
Non-CSNA Industry Representative	\$545	_____
GUEST <i>(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)</i>	\$325	_____

GUEST NAME _____

Monday Night Industry Reception Sponsorship** **\$700** _____
**(Includes 4 Tickets for your company use. Additional Tickets will be available at \$75 each)

Additional Tickets for Industry Reception - Monday, May 4, 2015 **\$75** x _____

Installation of Officers Dinner ONLY - Sunday, May 3, 2015 **\$100** x _____

** The Installation of Officers Dinner is Included in Industry Seminar Registration, but you can register for this as a stand alone dinner if you are not attending Industry Seminar. Please indicate the number of additional Dinners you will be purchasing above.*

TOTAL AMOUNT ENCLOSED _____

Credit Card Number _____ Exp Date _____

Billing Address _____

Billing Zip Code _____ V-Code _____

*V-Code is the 3 Digit Code on Back of Visa & MC
or the 4 Digit Code on the front of American Express cards*

Signature _____

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

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

Please send your completed Registration Form with Fee to:
CSNA Industry Seminar, P.O. Box 11376, Burbank, CA 91510

This registration is for Seminar ONLY! Please contact Hotel directly for Room Reservations.
Disney's Grand Californian Hotel & Spa, 1600 S. Disneyland Drive, Anaheim, CA 92802

Make Reservations online at www.disneyland.disney.go.com/hotels/grand-californian-hotel/
or call the Hotel at (714) 520-5005

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

SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER April 5, 2015

SNA INDUSTRY MEMBER OF THE YEAR STACY SAGOWITZ

BY TONY ROBERTS

California's own Stacy Sagowitz was selected by SNA as the 2014 Industry Member of the Year. This award honors a person working in the school food service industry who has demonstrated outstanding service and leadership. As the owner of School Nutrition Services, Stacy often serves as a resource to both Directors and Industry Members.

She works with companies to help them develop products to meet the ever-changing regulations. One of her unique resources is a class for Industry Members on the topic of "School Food Service Ethics." She is a great promoter of professional standards and of the SNS credential. By teaching classes that educate Industry Members, she has been able to produce 11 SNS-credentialed Industry Members.

Stacy has attended 33 consecutive Legislative Action Conferences in Washington DC. For a small business owner, this is a major expense of both time and finances. While the financial aspect is self-explanatory, running a business from three time zones away can be extremely difficult and often results in a West Coast person being "on the clock" from 8:00 a.m. to 8:00 p.m.

Stacy also promotes the importance of legislation at the local level. She served on the Southern California Legislative Fundraising Committee for six years. During her year as Chair, she raised \$60,000 for legislative purposes. In order to involve more people in the legislative process, Stacy started a program asking for small donations from the entire Southern California membership by "passing the hat" at the chapter meetings and asking everyone to contribute \$20 over a year's time. This was very successful and gave the members more ownership in the legislative program.

Stacy was also involved in the Commodity Re-Engineering program of 2000. She went to Washington DC to explain how the laws and regulations worked at the local level. Until her explanation, USDA had no idea how transactions in the commodity program actually took place. Her explanations allowed USDA to better design the new commodity program.

Lastly, Stacy is a big promoter of food safety. She has taught over 100 classes in food safety and sanitation, helping districts meet or exceed state health code standards. Her style of training works for all levels of staff, and provides enough education and information retention so that all employees can become ServSafe certified. From an operational aspect, Stacy has been innovative. She discovered that while everyone was consciously making the effort to monitor food temperatures with accurate thermometers, no one was concerning themselves with thermometer sanitation. She worked with SFS PAC to develop the first-ever thermometer sanitizing device to prevent the spread of pathogens from one product to another via thermometers.

Congratulations Stacy! We are proud of you!



ARLA PROVO HONORED

BY JARED ANDRESEN, PALM SPRINGS USD NUTRITION SERVICES

In November 2014 Arla Provo, a Nutrition Services Manager at Rancho Mirage High School (RMHS) in the Palm Springs Unified School District (PSUSD) became a recipient of the Champions of Excellence Award at the RMHS Helene Galen Performing Arts Center. Mrs. Provo is a former Chapter 11 President of the California School Nutrition Association. She has devoted nearly twenty years to the service of children in the PSUSD. What's more, she is a volunteer. She gives back to her community by serving adults and children alike.

The Champion of Excellence Award honors those who have made a significant contribution to the furtherance of excellence in education in PSUSD. Honorees have acted as mentors or role models for students and staff. They have proved themselves valuable leaders in their community and are recognized for going above and beyond the norm. Arla's core belief system is a pathway to her happiness. This foundation aided in her becoming the first classified employee to become a Champion of Excellence.

The 2013-2014 school year was the first year RMHS was open to students. Arla aided in creating a lunch plan to serve students at RMHS. In great part due to her efforts, RMHS was the only California school of more than six hundred to apply for the Healthier US School Challenge (HUSC) Gold Award of Distinction from the United States Department of Agriculture (USDA) in August 2014. In November 2014, RMHS's HUSC was approved by the California CDE and sent for Federal review.



Additionally, of all the high schools in the Palm Springs Unified School District, RMHS was the most cost effective when comparing labor hours to students served. As manager Arla helped a co-worker apply for and win the California School Nutrition Association's (CSNA) Employee of the Year Award for 2014. The employee is also going to the national convention of the School Nutrition Association in July of 2015 to compete for the Nation's SNA Employee of the Year.

Furthermore, Arla has taken part in the PSUSD's Lighten Up program, which is a staff weight loss competition, held in the Fall and Spring each year. Arla's team has won first and second place in this competition. During this time, Team Rattler (her team) combined has lost over one hundred and fifty pounds. Congratulations Arla, and thank you for your years of service to the students of the PSUSD and CSNA.

30 UNDER 30

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

Two CSNA members have been honored in the “30 Under 30” column in *Foodservice Director Magazine* this school year. This column highlights people under the age of 30 who are making their mark as valued members of the food service profession.



JESSICA KEENE, R.D.

In September 2014 Jessica Keene, R.D. was the subject of the column. The Menu Systems Dietitian at San Diego Unified School District in San Diego was honored for aligning 40 menus to meet the new USDA meal standards. Working closely with the district’s nursing staff, they provide special diets to over 500 students; develop training and implement a new computer system for production planning, ordering, inventory management, recipe development and nutritional analysis.

LEEZA LINDSAY, R.D.

In January 2015 Leeza Lindsay, R.D. was in the spotlight. The new Director of Nutrition Services at Torrance Unified School District has already had significant success in her work. Some of her accomplishments include chairing the district wellness committee and guiding it to create a new wellness policy, planning menus for the elementary school that balance nutrition and foods that appeal to student, and putting together a breakfast program that netted the department a profit of \$7,000.

Our future appears to be in wonderful hands!



GOING GREEN IN VISALIA CAFETERIAS

The future of our planet might be in better hands based on a recent new program in the Visalia schools.



Beginning in 2014, two elementary schools piloted a recycling program in which students separate their trash into three bins: refuse, recycling and green waste (which includes food waste.) Green waste is put into a separate dumpster and picked up three days a week by representatives of a local green waste recycling company. There, the waste is sorted and ultimately turned into compost. As part of the program, when the school needs compost for its garden it will receive compost for free, made from its own waste.

The pilot schools were able to reduce their trash pick-up from five days a week to just one. The district estimates that overall the program will save more than \$100,000.

The district plans to expand the program throughout the district. First all the elementary schools will begin and the middle schools and high schools will be added over time.

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BACK TO SCHOOL NIGHT

BY MICHELLE CURRY,
DIRECTOR OF FOOD AND NUTRITION,
SOUTH PASADENA SCHOOL DISTRICT

Note: Michelle only had two minutes to update the parents on her program during Back to School night. She wrote this poem for her presentation.



The parents are coming, please share about you

But keep it to two minutes, we have lots to do.

I am the Food Services Director hoping to make food kids will devour

At the high school we feed nearly 500 students in about a half hour.

Our staff is parents, and mothers and fathers and friends,

In the business of food the fun never ends.

New regulations continue to keep us on our toes,

More whole grains, less sugar, just ignore the student's woes.

So they can focus on their studies we are here to feed their brains

And fight the good fight in combatting weight gain.

"But I'm hungry" the students say, and "how much does this cost?"

Yes, some portions may seem small, but prices went up, due to our loss.

For families with financial need

You may be eligible to eat for less or even free.

Applications are at the office, and online.

You can turn one in at any time.

Please save your letters for test fee waivers.

You'll need them all year, for AP and SAT endeavors.

We have a website with info, and menus and such

You can prepay online, if you wouldn't mind too much?

Prepaying helps keep the lines moving fast,

Nothing slows down a line more than making change for cash.



Continued on page 31

I'm proud of our program, we do serve good food.
With lots of choices for a teen, regardless of their mood.
To the dismay of our custodian, Lots of fresh veggies and fruit are served
With some of them ending up on the walls...some students have a wicked curve.
So if your student says "they make me take food I don't want;" It is true-we do
We are bound by the federal guidelines, and we must follow through.
And if this said "unwanted food" is strawberries or carrots,
Ask your child what harm would come if they were actually to eat it?
We are partners in this health and nutrition game, reluctant or not,
And we appreciate your support in this challenge,
let's make it well-fought.



COVER PHOTO

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

Elsewhere in this issue of *Poppy Seeds* you can read about the exciting garden project at Enders Elementary School. You can see from the faces of the students that learning to plant, harvest and finally eat healthy fruits and vegetables is a wonderful experience.



INSPIRATION STATION

BY JANICE CARTER, CSNA CHAPTER 44 SECRETARY

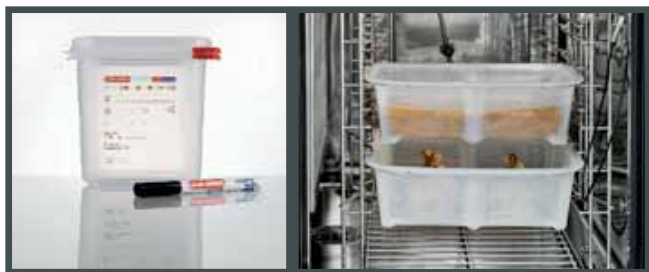


Most students enjoy minimum days because they get to leave school earlier than normal. But at Snowline Joint Unified's Pinon Hills Elementary School students really LOVE minimum days because they now have "Inspiration Stations."

Principal Shannon Avery at Pinon Hills Elementary has set up stations for students to participate and learn various tasks such as sewing and computers but the FAVORITE station is the cooking station. The kids are divided into groups and work together learning all the tasks involved in cooking. The topics covered include how important clean hygiene in the kitchen is; washing hands, using hair nets and having a clean work station; then on to reading recipes, measuring ingredients and working as a team to create yummy, healthy dishes.

The cafeteria supervisor Sheena Fredrickson (member of CSNA chapter #44) and her staff have a great time working with the kids and guiding them with their tasty dishes.





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LA HABRA SCHOOLS COMMIT TO FITNESS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

The La Habra City School District has made a real commitment to ensuring that their students have access to good nutrition and physical activity in the school setting.

A multitude of partners have assisted the district with their programs including the Orange County Center for Healthy Kids and Schools, The Kaiser Permanente and St. Jude Medical Center and the California Nutrition Network.

Each classroom has received a Classroom Fit Kit that includes balls; jump ropes; rubber mats for pushups, sit-ups and activity posters. In addition, each school building also has a Fit Kid Center classroom where students step up to multiple stations filled with interactive fitness games, exercise information and nutrition education materials. Teachers come with their students to participate in the activities.

The Food Services department also supports a healthy lifestyle. A chef and district nutritionist do food demonstrations for students and staff members and also manage a Harvest of the Month program. The district has a well and welfare coordinator who works with the district's nine schools to coordinate activities, facilitate wellness meetings, and work collaboratively with the community.

ACTRESS HOLLAND RODEN UNVEILS NEW MEATLESS MONDAY POSTER AT LOS ANGELES HIGH SCHOOL

BY KRISTIE MIDDLETON, HUMANE SOCIETY
PHOTOS BY BRET HARTMAN

Actress Holland Roden, best known for her role on MTV's teen drama *Teen Wolf*, launched a Meatless Monday poster campaign for the Humane Society of the United States with an unveiling at Hamilton High School in Los Angeles, part of Los Angeles Unified School District.

Holland, who has appeared on *Lost*, *Weeds*, *CSI* and numerous other television shows, spoke with a ninth-grade biology class about the benefits of enjoying more meatless meals, and then dined with students in the school cafeteria. Holland told students that starting the week off with some of their favorite foods like hearty bean and rice burritos, zesty pasta marina, and veggie burgers is a great—and easy—way to look and feel better, help the planet, and help animals. And of course there were lots of selfies taken with the star.

She is supporting the international Meatless Monday program with a poster and video campaign encouraging fans to go meat-free at least one day a week. "Eating more meat-free meals is a fantastic way to look and feel better inside and out. By the way, this is your doctor's favorite reason," Holland says in the video. "There's no better and more delicious way to start the week out right."

Los Angeles Unified School District kicked off Meatless Monday in 2013 and offers exclusively meatless entrees at all K-12 schools every week. Students can choose from meatless favorites like Bean Burrito Supremo, Italian Calzones, Southwestern Rice and Bean Bowls. Since launching Meatless Mondays, participation has increased by 12 percent, making Meatless Mondays a resounding success.

Meatless Monday, now an international movement, was created by the U.S. government as a resource-saving measure during World War I. In 2003, Johns Hopkins Bloomberg School of Public Health re-launched the effort with The Monday Campaigns to promote replacing meat one day a week for our health and the health of the planet. In addition to LAUSD, some of the nation's largest school districts, including San Diego, Houston, Boston, Detroit, Buffalo, and dozens more, participate.

Public Health organizations, like the American Heart Association, advocate reducing meat consumption to lower the risk of chronic, preventable diseases. "Going meatless at a meal every now and then can help you lower your cholesterol and may reduce your risk for cardiovascular diseases," according to the AHA.

Holland joins other celebrities who support Meatless Monday, including actress Laura Marano, best known for her role on Disney's "Austin & Ally" and Daniella Monet, star of Nickelodeon's "Victorious." Get free copies of the posters by emailing MeatlessMonday@humanesociety.org or visiting humanesociety.org/mmresources.



MEATLESS MONDAY

• JOIN THE MILLIONS •

humanesociety.org/meatfree

*Start your
week off right!*

*xo,
Holland*

Get a free weekly
Meatless Monday
recipe sent right to
your phone!

Text DELISH to 30644

(message & data rates may apply)

Holland Roden for



**THE HUMANE SOCIETY
OF THE UNITED STATES**

STAYING ON TRACK WITH YOUR NUTRITION GOALS

BY JENNIFER VO, RD, NUTRITION COORDINATOR, GARDEN GROVE USD

The New Year has come and gone, and for many of us so have the hopes of fulfilling the resolutions we set on January 1st. Rather than let another year of missed opportunities pass by, let's refocus our method of accomplishing the goals we set out at the beginning of the year. While it's human nature to set large-scale, often unattainable goals when you have a year to achieve them, it's also very easy to give up on such plans because we become overwhelmed and don't know where to start. Fortunately, most goals can be achieved with the proper preparation and mindset:

1) Start Small:

Start by making "mini goals" and then work your way up to the larger ones. A Wellness Challenge Calendar is a great place to start, as it outlines daily goals that can be incorporated at home and during the work day. This isn't something that has to be followed to the letter, and can be tailored to suit your individual goals.

2) Be Specific:

The more specific your goals, the more likely you will accomplish them. For example, instead of setting a vague goal of "exercising more," rephrase your goal to include details such as times, dates, and any specific people that may be involved. This helps to make your goals seem more concrete, and gives you a better visual of what your goal looks like. A goal such as, "On Mondays after work, I will jog for 30 minutes with my dog at Mile Square Park," is more attainable because it focuses on what is to be accomplished and the means of doing it.

3) Keep it Real:

If you detest running, don't set a goal that you will run two miles every day. These types of goals are discouraging, and set us up for failure. Setting goals you know you will achieve help to boost your self-esteem and push you to set more challenging goals. One way to look at it is realistic goals are stepping stones to achieving our greatest potential.

Good luck, and don't be so hard on yourself! Life can sometimes get in the way of our goals, and occasionally we just need a little push to get us back on the right track.





ARROW RESTAURANT EQUIPMENT

**DESIGN & LAYOUT
EQUIPMENT & SUPPLIES
GENERAL CONTRACTING**

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

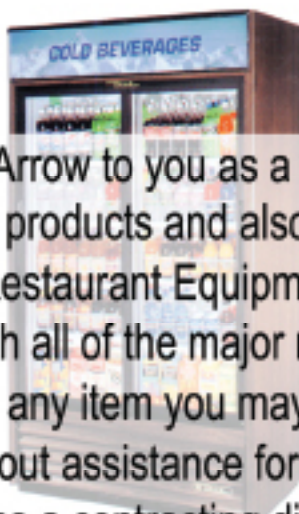


Dear CSNA Members

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

Sincerely

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

We have references for the
HEALTHY!
 Heart-Free Side Art!

IT'S TIME TO BE COOL!

When in Rome

CAESAR SALAD

gotta eat
TOSTADA
Solo

From Aquatic Insects, which start as in-
sect-eaters and pupae, Mosquito Larv-
e and are able to eat a variety of plants
and fish eggs. Several other fish eat
mosquito larvae including "Guppies" and
"Tilapia" fish.

[illegible]

The secret is to let your dog play.
The inside cover features
pictures of a lot of cute little
animals topped with pink
flowers in brown, red, white,
green and orange and blue
backgrounds. The book will be
a great addition to your dog's
toy box.

MS/100
C. C. C. C. C. C.



SINCE 1983, the San Joaquin has made a difference not only by providing jobs and growth to the community, but also by donating to local food banks. The San Joaquin has already donated over 100,000 lbs of food to the community.

the freshly picked FARMER'S MARKET SALAD

The Farmer's Market Salad is a mix of fresh, locally grown vegetables, including tomatoes, cucumbers, and carrots, all of which are grown in the San Joaquin Valley. It's a healthy and delicious way to enjoy the fruits of the earth.



I want my SALAD... ASIAN SALAD

The Asian Salad is a mix of fresh, locally grown vegetables, including tomatoes, cucumbers, and carrots, all of which are grown in the San Joaquin Valley. It's a healthy and delicious way to enjoy the fruits of the earth.



It's all GREEK SALAD

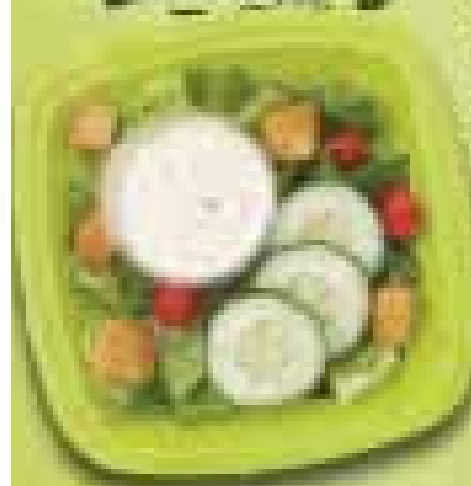
The Greek Salad is a mix of fresh, locally grown vegetables, including tomatoes, cucumbers, and carrots, all of which are grown in the San Joaquin Valley. It's a healthy and delicious way to enjoy the fruits of the earth.



Not your ordinary SIDE SALAD

GARDEN FRESH SALAD

The Garden Fresh Salad is a mix of fresh, locally grown vegetables, including tomatoes, cucumbers, and carrots, all of which are grown in the San Joaquin Valley. It's a healthy and delicious way to enjoy the fruits of the earth.



LITTLE CAESAR SALAD

The Little Caesar Salad is a mix of fresh, locally grown vegetables, including tomatoes, cucumbers, and carrots, all of which are grown in the San Joaquin Valley. It's a healthy and delicious way to enjoy the fruits of the earth.



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



CONTACT YOUR FIVE STAR REPRESENTATIVE TODAY! 877.548.8783
PLEASE ASK US ABOUT OUR OTHER HOT VEGETARIAN ENTREES.
THESE ITEMS ARE AVAILABLE AT MOST MAJOR DISTRIBUTORS

GARDEN HARVEST

BY KATELYN THOMPSON, DIETETIC INTERN, UTAH STATE UNIVERSITY



February 5, 2015 was an exciting day for Enders Elementary School. Fourteen students from all different grades got to participate in the harvesting of fresh produce from their school garden. With love and care from the teachers, students and staff and the support from their principal, Michelle Askew, the garden has been able to grow a wide variety of fresh fruits and vegetables. Spinach, lettuce, broccoli, carrots, and radishes are just some of the homegrown vegetables that can be found at Enders Garden.



On the day of the harvest, children got their hands dirty and harvested green romaine, red romaine, butter lettuce, and spinach. They had the opportunity to learn about the process of growing vegetables, and how much effort goes into producing the foods that they eat every day. This was a great learning experience for everyone involved. One student described how “it was nice to be able to produce food from a seedling” and others thought it was “so cool to be able to produce a harvest to feed the whole school.”



Not only are the students learning about gardening, the excitement around harvesting homegrown vegetables sparked interest in eating these foods at lunch time. With help from the Food Service Department, Christina Pelagio, Food Service Manager and her staff, the fresh produce was washed, cut, and placed in the Fruit and Vegetable Salad Bar the next day. These freshly picked greens were added to complement the “rainbow” on their salad bar of baby carrots, green spinach, kidney beans, and mixed fruit. In addition to the entree choice of grilled bean and cheese burrito, chicken Caesar salad, or yogurt with muffin top, students of all ages could be seen at lunch time enjoying the salad that they worked

so hard to create. The students and staff at Enders Elementary School are eager to see what fresh fruits and vegetables will be harvested next!



GETTING MORE DONE IN A DAY

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

FOR MORE INFORMATION OR FOR STAFF TRAINING,
LYNETTE CAN BE REACHED AT LBIKER@SOCAL.RR.COM.

It's another day and your boss has a new list of things she wants you to get done by lunch time. Is she crazy? You can't get all that done! Or can you? Maybe it's time to change your attitude and the way you tackle your job. Maybe you don't need to work harder, just smarter.

Your work can actually be easier if you plan, organize and make some simple changes to the process. Make it easier and you can work faster and complete your work on time. Here are a few helpful hints to help you get started:

1. Know and understand your task. If you are unsure of anything, ask questions. Make sure you understand what is to be done and how it is to be accomplished before you start.
2. Know your time limits. How much time do you have to accomplish the task? Plan your work so that it can be accomplished in the time allotted. The preliminary steps of preparation will take the longest, and should be done first. Often, many steps of preparation can be done simultaneously and hence save time. For instance, when making spaghetti, while the water is heating for the pasta, start getting the pasta sauce ready.
3. Get ready - Assemble all ingredients and equipment you will need before you get started. Time is better utilized when everything necessary for the task is nearby and ready to use. To save time, use a cart to gather all the equipment and supplies needed for the task and make only one trip to the storeroom to gather all the necessary ingredients. This will save you a ton of time.
4. Use the right equipment. An orange wedger wedges oranges a lot faster than a paring knife!
5. Arrange equipment and materials in a logical work order. A properly organized work area minimizes wasted movement. For example, when preparing baked chicken, arrange pans so you work left to right. The first pan contains the chicken, the next pan contains the wash, the next pan contains the breading and the last pan is the tray for baking.
6. Keep your work area neat and clean. Remember to clean as you go.
7. Don't make wasted steps. Accomplish something each time you pass from one end of the kitchen to the other. If you are carrying dirty dishes to the dish room, do not return empty-handed. Bring back a stack of clean dishes (Don't forget to wash your hands first!). Better yet, use a cart whenever possible to transport items.



Continued on Page 44



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**Anaheim location is closed on Sundays*

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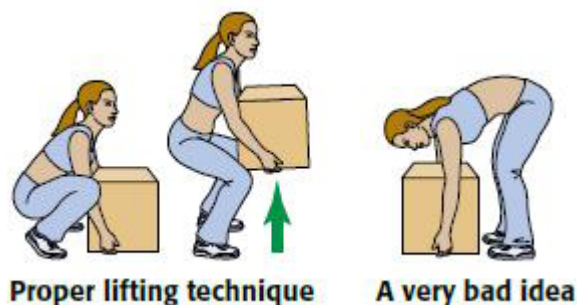
GETTING MORE DONE - CONTINUED FROM PAGE 42

8. Work at a steady pace. Use both hands at the same time. Both hands should begin and finish the motion at the same time. Utilize momentum. Use an easy, natural, steady, continuous motion. Put rhythm into your work. For some jobs a rhythmic motion will help make the job smoother and go faster. Stirring sauce with a wire whip is rhythmic when you stir evenly; taking strokes in the same direction. This also results in a better sauce which is uniformly blended. If listening to music, make sure it is upbeat and peppy. This will keep you moving.

9. Keep hand fatigue to a minimum. Use large body movements instead of finger and wrist movements. Make your body motions few and short. Also make sure you are working at a comfortable height and under good lighting.

10. Work safely. Do not carry loads that are too heavy. Always use your leg muscles when bending to lift heavy loads. Ask for help when lifting something heavy and use a cart to transport the load.

Remember, work can be made easier, faster, and fun when some preplanning is done ahead of time. So let's get started!



CORRECTION TO WINTER POPPY SEEDS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

In the article regarding Loretta Sanchez a portion read

In 2013 she helped introduce and pass a bill that exempted 4 oz. portion cup containers served at school from recycling tax.

It should have read:

In 2000 she helped introduce a bill to exempt 4 oz. portion cup and pouch containers served at school from a recycling fee.

The bill did not get a majority vote and did not pass.

Sweet Home SoCal County Fair

30th Annual SCSNA Fundraiser

On a warm October evening, Chapter 1 members of the Southern California School Nutrition Association donned their best blue jeans, boots, hats and other “County Fair” attire to gather at The Pavilion in Industry Hills to raise funds for our association and support our mission – *“Educating and empowering members to provide healthy meals to foster an environment where children achieve overall wellness and lifelong success.”*



As the guests arrived, they were greeted by a traditional horse-drawn hay wagon to ride along the Bridle Path to the entrance of The Pavilion Barn. The barn doors led into an indoor County Fair where the first stop was the Livery Stable Photo Booth. Guests gathered on the Hay Bales to have their photo snapped before making their way to the General Store, featuring an Old-Fashioned Candy Cart and Farmer’s Produce Cart. Root Beer Floats in bandana-decorated cups were served and Wagon Wheel Raffle tickets were sold for chances to win an assortment of gifts, all generously donated by our industry partners and members. A Silent Auction that included wines, game tickets for the Angels and Dodgers, a spa session, a photo shoot, a Marriot weekend and a beach cruiser created a gathering spot for guests to run back to throughout the evening and “one-up” each other.

An appetizer and dinner buffet, featuring dishes reflective of traditional chuck wagon fare, was served finished off with dessert at the Pie Booth that displayed a selection of fresh baked pies with scoops of vanilla ice cream. I believe the General Store was the favorite spot that evening where guests were given the opportunity to fill up their bags with fresh farm produce and as much candy as they possibly could. The entertainment began with a local Square Dance team that led into Line Dancing lessons and a lot of “Boot Scootin!!” Before we knew it, the sun was setting, our “doggies” were getting tired and it was time to turn in. We rolled out the hay bales, put the horses to sleep and said goodnight to a fun-filled successful event.

I would like to express my deepest appreciation to all the members of the 2014 SCSNA Fundraiser Committee. Each member gave selflessly to plan our event and their personal commitment and energy definitely contributed to the overwhelming success of the “Sweet Home SoCal County Fair.” I know that we all shared in the fun, too! On behalf of our Chapter, the committee and myself, I would like to express our deepest thanks to all of our industry partners for their financial contributions. Generous gifts from donors like you provide the support we need to continue our mission. I also want to express our gratitude for your loyalty and I know that we are continually inspired by the dedication and generosity you bestow upon our Chapter.



It's time for something different, following the work of Chef Jim Dumars here in my home district of Lakeside Union School District.

On January 21, 2015 our district held its annual Professional Growth Day and the Child Nutrition Department had a unique learning experience. Chef Jim and the rest of the Central Kitchen team came in early that day to prepare for the event and when the rest of the staff arrived in mid-morning they found the facility definitely had a different look. Large displays of fresh fruits and vegetables were on every work table, along with a cutting board, a chef's knife and a chef's hat for each staff member.



The group gathered around for the first activity of the day, which was learning how to roll baguettes. Each person received a dough ball prepared by the Central Kitchen team and in a few minutes the proof box was filled with loaves starting to rise.

Next, Chef Jim demonstrated knife skills. The staff members went back and began working on the fruits and vegetables on the table. Each Central Kitchen team person had been pre-assigned a dish, and began gathering up the ingredients needed to make Apple Crip, Roasted Vegetables, Tossed Salad and Greek Chopped Salad that were being sliced, diced or otherwise cut up by the group.

While they worked in the background, the group reconvened and learned how to stuff chicken breasts from Chef Jim. At this point the Central Kitchen was beginning to smell heavenly, with all the dishes cooking away in the oven.

Now was the time for an Apron Contest. People who wanted to participate had been given a plain white apron in advance and told to decorate it as creatively as they could. After all the aprons had been modeled, the day's three winners were selected.

Now the food was out of the oven and set out for everyone to enjoy as their lunch. As you can imagine, it was delicious. Everyone commented on how much they enjoyed the activities, the camaraderie and the meal. As the Child Nutrition Director, I could only muse to myself that somehow we didn't seem to have had this much fun at the 8-Hour ServSafe class held last June.....



CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION



SAN BERNARDINO COUNTY CHAPTER #44

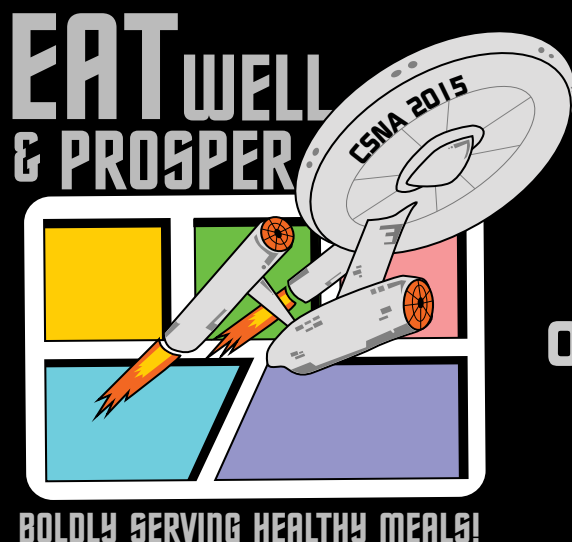
“AN AFFILIATE OF SNA”



Chapter #44 Board Members and their helpers enjoyed the first Run in the Park event of the year at Victorville put on by Parks 'n Rec. These little ladies are part of the “100 Mile Club” and love participating in these events. We spoke to the children and parents about CSNA / SNA and healthy school lunches. They are looking forward to reading the next Issue of the Poppy Seeds.



WARP SPEED TO THE 63RD ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



NOVEMBER 5-8, 2015
ONTARIO CONVENTION CENTER

The CSNA 63rd Annual Conference is arriving at warp speed. Before you know it, the school year will have ended, Summer feeding will have commenced, and you will have rendezvoused with back-to-school missions. Your next stop, the star system of the Ontario Convention Center from November 5-8, 2015.

“Eat Well and Prosper: Boldly Serving Healthy Meals” is the theme. As quickly as the Healthy Hunger Free Kids Act passed and USDA meal patterns implemented, technology has changed too. There is a lot more of it; it is necessary; and it is here to stay. Beyond grain equivalents, meat/meat alternative equivalents, and half cup of fruit and/or vegetables, there is the POS, email, nutrition analysis software, Facebook, Twitter, and etc.

How is this all managed and communicated to staff? Education Sessions on subjects of technology and communication will be offered. Returning to basics and communicating clearly of change and technological advances will be discussed. There will be an array of classes for staff, managers, and directors to attend.

Exciting speakers are planned for the General Sessions. Aric Bostick will be getting the audience “FIRED UP!” on Friday. His keynotes and workshops are filled with passion, energy, and inspiration to initiate change in audiences’ work and personal lives to achieve a greater performance, engagement, and happiness.

Linda Henly-Smith, the Laugh Lady, will be speaking on Saturday. She is a motivational speaker that will encourage us to improve our “laughitudes” by tapping into our inner resources. She uses humor, music, activities, and stories to inspire.

In between Education Sessions and General Sessions, set your engines to impulse and visit the many booths on the exhibits floor. Hundreds of manufacturers and their products/services will be on display. Come for ideas, menu items, and inspiration.

Please save the dates, November 5-8, 2015. Set your engines to warp speed and join us at the Ontario Convention Center star system. Eat Well and Prosper: Boldly Serving Healthy Meals.

“ALREADY”



Yes, it is not too soon to be thinking of the annual conference. The conference committee has already begun the planning of the November conference. You too, can be part of the preparations. Whether you would like to assist in the planning as being a committee member or even better, a winner of a scholarship or award, ALL are welcome. If you would like to assist as a conference committee member please contact Linda Scaletta, lscaletta@gusd.net, this year's Conference Chair, or Janine Nichols, jnichols@calsna.org, Executive Director. The event should be *Out of This World* with the theme of “Eat Well & Prosper – Boldly Serving Healthy Meals.”

Another way of being part of the event is becoming a scholarship winner. Yearly scholarships are awarded to attend the conference. Later this year, be watching for the application on the CSNA website and in the Poppy Seeds publication, or contact John Chavolla, jchavolla@djuhsd.org, the Awards & Scholarship Chair. These scholarships financially assist members to attend the conference. Come and join the fun.

Speaking of awards, you could be a winner. Why not? You have lots of time to prepare for the Association's awards. There are the recognition awards: Creativity, Public Information, Communications, Nutrition, Professional Growth and even Legislation. Other awards include Employee of the Year, Manager of the Year, Director of the Year and the Industry Appreciation, just to name a few. The events you are planning or have completed may qualify you to be selected to receive one of these awards. Start planning now, check them out on the website or email John Chavolla for details, jchavolla@djuhsd.org. You could be a recipient of an award at the conference.

Not ready for an award? That's ok. You can take pictures. Start taking pictures of your program events, chapter happenings, new menu ideas, students enjoying their meals (remember a photo release form) and even staff members having fun. These photos can be entered into contests during the conference. There is still another way to begin to prepare for the conference. Chapters donate items for the silent auction during the event. At your next meeting, see what your chapter is planning. Will it be a gift basket, a romantic getaway or a fun filled family weekend? Yes, it is not too early to be thinking of the November 2015 conference. Come be a special part of the experience.

CONFERENCE HIGHLIGHTS

SCHOOL CAFETERIA, THE NEW FRONTIER

BY KIM EKHOLM, CSNA CONFERENCE MEALS AND DECORATIONS COORDINATOR



This is the voyage of the starship CSNA. Our continuing mission as the California School Nutrition Association and its crew, is to explore the vast Galaxy of school nutrition excitement, in search of new and delicious meals, to seek out new ideas and new recipes. To eat well and prosper, while boldly serving healthy meals.

Star date November 7, 2015 on the remote planet of Ontario, California you will encounter the rare species of school nutrition personnel engaged in revelry no one has ever seen before. Come dressed in your galactic best and Join in the excitement of interstellar fun and food. Captain Dena invites you to set course for the So-Cal system. Set warp engines to maximum and ENGAGE !!!!

See you at Ten Forward

PRE-CONFERENCE TOUR - THURSDAY, NOVEMBER 5

The 2015 Conference Pre-Tour will begin with a tour of Leabo Foods Distribution, Inc. Leabo Foods was founded in 1989 by Ed Leabo and has been in business for over 25 years. David Preuss (President and CEO of Leabo Foods) purchased the company in 2006 and has directed the company's growth over the past five years. Leabo foods will be providing transportation for the tour.

The second leg of our tour will be Goldstar Foods. Goldstar Foods has been serving school district since 1978. The Goldstar team is now led by Sean Leer, CEO. Goldstar Foods will provide lunch for participants. *You must be pre-registered to attend this tour.*

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

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 63rd 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 (INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)				SINGLE DAY REGISTRANTS (DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)			
PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY _____				PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY _____			
IF PAYMENT IS RECEIVED	EARLY DISCOUNT FEE (ON OR BEFORE 9/30/15)	REGISTRATION FEE (AFTER 9/30/15)	AMOUNT	IF PAYMENT IS RECEIVED	EARLY DISCOUNT FEE (ON OR BEFORE 9/30/15)	REGISTRATION FEE (AFTER 9/30/15)	AMOUNT
CSNA MEMBERS				CSNA MEMBERS			
DIRECTOR/SUPERVISOR	\$230	\$255	\$ _____	DIRECTOR/SUPERVISOR	\$ 95	\$110	\$ _____
MANAGER	\$210	\$235	\$ _____	MANAGER	\$ 90	\$105	\$ _____
STAFF/STUDENT/RETIRED	\$205	\$230	\$ _____	STAFF/STUDENT/RETIRED	\$ 85	\$100	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____	GUEST	\$ 85	\$100	\$ _____
NON-MEMBERS				NON-MEMBERS			
DIRECTOR/SUPERVISOR*	\$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 (\$167 FOR DIRECTORS AND \$49 FOR MANAGERS AND \$44 FOR STAFF)				MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)			
				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 - 9 am – 5 pm \$35 members / \$35 non-members \$ _____
 Workshops - TBD - 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 - **Register Directly with SNA - www.SchoolNutrition.org**)
 (Check in by 12:30 pm - Program begins promptly at 1:00 pm)



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

Pre-Conference Tour Thursday November 5, 2015

Local Tour - 9 am – 5 pm (meet by 8:45 am, bus leaves promptly at 9 am)



\$40 \$ _____

I would like to participate in the Fitness Fundraiser on Saturday, November 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

THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION

BOARD OF DIRECTORS ~ 2014-2015

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2930 Gay Ave, San Jose, CA 95127

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SCHOOL NUTRITION REPRESENTATIVE

Maria Luisa Hernandez

8389 Gerber Rd, Sacramento, CA 95828

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

E-mail: mlhernan@egusd.net

ELECTED INDUSTRY REPRESENTATIVE

Sean Leer - Gold Star Foods, Inc.

3781 E Airport Dr, Ontario, CA 91761

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

E-mail: sean@goldstarfoods.com

CO-INDUSTRY REPRESENTATIVE

Pete Belknap - Heartland School Solutions

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

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

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

EXECUTIVE DIRECTOR

Janine Nichols, CAE, CPL

PO Box 11376, Burbank, CA 91510

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

E-mail: jnichols@calsna.org

REGIONAL COORDINATORS

REGIONAL COORDINATOR 1

Crystal Carter

643 Blackburn Ave, Corning, CA 96021

Bus: 530-824-8014

E-mail: CCarter@corninghs.org

REGIONAL COORDINATOR 2

Terri Vander Stouwe

1170 Chess Dr, Foster City, CA 94404

Bus: 650-312-7409

E-mail: tvanderstouwe@smfc.k12.ca.us

REGIONAL COORDINATOR 3

Mary Ellen McIntyre

8140 Caymus Dr, Sacramento, CA 94513

Bus: 916-688-7450

E-mail: beifnsld@egusd.net

REGIONAL COORDINATOR 4

Jacquelin Speidel, SNS

44809 Beech Avenue Lancaster, CA 93535

Bus: 661-575-1053 FAX: 661-575-1056

E-mail: jspeidel@avhsd.org

REGIONAL COORDINATOR 5

Lori Preskitt

721 S. Edison Rd Bakersfield, CA 93307

Bus: 661-336-8371

E-mail: LPreskitt@edisonschooldistrict.org

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Gail Gramling

2335 Plaza Del Amo Torrance, CA 90501 Bus:

310-972-6938

Email: gailgramling@gmail.com

REGIONAL COORDINATOR 7

Toni Chaffee

PO BOX 296000 Phelan, CA 92329

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

E-Mail: toni_chaffee@snowlineschools.com

REGIONAL COORDINATOR 8

Johnna Jenkins

Valley Center - PAUMA USD

28751 Cole Grade Rd. Valley Center, CA 92082

Bus: 760-749-6748

Email: jenkins.jo@vcpusd.org

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

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

E-mail: lscaletta@gusd.net

CONFERENCE CO CHAIR

Suzanne Morales, SNS

4999 Casa Loma Ave. Yorba Linda, CA 92886

Bus: (714) 985-8610

E-mail: smorales@pylusd.org

PROGRAM CHAIR

Bruce Hall

3280 Crow Canyon Road, San Ramon, CA 94583

Bus: 925-824-1806 Fax: 925-824-1847

Email: Bhall1@srvusd.net

EXHIBITS CHAIR

Maria Panuco

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

Bus: 818-522-2677

E-mail: mpanuco@gusd.net

EXHIBITS CO-CHAIR

Jane Crawford

25210 Anza Dr Valencia, CA 91355

Bus: 661-295-1574

E-mail: jcrawford@scvsfsa.net

TOURS & LOCAL ARRANGEMENTS

Sara Maragni

1525 S. Bon View Ave Ontario, CA 91761

Bus: 909-930-6360

E-mail: sara.maragni@omsd.net

PROFESSIONAL DEVELOPMENT

Judi Reynolds

2310 Aldergrove Ave. Escondido, CA 92029

Bus: 760-432-2355

E-mail: jreynolds@eusd.org

HOSPITALITY/EVALUATIONS

Mary Fell

2930 Gay Ave San Jose, CA 95127

Bus: 408-928-6902

E-mail: mary.fell@arUSD.org

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Kim Ekholm

116 N McClure Rd Modesto, CA 95357

Bus: 209-521-2800

E-mail: kekholm@empire.k12.ca.us

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PO BOX 296000 Phelan, CA 92329

Bus: 760-868-2645

Email: toni_chaffee@snowlineschools.com



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E-mail: mlhernan@egusd.net

NAC

Josh Rogers

1624 Fairview Rd Bakersfield, CA 93307
Bus: 661-837-6020
E-mail: rogersj@gfusd.net

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Pete Belknap - *Heartland School Solutions*
787 Elmgrove Rd, Bldg. 1, Rochester, NY 14624
Bus: 800-724-9853 Fax: 585-785-2351
E-mail: pete.belknap@e-hps.com

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Mary Fell

2930 Gay Ave San Jose, CA 95127
Bus: 408-928-6902
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MEMBERSHIP

La Shawn Bray

390 Euclid Ave., Upland, CA 91786
Bus: 909-985-7864 Fax: 909-608-1835
E-mail: lashawn_bray@upland.k12.ca.us

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Janine Nichols, CPL, CAE

210 N Glenoaks Blvd, Ste. C, Burbank, CA 91502
Bus: 818-842-3040 FAX: 818-843-7423
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Dena England

255 Pico Ave, Ste 250, San Marcos, CA 92069
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E-mail: dengland@calsna.org

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E-mail: jchavolla@djuhsd.org

Executive Advisor

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EDITORIAL

Editor: Sally Spero, SNS

Bus: 619-390-2600 x2550 FAX 619-390-2632
E-mail: Editor@CalSNA.org

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Ojai USD

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Email: linda.sweeney@sjsu.edu

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Oakland USD

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Bus: 510-434-3334 Fax: 510-434-2259
jennifer.lebarre@ousd.k12.ca.us

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Pasadena Unified SD

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Bus: 626-396-5850
Email: peschek.ralph@pusd.us

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Sandip Kaur

CA Dept of Education NSD
1430 N Street Ste 1500, Sacramento, CA 95814
(916) 322-8316
skaur@cde.ca.gov

CASBO LIAISON

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Corona-Norco USD
300 S Buena Vista Corona, CA 92860
Bus: 916_736-7118
Email: acolon@cnusd.k12.ca.us

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Karen Williams
400 Grand Ave, Oroville, CA 95965
Bus: 530-538-2970 Fax: 530-538-2979
kwilliam@thermalito.org

REGION 2

48-REDWOOD EMPIRE

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

68-ANTIOCH

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

82- MT. DIABLO

Joyce Hsi
755 Oak Grove Rd, Concord, Ca 94518
Bus: 925-682-8000x3648 Fax: 925-685-1435
hsji@mdusd.org

REGION 3

18-VINYARD VOICES

Alicia Bjornson
Lodi USD
1305 E. Vine St. Lodi, CA 95240
Bus: 209-329-0786
Email: criege@lodiUSD.net

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Mary Simons
400 Derek Pl, Ste. D, Roseville, CA 95678
Bus: 916-771-1675 FAX: 916-782-8918
marys@resdk8.org

78-ELK GROVE

Mary Ellen McIntyre
Elk Grove USD
8140 Caymus Dr Sacramento, CA 95829
Bus: 916-688-7450
Email: beifnsld@egusd.net

REGION 4

37-ANTELOPE VALLEY

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

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

REGION 5

09-KERN COUNTY

Michelle Dominges
9604 Bracken Oak Way, Bakersfield, CA 93311
Bus: 661-631-4734 Fax: 661-322-8580
domingesm@bcsd.com

38-CENTRAL VALLEY

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

REGION 6

25-SESAME

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

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

64-FOOTHILL

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

REGION 7

14-RIVERSIDE COUNTY

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

44-SAN BERNARDINO COUNTY

La Shawn Bray
390 Euclid Ave., Upland, CA 91786
Bus: 909-985-7864 Fax: 909-608-1835
E-mail: lashawn_bray@upland.k12.ca.us

54-DESERT HIGH LOW

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

111-DESERT STARS

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

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07-SAN DIEGO COUNTY

Daniel Cappello
2234 S Stagecoach Lane Fallbrook, CA 92028
Bus: 760-723-6332 FAX: 760-723-6344
Dcappello@fuhsd.net

15- NORTH SAN DIEGO COUNTY

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

34-SAN DIEGO

Siri Perlman
San Diego USD
675 Balour Dr., Encinitas, CA 92024
Bus: 760-753-6241 FAX: 760-943-3562
siri.perlman@sduhsd.net

Exec. Advisor - Maria Hernandez
School Nutrition Representative
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SUPERVISORY CHAPTERS

01-SOUTHERN CALIFORNIA

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

02-NORTHERN CALIFORNIA

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

10-CENTRAL CALIFORNIA

Regina Ocampo
Visalia USD
801 N. Mooney Blvd, Visalia, CA 93291
Bus: 559-730-7871
rocampo@vusd.org

20-FAR NORTH

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

45-MOTHER LODGE

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

Executive Advisor - Bruce Hall,
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JAMES L. MELIKIAN HONORED - THE POPCORN MAN NAMED "TOP DOG"

In what could be one of his proudest moments, James L. Melikian was honored by the Fresno State Alumni Association as one of its 2014 "Top Dogs." The honor was bestowed on Melikian at the Association's Annual Top Dog Gala.

The event was held on November 7th at the California State University, Fresno's Save Mart Center. Over 900 guests were in attendance, including School Nutrition Association Past Presidents Marty Marshall, Dr. Marilyn Briggs and longtime friend Mike Boden. Melikian was one of 13 honored by the University and Alumni Association. Honorees came from the University's various Schools and Departments.

Melikian was nominated from the University's School of Arts and Humanities. The President of The Popcorn Man business said, "I have tried to build my life on the foundation based on faith, family, friends, fun and education. All of this has given me an entrepreneurial spirit to allow me to succeed in business. It has been a wonderful ride."

The CSUF journalism graduate has owned and operated his business for over 38 years. As such, he has been a mainstay for advocating on behalf of healthy student nutrition at both the State and national levels. He has attended all of the School Nutrition Association legislative conferences in Sacramento and 27 such events in Washington, DC. He has twice received the prestigious "Donald F Flahiff Industry Appreciation Award," from the California State Nutrition Association.

His "Popcorn Diplomacy" has been honored by the California State Senate and Assembly, Los Angeles County Board of Supervisors, Los Angeles City Council and the United States Congressional Record. These honors are well earned as Melikian is a member of the SNA, California SNA and the Southern California, Northern California, Central California and Mother Lode School Nutrition Associations.

Melikian and his wife Connie are residents of Southern California's Rancho Palos Verdes and have long supported and participated in a number of organizations including the Alumni Association, Bulldog Page Two Foundation, Los Angeles World Affairs Council, Knights of Vartan, Palos Verdes Chamber of Commerce, the California Triple X Fraternity and the Town Hall of Los Angeles.

One of the honoree's efforts has been to provide funding for three scholarships for journalism Department students specializing in public relations.

Melikian fondly reflects on the support and guidance he received from the late journalism and public relations professor Bernard A. "Bernie" Shepard. "My public relations aptitude and people orientation was nurtured by my education at Fresno State and my relation with Professor Shepard," noted Melikian.

While at Fresno State, Jim, an avid sports enthusiast, served as the manager for the legendary Bulldog baseball coach Pete Beiden the last two years of the Coach's tenure. Melikian was one of the donors for the "Pete Beiden Statue" that sits in the shadows of the aptly named Beiden Field. As an up and coming journalist, he wrote political articles in the "Dog House" which was a must read in the University's "Daily Collegian." As President of the HYE Society, he was responsible for bringing famed Pulitzer prize winning author, playwright and novelist William Saroyan to speak at one of the Society's meetings.

His ethnic up-bringing has encouraged his involvement in several groups including serving on the Board of the Southern Region of the Armenian Assembly of America and is a Godfather of the Armenia Apostolic Cathedral of the Western Diocese. The Melikians also actively support the Ararat Eskijian Museum located in Mission Hills, California. The Melikian's commissioned a mother and child bronze statute at the museum entrance commemorating the 1915 Armenian Genocide.

Through his "Popcorn Diplomacy" Melikian does admit jokingly, that he has probably given away more popcorn than he sells. In being honored, it was noted "that his business truly represents the true spirit of the free enterprise system."

HAVING RECESS BEFORE LUNCH MEANS MORE NUTRITIOUS CHOICES

BY KATIE BAILDON, ASSISTANT TO THE DIRECTOR OF COMMUNICATIONS,
CORNELL FOOD AND BRAND LAB

Schools that hold recess before lunch find that students select and consume significantly more fruits and vegetables!

The National School Lunch Program underwent reforms in 2010 requiring participating schools to offer more fruits and vegetables; however, many schools found that these components of a balanced meal were ending up not in children's stomachs but in trash cans, thus not providing the desired nutritional improvements for students. In response to these concerns, researchers David Just, PhD, Cornell University and Joseph Price, PhD, Bingham Young University sought to find ways to nudge students to eat more of their fruits and veggies—reducing food waste and improving student's nutrition.

In their study published in the journal *Preventive Medicine* in December, 2014 the researchers reported that in schools that swapped recess to occur before lunch (three of the seven 1-6th grade schools districts they studied) they found a 45% increase in the amount of fruits and vegetables that students selected and that student's ate an average of 54% more of those fruits and vegetables!

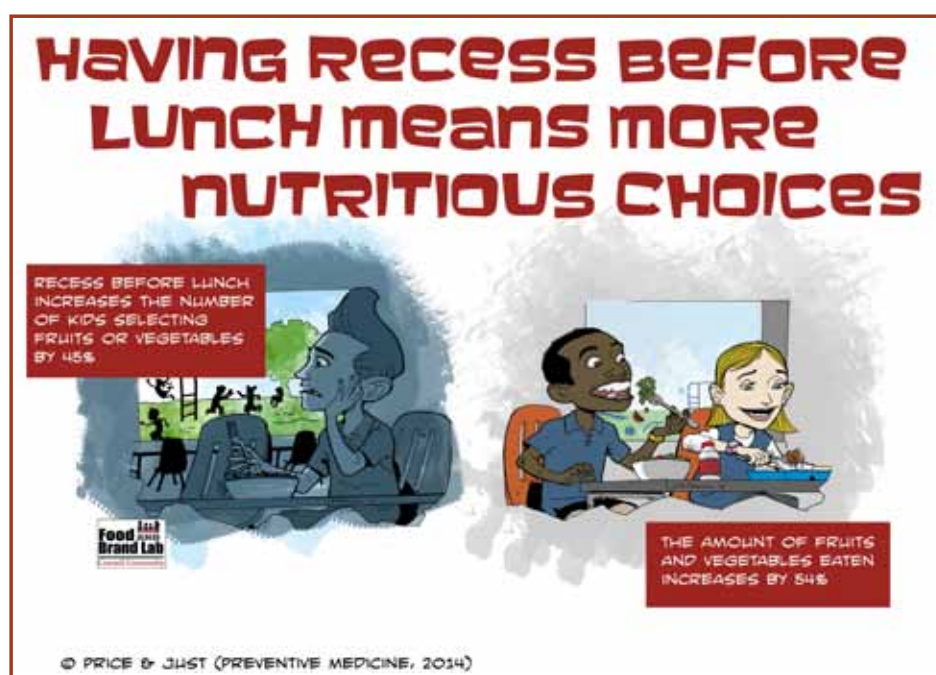
Just and Price suggest that when recess is held after lunch, students will hurry through their meal in order to be excused for recess, whereas if recess is held before lunch, students feel less hurried and are more likely to finish more of their nutritionally balanced meals. They recommend holding recess before lunch as an easy-to-implement, no-cost change that can both improve student's nutrition and reduce the cafeteria's food waste.

From [*Increase Student's Fruit and Vegetable Consumption by Holding Recess before Lunch.*](#)

See full article here: <http://tinyurl.com/m5scj8o>



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



SMARTER LUNCHROOM MOVEMENT BEST PRACTICE

BY SHANNAN YOUNG, RDN, SNS, SR. PROJECT MANAGER,
DAIRY COUNCIL OF CALIFORNIA

What better way to add color to a plate than to include all five food groups in every meal? One Roseville school embraced the challenge of not only providing healthy food choices, but more importantly, encouraging their young students to choose to consume these foods on their own. Food Service Director Rene Yamashiro and Child Nutrition Specialist Natasha Baron made small changes to reach these goals with the help of the Smarter Lunchroom Movement out of the Behavior Economics Center at Cornell University.

A smartly run lunchroom nudges students toward making better choices on their own by changing the way their options are presented. The [Smarter Lunchroom Movement](#) (SLM) uses evidence-based principles that are low- or no-cost ways to promote consumption of healthy school lunch options. To get started on implementing SLM techniques, Rene reached out to the Dairy Council of California staff who serve as certified SLM Technical Advisors. Before implementing changes an evaluation of the lunchroom was conducting using the [SLM ScoreCard](#). The ScoreCard helps identify things being done well and areas of opportunity for improvement. With all of the changes that Rene and her staff did over the summer their score improved by 132%.

To increase fruit and vegetable selection, orange slices were cut into wedges, more colorful fruits and veggies were added to the menu and appropriate utensils were provided to make it easier for young students to take these items from the salad bar. Signage was also added to the sneeze guard on the salad bar that reads, “Don’t Forget: Take at least 1 fruit or veggie and at least 3 items total so your meal counts as a complete lunch!”

Milk consumption had decreased because the milk crates were too high for the students to see into, and leaving the milk out at room temperature caused it to be warm once the students sat down to enjoy their lunch. To resolve this issue, the milk crates were moved to the start of the lunch line for students to grab a cold beverage. The white to flavored milk ratio was increased and white milk was placed in front at an easy-to-reach location while flavored milk was more out of reach.



Other small changes included training the lunchroom staff and parent volunteers to verbally prompt the students to make healthy choices. Staff also improved the school meal environment in all meal service and eating locations by removing clutter and cleaning supplies. Spanger Elementary Principal, Josh Joseph acknowledged, “The school foodservice staff are making it an eating experience for the students.”

Ferris Spanger Elementary School not only added color to their plates, but also their lunchroom walls to encourage healthy eating choices. The school hired artist,

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Adam Peot, to paint a colorful scene representing the idea of all five food groups and their journey from farm to fork. Joseph described Peot as a “very kid oriented artist.” Joseph mentioned how passionate Peot was about the lunchroom painting and even recalls how his mother and father appeared several times in the lunchroom to offer assistance and show their support. As the end result was completed Joseph praised, “We love the feel of the new mural. It warms the room so much. The students, staff and I are excited for this change and more to come. It’s a positive direction for our lunchroom.” The lunchroom staff also approved of the lunchroom mural. Carole, a school foodservice staff member with 11 years of service exclaimed, “The message really portrays healthy choices!” School foodservice staff member with 13 years of service Karen, added, “It’s a happy place to be for lunch.”



Spanger Elementary School staff were not the only ones talking about the visual improvements. Observations on the first day of school provided many conversations among students at the lunchroom tables. Fifth grade student, Jalysa beamed “I like it because it reminds you to eat healthy foods by showing milk, cheese, eggs, meat, fruits and veggies.” Devonn, also a fifth grade student, mentioned, “It makes me feel like I’m at a farm.” Other fifth grade students described the lunchroom as “fresh” “awesome” “cheerful” and “happy.” Several kindergarten students enjoyed the “pretty colors” and the “pink rooster” that was painted in the farmers market inspired mural.

Yamashiro reflected on the changes made thus far by stating, “The Smarter Lunchroom Movement of California technical advising provided by Dairy Council of California helped give us guidance and we enjoyed having their different perspective to improve service using Smarter Lunchroom Movement theory. It forced us to think about how our lunch line is set up in ways that promote our nutritious foods, such as dairy and produce, while encouraging students to take these items instead of telling them to. The kids are now choosing healthy foods themselves because they are always offered and they look good. Ferris Spanger Elementary School has made great improvements in their lunchroom with many more to come. Healthy habit choices are encouraged through these small, simple changes.”

The mission of the [Smarter Lunchrooms Movement of California](#) is to provide training and technical advising for school food service in California on the Smarter Lunchrooms Movement theory and practices created by the [Cornell Center for Behavioral Economics in Child Nutrition Program](#) funded by the USDA. This movement in California is led by the California Department of Education, Dairy Council of California, University of California CalFresh Nutrition Education Program, Kaiser Permanente, California Department of Public Health, The California Endowment, and California Food Policy Advocates in partnership with the Cornell Center for Behavioral Economics in Child Nutrition Programs.

Before picture with artist, Adam Peot



After picture with artist, Adam Peot



THE EVOLUTION OF THE ADMINISTRATIVE REVIEW PROCESS

CALIFORNIA DEPARTMENT OF EDUCATION, NUTRITION SERVICES DIVISION

Are you feeling apprehensive about the new administrative review process?

Have you wondered what the California Department of Education's Nutrition Services Division (NSD) is doing to help districts during their administrative review?

If you ask Sandip Kaur, Director of the NSD, she will share that NSD's major priority is to provide school food authorities (SFA) with clear and consistent communication and ample technical assistance to support a positive and successful administrative review. After identifying the many changes in the school nutrition program's administrative review, Ms. Kaur is sponsoring the use of an effective change management strategy to tackle the administrative review head on.

Change management is a tool that allows organizations to efficiently implement change to meet their customers' needs. The NSD assessed the scope of the changes related to the new administrative review and determined that the best strategy for success would be a division-wide approach that fostered a culture within the NSD where every team member understands their role in the administrative review process and pledges to work together to support California's SFAs.

The coordination of expertise and staffing throughout the division ensures the NSD's ability to effectively and consistently conduct an administrative review of every SFA within the new three-year cycle. This commitment to a division-wide approach to address the changes initiated by the new administrative review process supports the NSD's pledge of improving overall customer service while complying with federal requirements.

The administrative review is also an essential tool to achieving the NSD's vision of providing appealing and nutritious meals for students to enjoy in environments that demonstrate healthy nutrition behaviors and support academic achievement for success in life. Through the administrative review process, the NSD is fostering collaborative relationships with partners, providing exemplary customer service, and ensuring program integrity.

Administrative Review Updates for School Year 2014-15

Section 207 of the Healthy, Hunger-Free Kids Act of 2010 required the implementation of a more robust and unified accountability system. The U.S. Department of Agriculture (USDA) established the new nutrition program administrative review, replacing the previous process known as the Coordinated Review Effort.

The new administrative review shortens the review cycle from five years to three years, increases off-site review activities, and decreases the amount of time the NSD team spends on site. The USDA approved the NSD's request to implement the new administrative review process in School Year 2013-14.

Continued on Page 64

In the first year of the administrative review cycle, school nutrition partners at every level-SFA's, the NSD, and the USDA-were learning the new process together. School Year 2014-15 is a landmark year for the administrative review process in California. By building on our experiences from last year, we have further established the state infrastructure and made considerable strides to improve the administration of the administrative review to support increased collaboration between SFA's and the NSD team.

The NSD is committed to expanding the use of technology to allow for a more accurate, user-friendly, and timely exchange of information and data collection. SFA's are now able to complete a number of review tasks online in the Child Nutrition Information and Payment System (CNIPS). These tasks include submitting off-site Assessment Tool responses, accessing Summation Reports, checking the status of reviews, and submitting corrective action documentation, which NSD staff can then review and approve in the CNIPS.

Additional Changes within the Nutrition Services Division

The AR combines compliance and monitoring with additional technical assistance during the review process, which promotes the SFA's successful operation of the SNPs while ensuring program integrity and overall compliance with federal requirements.

Two newly established units in the NSD will help facilitate and coordinate the administrative review, support NSD's Child Nutrition Consultants to work more closely with SFA's in the field, and allow the CDE to complete the required number of reviews each year. This distribution of workload and increased interaction with NSD's customers through technical assistance and training will result in:

- Increased responsiveness to SFA's to ensure regulatory compliance at all levels
- Reduced instances of corrective and fiscal action due to a more effective administrative review process with enhanced technical assistance for SFA's
- Improved outcomes for children

The **Compliance Coordination Unit** will provide general administrative review oversight, coordinate review processes, and assist the Child Nutrition Consultants with some of the administrative activities, including working with the SFA on the Off-site Assessment Tool and benefit issuance. In the coming months, the Compliance Coordination Unit will launch this method in the Mountain and Southern regions

The **Resource Management Unit** (RMU) will assist SFA's to complete the off-site Assessment Tool, with a specific focus on the Section 700 questions regarding resource management. If an SFA requires a comprehensive resource management review, a representative from the RMU may also join the on-site team to provide targeted technical assistance. The RMU is currently piloting this approach in the Mountain and Southern regions. Staff members in the RMU also work with SFA's to establish Budget Agreements and function as the NSD's Cafeteria Fund subject matter experts.

Although the administrative review team is expanding, the NSD is working to minimize the effect on SFAs and limit their number of contacts in the NSD, while also freeing up the Child Nutrition Consultants to focus

**CALIFORNIA
DEPARTMENT OF EDUCATION
ADMINISTRATIVE REVIEW
THREE YEAR CYCLE**

YEAR 1

SCHOOL YEAR 2013-2014

330 AR'S COMPLETED

YEAR 2

SCHOOL YEAR 2014-2015

365 AR'S SCHEDULED

YEAR 3

SCHOOL YEAR 2015-2016

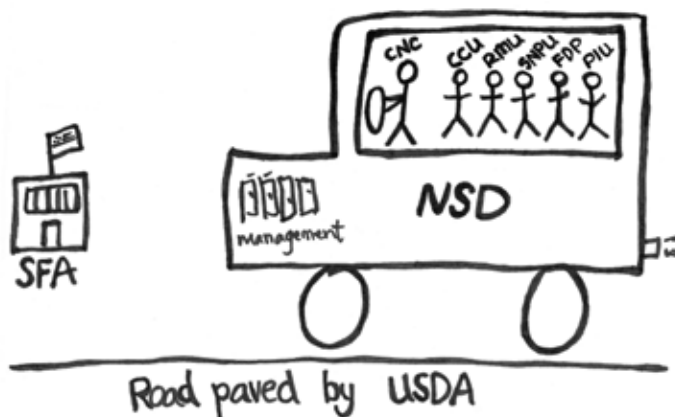
454 AR'S PLANNED

Continued on Page 65

on the on-site component and provide technical assistance to the SFA during the AR. Continuous evaluation of the administrative review process itself will emphasize system improvement to meet objectives of both customer service and consistency.

This commitment to continuous improvement requires all NSD team members to have a basic understanding of the administrative review process and their role within it. In January 2015, the 2 NSD units gathered for an orientation to the Administrative Review Change Management Blueprint, which outlines the organizational structure that is managing the implementation of the new review process.

One of the orientation activities asked NSD units to describe how they contribute to the new administrative review process. Our Northern Region Field Services Unit team rose to the occasion, producing a creative sketch of a Child Nutrition Consultant in the driver's seat of the administrative review bus-with their NSD team members on board and management powering the engine driving to the SFA on a road paved by the USDA, which effectively illustrated how the entire team is critical to the successful completion of an administrative review.



The NSD continues its commitment to providing ongoing communication, technical assistance, and training to SFA's, especially for the administrative review process. Upcoming communication by Management Bulletin and Web postings will reflect the roles and responsibilities of both the SFA and NSD staff. One of the most effective ways that SFA's can prepare for an administrative review is by ensuring that the Food Service Director and Chief Business Official attend a Prereview Workshop. In fall 2014, the NSD conducted 38 Prereview Workshops throughout the state. The workshop outlined the review process, summarized policy changes and updates that affect the administrative review, and provided additional resources. The NSD will provide these workshops annually for SFA's scheduled for an administrative review.

Information and Guidance

A complete overview of the administrative review process is available in Management Bulletin SNP-02-2014 located on the CDE Implementation of the New Administrative Review Process Web page at http://www.cde.ca.gov/ls/nu/sn/mbsnp0220_14.asp

Further information and federal guidance about the administrative review process is available on the USDA Administrative Review Web page at <http://www.fns.usda.gov/nsrp/administrative-reviewmanual>.

If you have any questions regarding the administrative review, please contact your local NSD Child Nutrition Consultant by phone at 916-323-4558. For questions about cafeteria funds or resource management, please contact the RMU by e-mail at cafeteriafundteam@cde.ca.gov.

You can also directly contact Sandip Kaur, NSD Director, by phone at 916-323-7311 or by e-mail at skaur@cde.ca.gov. Thank you for all of the wonderful work you do every day for our students!

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CHEFS MOVE TO SCHOOLS: THE RESULTS OF A HIGH SCHOOL EVENT

What happens if you give pizza day a healthy, gourmet makeover? Cornell University researchers explored this very question in a newly published study. They implemented Chefs Move to Schools (CMTS) initiatives in an upstate New York high-school to see what effects the interventions had on what students ate. They found that CMTS has the potential to increase participation in school lunch programs and improve student's nutrition by increasing consumption of healthy foods.

CMTS was created to offer school food service workers the opportunity to work with other culinary professionals and create school meals that are both healthy and innovative. In addition CMTS seeks to increase awareness about healthy foods and improve healthy eating among school students.

For their study, the researchers recruited a French cuisine chef to work with the food service director of the participating high-school in the development of five new entrée items and one new side item to serve in addition to the regularly offered entrée for that day, pizza. The new entrees were: meat taco pizza, bean taco pizza, garlic spinach pizza, meat lover's pizza, and a mozzarella burger. The new side was a prepackaged side salad. The night before, the guest chef held an afterschool tasting for students to taste the new offerings and discuss her profession and recipes. Each new offering complied with the National School Lunch Program requirements for a reimbursable meal.

The Cornell researchers analyzed purchase records for that day compared to a day prior to the event and also kept track of the food items that students threw away to determine what was being consumed. They found that on the day of the CMTS event school lunch sales increased by 9% and that vegetable selection and consumption increased by 16%. The increase in sales indicated an improvement in lunch program participation and the increase in consumption indicated that students enjoyed the new healthy offerings. This study provides encouraging insights into the effectiveness of CMTS events and initiatives—why not try one at your district?

Tips from [Chefs Move to Schools! Can it Really Change What Students Consume?](http://tinyurl.com/q9c6863)

For article see: <http://tinyurl.com/q9c6863>



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



April 2015

16	Far North SNA Chapter #20 Chapter Meeting	#20
17	MotherLode SNA Chapter 45 Meeting	#45

May 2015

3-5	CSNA Industry Seminar - Disney's Grand Californian, Anaheim, CA	CSNA
14	NorCal SNA Chapter #02 Installation of Officers	#02
14	Far North SNA Chapter #20 Installation & Employee Recognition	#20
15	MotherLode SNA Chapter 45 Fundraiser & Installation of Officers	#45
15	SoCal SNA Chapter #01 Meeting & Officer Installation	#01
21	Central Cal SNA Chapter #10 Installation of Officers	#10

June 2015

25	SCSNA Summer Workshop	#01
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July 2015

12-15	SNA 69th Annual National Conference - Salt Lake City, Utah	SNA
20-24	Cal Pro Net Child Nutrition Program Administration - Sacramento	

September 2015

17	Northern Cal Fundraiser	#02
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October 2015

22	SoCal SNA Fundraiser - Magical Mystery Tour	#01
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November 2015

5-8	CSNA 63rd Annual Conference - Ontario, CA	CSNA
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November 2016

10-14	CSNA 64th Annual Conference - Anaheim, CA	CSNA
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CSNA HEADQUARTERS OFFICE HAS A NEW ADDRESS!

California School Nutrition Association
PO BOX 11376
Burbank, CA 91510

PLEASE UPDATE YOUR RECORDS!

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



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