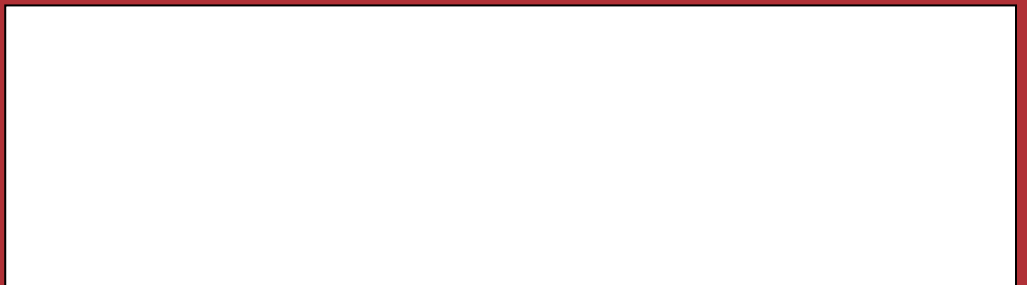


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# PRESIDENT'S MESSAGE

BY AGNES LALLY, M.S., CSNA PRESIDENT



*“Commitment is what transforms a promise into reality.”  
~ Abraham Lincoln*

**A** “BIG” THANK YOU to all CSNA members, industry partners, educational sessions presenters, Margan Holloway, Conference Committee Chair and her fabulous committee!!! Janine, Jon Nichols and the EMA staff, Mary Fell with her meals and decorations committee, Dena England, Program Chair, Regional Coordinators and many more volunteers on your commitment to the children in California ~ What an amazing annual conference we had in Sacramento. We exceeded all expectations including the number of attendees and exhibit booths. **“AKAW!!!”** This is something surfers shout when they spot a huge, perfect wave. What a great ride into and out of Sacramento. You all rock!!!

Another thank you to the CDE Nutrition Services Division for sponsoring The “State Day” again this year as well as their team who spent an entire day training our members with a focus on the new “AR” regulations and other critical elements of our program and staff from National Food Service Management Institute (NFSMI) sharing their expertise during the pre-conference session with our members.

A “huge” THANK YOU to all of our Industry Partners who sponsored our keynote speaker, conference bags, lanyards, cyber café, the reception to honor and celebrate all of our “Nutrition Heroes” on Friday night, Awards Brunch; program booklets, and on and on. Without your commitment and your generous sponsorship, this conference would not have been as successful. Thank you again for your kindness and willingness to ride the waves with your association.

Reflecting on our accomplishments this past year, there were many. The most recent is the “Omnibus

Appropriation Bill” with regards to the Child Nutrition Programs. Several of the key issues were addressed in the bill such as sodium. Speaking of Legislation, the State LAC is just around the corner. If you have not registered, please sign up. It is so important for you to educate our new legislators concerning who we are and the type of business we run. You are one of our biggest advocates for children’s health in our state especially with The Child Nutrition Re-Authorization 2015 coming our way. The **Public Policy and Legislative** committee (PP&L), led by Jennifer LeBarre has been working hard putting together an exciting and innovative program for all of the attendees. Our State Issue paper is completed ~ thanks to all members’ input and for the first time, Scholarships are available for State LAC. Make sure to mark January 25th to 27th on your calendar for State LAC in Sacramento AND March 1st to 4th for the SNA (School Nutrition Association) LAC in Washington DC. Details regarding these events are located on the CSNA web site.

I am so honored to be part of the CSNA family. Your dedication and commitment to the Child Nutrition business shows exemplary leadership. Many dreams are becoming reality. Changes are always coming our way ~ in keeping what is best for all customers in mind, working together in a collaborative manner, we will continue to ride our waves together serving “Smart Meals ~ Smart Kids”, one wave at a time.....

Agnes Lally, MS  
CSNA President



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# EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



*I*s your job getting you down?

Are your co-workers hard to work with, always calling in sick and maybe even seem crazy sometimes?

What about the students? Are they disrespectful, do they act silly and horse around in the line or do things just to annoy you?

And those parents! Do they forget to turn in their paperwork, send their kids to school without money expecting you to feed them anyway or complain about the littlest things?

Maybe your beef is with the school principal or teachers. Do they come to the kitchen looking for stuff or want to be served when your line is out the door? Are they always bugging you for coffee and cups and napkins at the last minute?

Does the custodian complain to you about mopping the floor, wiping off the tables or taking out the trash but still wants free cookies on Cookie Day?

Well, guess what. The Complaint Department has closed. Because your job is not about YOU, it's about THEM.

That's right, school food service professionals. Your job is about dealing with co-workers, students, parents and staff members in a positive way. Your job is to

overcome obstacles, find solutions, assist those with difficulties and sometimes be like the Mafia Guys and "fuggit about it." Your job is to keep it running, make it work and do it with a smile on your face.

And you do, don't you? While I can't offer you my sympathy for your woes, I can offer you my pride in what you accomplish every day. And if they haven't mentioned it lately, I'd like to add "Thanks for all you do."

Sally Spero, SNS  
Poppy Seeds Editor

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# MEMBERSHIP NEWS

BY LASHAWN BRAY, CSNA MEMBERSHIP CHAIR

***\*\*Membership = Winner!!\*\****



Great conference this year with lots of Winners.

We had the SNA Star Club, Golden Pillars, Steps Challenge & Conference Scholarship Winners just to name a few.

Golden Pillar Book awards went to Chapters 1, 2, 11, 25, 32, 44 & 45.



We finished the Local Chapters Incentives Reward Program with a bang. Chapter Presidents received money for their chapters by completing their goals. The money will be used to help their chapters grow, put on more meetings and maybe even help someone go to conference next year.






Regional Coordinators did an amazing job with their reward goals too. They not only supported their local chapters with meetings and fundraisers, they held display booths at school functions to get the word out about School nutrition and the benefits of SNA & CSNA membership. Even some new chapters were opened and dark ones revived. It's been an eventful year.

Job well done !!

*LaShawn*



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

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

# NEW FOR 2105!

BY LASHAWN BRAY

## *The Golden Pillars are going **Green** !!!*



Time to update the Golden Pillar Books, don't you think?  
Although we had 7 award winning Golden Pillar books submitted this year at conference, it was a lot less than I expected.

So, I thought why not change it up a bit & make it more fun!?  
Everyone is taking pictures on their phones these days and uploading to them, so why not do the same for your Chapter events?

Upload onto a digital photo frame pictures of your meetings, guest speakers, community events, fundraisers and much much more...

All while completing your Pillar goals.

At next years' conference, everyone walking by can enjoy your photos and share in your accomplishments of the year.

*More details to come....*





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# COVER PHOTO

**T**his issue's cover photo is the Grand Opening of Exhibits on the Friday Morning at the 2014 Annual CSNA Conference and Vendor Show. CSNA Board Members Agnes Lally, President, Dena England, President-Elect and Bruce Hall, Vice-President are joined by 2014 Conference Chair, Margan Holloway and some of our nearly 150 NAC Kids that were on hand to officially open the Vendor Show with a ceremonial ribbon-cutting.

This is always a hit at the conference as attendees eagerly await the doors flying open to get their first glimpse of our vendors' beautifully decorated booths and an opportunity to "kick the tires," so to speak, by tasting, touching and inquiring about the latest and greatest in School Nutrition.

This issue is loaded with great stories about the 2014 Conference, so please enjoy!



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\* 2013 SNA Back to School Trends Report  
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# MANAGER OF THE YEAR: CRISTINE HOLMER

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**C**ristine has shown outstanding achievement in the following areas.

**Cafeteria Environment** - She helped lead a cluster-wide test to spearhead an effort to increase participation in the “Meatless Monday” concept in the cafeteria.

**Management and Staff Development** - She provides hands-on training for managerial tasks and guides employees through advancement to leadership positions. She executed training strategies to ensure her teams are well informed about current policies, procedures and happenings within the organization.

**CSNA Involvement** - She has attained certification and credentials within SNA. In November 2013 she passed her School Nutrition Specialist Exam.

**School and Community Outreach** - She is always the first to chair a committee, form a focus group, test new products and work on special assignments. She has been on several local media events for the district’s “Farm to School Program”



# DIRECTOR OF THE YEAR: PATTY PAGE

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**P**atty has shown outstanding achievement in the following areas:

**Program Enhancement** - She runs a self-supporting program which treats students as customers rather than a captive audience. She gives nutritional guidance to students and works to make meals look more appealing to a point where students want to select healthy food.

**Staff Development** - She offers all her staff members the opportunity to get Food Safety Certified, including subs. She also sponsors professional growth through guest speakers.

**School Involvement** - She engages in educating students on maintaining a healthy earth through the “Planet Party Day” Event. A recipe from her district, “Central Valley Harvest Bake” won first place in the category of “Dark Green and Orange Vegetables” in the First Lady Michelle Obama’s *Recipes for Healthy Kids* Competition:

**Community Outreach** - She brings public awareness to the community by promoting ‘Dads at Breakfast’ and by creating brochures and business cards to hand out to parents and other community members. She is involved with several organizations in her community. (Palomar Health Community Action Council, Palomar Obesity-Diabetes Council: Co-Chair, Farm to School task Force, Farm to institution grant Program and many more)



# EMPLOYEE OF THE YEAR: JARED ANDRESON

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**J**ared has shown outstanding achievement in the following areas.

**Customer Service Skills** - Jared has a talent in personal connection; he makes an effort to know the names of the students and staff that he serves and greets them with a smile. He also provides nutrition information to aid the customers in better decision making.

**Creativity** - Jared placed whiteboards at each serving line where he wrote nutrition facts and would randomly ask questions to students regarding the information, eventually making a game of it so that students would search their cell phones to find the answers. This made students pay more attention to the information being displayed in the cafeterias.

**Professional Development** - Jared is very committed to professional development. In 2013 he completed his Associate of Arts in Health Education and Nutrition, then in January of 2014 he earned his Level 3 School Nutrition Association (SNA) Certificate and in September 2014 he began his studies for a Bachelor of Science in Food Services at California State University, San Bernardino.

**Dedication to the School Nutrition Program** - In the past school year Jared has developed a weekly exercise program for the students. He sought approval to use the school facilities and promotes Thai Chi, Yoga and Pilates.

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# RECOGNITION AWARDS

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

## CREATIVITY: VICKIE LANEY

Vickie has shown Creativity by making fun come alive in her cafeteria. She has made puffer fish out of cantaloupe and dolphins out of bananas and displayed them in her salad bars.

She is always looking for ways to surprise the students with new items.

She also got last year's 1<sup>st</sup> place in the Chop-Ed competition by making a yummy tasty salsa from scratch from a surprise box of ingredients.



## PUBLIC INFORMATION: PAT "TOOTSIE" ROGERS

"Tootsie" has provided Public Information by installing and growing a garden with Fairview Elementary School's students and providing an event in Fairview's cafeteria at Back to School Night showcasing healthy foods to parents so they can see what their students are growing and eating through the lunch program.

She also spearheaded an event at Fairview during the lunch hour where parents can have lunch with their children and experience the lunch program.

During the 2013-2014 School year at Fairview's open house, she provided a display of different garden vegetables grown in Fairview's garden for parents to see.





# RECOGNITION AWARDS CONTINUED

## COMMUNICATIONS: PAM WILEY

Pam is a natural leader. She is always thinking of new ways to encourage students to learn more about the connection between nutrition and education by helping coordinate a program called ‘Team Nutrition.’

She serves samples of healthy food items to students while dressed in a cute little pea outfit with fun and interactive games. Her goal is to encourage students to choose healthy options for better learning.



## NUTRITION: JAMES DUMARS

Chef Jim has shown an outstanding dedication to improving the quality, appearance and nutritional profile of school meals.

Since his hire date of April 2013 Chef Jim has developed delicious new recipes for the Lakeside Union School District. To introduce new items he began a monthly ‘Chef’s Special’ entrée.

His recipes have been featured in *Poppy Seeds* magazine under the ‘What’s Cooking with Chef Jim’ articles which includes recipes such as Ham and Cheese Pasta Salad, Pizza Sauce, Minestrone, Chicken Pot Pie Filling, Baked Beans and Cilantro Jalapeno Dressing.



## PROFESSIONAL GROWTH: JUDI REYNOLDS

Judi has shown Professional Growth by passing her School Nutrition Specialist (SNS) Exam in November 2012. She set up SNS study groups in the San Diego area and she made a huge difference in the level of professionalism by promoting the SNS exam and continuing educational opportunities.

She is helping CSNA achieve its goals for Pillar 1 - Education and Professional Development.

She is also a ServSafe instructor and teaches employees in her district.



# MOSCONE COMMITMENT TO CHILD NUTRITION AWARD - LAUREN TENG

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**L**auren has been involved with CSNA for over thirty years. She has served on the following committees: State Executive Board, Public Policy and Legislative Committee, Conference Chair, Exhibits Chair, Hospitality Chair, Awards and Scholarships Chair and Editorial Chair.

She has served as an official state CSNA delegate to other organizations including the California School Business Officials Conference, the California School Boards Association and the PTA to promote the California SNA and Child Nutrition.

Lauren has shown a commitment to CSNA by being active legislatively. In 2013 she helped introduce and pass a bill that exempted 4 oz. portion cup containers served at school from recycling tax.

She has had great success partnering Food Services with integration of nutrition into the curriculum and development of several programs involving culinary arts.

She promoted a link between nutrition and physical activity for her district student athletes by creating their first Sports Nutrition Seminar. She was awarded a Project Lean grant called Food on the Run to promote nutrition and physical activity.

For the past 14 years she has written and been awarded nutrition grants totaling over \$2.2 million to integrate school nutrition in her district, surrounding districts and the community.



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# HONORARY MERIT AWARD - LYNETTE ROCK

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**L**ynette has been an active CSNA leader for more than twenty years, culminating in her term as CSNA President in 2013-2014.

Lynette has encouraged professional development for site level members as she believes that, “Front line workers are the heart and soul of our program, and we must do more for them.” She has had State SNA Food Service Representatives and Regional Coordinators come to her District to make presentations on the benefits of SNA membership.

In 2011 she started the Future Leaders Program at the CSNA Conference. In 2013-14 when she served as CSNA President, she made a concerted effort to move CSNA forward and raise the profile of CSNA by getting her entire board involved to meet CSNA and SNA goals.

She shows nutrition spirit outside of the district by teaching classes in her community and participating in community activities.



# THE DON FLAHIFF INDUSTRY APPRECIATION AWARD - GEORGE KNECHT

BY SALLY SPERO, SNS, POPPYSEEDS EDITOR

**G**eorge has been a mainstay in CSNA and his chapters for the last 30 years and has served as Industry Representative for CSNA and the Mother Lode Chapter.

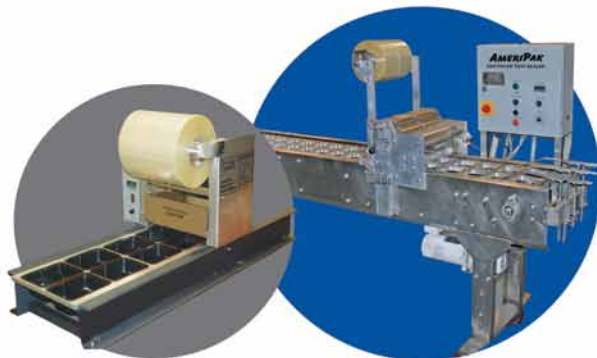
George has participated in and supported the Northern Cal Chapter, the Far North Chapter, the Mother Lode Chapter and the Central Cal Chapter fund raisers, trade shows and chapter events.

He is always willing to lend a hand to help support the Association to achieve its goals of bringing nutritious meals to the school children in California.



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# CALIFORNIA THURSDAYS

BY THE CENTER FOR ECOLITERACY

On October 23, 2014 tens of thousands of California students enjoyed a meal made from foods grown in California and prepared freshly just for them. And, if organizers of California Thursdays are successful, this will become a regular part of menus for students across the state.

Fifteen school districts, large, small, urban and rural, that collectively served over 190 million school meals a year participated in the pilot statewide roll-out. The program is predicated on the simple logic that California children will benefit from more fresh California fruits and vegetables.

But implementation of California Thursdays is far from simple. Food service directors have invested thousands of hours to reform an entrenched, centralized food system that ships produce around the nation, sometimes moving California produce to Chicago and other distant locations before returning it, highly processed, to California. Added to that are the challenges of creating recipes that kids enjoy and that meet federal standards, finding local farmers who can supply school districts, training staff to cook and serve fresh meals, and encouraging students to try them.

Why bother? These innovative food service directors, in collaboration with the nonprofit Center for Ecoliteracy, know that buying, preparing and serving local California food is a triple win.

“Whenever we serve fresh, locally grown food to children with these recipes, they devour it,” says Zeonbia Barlow, Executive Director of the Center for Ecoliteracy. “That alone is a victory. Properly nourished children are healthier and ready to learn. Additionally, California Thursdays benefits local economies and the environment.”

School districts pioneering today’s California Thursdays program include large urban districts such as Los Angeles, Oakland, Riverside, San Diego and San Francisco, as well as suburban and rural districts such as Alvord, Coachella, Conejo Valley, Elk Grove, Hemet, La Honda-Pescadero, Lodi, Monterey Peninsula, Oceanside and Turlock. Options range from fresh Chicken Fajita Rice Bowls to Asian Noodles with Bok Choy to Penne with Chorizo and Kale.

Funded with grants from the California Department of Food and Agriculture’s Specialty Crop Block Grant Program, the California Endowment, TomKat Charitable Trust, U.S. Department of Agriculture and Center for Ecoliteracy, California Thursdays was originally developed and successfully piloted with Oakland Unified School District last year. The program includes scaled recipes, staff training and procurement guidelines to assist schools in their transition to a healthier, more sustainable meal program, as well as resources of teachers and community engagement assets.

“Nutritious school meals also make perfect financial sense,” says Jennifer LeBarre, Oakland Unified School District’s Executive Director of Nutrition Services, who led the California Thursdays pilot program. “Healthy kids put less strain on our district’s health, counseling and special education services, while lowering absentee rates and improving school finances. We’re funded based on how many kids show up to class so it’s worth investing in quality meals that children are more likely to eat.”

In addition, California Thursdays will take taxpayer funds that might otherwise go out of state and redirect them back into local economies. Economists say that every \$1 spent on local food fosters \$1.86 in local economic activity. Every job created in the production of local food also leads to an addition of two or more new jobs within the community.

“California Thursdays is a great first step in celebrating all that California agriculture has to offer,” says California Department of Food and Agriculture Secretary Karen Ross. “It brings awareness to the fresh, wholesome and seasonally appropriate bounty of our great state. If we feed our children good, healthy food, if we connect them back to the place and the people and the practices that it came from, I think we’re going to have great decision makers in our future.”

The Center of Ecoliteracy and its partners are planning to expand today’s California Thursday to a weekly program and invite more school districts to participate. In Oakland last year, for example, California Thursday began as a once-a-month program and transitioned to every Thursday within a school year.

# HALLOWEEN FUN FOR CHAPTER #44

BY TONI CHAFFEE, CSNA REGIONAL COORDINATOR #7

Chapter #44 held its Halloween meeting at Serrano High School on October 29, 2014. Pumpkin carving and costume contest were enjoyed by all members.

A special group of students were recognized for their outstanding accomplishments at Chaparral High School. These students are working daily in our kitchens and trying to earn extra credits to graduate from high school. Our philosophy, along with Principal Dave Smith, is to educate these students in something that would be useful in everyday life. Most high school and college students work in the nutrition and fast food field for their first job. Some students even enjoy their volunteer time so much that they make a career in Nutrition Services.

These students have been a tremendous asset to our program and to Chantelle Cariveau, Chaparral Kitchen Lead. Chapter #44 recognized their efforts in nutrition and helped them receive Food Handlers Cards. Chaparral students Ryan Anderson, Eric Rodriguez and Andrué Duniza received an outstanding effort applause by Chapter #44 members for their contribution to Nutrition. Chantelle who is the SBCSNA Chapter #44 Technology Rep. spends her own personal time guiding these students to make sure they pass their Food Handlers Test with high scores!



# MAKE "THEIR" DAY

BY MARY ELLEN MCINTYRE, ELEMENTARY FS LEAD, ELK GROVE UNIFIED DISTRICT  
ELK GROVE'S CSNA/CHAPT. 78 PRESIDENT AND CSNA REGION 3 COORDINATOR

I would like to tell you about how my "Day" was made by a remarkable educator and her class of 1<sup>st</sup> graders from the Elk Grove Unified School District. Her name is Mrs. Vicky Moore and she teaches 1<sup>st</sup> Grade at my work site, Maeola Beitzel Elementary School.



I was on my lunch break in early October. Mrs. Moore and her students sought me out to "Make My Day". They gathered in the office hallway holding up the pumpkin art that they had made for me to hang in the cafeteria area near my kitchen. I felt so honored. I thanked Mrs. Moore's class during their lunch service that day for making my day.

Here's what they said to me "Mrs. Mac you make our day every day just by being the best Lunch Lady ever." This got me thinking about how the young or old can really make a difference in someone's day. It's true! Mrs. Moore and her class proved this when they "Made my Day"

Here's Mrs. Moore's concept. "Make Their Day" is part of a behavior program that she has used for the last seven years and it has 4 rules: Be Here, Play, Choose Your Attitude, and Make Their Day. It is known as the "Fish" philosophy. It started as a business concept in Seattle, Washington to make coming to work fun instead of dreary. It was rewritten for the educator to use in the classroom. It is simple and the kids really buy into it. As first graders (6 year olds) they are always looking for ways to make someone's day. It isn't easy when you are so little, but we find ways like making art work.

There is another reason I would like to share Mrs. Moore as my "Educator Hero." She has been teaching for 32 years with the Elk Grove District and all 32 years have been with 1<sup>st</sup> Graders. She loves the way

they are like sponges and soak up everything you tell them. She really likes it when they remember something in March that she taught them in September.

Mrs. Moore has been married for 34 years, congrats to her! She has 2 fabulous children and 2 amazing grandchildren. She loves to read, sew, and crochet. She has sewn curtains for many of the classrooms here at Beitzel and has altered a few dresses for the folks here, also. She says she is a pretty ordinary person. I disagree; she is an exceptional "Educator" and Person!

I was one of the 12,000 fans recently at a Sacramento Kings game and felt honored to be there because of Mrs. Moore and the Beitzel Choir. Our Choir consists of 1<sup>st</sup> thru 3<sup>rd</sup> grade students and is exceptional. They had the great opportunity to sing and perform the National Anthem at the beginning of the Kings game. Words do not do the Beitzel Choir justice. They sounded amazing! Mrs. Moore was in choir as a teenager. She has always enjoyed singing. She started directing a choir at one of our sister sites, Charles Mack Elementary about 20 years ago. She also directed the choir at another sister site, Case Elementary for 12 years. She has had no training other than being in choirs. She teases that she learned to direct by watching Whoopi Goldberg in the movies "Sister Act" and "Sister Act 2". Mrs. Moore is committed and volunteers her service to the choir because she feels good when she sings so much so that she wanted to pass it on to her young students. She hears from parents all the time that the kids sing in the car, in the store, at the dinner table, and yes, in the shower! It is definitely a work of the heart and Mrs. Moore captures ours in her quest for singing!





# READY FOR NEW REGS?

BY ELOISA PARRA, CHAPTER 44 HISTORIAN

Chapter 44 had its first meeting at Oak Hills High School this fall. It was a great opportunity to learn and share a good time with colleagues from High Desert and Upland.

LaShawn Burns-Bray and Cyndi Eastwood were installed as the new Chapter 44 President and President-Elect by Snowline's Nutritional Food Services Director, Toni Chaffee. Our new President presented a lecture on how to put together a meal that is in compliance with the new meal regulations. Then we proceeded to have members participate in a challenge to put together a compliant meal for secondary schools. Participants chose from an array of entrees, fruits, vegetables, juice and milk. In an effort to keep our districts updated on the new regulations, Nutritional Food Service directors Tonya Tardd from Hesperia School District and Toni Chaffee judged every meal and went on to explain in detail whether or not each meal met compliance standards.



# SCSNA CHAPTER #1 BACK-TO-SCHOOL WORKSHOP

BY JUDY ROOKS

**S**outhern California School Nutrition Association Chapter #1 hosted a Back-to-School Workshop on August 8, 2014. The event took place at the beautiful Electric Education Center in Irwindale, California.

Matt Upton was our inspirational Keynote Speaker. He encouraged us to consider our “Oppositions as Opportunities” and taught 8 steps to uncover your opportunities. Matt also held breakout sessions helping staff with daily situational conflicts.

Four Breakfast Session speakers helped prepare the group for the 2014-15 school year.

- The informative Mike Danzik spoke on the “New Breakfast and Lunch Regulations” and “Smart Snacks.” Mike made a difficult subject more manageable and reinforced the regulations.
- The delightful Gina Christian from PMG Equipment Specialist spoke about the Do’s and Don’ts for our kitchen equipment to help them last as long as possible.
- Candice Sainz from the Dairy Council presented “How to Create a Smart Lunchroom” along with her co-worker Emily Bastia. They shared the best practices and excitement that the Smart Lunchroom Movement has created.
- Matt Upton helped us learn how to get others to volunteer and give their best. It was very practical information and he suggested solutions for solving staff conflicts in a group setting.

The breakout sessions were repeated twice so if you missed one you could catch the information the second go-round. Lunch was provided and catered by Panera. If you ever get the opportunity to join one of these summer events, it’s a great way to start the school year with a refresher on the new regulations and wonderful speakers to motivate and help you get ready for a New School Year!



# BACK TO SCHOOL WITH CHAPTER 15

BY EMILY CENA, PHD, RD, NUTRITION SPECIALIST, POWAY UNIFIED SCHOOL DISTRICT, FOOD AND NUTRITION DEPARTMENT

**S**an Diego area's CSNA Chapter 15 kicked off the new school year with an afternoon of networking, professional education, and fun. On October 1 members representing seven local school districts gathered at the brand new San Marcos High School for our first meeting of 2014-15.

Following introductions and review of old business, CSNA President-Elect Dena England provided the group with an overview of SNA, CSNA, and our local chapter. Next Chapter 15 President Judi Reynolds presented the SNS credentialing and SNA certification programs. One of our goals as a chapter is to encourage professional development of our members and credentialing and certification are two excellent opportunities for professional growth. Other topics of discussion included the CSNA Annual Conference and scholarships, the SNA STEPS Program, and the preliminary results of our recent member interest poll. We concluded the business half of our meeting with small group discussions about what is working well so far this school year. Members were able to share menu ideas with colleagues from nearby districts, an activity that is frequently requested by members.

Next up, it was time to stretch our legs and have some fun. The group toured the beautiful facilities of the newly constructed high school, including the kitchen, traditional serving area, speed windows, and a kiosk facility. We ended the tour with a demonstration of their new pizza oven and, of course, a tasting.

Chapter 15 is looking forward to "Riding the Wave" of school nutrition throughout this school year!



# SUCCESSFUL VENDOR SHOW IN THE SANTA CLARITA VALLEY

BY LYNNELLE GRUMBLES

**G***et in the Game with School Lunch* was the theme for the 11<sup>th</sup> Annual School Food Vendor Show at the Santa Clarita Valley School Food Services Agency in Santa Clarita, California, on Tuesday, October 28, 2014. Over 200 students, parents, principals, school staff, family members, and administrators attended the open house at the Agency Central Kitchen where 22 food booths representing over 40 companies showcased new and innovative products. Attendees sampled and evaluated over 100 food items to give input on breakfast, lunch, and snack items to be offered at their respective schools.

Lots of great door prizes donated by participating vendors helped to bring the crowds in the door and encourages participation in the product evaluation process. The event also offered an opportunity to taste test our new recipes with attendees – new wraps, BBQ pork sandwiches, and pizza toppings were tested. Our dietitians had an opportunity to show new social media outreach opportunities, online menu and ingredient label tools, and offer nutrition education resources. Very few things are entirely the work of just one person. Without the direction of Jane Crawford, Director of Food Services, and her team this event would not have been possible.

The Santa Clarita Valley School Food Services Agency thanks the following manufacturers, distributors, and brokers for their time and participation in the event!

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*Continued on Page 27*

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# FAIRWAY FUNDRAISER

BY VALERIE MCDONALD, MOTHER LODE PP & L CHAIR

**T**he Bartley Cavanaugh Golf Course in Sacramento was this year's venue for the Mother Lode legislative fundraising event. Attendees had the opportunity to participate in either golf or a bocce ball tournament. Our industry partners really came through for us and many thanks go out to all of our 2014 sponsors who raised an impressive \$20,795.00 on behalf of our legislative efforts in Sacramento and Washington D.C.

Our ravenous early morning tournament participants were most appreciative of the tasty grab 'n' go breakfast menu items that were provided by Rich's, Popcorn Man, Mary Ann's Baking Co., Apple & Eve, Advance Pierre and Big Spoon Yogurt. It was an Offer vs. Serve affair boasting whole grain fare and a compliant 1 whole cup of fruit offered!

Chapter 45 members displayed a good natured amount of competitive spirit during both the golf and bocce ball tournaments and onlookers waited with bated breath as some serious measurements were contested by the bocce ball players. As teams competed we were reminded of the unique team spirit enjoyed by school nutrition professionals and industry members that continues to strengthen our influence with legislators on behalf of school nutrition. The fun filled atmosphere was a needed respite from the rigors of the complex regulations that sometimes confound us but never deter us from our common goal of nourishing students, and serving education by enhancing a student's ability to learn.

In addition to our generous tournament sponsors the Mother Lode Legislative Action Fundraising Committee would like to express gratitude to all those who donated auction and raffle prizes that raised an additional 2,002.00. Our day ended with team awards and an animated live auction conducted by none other than the entertaining Peter Woods of Buena Vista Foods.

*Continued on Page 29*





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*Special mention to Hurst Philpot from Sac City Unified who did a magnificent job coordinating the bocce ball event.*

*Special thank you to Matt Upton for being the tireless Mother Lode Photographer of record on this day!*

***YOU ACED IT!***





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# SECOND GENERAL SESSION

*The Passing Zone entertained us while sharing their unique perspective on the art and benefits of teamwork. Using a blend of comedy and dazzling juggling ability and agility, they showed that collaboration, cooperation and trust are the perfect recipe for a successful team*





## CHAPTER RECOGNITION



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

<u>SUNDAY – January 25, 2015</u>	<u>MONDAY – January 26, 2015</u>	<u>TUESDAY – January 27, 2015</u>
12:00 <i>First Timer's Orientation</i>	9:00 CDE Update	7:30 Breakfast with Q & A on Issue Paper/ Talking Points
12:30 Registration	10:15 Legislative Panel - Current Topics	9:00 Legislative visits
1:00 Opening/Welcome	11:15 Stakeholder Panel - Current Topics	4:00 Completion of Legislative visits
1:15 Legislation, LCFF & Budget Update	12:15 Lunch - Included in Registration	
2:30 CSNA's Role in Legislation & Policy Process	1:45 Walk to Capitol	
3:45 Issue Paper Review	2:15 Capitol Orientation 2015 Perspective - Legislators, Policy Makers and Staff	
4:30 Talking Points Development	4:00 Capitol Tour	
5:15 Adjourn - Evening on own	5:00 Legislative Reception (Reception Included in LAC Registration)	



The members of the California School Nutrition Association Public Policy and Legislative Committee cordially invite you to attend the annual state Legislative Action Conference. This year's conference will be held January 25-27, at the Sheraton Grand Hotel. The committee is in the process of constructing an exciting program packed with informative speakers, great food, and visits with your legislators.

The conference will open at 1:00 p.m. on Sunday, January 25th, (Registration opens at 12:30 p.m.) and will conclude with legislative visits on Tuesday. **NEW this year, is a First Timer's Orientation beginning at 12 Noon.**

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

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Director/Supervisor	\$275	\$325	_____
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Request for refund must be received in writing by 12/22/14. A \$50 cancellation fee will be deducted.

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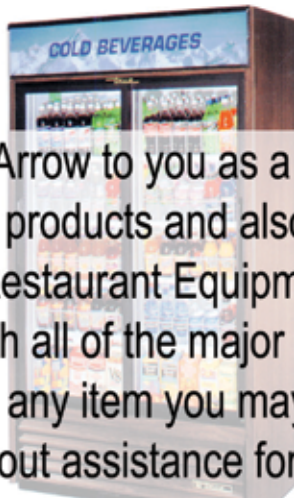
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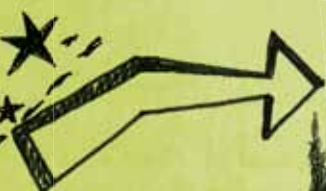
We have solutions for the  
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When in Rome

CHICKEN

CAESAR SALAD



## gotta TOSTADA SALAD

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

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

This salad is fit for an Emperor.

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

Provides:  
1M/MA  
1 Cup Vegetable





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## the freshly picked FARMER'S MARKET SALAD

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

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



## Not your ordinary SIDE SALAD

## GARDEN FRESH SALAD

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

Provides:  
1 Cup Vegetable

## LITTLE CAESAR SALAD

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

Provides:  
1 Cup Vegetable

## I want my EdaMOMMY ASIAN SALAD

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

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



## it's all GREEK to me SALAD

Look out Caesar, there's a new salad in town. The PHILOSOPHY is if you mix fresh romaine lettuce, with balsamic vinaigrette dressing, tomatoes, garbanzo beans, feta cheese and olives, you'll have one smart salad.

Provides:  
1M/MA  
1 Cup Vegetable



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# PRE-CONFERENCE SACRAMENTO 2014

BY LINDA SWEENEY, CSNA PROFESSIONAL DEVELOPMENT CHAIR

**E**ighteen brave individuals sat for the 4-hour SNS exam at pre-conference. We hope to have many from this group that will be able to include the “SNS” designation after their name. The exam is offered each year at conference.

The very popular state update was offered as a pre-conference session again this year. Over 110 people attended the session which included a morning overview of the new Administrative Review process and an afternoon session on Meal and Site Quality. In addition to the informative presentations, many of the qualified state staff were present to answer individual questions. Panel discussions given by food service directors shared their experience and best practices. Smarter Lunchroom Movement techniques were presented by Kathryn Hoy from the BEN Center at Cornell University where the techniques were developed and tested. There were table discussions and activities which allowed everyone to network. Evaluations showed this was time well spent!

**Now is the time to become certificated with SNA!** Many of our members completed the first step toward this goal at conference this year by attending the Nutrition 101 course. Over 25 CSNA members took the 8-hour nutrition course offered by the National Food Service Management Institute (NFSMI). Although some were concerned about the long day, the class proved to be entertaining, informative and time well spent.

Most all attending the class have a food safety certificate from attending an 8-hour approved food safety course. By attending Nutrition 101 coupled with their food safety course, they have completed the requirements for their Level 1 Certificate. These two “Core Courses” are all that is needed to obtain the Level 1 Certificate. The final step is to send in the application and \$16 fee. Congratulations to our future Level 1 Certificate holders!

Nutrition 101 is also available online so if you did not have the opportunity to attend pre-conference this year, you can still earn this important Certificate level. The course consists of ten lessons and can be taken online a lesson at a time. Think about getting together with a group from your district and going through the interactive lessons. You can view the course on the NFSMI Web site at: <http://www.nfsmi.org/ResourceOverview.aspx?ID=90>.

# FUTURE LEADERS AT 2014 CSNA CONFERENCE

BY LINDA SWEENEY, CSNA PROFESSIONAL DEVELOPMENT CHAIR

**T**his year in Sacramento we started with a somewhat reserved group for the Future Leaders sessions. Fifteen had signed up ahead of time for this conference series designed to inspire and bring out the leadership qualities in this select group. An additional goal of the series is to familiarize our attendees with how CSNA functions and the opportunities available to members. Ultimately, more than 20 participated in the course throughout conference.

Gail Gramling from Torrance USD presented in the opening session with an exercise in communication. It gave participants an idea of the importance of clear communication and giving specific instructions. We discussed a leadership section from the CSNA Board Leadership Manual and then took a leadership survey. A score of 50 or more on the survey indicated a desire to become a leader and a perceived ability to do the tasks required of a leader. Although not all scored over 50 we stressed that commitment, desire and determination are the biggest indicators of leadership ability.

Future Leaders attended a list of breakout sessions from various presenters that covered topics related to leadership. Educational sessions included those offered by Jennifer LeBarre, LaShawn Bray, Lynette Rock, Matt Upton, Judi Reynolds, and Alexandra Emmott. Our leaders also attended the House of Delegates meeting on Saturday morning to observe the voting process for the organization.

One of our attendees, Robynne Sokolowski from Victor Valley USD was a Future Leaders participant last year. She felt her participation in this series had been instrumental in obtaining a new position in her current district as a Food Service Field Supervisor. This year she brought 4 members of her staff to take part in the series. They were excited to get a glimpse of their leadership potential and learn the opportunities of CSNA membership.

Our final session included a summary of lessons learned, new ideas and a goal setting exercise for their work place and CSNA chapter as well as individual goals. Shared comments were that they were less intimidated, had more respect for their position in food service, and felt empowered to tackle some of the challenges they are facing. Conference can be a life-changing experience and the same people that arrived on Friday had definitely grown by Sunday. Congratulations to our Future Leaders!

# LUNCH LADY HERO STORIES

**D**uring this year's Annual Conference, people were invited to submit Lunch Lady Hero Stories. A few were randomly selected to receive a signed copy of one of Jarret Krosoczka's Lunch Lady books. Here are the stories.

## Lunch Lady Hero Georgia Preasmyer, Antelope Valley Union High School District

I had just become a Food Service Manager at Lancaster High School and was not on the serving line as much as I was when I was an 8-Hour Lead. One of my students went into seizure activity and I got her on her side, got a team member to get me ice for her neck and went to help her come out of the seizure. She looked up, smiled and said "You're my lunch lady. Thank you." It is important to show our students we care about them in all aspects of their lives.

## Lunch Lady Hero Pam Vandergroen, Walnut Creek

Once upon a time in the morning before the sun was up I heard screaming coming from the kitchen. I thought our delivery man who was new had locked himself in the freezer. But to my shock he had fallen off the back of his truck. He was suspended off the ground with his leg trapped inside a fork lift and his head holding him up against the building. The super-hero came out of me and my co-workers as we went to the rescue. We brought out a kitchen table on wheels to support him until we could find the button on the truck to lower the tailgate. A day to remember and hopefully never repeat.

## Lunch Lady Hero Morgan Cook, Columbia School District, Redding

I am a chef of 12 years and new to schools! I have changed the café program completely with new equipment and a scratch menu. My largest task is changing children's palates and introducing healthy foods in a fun way. I am determined to continue this change and improve school lunch FOREVER. It's been really exciting and I am very grateful to be a part of it. Check out our menu on-line.

## Lunch Lady Hero Jeff Dardis, Western Placer USD

For the first several years of being at my district my lunch lady superhero was Charlotte Campbell. Charlotte could seem like a mean lunch lady especially when she would pull out the large wooden stir paddle and threaten the kids to keep the noise level down. She was actually a very tender-hearted person who felt that what we do in the school lunch business is a very noble cause. Charlotte could never pronounce the word "chicken" properly and it always came out as "schicken." This is something I'll always remember about her. Thank you!

## Lunch Lady Hero Jacqueline Speidel, Antelope Valley UHSD

While shopping one afternoon I overheard a little voice behind me excitedly saying "Mommy, Mommy look! It's the red-headed waitress from my school." It was Matthew, a kindergartener and a regular in the lunch line.

## Lunch Lady Hero Kelly Dunn-Goligowski, San Juan Unified

A Christmas story. At John Holst Elementary School I was the lunch lady serving breakfast. One day I called into the local radio station and my breakfast customers and I sang "Grandma Got Run Over by a Reindeer."

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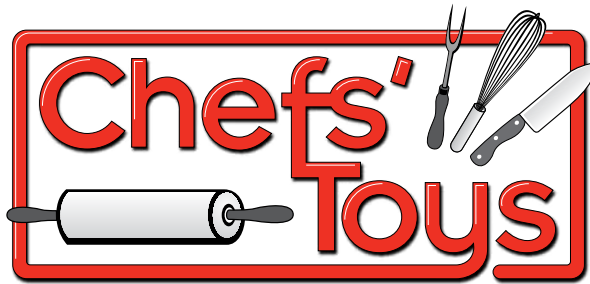


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[ray@chefstoys.com](mailto:ray@chefstoys.com)

\*Anaheim location is closed on Sundays



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		MONDAY, MAY 4, 2015		TUESDAY, MAY 5, 2015	
12:00 PM	Registration	8:00 AM	Continental Breakfast	8:00 AM	Continental Breakfast
1:00 PM	Welcome & Overview	9:00 AM	PROGRAM	9:00 AM	PROGRAM
	Housekeeping	12:00 PM	Lunch	11:45 AM	Adjourn
	Presidents Message	1:30 PM	PROGRAM		
1:35 PM	PROGRAM	4:00 PM	Adjourn		
5:00 PM	Adjourn	5:00 PM - 7:00 PM	Reception **		
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.		** Included for School District Employees, Additional Fee for Industry and Guests. Interested in sponsoring the Industry Party?			

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

***SUPER SAVER!! - Register and Pay in full On or Before Feb 1, 2015\****

*\* Fee MUST be paid in full by Feb 1, 2015 to receive this price*

	Feb 1 - April 5	After April 5	Total
Director/Supervisor <i>Includes Monday Night Reception</i>	<b>\$345</b>	\$395	\$445
Non-CSNA Member Dir./Sup. <i>Includes Monday Night Reception</i>	<b>\$395</b>	\$445	\$495
Industry Representative	<b>\$395</b>	\$445	\$495
Non-CSNA Industry Representative	<b>\$445</b>	\$495	\$545
GUEST <i>(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)</i>	<b>\$275</b>	\$300	\$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, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

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/](http://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**

# NEW DIRECTOR'S COURSE SERVES UP EDUCATION AND FUN

BY LINDA SWEENEY, MS, RD, SNS, CAL-PRO-NET CENTER AT SAN JOSE STATE UNIV.



**The Sacramento Class singing the benefits of breakfast to the tune of “Happy”**

Eighty-six students enjoyed a week of concentrated learning as well as having some fun at the New Director's Child Nutrition Program Administration (CNPA) course in Ontario June 23–27, 2014, and Sacramento July 21–25, 2014. The CNPA is sponsored by the California Department of Education (CDE) Nutrition Services Division (NSD) and coordinated by the California Professional Nutrition Education and Training Center (Cal-Pro-NET) at San Jose State University (SJSU). Participants from large and small school districts, charter schools, county offices of education, and management companies from throughout the state attended.

Designed for success, the CNPA targets new child nutrition directors and nutrition education specialists and strives to ensure that child nutrition professionals are well prepared for their new school nutrition position. A few of the many essential topics that comprise the curriculum include federal and state regulations, eligibility, verification, financial management, local school wellness policy, food safety, human resources management, marketing practices, and menu planning for quality healthy meals. Participants all agree that the course is a great opportunity to learn, network, and share their real-life experiences and perspectives with each other.

The course requires students to work hard both in class and through homework activities and is approved for 32 hours of continuing education units through the School Nutrition Association and the Academy of Nutrition and Dietetics. Participants can also apply for two semester units of optional university credit for an additional fee.

*Continued on Page 47*



## Highlights from this year's course

Carol Chase Huegli, Associate Director of NSD, gave a warm welcome at the Sacramento location. She commended the participants for the contribution they make to the educational process and she took time to learn a little about each district. Debra Amos, Consultant, presented in Ontario and Sacramento on leadership, purchasing and procurement ethics. Daryl Hickey from Pomona Unified School District (USD) covered Hazard Analysis Critical Control Point (HACCP) and Emergency Preparedness at the Ontario location, and Rene Yamashiro presented on these topics in Sacramento.

A very important topic in these days of budget cuts and expense reduction is Resource Management. Joan Herboth, School Nutrition Program (SNP) Specialist, in Ontario and Andrea Tayo, SNP Specialist, in Sacramento provided an excellent two-hour overview of the Cafeteria Funds. Harold Sullins in Ontario and Debra Amos in Sacramento presented on Financial Management. Debra and Harold conduct the Cal-PRO-NET's two-day Financial Management course and presented a condensed version for the CNPA participants. Both have extensive experience and knowledge in school food service financials and are able to provide a wealth of information.

The CDE NSD staff also presented on a variety of topics including the breakfast and lunch meal patterns, offer versus serve (OVS), eligibility and verification, special dietary needs and milk substitution, competitive foods and water regulations, and the new Administrative Review process. The CDE NSD presenters, so well versed on these topics, included Lisa Melhouse, Sharon Freschi, Naaz Rathore, Tara Chambers, Janice Hunt, Karen King, Mike Danzik, Lori Porter, and Stephanie Enright.

Heather Reed of CDE NSD facilitated an interactive session on wellness policies. To highlight work being done on this topic, Leeza Lindsay, Assistant Director Food Service for Torrance USD, presented to the Ontario group on the innovative work they are doing regarding wellness policies and she is a former CNPA graduate (Class of 2013—Ontario). In Sacramento, Monique Stovall, Food Service Director, (another CNPA graduate from 2013—Sacramento) from San Juan USD gave an account of the work being done in her district.

The CNPA course also included field trips to the U.S. Department of Agriculture Food Distribution Centers in Pomona and Sacramento. Stephanie Ewing from the CDE NSD provided an energy-packed presentation at the Ontario site. In Sacramento, she was joined by her team members Neena Kaur, Desirea Lee, and Amy Bell. At the end of the presentations, CNPA participants enjoyed a full tour of these spotlessly clean, organized, and efficient warehouses.



*Continued on Page 48*

## CNPA Class of 2014 in Sacramento

The final day of the course included a presentation of current nutrition issues including basic nutrition, childhood obesity and the rationale behind the new school meal pattern. In Ontario, Melodee Lopez with the Nutrition Education and Obesity Prevention program (formerly known as the Network for a Healthy California) presented on all the nutrition resources available to school food service directors. She used the Harvest of the Month (HOTM) resources to conduct a taste test of dried fruits. In Sacramento, Jackie Russum from the Healthy Kids Resource Center (HKRC) led us in an energizing physical activity break after explaining the many nutrition education resources available to schools through the HKRC. Kathy Streng with HOTM talked about ways to utilize HOTM resources. Jackie Richardson with the California Department of Public Health reviewed the many free resources available for the Rethink Your Drink Campaign. The day ended with Herbie Smith, Communications Director with San Marcos USD, discussing communications and marketing for school food service departments. He is a master of both and inspired all the CNPA participants to review and re-think their school food service marketing efforts and challenged them to try new ideas. The five-day course was wrapped up by class participants reflecting on their week of activities and outlining changes to implement when they returned to their districts.

Special thanks go to Lisa Melhouse for her work in co-presenting the courses. She worked hours prior to the course to coordinate materials, presentations and resources from state staff. During the course, she came early, stayed late, and was available to all participants to answer questions as well as grade homework.

The CNPA course provides a wonderful opportunity to connect and network with fellow food services professionals. The CNPA provides a learning environment to discuss problems and identify strategies with colleagues statewide.

Make plans now to join us in 2015! The Southern California course is scheduled for June 15–19, 2015, in Ontario. The Northern California course is scheduled for July 20–24, 2015. More information including registration instructions will be available early 2015 on the Cal-Pro-NET Web site at <http://www.nufs.sjsu.edu/calpronet/>.



**CNPA Class of 2014 in Ontario**

# NASPAA 2014 SPOTLIGHT AWARD FOR OUTSTANDING PUBLIC SERVICE RECOGNIZES ONE OF OUR OWN

BY FRANCESCA DI MARCO, DIRECTOR OF COMMUNICATIONS & PUBLIC AFFAIRS, NASPAA

**N**ASPAA, the Network of Schools of Public Policy, Affairs and Administration, is the global standard in public service education with a twofold mission to ensure excellence in education and training for public service and to promote the ideal of public service. It is the membership organization of graduate education programs in public policy, public affairs, public administration, and public and nonprofit management. NASPAA is also the recognized accreditor of master's degree programs in these fields. Its nearly 300 members are located across the U.S. and in 14 countries around the globe.

NASPAA recently announced the recipients of this year's "Spotlight Award" for outstanding contributions toward solving public sector problems. The honorees were acknowledged at NASPAA's awards luncheon during the association's annual conference which took place in Albuquerque, New Mexico.

Member schools were asked to nominate alumni or faculty from all levels of government, as well as the nonprofit and consulting sectors for this honor. The recipients were selected by the Spotlight Award Subcommittee, a part of NASPAA's Marketing Committee and chaired by George Dougherty, Jr., of the Graduate School of Public and International Affairs at the University of Pittsburgh.

"The 10 nominees have made great contributions to their communities and demonstrate the ideals of public service," said Dougherty. "It is a pleasure for us to highlight their contributions."

Join us in congratulating Dr. Robert Lewis, Director of Nutrition Services for the El Monte City School District who was one of those recognized for this honor.

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



# CALIFORNIA NUTRITION SERVICES DIRECTOR WINS NATIONAL HEALTHY SCHOOL HERO AWARD

BY NICOLA EDWARDS

**D**r. Robert Lewis, Director of Nutrition Services for the El Monte City School District in El Monte, CA has been named a national 2014 Healthy School Hero Award winner by Action for Healthy Kids for his work to fight childhood hunger and obesity and improve children's health and readiness to learn at school. The twelve national winners, who were nominated by their peers, represent the many individuals across the country helping to create healthier school environments for students today.

Dr. Robert Lewis continues to be a leader in his district's Coordinated School Health Steering Committee which addresses health and wellness policies in the district. He brings over twenty-three years of experience in school nutrition to the table and holds a doctorate in Public Administration. Not surprisingly, he successfully elevated all fourteen elementary schools in his district to achieve national recognition from the Alliance for a Healthier Generation for their nutrition programs.

For the 2013-2014 school year, Dr. Lewis was awarded an Action for Healthy Kids School Breakfast Grant worth \$40,000. With the additional funding he was able to bring Breakfast in the Classroom to all 14 schools in the district. Breakfast participation skyrocketed from 30% to over 80% in some cases. Looking beyond the numbers, the students started to take an interest in what constitutes a healthy breakfast. "Students are actively involved in learning about healthy eating and they mentor other children," Dr. Lewis said. "Volunteer students like being designated as breakfast champions. They assume the responsibility of delivering meals to their classrooms."

Dr. Lewis' work has been recognized by countless health-promoting organizations, including the American Heart Association, Alliance for a Healthier Generation, and the USDA. However, the recognition from his students is what really drives him to continually innovate. More recently, his district devised a ten-week curriculum for 4th and 5th graders called Operation Tone Up. The program covers nutrition and physical activity and culminates with a physical fitness and nutrition contest to keep students engaged.

*Fun Fact!* Dr. Lewis' schools were invited to the White House by First Lady Michelle Obama.



**SCHOOL NUTRITION ASSOCIATION  
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**MARCH 1-4, 2015**

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# USDA UNDER SECRETARY HONORS DURFEE ELEMENTARY SCHOOL

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

**O**n October 27, 2014, United States Under Secretary Kevin Concannon and California Department of Education Nutrition Services Director Sandip Kaur visited Durfee School in the El Monte City School District (EMCSD). Durfee has been awarded the 2014 Gold Award from the Alliance for a Healthier Generation, the 2014 Let's Move! National Recognition Award, and 2011 USDA Healthier US Schools Silver Award.

Principal Dianna Mercado and EMCSD Nutrition Director Dr. Robert Lewis led the visitors on a tour of Durfee's breakfast programs, physical education programs, and site kitchen. They were joined by Superintendent Dr. Maribel Garcia and other EMCSD administrators. Feeding programs that were highlighted were Breakfast in the Classroom (grades K-6), CACFP Family-Style Breakfast (preschools), Grab & Go Middle School Breakfast (grades 7-8) and the special needs meal service.



All fourteen EMCSD schools participate in the Breakfast in the Classroom program, the CACFP Supper Program, and the Smarter Lunchroom Movement. Breakfast participation has grown from thirty-two percent to over eighty-four percent district-wide in the past two academic years since introducing the new federal incentive programs. Average daily attendance has increased .04 percent in just over one year. The EMCSD Nutrition Services Department has added three new full time positions and fourteen part-time positions due to the increase in breakfast service.

Durfee School maintains high academic standards and is a leading school in California's San Gabriel Valley. Under Secretary Concannon also toured Durfee's new construction site that will add several modern classrooms, a music center, a library/computer lab and new middle school cafeteria.



# FAREWELL RHONDA DEVAUX

BY JUDY POLLACK



BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**CSNA** Past President Rhonda DeVaux passed away on July 20, 2014. Rhonda was CSNA President during the 2005-06 year. During her 30+ year career she received many honors for her work in our field including the national Outstanding Director of the Year in 2008.

Rhonda retired from Irvine USD in 2009 but she had also served as Food Service Director in La Habra CA, Greenwood SC, Wilmington NC and New Albany-Floyd County IN. After her retirement she worked part-time to assist school nutrition programs in New Mexico.

Tributes to Rhonda's life and work from her friends and colleagues appear elsewhere in this issue of *Poppy Seeds*.

**R**honda and I had known each other for 26 years as friends, Orange County directors, travelers and California School Nutrition Association Presidents. Rhonda reminded me of the character Ellen O'Hara (Mother) in "Gone With The Wind." Mother was a strong, brave, kind, religious, southern lady who always did the right thing in life, always put other's needs before her own, and always helped the less fortunate. Her rebellious daughter Scarlett always wanted to be a true lady like her mother. I, too, want to be more like Rhonda DeVaux, another true lady.

Rhonda was a devoted wife, mother, grandmother, active church member and school food service professional for many years and in many parts of the United States. She was an active member of SNA, CSNA and the Orange County Chapter. Rhonda was a brave fighter who relentlessly fought the cancer in her body.

Patty Meeks (S.A. Piazza Pizza), Linda Williams (Integrated Food Service) and I attended the moving and touching tribute to Rhonda at her home Lutheran church in the suburbs of Albuquerque, New Mexico. There was not a dry eye in the church after her daughter-in-law read the tribute to Rhonda written by her loving husband, Roger DeVaux.

Rhonda was also a very creative person who valued her Home Economics education. She used what she had learned at work and in the creations she sewed. She made her own wedding dress and the curtains for their homes. She also made American Doll outfits for her two granddaughters, for the CSNA Silent Auction, and for me. One of the last gifts she gave me were two adorable pink dresses and pink sandals for my doll.

May we all remember Rhonda with love and admiration for the life she lived.

*Continued on Page 53*

# FAREWELL RHONDA DEVAUX - CONTINUED

BY TONY ROBERTS



When I heard that Rhonda had passed away, I was crushed. I knew I had lost a very good friend but I did not really understand how great our friendship was until people started calling me with consolation messages. I do not know that I can write anything that can do justice to describe the tremendous person that Rhonda was. Indeed, I feel unworthy of such a task.

The Saturday after she died, I went to Temple to say the Kaddish, the memorial prayer for her. The Torah reading that week was called *Mo-Aseh*. It is the last portion in the Book of Numbers. In it, God tells Moses to write down all of the significant places and people that the Israelites encountered in their forty years in the desert. The lesson is not about where you went and who you knew—it is about the effect that your actions had on others. I am a better person today because of my friendship with Rhonda.

Many others have also benefitted from the opportunities Rhonda created so that they could advance them-

selves. She found scholarship money for a program she called “Mini-Classes for Busy People.” She encouraged people to apply for educational scholarships too. To save people money, she became a certified instructor for one class so they could take it for free. When needing to teach subjects such as professional appearance and conduct she would present the material in a way that would get the point across without embarrassing anyone. For this topic she used a game show approach based on “Who Wants to Be a Millionaire.” She also nominated people for awards so they could get recognition in front of their peers. For Rhonda, it was always the right time to do the right thing.

Rhonda was a great support to me, both professionally and personally. When I proposed the Cultural Exchange Food Service Program many people looked at me as though I had proposed putting people on a rocket and sending them to Mars. Rhonda supported my idea and actually came up with the slogan “We’re not thinking out of the box, we’re thinking out of the country.”

On another occasion I was really struggling with “professional” advice that I should only concern myself with my own economic issues when I was troubled by some things that were occurring outside my sphere of business. The issue boiled down to the fact that I could not stop caring. Rhonda listened to me and said “Tony, you can’t just change who you are. The fact that you do care separates you from others. It’s why people like and respect you.” Problem solved right then and there.

Rhonda was also known for her gentle sense of humor. When she was CSNA President I had some issues I wanted to present. Even though she didn’t agree with the changes I wanted to make she found time for me to present them, knowing in advance that the speech ended with me paraphrasing Ronald Reagan and saying “Mrs. DeVaux—open this gate! Mrs. DeVaux—tear down this wall!” A few weeks later we were at the Legislative Action Conference

*Continued on Page 54*

in Washington DC and heard a speech given by then-Speaker of the House Dennis Hastert. He commented that in Illinois they celebrate Ronald Reagan Day and that Reagan's bravest moment was when he went to Berlin and spoke the words "Mr. Gorbachev, tear down this wall!" Rhonda leaned over to me and said "So Tony, did you write his speech for him too?" I am very happy that when we went to Berlin during a Cultural Exchange I had my picture taken with Rhonda in front of the Brandenburg Gate.

In one of my award nominations for her I wrote the following:

Rhonda has one quality that defines her persona and contributes greatly to her success. It encompasses the way she treats people with respect, listens to and values their input, and the way she tries to involve and provide opportunity for everyone. She is a lady of virtue and distinction, and the people she works with react to those attributes by working extra hard so they will never let her down. This all-encompassing quality can be summarized in one single word--**Grace**

I want to get back to the Book of Numbers I mentioned earlier. It contains the three-fold blessing, the third one being "May the Lord grant you peace." In the original Hebrew the word peace is "shalom" and what that literally means is "lack of strife." Rhonda was a person who worked to make that happen every day for others.

I said there was significance to *Ma-Aseh* being the last portion of the Book of Numbers. There is a special saying that occurs only when all of the five books in the Torah are finished. When we complete the last line we say "*Chazak, chazak, venit chazek*" which means "Let us be strong, let us be strong, let us strengthen each other." I think that is what Rhonda would want us to do going forward.

Lastly, in my religion the highest *mitzvot* or commandment anyone can perform is to bury someone. It is the highest commandment because it is an act of kindness that can never be repaid. It was my privilege to attend Rhonda's funeral service in Indiana on August 8, 2014 as one of the speakers. Rhonda deserved nothing less.

## FAVORITE FOODS AT THE SHOW!

### Attention Food Service Directors!!

*The fab foods listed below are  
kid tested and kid approved.  
Our 2014 NAC students gave these  
foods a big two thumbs up!!!*

- Kellogg's** #38000-11460 Cinnamon Flakes Cereal 2 oz.
- McCain** #1000000496 Crispy Wedges
- Advance Pierre** #68123 Pepperjack Cheeseburgers
- Schwan's** #68577 Big Daddy's Pesto Chicken Flatbread
- J & J Snack Foods** #23060030 Mango  
Strawberry Whole Fruit Cup
- Back to Basics**—Chocolate SoyNut Butter
- Global Foods** #DPB500 Vegan BBQ  
Low Sodium Entrée
- Ardella's** #90134-90135 Cheese Stuffed Breadsticks
- Domino's** #11414 Pepperoni Pizza Slice
- Three Happy Cow's**—Caramel Greek Yogurt Parfait
- General Mills** #43881 Zesty Turkey Chorizo  
& Cheese Gordita
- Pepsico** UPC#63071 Strawberry Banana Naked Juice
- Great Earth/Mary Ann's Bakery** #70250 1.7 oz.  
Whole Grain Chia Cinnamon Roll
- Tasty Brands** #33504 WG Onion Rings
- Masterpiece Cookies** #WG CC Whole Grain  
Chocolate Chip Cookie
- Rich's** #08733 Cinnamon IW Nut Free Uber
- FreshPoint**—200 ct. Sliced Green Apples
- Ling's** #15552-4 Mandarin Chicken
- Bongard's Creameries** #40295 Mozzarella Cheese Stick
- Rose & Shore** #792 Hawaiian Style Pork
- Albie's** #711 Apple Filled Jammer Stick
- Farmington Fresh**—Destemmed Grapes



# NAC 2014

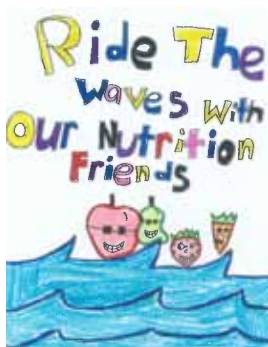
BY VALERIE MCDONALD, 2014 CSNA NAC CHAIR

Approximately 100 exuberant NAC (Nutrition Advisory Council) students attended the 2014 NAC Mini Conference at the CSNA show in Sacramento this year. They took part in a nutrition and physical activity as well as taste testing the food samplings offered by our generous 2014 NAC sponsors featured in the FAVORITE FOODS OF THE SHOW article on the opposite page. The kickboxing activity lead by Grace Maroufkhani from Tracy Unified School District was a big hit with the upbeat music and synchronized kickboxing movements creating an exhilarating commencement to the 2014 NAC Mini-conference. Students also eagerly participated in a farm to fork nutrition activity presented by the ever enthusiastic Vince Caguin from Natomas Unified School District. They were challenged to create their own salads and were exposed to a colorful array of fresh produce offered up by Vince and his team.

The grand prize winning 2014 NAC Art Contest artwork was featured on the NAC t-shirts worn by the students and big congratulations go out to the winners from Montebello Unified School District:

Grand Prize Winner, K-4  
Grade 5-8 Winner  
Runner-up K-4 Winner

Alyssa Miranda Maldonado  
Xitlaly Sanchez-Ramon  
Joseph Nunez-Miramontes



A big thank you to Stephanie Huff and her staff at Manteca Unified School District for selecting the art winners this year and to Superior Foods for their invaluable assistance in obtaining this year's t-shirts. Thank you also to choice lunch for their NAC sponsorship although they did not have a booth at the show this year.

I would also like to acknowledge and appreciate all those who were a never ending source of support in making the 2014 NAC Mini Conference a success: Christine Focha, Superior Foods; Janine Nichols, CSNA; Rachel Gekas, San Lorenzo Unified School District; Jill Lancaster, Murrieta Valley Unified School District; Julie Dorman, Natomas Unified School District; the 2014 CSNA Conference Committee; and Tiffany Henderson, Julie Vehrs, and Cinthya Matasol from Tracy Unified School District.

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CALIFORNIA SCHOOL NUTRITION ASSOCIATION

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2014 was a year of “Valley” moments as well as “Mountain Top” experiences. On December 31<sup>st</sup> some of us gleefully waved goodbye to 2014 and with wishful hopes are embracing 2015.

The following people will remember 2014 for a lifetime because of their accomplishments in living their brand of success.

- Stephen Bunting and Lisa Ashton won the 2014 BDO World Dart Championship on January 12 2014
- Marit Bjorgen of Norway became the most successful Winter Olympian with 10 medals on February 22, 2014
- Stuart Parkin was awarded the Millennium Technology Award for his work with Magnetic Storage on April 9, 2014
- Ian McKellen was awarded an honorary degree by Cambridge, becoming a Doctor of Letters on June 18, 2014

Though their names and achievements passed most of us by and mean very little to us, there are eight lessons we can learn from them in this New Year to create a new you.

First: Not only do most of us not know any of the five, they do not know us. They did not take into consideration our opinion, good or bad, as they pursued their brand of success.

Second: Each of them and their accomplishments were achieved through hard work and dedication to something that is embedded within their own soul. They said “No” to the right things and “Yes” to those things that would move them towards their own brand of success.

Third: They did not give up when defeated. They viewed defeat as an invitation to press forward with what they learned in the set back of defeat.

Fourth: Each of them no doubt experienced financial issues, health problems, and words from others that were less than encouraging. Yet, they continued towards their desired goal, knowing that somehow someday they would discover success.

*Continued on Page 62*

# A NEW YEAR, A NEW YOU - CONTINUED

Five: Each of them at sometime in their life became aware of a commitment to focusing on their GPA “Gifts, Passions, and Abilities” believing that they could achieve their brand of success.

Sixth: They set aside a portion of their time each and every week to become better and better at their chosen craft in an effort to become a master.

Seventh: In pursuit of their own brand of success each of them spent time in obscurity and anonymity.

Eighth: All five of these successful people are just like you and me. They have families that need them, bills to pay, stressors to tend to, and friends that do not understand why they do what they do.

Over the course of 2015 to accomplish your brand of success in creating a new you, there are eight commitments that you can make, just like the four people we just met.

1<sup>st</sup> ... We must decide to care less and less of what other people think, say, or react as we press towards our own brand of success.

2<sup>nd</sup> ... We must declare what it is we want to accomplish. Declare this to the most important person who will help you. That person is YOU! Declare it often and in many ways: write it, record it, say it to yourself, draw a picture of it, post it in your home on your mirrors.

3<sup>rd</sup> ... Decide to pursue it regardless of whether your health or your wealth cooperates with you.

4<sup>th</sup> ... When “defeat” shows up (and it will) view it as coach, trainer, teacher, and professor and learn from it to become bigger and better. Allow defeat to become the feet that move you closer to your new you, your brand of success.

5<sup>th</sup> ... Trust your own GPA “Gifts, Passions, and Abilities” to bring to you the course of action you must take to become the new you in 2015.

6<sup>th</sup> ... Choose a day of the week and set aside a few minutes to map your week. Create your weekly map “Mission Action Plan” to include at least three essential ingredients, A) Rest B) Body C) and Brain Nutrition Time specifically focused on becoming the new you.

7<sup>th</sup> ... Embrace obscurity and anonymity through going off-line each and every day. Walk away from your computer, cell phone, and the TV for a period of time. At first the silence can be very loud, yet in time you will discover within the silence the new you.

8<sup>th</sup> ... Recognize that though some will not understand or speak well of you as you pursue the new you, those that are there once you accomplish the new you are the ones that mattered.



# 6 SIMPLE TRICKS FOR A SMARTER LUNCHROOM

BY BEHAVIORAL ECONOMIST DR. DAVID JUST



- 1. Avoid restricting or banning foods.** Restriction does not lead to long term behavior change because threats to freedom causes us—children and adults alike—to rebel and often seek out the banned food elsewhere. Instead, keep those less healthy foods available but make them less visible and less convenient.
- 2. Offer two types of vegetables.** Something as simple as offering a choice between two healthy items gets students to feel as though they are in charge of the decision. When they feel that a choice is their own they are more likely to stick by it and repeat it. In one of our studies where some children were given carrots and others were offered a choice between carrots or celery, most selected carrots but those who were offered a choice ate about 20% more of their carrots.
- 3. Make fruits and vegetables visible and easy to reach.** Children tend to make decisions based on what looks or sounds good, and what is convenient and visible. Expecting children to make rational nutritious choices is not easy but nudging them into healthy choices by increasing convenience and visibility works!
- 4. Stock the cooler with at least as much white milk as chocolate milk.** Offering an abundance of sugary chocolate milk indicates to students that it's normal to take chocolate milk and less normal to take white milk. Our studies have shown that balancing the amount of white milk and the amount of chocolate milk increases the number of students who select the former, non-sugar option.
- 5. Use smaller spoons for self-service condiments and dressings.** The larger the serving spoon is, the more mayo, dressing, butter, etc. students will take. Consider what the appropriate serving size is and use a spoon that holds just that amount. Alternatively, offer single-serving options such as one-pump dispensers or condiment packets.
- 6. Use larger spoons and tongs for salad.** Make it easy for students to scoop vegetables and they'll serve themselves more and, as a consequence, eat more!

Tips from *Simple Tricks to Reduce Waste and Increase Veggie and Fruit Consumption in the Lunchroom* a Healthy Food Choices in Schools CoP webinar by Dr. David Just presented on May 14, 2014. See full presentation at <http://tinyurl.com/livendy>



# HOW TO PROVE THE SUCCESS OF YOUR SMARTER LUNCHROOM INTERVENTION

## *Tips from the Smarter Lunchroom Movement's Kate Hoy*

When you make healthful changes to the school lunchroom environment, such as the interventions recommended by the Smarter Lunchrooms Movement, reaching out to the school community is a great way to gain support and recognition for your efforts. Below are some tips for collecting data that, when presented to the school community, can help illustrate the effects your interventions are having on selection and consumption of healthy foods by students.



**Make a mission and a vision statement.** Not only is this a great way to brainstorm what your goals and ideas for improvement are, you are actually 42% more likely to complete something if you write it down. Make sure the mission statement includes the challenges that you are facing and how you plan to overcome them. The vision should be a description of what your school meal program will be like when your mission has been met. Use [these free worksheets from the Smarter Lunchrooms Movement](#) to get started!

1. **Compare production records.** Looking at your production records will show you which foods are being selected by students and which are being tossed out at the end of the day. After making a healthy change in your lunchroom, your production records will indicate if sales of healthy items have increased. It's important to review production records before and after the intervention to see its impact. This is hard data that you can present to parents, teacher, and administrators to show that your efforts are paying off.
2. **Review sales records.** Sales records will also show you what items students are taking as well as the number or percentage of students that are selecting reimbursable meals. Again, looking at the records from before and after the implementation will show you the impact your efforts have made on National School Lunch Program participation.
3. **Measure tray waste.** It may not be enough to prove that students are selecting healthier items in the lunch line because they may be tossing them in the trash. After all, as the Smarter Lunchrooms Movement reminds us, "it's not nutrition until it's eaten." Be sure to collect tray waste before the change is implemented and after, to see how your efforts have impacted consumption of healthy foods. Find information on [how to measure tray waste here](#).
4. **Ask for feedback.** Doing before and after surveys to see student's satisfaction with lunch is a great way to show qualitative change. [Here are some sample questions from the Smarter Lunchrooms Movement](#). Or, create a Student Nutrition Action Committee, an organized team of students who are interested in school food, who can help inform the program by providing constructive feedback.

Tips from [How to Measure School Lunchroom Success!](#) a Healthy Food Choices in Schools CoP webinar by Kate Hoy, RD, CD presented on June 18th, 2014– See full presentation here: <http://tinyurl.com/nfd4x3x>



*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](http://www.extension.org/healthy_food_choices_in_schools)*

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## The Smarter Lunchrooms Movement of California Evening Reception



(From Left to Right) Tammy McMurdo, David Ginsburg, Andrea Young, Peggy Agron, Heather Reed, Michele Byrnes, Judy Larson, Ariana Olivia, Kathryn Hoy, Carol Chase Huegli, Shannan Young, Candice Sainz, and Dori Coetzee

“It’s Not Nutrition Until It’s Eaten!” was certainly in celebration at the Smarter Lunchrooms Movement of California (SLM of CA) reception on Thursday November 13, 2015. Over 100 attendees gathered at the Sheraton Grand Hotel in Sacramento to celebrate their year-long successes at improving student consumption of healthy foods. California school districts have used Smarter Lunchroom principles to strategically design their school lunch lines so that students are eating more fruits and vegetables, drinking more low-fat milk and enjoying their school meals.



(From Left to Right) Dori Coetzee, Candice Sainz, David Ginsburg, Kathryn Hoy, Heather Reed, Superintendent of Public Instruction Tom Torlakson, Sandip Kaur, Peggy Agron, Judy Larson, and Shannan Young

*Continued on Page 67*

A showcase of best practices and healthy appetizers were on the menu as Tom Torlakson, State Superintendent of Public Instruction, congratulated SLM school districts on making the healthy choices the easy choice. Torlakson, a long-time advocate of student health, remarked on the success of the SLM initiative statewide and the partnership of the seven agencies that collaborated to train over 150 school districts and over 500 staff in less than two years. Agnes Lally, CSNA President, stated “I am happy to see school foodservice professionals in California joining the Smarter Lunchrooms Movement” and shared how this movement could not be possible without the support of the collaborative partners who are providing the training and technical advising. Highlights from the showcases included student quotes that exclaimed their new excitement for school lunch after SLM suggested strategies were used, before and after pictures and how students are getting involved in making their school lunch more enjoyable. The event was sponsored by one of the partners, Kaiser Permanente, who participates on the SLM of CA collaborative which also includes California Department of Education, Dairy Council of California, UC Cal Fresh Nutrition Education Program, California Food Policy Advocates, the California Department of Public Health, The California Endowment and Cornell’s Center for Behavioral Economics in Child Nutrition Programs.



Superintendent of Public Instruction Tom Torlakson,  
and Agnes Lally, CSNA President

The SLM was created by the Cornell Center for Behavioral Economics in Child Nutrition Program (the BEN Center) and is based on the research-based strategies of using behavioral economics to nudge children to make healthy choice. The BEN Center has since driven the SLM through Food & Brand Lab research with school environments and implemented SLM principles into schools across the country. SLM is a grassroots effort where changes are made within the school lunchroom environment that nudges kids towards making more healthful foods using low-cost and no-cost strategies.

SLM continues to grow in California, due in part to the USDA’s adoption of SLM into mandated student wellness policy and award programs. The SLM of California Collaborative will once again host trainings statewide during March and April 2015. For a listing of the dates and locations visit [healthyeating.org/Schools/School-Foodservice/Webinars-Trainings](http://healthyeating.org/Schools/School-Foodservice/Webinars-Trainings). In addition, the SLM of CA has launched a Technical Advising Professional network to provide hands-on support to districts, following their training program. The Smarter Lunchroom Movement of California is indeed *moving!*



**March and April 2015**

## **Smarter Lunchrooms Movement Principles & Practices Workshops**

Presented by Cornell University's Expert,  
Kathryn Hoy, MFN, RD, CDN

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### ***It's not nutrition until students eat or drink it!***

*A smartly run lunchroom nudges students toward making better choices on their own by changing the way the food choices are presented. Join us to discover low or no cost ways to promote the consumption of healthy school lunch options and reduce plate waste, using the evidence-based principles and practices of the Smarter Lunchrooms Movement. Don't miss this opportunity to become a part of the Smarter Lunchrooms Movement (SLM) in California!*

---

### **Who Should Attend:**

School Child Nutrition Directors and Cafeteria Managers, Nutrition Specialists working with schools, Local Health Department staff working with schools

### **A Two-Part SLM Workshop Series: Be Sure to Attend Both!**

**SLM: An Introduction** provides a solid foundation in the theory behind the Smarter Lunchrooms Movement (SLM) principles and practices. In this introductory workshop, you will identify and diagnose school lunchroom challenges and develop a plan to implement one to three changes in the lunchroom.

**SLM: Moving Forward!** is the follow-up workshop to support your efforts in moving forward with SLM implementation. In this workshop you will share implementation experiences, problem-solve how to engage internal and external stakeholders, and learn about front line training, implementation resources, and ways to measure success.

**Attendees will have the opportunity to sign up for personalized technical support.**

### **Cost of Workshop: Free!**

Registration information to follow at a later date.  
We look forward to seeing you at the workshops!

For dates and locations, see the next page.

*Continued on Page 69*

## 2015 Smarter Lunchrooms Movement Workshops

Location	SLM: An Introduction 9 AM-3 PM	SLM: Moving Forward! 9 AM-Noon
<b>Stockton</b> San Joaquin County Agricultural Center Assembly Room 3 2101 E. Earhart Avenue Stockton, CA 95206	<b>Tuesday</b> <b>March 17, 2015</b>	<b>Tuesday</b> <b>April 21, 2015</b>
<b>Santa Rosa</b> North Coast Builder's Exchange 1020 Apollo Way Santa Rosa, CA 95407	<b>Thursday</b> <b>March 19, 2015</b>	<b>Thursday</b> <b>April 23, 2015</b>
<b>Riverside</b> Riverside Unified School District Nutrition Services Conference Room 6050 Industrial Avenue Riverside, CA 92504	<b>Monday</b> <b>March 23, 2015</b>	<b>Monday</b> <b>April 27, 2015</b>
<b>Ventura</b> Ventura County Public Health Department Administration Building 2240 East Gonzales Road, Suite 200 Oxnard, CA 93036	<b>Tuesday</b> <b>March 24, 2015</b>	<b>Tuesday</b> <b>April 28, 2015</b>
<b>San Diego</b> North Central County HHS Health Services Complex 3851 Rosecrans Street San Diego, CA	<b>Thursday</b> <b>March 26, 2015</b>	<b>Thursday</b> <b>April 30, 2015</b>

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# WHAT'S COOKING WITH CHEF JIM

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**I**t has been smelling great here in the Central Kitchen at Lakeside Union School District as Chef Jim has worked on some new creations. Remember to always double-check my figures and add your own HACCP instructions.

## Chicken and Rice—50 Servings #6 Each

Long-grain parboiled brown rice	3 lb.	Dried oregano	1 Tbsp.
Water	10 cups	Parsley flakes	4 Tbsp.
Chicken base	3 Tbsp.	Raw onions, diced	3 lb.
Ground cumin	2 Tbsp.	Raw garlic, minced	2 oz.
Chili powder	2 Tbsp.	Chicken fajita strips	11 lb. 4 oz.

Combine all ingredients in a 6" deep steamtable pan. Cover pan tightly and make at 350 degrees for 44 minutes or until rice is cooked and mixture reaches 165 degrees F minimum internal temperature.

**Meal Components:** 2 meat/meat alternate, 1 grain

**Nutrition:** 255 calories, 6.55 gm fat, 1.51 gm saturated fat, 0 gm trans-fat, 91.5 mg. cholesterol, 800.15 mg. sodium, 24.95 g carbohydrates, 1.88 g dietary fiber, 1.19 g sugars, 22.32 g protein, 174.85 IU Vitamin A, 3.56 mg Vitamin C, 27.8 mg calcium, 1.92 mg iron

**Note:** Everybody needs a recipe like this one. It can be done by an employee of any skill level, it doesn't require boiling water for the rice, it can be cooked in any kind of oven, tastes delicious, the kids love it and it uses commodities. Does it get any better than this?

## Honey Mustard Spread—44-1 Tbsp. Servings

Lite mayo	1 lb.
Dijon mustard	3 oz.
Honey	3 oz.

Combine all ingredients.

**Meal Components:** None

**Nutrition:** 32 calories, 1.98 g fat, .34 g saturated fat, 0 gm trans-fat, 2.47 mg. cholesterol, 57.51 sodium, 3.63 g carbohydrates, 0 gm dietary fiber, 2 g sugar, .04 gm protein, 0 gm Vitamin A, 0 gm. Vitamin C, .12 mg. calcium, .01 mg iron

**Note:** Sometimes the simplest recipes are the best. Chef Jim took a bit of the work out of this one for you by making several batches with different combinations of mayo, mustard and honey. Everyone agreed this was the right combination.



## January 2015

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

## February 2015

5	Central Cal SNA Chapter #10 Business Meeting	#10
19	Far North SNA Chapter #20 Chapter Meeting	#20
27	MotherLode SNA Chapter 45 Meeting	#45

## March 2015

1-4	<b>SNA Legislative Action Conference (LAC) - Washington, DC</b>	<b>SNA</b>
12	NorCal SNA Chapter #02 Chapter Meeting	#02
13	SoCal SNA Chapter #01 Meeting	#01
19	Central Cal SNA Chapter #10 Business Meeting	#10
19	Far North SNA Chapter #20 Chapter Meeting	#20

## April 2015

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

## May 2015

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

## July 2015

12-15	<b>SNA 69th Annual National Conference - Salt Lake City, Utah</b>	<b>SNA</b>
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## November 2015

5-8	<b>CSNA Annual Conference - Ontario, CA</b>	<b>CSNA</b>
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*Please note that these dates are tentative and subject to change  
For further information on CSNA events, including Chapter events  
[www.CALSNA.org/calendar.php](http://www.CALSNA.org/calendar.php) or call (818)842-3040  
For more information on SNA events, please visit [www.schoolnutrition.org](http://www.schoolnutrition.org)*



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