

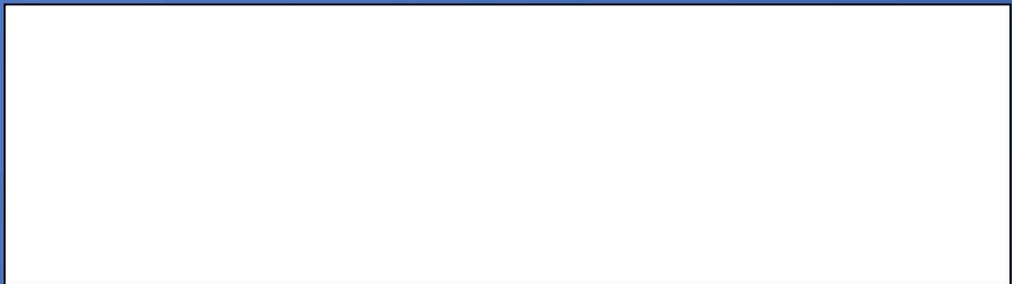
WINTER 2016

# POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL



WINTER 2016 • California School Nutrition Association • Volume 59 - No. 3



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# PRESIDENT'S MESSAGE

BY DENA ENGLAND, CSNA PRESIDENT



DEDICATION:

THE HEART AND SOUL OF OUR ASSOCIATION

**I** have been receiving many compliments on this year's conference. However, they are not mine to keep. These compliments must be shared with all. The massive 4 day event could not have happened without the dedication of many.

It was not until after the excitement diminished that I realized how much commitment was involved in the behind the scenes effort. Replaying the year that preceded this event showed just how much our Association members are dedicated not only to our annual conference but our daily duties of serving the students. First and foremost, I would like to thank the conference committee members that devoted their time planning, creating, organizing and implementing the event. However, there are many others that were critical to the success of the conference. Think of the scrolling names at the end of a movie. These behind the scenes people orchestrated a symphony of events to include but not limited to educational sessions, decorations, housing, entertainment events, showcase of products, student mini-conference, State updates, marketing materials, chapter resources, supplies, meals, setup/breakdown crews, volunteer teams and much more. It took the skills of members with various roles but with the common golden thread of dedication to complete this enormous task. These are also the abilities that are utilized daily to serve California students our healthy meals.

It would be ideal if I could thank *individually* each person for service to your students and being a part of creating a successful annual conference but that would *almost* be impossible. So to be timely, I would like to offer a **State Wide Thank You** for your dedication and devotion.

With Much Appreciation,  
your CSNA President,

*Dena England*

2015 CONFERENCE COMMITTEE



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# Save the Date!

# Child Nutrition & Industry Summit 2016

## MAY 15-17, 2016



### 2016 CHILD NUTRITION & INDUSTRY SUMMIT REGISTRATION FORM

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 Job Title \_\_\_\_\_  
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**SUMMIT FEES**

	<i><b>SUPER SAVER Pricing !!!</b></i>	February 1 -		
	<i><b>Register and Pay in full On or Before Feb 1, 2016*</b></i>	April 5	After April 5	Total
CSNA Member - School District <i>Includes Monday Night Reception</i>	<b>\$345</b>	\$395	\$445	_____
Non-CSNA Member - School District <i>Includes Monday Night Reception</i>	<b>\$395</b>	\$445	\$495	_____
CSNA Member - Industry	<b>\$395</b>	\$445	\$495	_____
Non-CSNA Member - Industry	<b>\$445</b>	\$495	\$545	_____
GUEST <i>(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)</i>	<b>\$275</b>	\$300	\$345	_____
GUEST NAME _____				
Monday Night Industry Reception Sponsorship**			\$700	_____
<i>**Includes 4 Tickets for your company use. Additional Tickets will be available at \$75 each)</i>				
Additional Tickets for Industry Reception - Monday, May 16, 2016	\$75 x _____	=	_____	_____
Installation of Officers Dinner ONLY - Sunday, May 15, 2016	\$100 x _____	=	_____	_____
	Total Amount Enclosed		\$ _____	

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

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Please make checks payable to CSNA. SORRY, NO PURCHASE ORDERS  
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You will want to join us for CSNA Child Nutrition and Industry Summit at the Riviera Palm Springs, 1600 North Indian Canyon Drive, Palm Springs, CA 92262. Riviera Palm Springs offers special amenities for our group, so plan on arriving early or staying late to take advantage of everything the property has to offer. Our Group Rate will be honored 3 days before and after the Child Nutrition and Industry Summit, subject to availability.

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

Take care of the lodging details now!

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

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

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

**Reservations can be made by calling the Hotel Directly at:  
 (760) 327-8311**

See you all in Palm Springs!

# INSTALLATION DINNER

In conjunction with the  
**Child Nutrition & Industry Summit 2016**

**PALM SPRINGS**  
**MAY 15, 2016**



*This is to invite your support for CSNA's 9th Annual Installation of Officers which will be held on May 15, 2016, at the Riviera Hotel in Palm Springs, CA. We invite you to join us for a fabulous dinner and an unforgettable evening. Our goal is to make this a truly special occasion for all our members, including our sustaining members who support the Association in so many important ways. This night is organized to express our appreciation to volunteers and members for their time, dedication and commitment to the Association on behalf of California's children. We will celebrate the installation of the new Association officers, and welcome new Board members. This will be incorporated into our Industry Seminar program being held Sunday - Tuesday, but members can register for the Installation Dinner only. We hope you can join us for all or part of this weekend.*

*Your support and dedication to feeding California's children is greatly appreciated.*

## 2016 INSTALLATION DINNER REGISTRATION FORM

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# EDITOR'S MESSAGE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



**T**he day the phone call came in there was a steady stream of Central Kitchen employees coming into my office. Each one of them wanted to hear the message for themselves. This is what it said.

*Hello, this is (Mrs. Smith) and I am the mother of (Joey Smith). A few weeks ago I sent in a note for him to have a gluten-free diet. I just want you to know how happy and contented we are and how excited (Joey) is to have lunch in the cafeteria.*

*Someone even called him to the office to tell him he could have lunch every day which made him feel really special. I appreciate what you are doing. No need to call me back.*

While there is an old proverb that it is better to give than to receive, we in school food service sometime may get the feeling that no one cares. In our society thank you letters seem to be a thing of the past and complaints about what is wrong with this world vastly outnumber expressions of gratitude.

This thoughtful mother had a good lesson for all of us in the art of being grateful. Her phone call took little time and no real effort but it meant so much to everyone who heard it. Conversely, there are some people who are rarely grateful, even when people have bent over backwards to help them. Perhaps you can challenge yourself to express thanks to those who have made your own life a little bit better. Here are some ideas to get you started.

- The vendor who has handled our last-minute emergency order
- The substitute who took our 5:30 a.m. phone call and came to work cheerfully ready to help
- The principal who went to bat on our behalf with a difficult parent
- The school secretary who helped track down a parent whose child was missing their money and/or paperwork
- The custodian who did a great job cleaning something in the kitchen or cafeteria
- The noon duty worker who helped keep the students in line and quiet(ish)
- The IT person who came right over and fixed our computer problem
- The co-worker who took on one of our tasks without being asked when we were overwhelmed or distracted with another situation
- Our family members at home who listen to us, sympathize with us, and support us always

Sally Spero, SNS  
Poppy Seeds Editor

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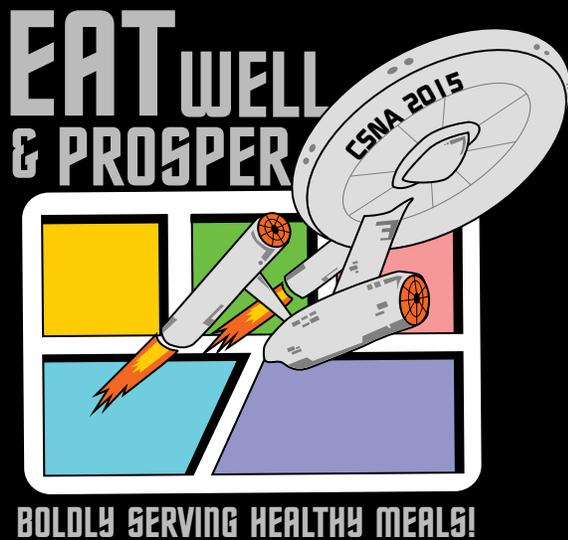


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# THE 63<sup>RD</sup> ANNUAL CONFERENCE OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



## MISSION COMPLETE

**W**hen we rode the final wave to shore and picked up our surf boards at the 62nd Annual Conference in Sacramento back in November, 2014, we embarked on a new mission. Eat Well & Prosper: Boldly Serving Healthy Meals! It may not be the Mission Statement of The California School Nutrition Association, but it certainly IS the daily Mission of our members and the theme was the brain-child of CSNA President, Dena England. England, a Star Trek and Sci-Fi fan and an ardent supporter and promoter of school nutrition, found a way to combine both of these passions for the CSNA theme during her term.

While child nutrition professionals have long provided meals for hungry kids, the current state of child nutrition is a new frontier with tight budgets, seemingly impossible guidelines, restrictions, and rules, as well as the extra added caveat of serving hundreds to thousands of kids at warp speed! It's clear that our members must adopt the motto to "Boldly Serve Healthy Meals for their kids to Eat Well & Prosper!" And that they did in Ontario this past November! What a great time we had! You will see, on the following pages, some of the fun we had and hear some of the great stories. Also, make it a point to read up on the Award winners who were honored in Ontario! We couldn't be more proud!

And then, take a moment to congratulate yourself for making it a priority that your customers Eat Well & Proper because every day you are Boldly Serving Healthy Meals!





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# GERI DEE LIFETIME ACHIEVEMENT AWARD: LYNN BURKE

BY BRUCE HALL, CSNA PRESIDENT-ELECT



**T**he Geri Dee Lifetime Achievement Award honors a person who has made a significant impact on the school food service field over the course of many years. During this year's CSNA Annual Conference the Award was presented posthumously to Lynn Burke.

There are a number of people from Northern California, Southern California and beyond who knew Lynn Burke for many years, myself being one of them. We have known Lynn in the role of Director of the Davis Unified School District, as an active member in several Supervisory Chapters and active in CSNA in a variety of capacities including President in 1996-1997.

Whether it was attending meetings, conferences,

food shows or a sales call to a district, Lynn Burke holds a special place in our hearts. One of the many great qualities that I personally have loved and respected about Lynn over the years was her wealth of knowledge of the industry. The key behind this was that she had walked in our shoes as directors and understood many of the challenges that we face on a daily basis. Because of her years of experience, Lynn could speak from both sides of the spectrum. I have had the pleasure on several occasions to witness this as I went on legislative appointments both in Sacramento and in Washington, DC with Lynn.

In March of this year, Lynn was diagnosed with her second run-in with cancer. At the time, she was given only a few weeks to live. She spent several weeks at John Muir Medical Center and transferred to a rehabilitation center. During this time she was going through dialysis several days a week. Despite the treatments she was strong and not about to give up. After a few months in the rehabilitation facility, Lynn was moved to a residential care facility in the East Bay. She continued to receive dialysis but it was clear that her health was declining and she was getting weaker. On Monday October 19, Lynn decided to cease dialysis as the pain was getting too extreme.

Since her diagnosis in March, I would visit Lynn, call her and text her letting her know I was thinking of her. There were many people in Northern California who would check in with me to see what the latest was and I shared many of those concerns so that she knew many others were thinking of her and pulling for her. I sent Lynn a text on Tuesday October 20 to let her know I respected her decision to cease dialysis

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and that I would try to get up to see her later that week but most of all, please know that I love you. She wrote back, "Thanks for being the friend you have been, good luck to you and I love you too."

On Thursday October 22 I received the call that Lynn had passed away. I knew it was going to happen at some point but still couldn't believe the time had come and I must accept the fact I lost a friend who I have known in this industry for 23 years.

I had the opportunity to attend her service and there were a number of industry members and directors who came to say their final farewell to this great lady. Lynn touched so many people over the years that it was hard to believe she was really gone, yet pain free and at peace. During Lynn's final illness, I had a chance to get to know her brother Nick and sister Valerie. When I was preparing to leave the church following the service, Nick asked me if I was joining them at the lunch following the service. I hadn't planned on joining them as I felt this should be a time for family and close personal friends to

celebrate the life of Lynn. Nick said he would like me to attend. I arrived at the restaurant and he approached me to award his two nieces Kim and Jennifer the Geri Dee Lifetime Achievement Award on behalf of Lynn. I was so deeply touched by his request. I gladly accepted and was honored to present the award to Kim and Jennifer. If there had to be perfect closure to a sad, yet difficult situation, this was it.

Though Lynn is no longer physically with us, she is with us in spirit and looking down on each of us as we Eat Well and Prosper. Lynn was aware that she was being recognized for this award. When we told her, she broke down and cried, thinking many people would have already forgotten about her. For those of us that know Lynn, you can't forget such a wonderful person.

Congratulations Lynn on your award. We are proud of you and appreciate the contribution you have made to our industry and CSNA. Please know that you will be missed but also know that you will always be loved by those that you touched over the years.

# DIRECTOR OF THE YEAR: BRENDA PADILLA

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**B**renda Padilla, SNS has been a school food service professional for 24 years and is currently the Director for Sacramento City Unified School District. Brenda has consistently been dedicated to providing services for her students. She has established a universal breakfast program and a supper program to make meals more available at times other than lunch. She re-opened on-site bakeries to improve food quality and has added taco bars and BBQ grills to meet the students' needs. A good part of her goal was achieved by working for the successful passage of a multi-million dollar bond measure for a Central Kitchen facility.

She has also been an educator for these same students. She has lead the Healthy School Task Force which improved nutrition education, made closer connections with the cafeteria environment and developed school gardens. She is an active member of the Coordinated School Health Committee, the Wellness Committee and the Safety Committee. She also has involved her department with the Workability program which offers special needs students training in food service operations. She recently started a classroom nutrition education program that involves teachers in the USDA Fresh Fruit and Vegetable Program. She and her staff developed the curriculum and helped align the nutrition lessons with Common Core standards.

Brenda has not neglected the education of her staff members either. She offers hands-on culinary training though a program entitled Destination 10. She also operates a Food Service Mentor program to assist staff members who want to advance themselves. Upon the completion of education modules from the program, the staff members receive additional salary.

As a CSNA member, Brenda has served in various capacities including the Public Policy and Legislation Committee (including serving as the Chair), the Conference Exhibits Chair and the Industry Seminar Chair. During her term as Legislative Chair she was instrumental in starting the state Legislative Action Conference and hiring a lobbyist to represent CSNA's



interest. She has testified before the state legislature to help guide legislation beneficial to the school food service field.

In 2004, after attending the SNA Possible Dream event honoring Gene White, Brenda became passionate about supporting international assistance and outreach. At her own expense she formed a non-profit Kracker Alliance group which raised \$25,000 to support the Global School Nutrition Forum. She also participated as a delegate in cultural exchange programs to seven different countries.

She has volunteered her time and skills to a variety of organizations and causes. These include the ACDA School Committee for commodities, the State Business Officials Association, TEAM Nutrition Committee, the local food bank, the State Board of Education Child Nutrition Advisory Council, the state Agricultural Committee and is a board member of Produce for Better Health.

With all this going on, she still finds time to teach at the college level in the Center for Nutrition in Schools. There she shares her skills on food safety, advanced financial management for school administrators, successful menu planning and nutrition education. She is consistently ranked as one of the top instructors.

Congratulations Brenda!



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# DON FLAHIFF INDUSTRY APPRECIATION AWARD: MARIANNE ORR

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR



**T**he Don Flahiff Industry Appreciation Award is given annually to an Industry Member who has shown dedication and leadership to the school nutrition field and to the California School Nutrition Association. This year's recipient was Marianne Orr of Don Lee Farms.

Marianne has been a part of the school food service world for over twenty-one years. She has been a Chapter 1 member for over twenty years and has served in numerous capacities for that group. She was the Industry Advisor in 1997-98. She has actively supported the fund-raising efforts that provide scholarships for members to attend various conferences in California and Washington DC.

She has also been active in CSNA. She was the Elected Industry Advisor for the 2010-11 year and helped establish the position of Co-Industry Advisor so that the incoming person would be trained the previous year. She has been a member of the CSNA Industry Planning Committee on numerous occasions. She has also been a big supporter of the state Legislative Action Conference in Sacramento, having attended 15 of these event. She has been a constant source of support and has offered advice to many past Boards, never expecting recognition for her contributions. Marianne is one of those members that exemplefies the dedication that is part of the heart and soul of our Association.

Congratulations Marianne!

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# MOSCONE COMMITMENT TO CHILD NUTRITION AWARD: THE DAIRY COUNCIL OF CALIFORNIA

BY DENA ENGLAND, CSNA PRESIDENT



**T**he Moscone Commitment to Child Nutrition Award is an award which recognizes outstanding contributions made to California's children in the area of nutrition and /or nutrition education. This year the award was presented to the Dairy Council of California. The Dairy Council has been supporting the children of California and CSNA for many years. They are active in providing trainings, presentations and materials to many of our chapters. In addition they have created turnkey Nutrition Lesson plans for K-12 and parents. These materials are available to administrators, teachers and school foodservice personnel. Along with these materials there are other resources on school wellness and physical activity. Their website is jammed pack with valuable tips and links to assist in most any topic needed to support our program or students. Of course we cannot forget the most famous Mobile Dairy Classroom. Who could resist getting up close and personal with the dairy cow or calf?

We would like to graciously thank Shannon Young for accepting the Moscone award on behalf of the Dairy Council of California.



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# HONORARY MERIT AWARD: MATT UPTON

BY DENA ENGLAND, CSNA PRESIDENT



**T**he Honorary Merit Award is an award which recognizes outstanding service to CSNA. For his support, dedication and involvement in both Association and chapters functions Matt Upton was presented the Honorary Merit Award for 2015.

Matt has been a conference educational session presenter for many years with multiple sessions at State conferences and district back to school in-services. At State conferences, his sessions are typically standing room only; even when the largest break out room is used. This in itself shows how much his training is respected and preferred by our members. With his upbeat approach to team building and the variety of topics he offers, Matt has assisted a variety of staff from front line team members to directors.

Local and Supervisory chapters have utilized Matt on many occasions to present at their meetings and to help energize their teams. Along with his presentations, Matt has extended his services beyond his presentation. Matt is more than willing to stay after a presentation to answer any question and will make himself available to assist long after he is back on the road. Matt has a thorough understanding of our industry and is ready at all times to give back to our members of all levels. Let's take our hats off to Matt for receiving the Honorary Merit Award.

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# 2015 RECOGNITION AWARDS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

## RECOGNITION FOR PROFESSIONAL GROWTH: ROGER EVERS, SNS



Roger has exemplified what professional growth truly means. He is currently a Manager and has been the President of Sesame Chapter 25 for two years.

He has achieved his SNA Level 3 certification and has earned his SNS credential as well. He is also a certified professional food service manager proctor and has conducted safety classes which allowed 40 members of his school district to become certified professional food managers.

With this dedication and perseverance, he has achieved numerous college credits to reach his goal as a certified nutrition specialist.

We would like to recognize him for boldly continuing his professional growth.

Congratulations Roger!

## RECOGNITION FOR PUBLIC INFORMATION: GLORIA TORRES



Gloria has achieved the award for her dedication to reaching out to parents, school administrators and school employees every time the opportunity presents itself. For example, during an Open House at her school, Gloria set up an education display of healthy food selections her school offers to the students. By presenting at the public event and supporting her food service department she has given them the opportunity to discuss good nutrition with the students and their families. She has boldly provided much-needed public information and awareness of good health.

Congratulations Gloria!

*Continued on Page 24*

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## RECOGNITION FOR NUTRITION: DAWN STONE



Dawn has shown her true love for her students by her desire to stand up and be a leader.

She has developed three pilot programs through her school—Power Play, Farm to School and Harvest of the Month. Especially noteworthy is the way that the preschool students are included in her efforts as she works with their teachers to bring the A-Z salad bar program to their classroom. She visits each classroom and teaches a short nutrition lesson and brings taste samples to the students. The news of this inspiring achievement circulated through the district and she later taught 130 school food service staff members how to start their own preschool programs.

Her connections with the Farm to School Task Force helped her to organize a Farmers Showcase where local farmers and distributors could display their products. She later organized and built a garden at

her school which thrives today. She is now being encouraged to serve on committees that will pilot middle school Harvest of the Month programs. She has boldly gone beyond with nutrition education.

Congratulations Dawn!

## RECOGNITION FOR CREATIVITY: KIM SEGURA

Kim is being honored for her 15 years of dedication to the school food service field.

She is an active member of the school's Marketing Committee which brought to life their nutritional school mascot, B. Rock Oli, a friendly vegetable who reminds the students to eat healthy food. She collaborated with her middle school culinary class this past year to create recipes which are promoted on her school's salad bar.

She has created small blurbs of nutritional information that she reads over the school PA systems and has successfully coordinated an A-Z salad bar that worked side-by-side with her nutritional announcements. With this passion and creativity we would like to recognize her for Boldly Serving Creativity.

Congratulations Kim!

## RECOGNITION FOR COMMUNICATION: DARIN BRITTON

Following the Smarter Lunchroom criteria, Darin was able to reach out to students, staff, parents and community organizations to discuss some of her most passionate concerns. These included food waste, more time for children to eat, and teaching the importance of making health food choices.

She communicates to the students by singing rap songs about nutrition. For parents, she attends Back to School Nights and brings samples of the food for them to taste. She reaches out to students by educating them on composting and is inspired to attain a certified garden so that she can have the produce grown there used in the salad bar. She has boldly shown the way to communication and we look forward to her continuing plans.

Congratulations Darin!



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# 2015 GOLDEN PILLARS AWARDS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**I**f you have ever served as an officer in your local chapter you know how many hours of volunteer time go into making successful meetings happen, organizing charity events, planning training and numerous other activities (including writing *Poppy Seeds* articles of course!) that support our members and our chapters.

The Golden Pillars Awards are given every year to honor chapters that have risen to a high level of excellence in chapter activities and services. I hope you had the chance to see the books and video displays at this year's Annual Conference documenting all the wonderful things these remarkable groups accomplished. Here is the list of this year's winners.

- Gold Level—Chapters 1, 9, 15, 25, 32, 44
- Silver Level—Chapters 46, 54, 34
- Bronze Level—Chapters 78, 45, 37



# CONFERENCE SCHOLARSHIP WINNERS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**E**ach year CSNA makes Conference Scholarships available to support CSNA members who might not otherwise have the opportunity to attend our Annual Conference. This year's winners were:



- Marylou Almadrones
- Natasha Ayvazian
- Suzie Baker
- Melissa Bently
- April Brown
- Valerie Davis
- Nina Danoukh
- Sheena Frederickson
- Cristine Holmer, SNS
- Laura Howe
- MaryEllen McIntyre
- Philippe Nguyen
- Javier Ochoa
- Christina Ortiz
- Judy Rantzow
- Mitra Solhtalab
- Robynne Sokolowski
- Liliya Tadevossian

# DIETETIC INTERN VOLUNTEERS

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**W**ere you ever a student living on cheap ramen noodles and sharing a tiny apartment with a group of friends? Do you remember how excited you were to land that internship and have your chance to do your first assignment in the “real world” you had been studying about for so long?

Many CSNA members will find these memories familiar ones and, as an organization, we are proud to offer dietetic interns the opportunity to come to our Annual Conference at no charge in exchange for being a conference volunteer. This year’s interns were:

- Perla Espinosa
- Andreina Martin
- Andrea Tetelboin
- Stephanie Magoon
- Tatiana Diacova
- Christianne Tu

CSNA President, Dena England, received the following note from volunteer, Christianne Tu, and wanted to share it with you.

*“I am very grateful for the opportunity to volunteer at the CSNA Conference. Everyone from the volunteers to the vendors were so welcoming, informative, and encouraging of us as students and prospective professionals in the food service industry. The conference was insightful, educational, and enjoyable. All students should make an effort to attend!”*

- Christianne Tu

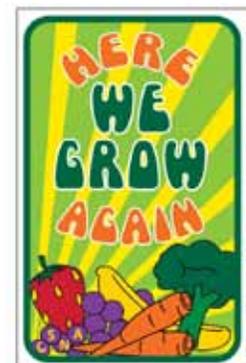
Thank **you** Christianne, for your service and your thoughtful, informed words. You are correct when you say, “*All students should make an effort to attend.*” The CSNA Annual Conference brings together the finest child nutrition professionals for four days of educational sessions, the latest technology and product demonstrations and outstanding networking opportunities that are indispensable to those in the field.

**The 2016 Annual Conference will be in Anaheim**

**November 10-13, 2016**

***Start to promote the value and the opportunity of  
volunteering at 2016 Conference your interns!***

**Save the Date!**



# CONFERENCE MEMORIES AND IMPRESSIONS

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

**I**t was a record year for EUSD. Nine employees from our district attended this year's conference in order to learn more about BOLDLY SERVING HEALTHY MEALS. At our district there are only two requirements for attending conference:

1. We must attend everything - no hanging out at the pool or in the hotel!
2. We must volunteer for at least one shift

Our experience started on Thursday where we split up between the State Day and the Foundations for Training Excellence. The following days were an amazing array of breakout sessions, with some of our highlights being Smarter Lunchrooms, School Marketing, learning more about the AR process and the first General Session with Aric Bostick. We also enjoyed looking at the various Golden Pillar displays, Resource Table and the Silent Auction. We all had full bellies from trying the delicious samples in the Exhibit Hall and we had some great conversations with the vendors. Finally (and possibly most importantly) we had the opportunity to meet and/or reconnect with so many wonderful people from across the galaxy of California.

We would be remiss if we did not mention how "OUT OF THIS WORLD" awesome the president's party was. The decorations were truly STELLAR and the food was HEAVENLY! What a wonderful event to celebrate our own San Diego SUPERHUMAN President, Dena England.

As much fun as it was, it was sure good to be home. And it's particularly nice to return to a four day work week, after an exciting and exhausting conference, so everyone appreciated that it was held before the Veteran's Day holiday.

Some comments from our first timers:

*"As my first time at conference I felt as though I was exposed to a lot of helpful information. I was really inspired by learning about other cafeterias all over the state! I met some really great people and I'm hoping that I can go back every year!!!"*

*"The takeaway I have acquired from Conference (and am using already) is "show up for your life" from the motivational speaker, Aric Bostick. Everyone comes to work with events, circumstances and issues that make life hard. No one is immune. It is in how we shelve that stuff temporarily and really be present for our students in order to go that extra mile for them because we are engaged in the here and now."*

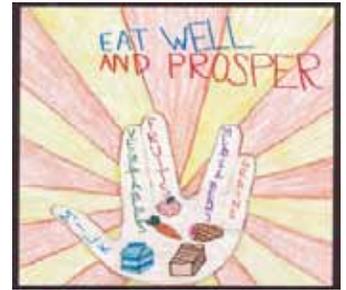
*"I certainly will be taking away the information from the NSFMI presentation by Laura at pre-conference, which was my favorite session. I find myself in a position to train others and the information will be invaluable at our next training on 1/4/16!"*

*"When I came back my students asked me where I had been. I told them I went on a field trip to learn how to be a better lunch lady. They all told me I am already the best lunch lady."*



# NAC 2015

BY MINA CHOI  
2015 CSNA NAC COORDINATOR



Approximately 190 exuberant NAC (Nutrition Advisory Council) students attended the 2015 NAC Mini Conference at the CSNA show in Ontario this year. They took part in a nutrition lesson and physical activity as well as a taste test. They sampled food offered by our generous 2015 NAC sponsors. The winning choices are featured in the [FAVORITE FOODS OF THE SHOW](#) article on the next page.

Students eagerly participated in a nutrition education lesson that consisted of a lecture and video. The ever enthusiastic Jennifer Vo from Garden Grove Unified School District educated the students on how social media shapes our food choices. Then they saw a short film created by CSNA: *Behind the Serving Line*. The students learned about everything that went into making the lunch they consume daily at school.

The physical activity lead by Patricia Suppe from Alvord Unified School District was a big hit. She got the students moving with upbeat music and synchronized activities fit for students of all ages. It created an exhilarating commencement to the 2015 NAC Mini-conference.

The grand prize winning 2015 NAC Art Contest artwork was featured on the NAC t-shirts worn by the students. Big congratulations go out the winners from Montebello Unified School District:

*Grand Prize Winner, 5-8*      *Lizeth Rodriguez*

*Grade K-4 Winner*      *Yanitza Espinoza*

*Grade 9-12 Winner*      *Emily Chen*

Thank you also to Schwan's Food Services for their NAC sponsorship, although they did not participated in NAC Sample Tasting 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 2015 NAC Mini Conference a success: Agnes Lally, Garden Grove Unified School District; Linda Scaletta, Glendale Unified School District; Suzanne Morales, Placentia-Yorba Linda Unified School District; Janine Nichols; Jamie Sanchez, Santa Ana Unified School District; Judi Reynolds, Escondido Unified School District; and the 2015 CSNA Conference Committee.





# OUR NAC SPONSORS' FAVORITE FOODS OF THE SHOW

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- Bongards' Creameries # 48130 Jalapeno Cheese cup**
- Dave's Baking Co. # 325 Crumb Square**
- ES Foods #05811 Nacho Cheese Sauce**
- Foster Farms #5263 Buffalo Chicken Grab Wrap Stix**
- General Mills Inc. Blenderless Smoothies made with Yoplait Yogurt**
- Island Oasis #21191 V8 Watermelon/Raspberry Smoothie**
- J & J Snack Foods #41149 IW WG Cinnamon Churro**
- Kellogg's #38000-12586 Krave® S'Mores Cereal Pouch**
- Ling's — 8-52724-15571-5 Anti-Biotic free BBQ chicken drum sticks**
- McCain Foods — #1000000496 Crispy Wedges**
- MCI Foods Inc. #98336 Egg, Bacon and Cheese Breakfast Burrito**
- National Food Group #A88330 Shelf Stable Wild Watermelon Applesauce Cup**
- Pepsico UPC#100-48500-02146-7 Tropicana Strawberry Orange 10oz**
- Peterson Farms 2 oz Fresh Sliced Apple, IW**
- Pinnacle Foods Group LLC. #00078 IW/00078 Bulk Cinnamon WG Bagel**
- Rose & Shore #790 Pork Carnitas**
- Ruiz Food #06221 IW Bean& Cheese Burrito**
- Tabatchnick #Tortellini pasta (99963) with marinara sauce (99880)**
- Truitt Family Foods #2085836005128 Chili Lime Dippers**
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- Uno Foods Inc. #PZSC48FS Steak and Cheese Panizza**

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True Food Service  
VSI Sales

# SUBA CHAPTER #35 IS BACK!

BY KIT MOLINARI, CHAPTER 35 MEDIA CHAIR

**A**fter over 20 years in hibernation SUBA Chapter 35, serving Yuba and Sutter counties, began to stir awake before school sessions ended in May/June 2015. The SUBA Chapter Executive Board officially met on August 17, 2015 and those present showed up ready to work with enthusiasm and commitment, resolved to do whatever was necessary to breathe life back into this local chapter.

True to their word and full of enthusiasm and energy, the Executive Board opened the first SUBA Chapter 35 Meeting on September 17, 2015 at Edgewater Elementary School with 37 in attendance. The “Ice Cream Social” theme hit the spot with a good old fashioned “getting to know you” series of activities. Our President Tina Bond warmly welcomed all and kept the meeting entertaining and engaging from start to finish. Over 16 sponsors contributed to a bountiful prize table.



The Executive Board strongly felt that input from potential members and guests would be key to their success in keeping momentum going as the “SUBA IS BACK” Year 1 got underway. To that end an exercise of “What do you want to do/see/know about?” was introduced. Attendees were given 4 sticker dots and various activities such as field trips and

professional development opportunities were posted around the room. Each attendee was asked to distribute their dots where their interest was drawn. The top categories were ZUMBA, Food Distributor field trip visits and basic food service education (weights & measures, knife skills, etc.).

Keeping to their promise to listen to participants, here are some of our upcoming events:

- Our Chapter meeting on November 10, 2015, is scheduled to include a ZUMBA class!!
- November 21 is the local Turkey Trot, a 5/10K Walk/Run benefiting Hands of Hope, a non-profit organization that supports the homeless in our local area. They provide a place to wash clothes, lockers to store belongings, and showers. This is their biggest fundraiser for the year and the SUBA Lunch Ladies will be there front and center!
- Plans are being finalized to organize a distributor field trip, and a skills class at a future chapter meeting.

At our last Executive Board meeting on October 5, 2015 all present considered our first chapter meeting a complete success and we were happy to hear that so far 2 new SNA members have joined and we have several potentials for the the rest of this school year!

*Continued on Page 35*



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*Continued from Page 34*

Continuing their commitment to Chapter 35; some of our 'SUBA Lunch Lady' Members will be sporting our new logo t-shirt at the CSNA Conference November 5-8 in Ontario and taking an Italian gift basket to let everyone know that Chapter 35 is back and plans to stay!



Our 2015-16 Executive Board:

President - Tina Bond, Site Manager Lindhurst High  
Secretary - Jeri Echols, Site Manager Marysville High  
Treasurer - Ron Chance, Site Manager Arboga Elementary  
Membership - Julie Thompson, Site Manager Johnson Park Elementary  
Membership co-chair - Karla De La Paz, Site Manager Edgewater Elementary  
Hospitality - Janet Woodward, Site Manager Ella Elementary  
Parliamentarian - Amber Watson, Director Nutrition Services Marysville Joint Unified SD  
Media Chair - Kit Molinari, Eligibility Specialist, Marysville Joint Unified SD

# VOYAGES OF THE STARSHIP ROCK 'N ROSE



**R**ock 'n Rose had a larger-than-usual turnout for our September “voyage.” Everyone was excited to go on an exploration of The Art Institute – Sacramento. We enjoyed their hospitality, learned some knife skills from Chef Lamore and added an hour of professional development toward the new requirements of the “mother ship.” We signed up a few new members and thanks to great vendors such as S.A. Products, Meyer Marketing, Cindy Otto and Co., and Heartland School Solutions we had some great raffle prizes.

We were fortunate that we could “beam” 12 members to the CSNA Annual Conference in Ontario due to the support of Roseville City School District. Our “starship” earned the Golden Pillar Award for the second year! Lots of “voyages” took place to earn the award. With conference behind us, it inspires us to continue to “boldly serve healthy meals”, “Go where no Lunch Lady has gone before” and help our schools “Eat Well and Prosper.”



# ELK GROVE CHAPTER 78

BY MARY ELLEN MCINTYRE

**E**lk Grove's Chapter 78 had an "Awesome" Experience this Year attending the CSNA Conference in Ontario, California. Chapter 78 had 7 chapter members that were honored to be able to attend.

"Chapter 78" had (3) CSNA Conference Scholarship Winners attend this year. Thank You, CSNA!



Chapter 78 was honored to have in their group a 1<sup>st</sup> time CSNA Conference Attendee: Pictured: 4<sup>th</sup> over on the top is Christina Ortiz. She was very excited to "Win a Scholarship" and loved the opportunity to attend with her Chapter. On the drive back to Elk Grove, we asked Christina some questions on how things went for her at the CSNA Conference: Christina was very impressed with the professionalism of the CSNA Organization, their Educational Sessions, Staff and Volunteers. Christina volunteered for various tasks with CSNA and jumped right on in where needed to support the "Silent Auction" and "Resource Room". Christina had fun walking through the "Vendor Show". She was able to bring back ideas and products to share with Elk Grove's FNS Director, Michelle Drake. Christina also loved the General Session Speakers. Speaker "Aric Bostic" and his story really made a big impact on Christina in her professional and personal life journey. She took a lot to heart and left the Conference feeling "FIRED UP" and AWESOME!, Christina would like to extend a big Thank You for the opportunity.

# CHAPTER 54 CELEBRATES FALL

BY JANET BARTH, SNS, DIRECTOR, NUTRITIONAL SERVICES, MORONGO USD

**O**n Friday, October 19, 2015, members of CSNA Chapter 54 met at La Contenta Middle School in Yucca Valley where they kicked off the Fall season.



During their monthly meeting they welcomed new members Rachel Morgan, Janine Gummig, and Frances Adams. Events included a presentation on the nutritional benefits of squash given by Joni Delgado.

Then for some fun! The group enjoyed a Spooktacular Pumpkin Carving Contest. The winner was Frances Adams, with Judy Whitney taking second, and newcomer Rachel Morgan at a close third. All of the pumpkins were donated to the Continuing Care Center in Joshua Tree to brighten the surroundings in seasonal cheer. The meeting was topped off by refreshments served in the festive Fall décor. Interested persons can inquire about membership by contacting Janet Barth, SNS, at 760.910.3697.



*Group photo, from left to right – Frances Adams, Janine Gummig, President Bonnie Bolton, Rachel Morgan, President Elect Judy Whitney, and sitting down, Joni Delgado.*



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# CHAPTER 64 HARVEST FESTIVAL

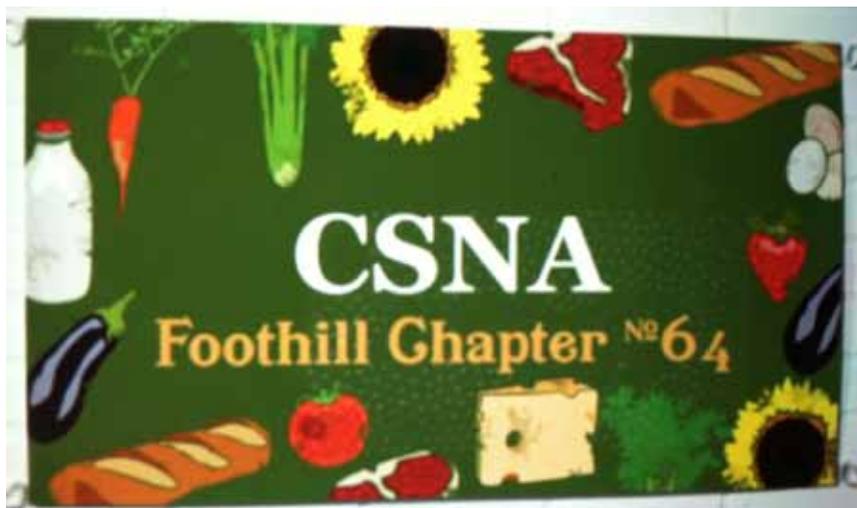
BY DD KIPI-ACOSTA, Foothill #64 CHAPTER PRESIDENT



**F**oothill Chapter #64 had its first meeting on October 25, 2015 at West Covina USD. We had a Harvest Festival with costumes, games and lots of goodies.

Our topic of the day was how important we all are in ensuring that each of our students receive the best quality meals through team work, customer service and leadership. It is important that we all understand that we are in it to win it and we cannot stand alone in our profession. That being said having a great team and leadership in all aspects is what it takes to achieve greatness. Even if we experience difficult situations we have to get right back up and continue the fight on feeding each and every student and letting them know how important nutrition and physical activity are.

Everyone who attended truly enjoyed this event.



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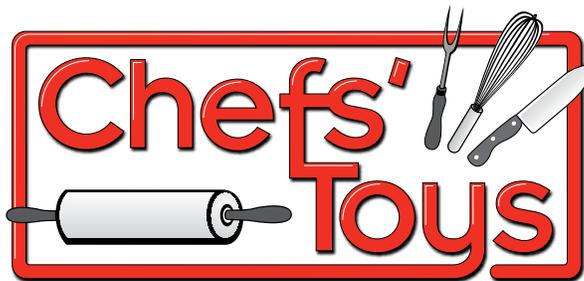
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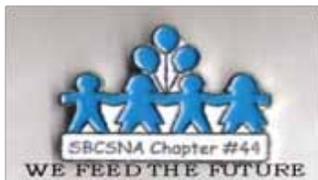
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## SBCSNA CHAPTER #44 OCTOBER CHAPTER MEETING

# HALLOWEEN FUN AND EARTHQUAKE AWARENESS

Chapter #44 had a great time at their October Chapter Meeting with fun costumes and carved pumpkins. Our local fire Captain Glen Bales spoke to our members on Earthquake awareness and how to prepare your house, family and pets as well as other helpful hints to help you get through this type of disaster. Then we enjoyed a healthy baked potato bar and “worms and dirt” for dessert.

Submitted by Chapter Secretary & Regional Coordinator, Janice Carter





CALIFORNIA  
SCHOOL NUTRITION  
ASSOCIATION

## SBCSNA CHAPTER #44 NOVEMBER CHAPTER MEETING

# ANNUAL TOY DRIVE MEETING

Chapter #44 kicked off the holiday spirit with their annual toy drive meeting with lots of toys donated by our members that were picked up by our local firemen.

Our members enjoyed turkey and gravy with all the “fixins.”

Waxie came out and gave a great presentation on new SDS regulations, speaking to our members on chemicals we have in our kitchens and how to label and store them.

Submitted by Chapter #44 Secretary & Regional Coordinator, Janice Carter



# ORANGE COUNTY STUDENT CHEFS STEP UP TO THE COOKING CHALLENGE

BY GRACE KIM, NUTRITION ASSISTANT, HUNTINGTON BEACH UNION HIGH SD

Nobody knows better about school meals than the students who eat them! When presented with the 4<sup>th</sup> annual Cooking up Change® competition, student chefs from across the nation quickly rose to the occasion and started brainstorming recipe ideas that would appeal to their peers – not an easy crowd. However, it was not as simple as throwing a few ingredients together, adding a splash of flavor, crossing their fingers and then wishing for the best.

Cooking up Change® provides high school students with the platform to call for school food reform. The competition challenges teams of culinary students to create lunch menu items that are not only delicious, but also comply with USDA school nutrition standards, and meet strict ingredient and preparation limits that reflect the real-life experience of school food service. Top that with tight deadlines and a budget of \$1.75 per serving, and the students had themselves a true challenge.



This year from Orange County, California, student chefs from six different high schools – Bolsa Grande, Fullerton Union, Katella, La Habra, Valley, and Westminster - teamed up with their school advisors and professional chef mentors to create their tasty menus. School food services also offered their full support for their local teams with education in nutrition, meal-planning, budgeting, food resourcing, and USDA dietary guidelines. Orange County school food service directors Agnes Lally from Garden Grove Unified School District, Kristin Hilleman from Fullerton Joint Union High School District, Lauren Teng from Huntington Beach Union High School District, Mark Chavez from Santa Ana Unified School District, and Terry Gerner from Anaheim Union High School District provided positive feedback and served as consultants for their school teams. All team members bounced ideas back and forth between trials, analyzed nutrition standards, and revised recipes before final menus were sent off for approval.

At the local level, students presented their meals before prestigious judges, who scored the menus based on originality, taste, appearance, and presentation. Students from Orange County received much praise with comments such as “Creative and trendy menu,” “Super colorful and flavorful,” “Lots of attention to detail with each dish!” and “Taco taste left more to be desired!” This year, Team Lion from Westminster High School clenched the win at the local level with their menu of Mexican Street Tacos with Motherland Esquite and Peachin’ Empanada. The team from La Habra High School placed a strong second and the third place honors went to Team Pride from Westminster High School. Student chefs from Bolsa Grande High School won the Audience Choice Award for Best After-School Snack with their Sunset Jicama Tacos. The winning team from Westminster High School then moved on to place second overall at the national level in Washington D.C. – a superb finish!

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Beyond the cooking competition in Washington D.C., the students met VIPs including Arne Duncan, Secretary of Education, and Debra Eschmeyer, executive director of *Let's Move!* and senior White House nutrition policy advisor. The high school chefs also had the opportunity to share their inspiring meals with members of Congress. With the Healthy, Hunger-Free Kids Act of 2010 due for reauthorization by September 30, 2015, the students encouraged their national leaders to continue to advocate for and support the healthy growth of the nation through healthy school meals.

This was more than a cooking contest. The Cooking up Change® competition clearly shows that students are willing to work with their local school food service, local community and national political leaders, and their peers – to create a positive change in school food. It takes a team effort to bring about impactful change. Lend an ear to others – yes, to your very own students – and you may be well on your way to successful change!

Would you like to try any of the winning dishes from Cooking up Change® at your own school food service? Each month, Healthy Schools Campaign will be sharing a Cooking up Change® recipe. Follow them at their website [www.healthyschoolscampaign.org](http://www.healthyschoolscampaign.org).





BY TARA MCNAMARA, FOOD AND NUTRITION SERVICES MARKETING COORDINATOR  
SAN DIEGO UNIFIED SCHOOL DISTRICT

**F**ollowing a successful one-year pilot, San Diego Unified expanded its California Thursdays program to more than 220 schools – making San Diego Unified the fastest growing California Thursdays district in the state. Now more than 130,000 students throughout the district have the option to eat a meal made entirely of California-grown food every Thursday.

“We are committed to teaching kids lifelong healthy eating habits,” says Gary Petill, Director of San Diego Unified Food and Nutrition Services. “We want them to understand the importance of California Thursdays for our economy and for making healthier choices. Supporting our local farmers, producers and ranchers has such a positive impact.”

California Thursdays is a program that allows school districts, in collaboration with the Center for Ecoliteracy, to serve healthy, freshly prepared meals made with California grown ingredients. The program creates a “triple win” of improving student health and academic achievement, investing in the local economy and benefiting the environment.

San Diego Unified’s commitment to serving California food to California kids follows the nationwide effort to increase the amount of fresh fruits and vegetables served to students as outlined in the Healthy, Hunger-Free Kids Act of 2010. San Diego Unified is looked at as a model for other school districts around the nation on how to serve students fresh, healthy meals prepared in-house using locally sourced ingredients.

*Continued on Page 48*



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Sincerely

Michael B Serrao  
President/ CEO



*Continued from Page 46*

“The Center for Ecoliteracy is a USDA Farm to School Support Service grantee that is leading the way,” said Kevin Concannon, USDA Under Secretary for Food, Nutrition, and Consumer Services. “Through our Farm to School program, USDA supports and encourages innovative strategies such as California Thursdays which improves school meals with local foods. Using locally-sourced ingredients in school meals can help improve a child’s health and academic achievement, and has the potential to bolster local economies throughout California.”



San Diego Unified started its California Thursdays program in October 2014 at 18 elementary schools. The program grew to nearly 60 elementary schools during the 2014-15 school year. Over the course of the pilot year, San Diego Unified served nearly 80,000 California Thursdays meals.



Seeing the success of the program inspired the district to expand its efforts so that more students and local farmers, producers and ranchers could reap the benefits of serving nutritious meals made with locally sourced ingredients.

“We definitely believe in California food for California kids,” says Fred Espinosa, Manager of Product Acquisition and Production for San Diego Unified Food and Nutrition Services. “We believe in supporting smaller businesses that share values that we share.”

In the first four weeks since expanding, San Diego Unified has purchased more than 154,000 free-range, antibiotic-free Mary’s chicken drumsticks from Pitman Family Farms – the featured entrée for the California Thursdays meal. That’s more than 10 tons of chicken! It is projected that by the end of the 2015-16 school year more than 1.5 million drumsticks will have been purchased adding \$1.8 million dollars to California’s economy. Imagine the economic impact if all meals, every day were sourced entirely from California!



San Diego Unified believes in California food for California kids, and is committed to sourcing as much food as possible from both San Diego and California farmers, ranchers and producers. On any day (not just Thursday) you can find produce from local farms; tortillas and salad dressing from Green Bellies, a San Diego-based company; tofu from San Diego Soy Dairy; bread rolls and breadsticks from southern California-based Galasso’s Bakery; and milk from Hollandia Dairy, also a southern California-based company.

Local farms that San Diego Unified works with include Suzie’s Farm in Imperial Beach, Stehly Farms Organic in Valley Center, Sahu Subtropicals in Rainbow, Go

*Continued on Page 49*

Green Agriculture in Encinitas, Sunrise Farms in Vista, Mountain Meadow Mushrooms in Escondido, and many more.

Based on the rapid expansion and innovation of San Diego Unified's California Thursdays program, the Center for Ecoliteracy recently presented both Petill and Espinosa with the California Food for California Kids 2015 Leadership Award for Creativity and Dedication to Development of the California Thursdays Program.

“San Diego Unified's leadership, commitment, and engagement in the farm to school movement is truly inspiring,” says Zenobia Barlow, executive director of the Center for Ecoliteracy. “We're proud to honor Gary Petill and Fred Espinosa with our California Food for California Kids Leadership Award. Their good work will continue to ensure that the next generation of San Diego children will benefit from the health and abundance of California's agriculture.”

This year, the Center for Ecoliteracy began a regional pilot effort in San Diego County to enhance the network's collective impact. Twelve San Diego County school districts are participating, along with local nonprofits and public agencies. The San Diego County California Thursdays Network serves more than 46 million meals annually to more than 316,000 students across 434 schools.



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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.

SUNDAY, JANUARY 24TH	MONDAY, JANUARY 25TH	TUESDAY, JANUARY 26TH
12:30 First-Timer Orientation	9:00 CDE Update	7:30 Breakfast with Q&A on Issue Paper/Talking Points (included in LAC registration)
1:00 Registration	10:30 Break	
1:30 Opening and Welcome	10:45 Panel/speakers	
1:45 CSNA's Role in the Legislative and Policy Process	12:30 Lunch (included in LAC registration)	9:00 - 3:00 Legislative visits
2:15 Budget, Legislation and Political Update	2:15 Legislative Panel - current topics	
3:15 Break	4:00 Capitol Tour	
3:30 CSNA's Issue Paper	5:00 Adjourn	
5:00 Adjourn		

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

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

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

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

# 2016 CSNA State LAC Registration Form

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



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## CSNA State LAC Registration Fees

	Regular Fee	Late After 1/12/16	Total Cost
CSNA Member - School District	\$275	\$325	_____
Non-CSNA Member - School District	\$325	\$375	_____
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This registration is for Conference ONLY! Please contact Hotel directly for Room Reservations.

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Conference Hotel Rate Single/Double \$154 night + tax

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Make reservations by calling (916) 447-1700 and asking for the Ca School Nutrition Assn. discount rate.

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

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

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

# TELL YOUR STORY



**BY ANNA M. APOIAN, RD, MPA, SCSNA MARKETING CHAIR  
DIRECTOR, HAWTHORNE SCHOOL DISTRICT**

**O**ften we think of marketing as a means to sell more product or services through advertisements, special deals, or campaigns. That is a short definition and works well if you are not looking for repeat customers.

Jay Conrad Levinson, author of *Guerrilla Marketing*, states that marketing is much more involved and requires us to build honest and long-lasting relationships by cooperating with other people in our community and industry. That is one of the things that is so special about our industry. Food manufacturers, brokers, distributors, as well as our equipment and software associate members know the intricacies of our programs. Together we learn the numerous regulations and mandates to which we must adhere. But beyond just following the USDA guidelines, we want to exceed the minimum requirements and to provide better product and services for our customers.

In the end, marketing is a way to get people to change their minds. For us, we are looking at the public's image of school meals in general, and then of course for our specific programs at the district to which we dedicate our time, expertise, and heart. If the thought is that our meals are not good, we need to tell them differently. So where do we start? We start with the food of course.

Dave Palmer, Dunk Tank Marketing, on behalf of Brock Smith, Director at Vista Unified School District, states, "*The first thing we did when we started our marketing efforts was to ensure that we were confident in the quality of the meals and service provided. We want to deliver what is in our marketing message; anything else would be clever at best and dishonest at worst.*" Look at your program with a new pair of glasses. See it from an outside perspective. By assessing and reviewing your program from a customer's viewpoint, the flaws that need correcting become apparent.

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## TELL YOUR STORY - CONTINUED FROM PAGE 52

Once assured of your product, then the marketing begins. Seth Godin, author and entrepreneur states “*Marketing is the name we use to describe the promises a company makes, the story it tells, and the authentic way it delivers on that promise.*” What is your story? Your story, your passion, your focus, is what will entice people to support you and purchase your product or service.



Keeping the focus on the relationships, the stories we have are about the people with whom we work and the students we serve. It is the “why” we do what we do. Simon Sinek, author of *Start with Why*, explains how making money is a result but it isn’t the main goal. People gravitate toward sincere people. People want to associate themselves with someone they can believe in, someone who has a vision and someone who possesses a nobler goal than “making money”. Ask yourself, why do you do what you do?

I recently changed my mission statement because after 10 years I realized how institutional and uninspiring it was. Then I was honored to be asked to speak at an event for Live Well Colorado. I researched the audience a bit before I presented. And this one attendee put my new mission statement to shame. Mrs. Jen Dabal, from Norwood School, on her front landing page for social media, stated the following:

*“My passion is cooking delicious, healthy, whole foods for those I care about which includes the children and community of Norwood. It is my honor and my pleasure to serve our kids, staff and guests the best food possible, that we can all feel good about, and to have a food service program that we can feel proud of.”*

I wanted to eat there! This is a woman who explains the “why she does what she does.”

So what is marketing? “*Marketing is getting someone who has a need to know, like and trust you,*” according to John Jantsch, author, speaker, and marketing consultant. And even Wikipedia has a rather solid definition of marketing, “*Marketing is an integrated process through which companies build strong customer (and business) relationships and create value for their customers and for themselves.*”

Don’t forget your “why”. Tell your story.

*I would like to thank Meg Chesley, from Health-e Meal Planner-Pro, for recommending Sinek’s book “Start with Why.” You may also watch Sinek on TED Talk.*

*Ms. Apoian can be reached at [annaapoian.com](http://annaapoian.com). She is available for limited training and speaking engagements.*



School food service personnel work diligently throughout the school year to feed over 3 million children a day and serve over 590 million lunches annually in California alone. Most of the food service employees are parents themselves who care deeply about the children. Most have the opportunity to see nearly every student, as they come through the lunch line. They work hard to nourish the students with a healthful meal, to support their academic success. They provide encouraging smiles, receiving little accolades themselves. It is time to recognize them again!

The "I Love My Lunch Lady Contest" will be coming your way! This contest is to recognize our outstanding school lunch heroes – the men and women who prepare meals for the students. Teachers, students, and parents create and submit the nominations. Our job as directors and managers is to let the teachers, administrators and student councils know about this contest. So look for upcoming announcements and marketing material! Build those relationships!



There are two-each \$1,000 prizes, one at the elementary level and one at the secondary level. The \$1,000 gets split between the teacher, for classroom supplies, and the nominee!

Last year we had some wonderful entries. This year we will be accepting video clips, 1-2 minutes in length. The contest will open in January, 2016. Submissions must be received by March 31<sup>st</sup>. The winners will be announced Friday, May 6th on National School Lunch Hero Day. Anyone in California may apply.

The "I Love My Lunch Lady Contest" is sponsored by the Southern California School Nutrition Association and Ultragrain.

If you have any questions, email [southernscsna@gmail.com](mailto:southernscsna@gmail.com).



Submitted by Anna Apoian, SCSNA Marketing Chair

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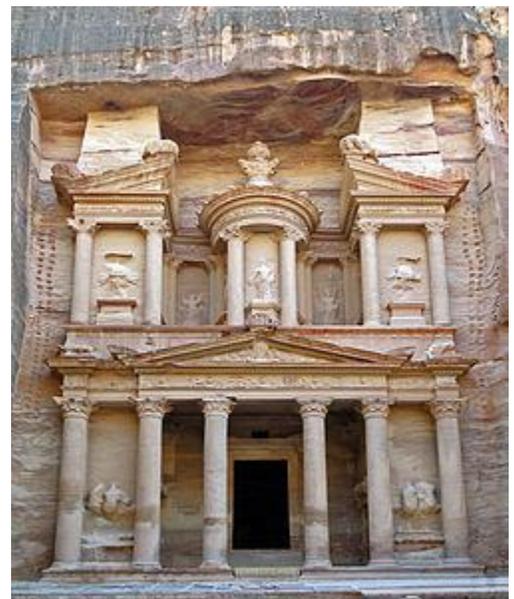
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# WHAT'S COOKING WITH CHEF JIM

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**C**reating healthier versions of popular foods is an on-going part of the work in the school food service field. This issue we have two recipes to share with you.

One is a replacement we developed for the popular Cup-O-Noodles/Ramen soups. On the day we serve this, we put it in an over-size bowl and load our salad bars up with shredded cabbage, shredded carrots, peas, green onions, etc. so that the students can customize it to their individual preference. No worries about not having a half-cup fruit or vegetable serving on that day!

For the first time ever, we are having a Guest Chef. The recipe for Hummus is from Cathy Abel, Food Service Director for the Santee Elementary School District. Lower in fat and lower in sodium but never lower in taste, Cathy serves this with pita bread wedges and vegetables. When we tasted it we were so impressed (or to be honest, so jealous!) we are now planning to buy a new food processor so that we can make it, too.

By the way, if you are interested in being a Guest Chef please get in touch with me. One of the best things about school food service is the great sharing that goes on between districts.

## **Chicken Ramen Soup**

Yield: 80 1-cup servings, 2 meat/meat alternate, 2 grain

Water	5 gallons	
Cornstarch	3 <sup>3</sup> / <sub>4</sub> cup	
Ground ginger	3 Tbsp.	Combine water, cornstarch, ground ginger, garlic powder, onion powder, sesame oil, soy sauce, chicken base and cayenne pepper. Heat to boiling, stirring often, until thickened.
Garlic powder	4 Tbsp.	
Onion powder	2 Tbsp.	
Sesame oil	½ tsp.	
Low-sodium soy sauce	2 ½ cups	
Chicken base	½ cup + 2 Tbsp.	Heat chicken to 165F.
Cayenne pepper	2 Tsp.	
Diced cooked chicken	10 lb.	Cook pasta according to package directions, drain.
Dry spaghetti pasta	10 lb.	At time of service, portion pasta into bowl, top with chicken. Ladle 1 cup soup mixture into bowl.

*Continued on Page 62*

## WHAT'S COOKING WITH CHEF JIM - CONTINUED FROM PAGE 61

### Hummus

Yield: 250 ¼ servings beans (count as 1 Meat/Meat Alternate or ¼ cup Legumes)

Garbanzo beans, undrained	6 #10 cans
Lemon juice	3 cups
Vegetable oil	4 cups
Dry ranch dressing mix	2 cups
Ground cumin	1/3 cup
Garlic powder	1/3 cup
Salt	1/3 cup
Parsley flakes	1/3 cup
Cayenne pepper	1 Tbsp.



Combine all ingredients in food processor and blend until smooth.

## INTERN DESIGNS NEW CART CONCEPT

BY NANCY WHALEN, RD, CLOVIS USD CAMPUS CATERING DEPARTMENT

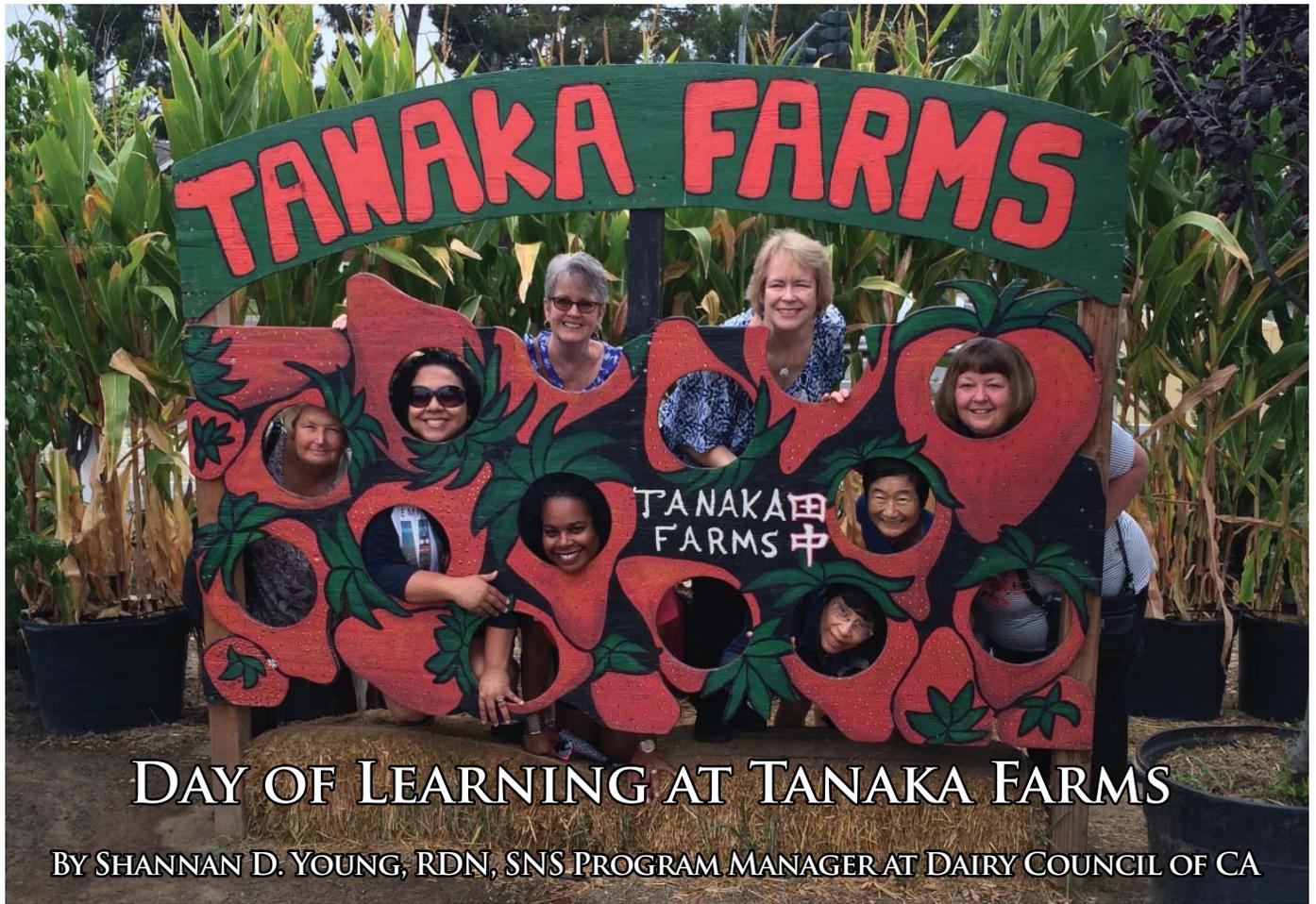
**W**ayne Chang, a CSU Fresno dietetic intern, recently assisted the Clovis USD Campus Catering Department in setting up a new Mexican-style food cart.

Students may have either a burrito or a bowl (no tortilla). In each burrito or bowl at least 2 meat/meat alternate servings and 2 grain servings are offered, using scoop sizes as a guide to be sure that the correct amount is served. The students have their choice of chicken (USDA commodity chicken strips) or beef (purchased shaved steak meat) plus pinto or black beans (both USDA commodity.)

Shredded cheese, lettuce and a pico de gallo from a local produce company or commodity salsa round out the burrito or bowl. The food is held in half-size or quarter-size hotel pans, depending on the item. Fruit, vegetables and milk are also served on the cart to make a reimbursable meal.

This has been a very popular cart. Students appreciate the chance to customize their burrito or bowl to their own personal taste.





**L**ast June over 400 cafeteria staff, managers and foodservice directors came together at Tanaka Farms in Irvine for the Chapter 1 Southern CSNA Summer Workshop. The day was devoted to learning about work safety, the changing foodservice environment and Smarter Lunchroom Strategies as part of the professional growth and development event.

Holding the day-long training event at Tanaka Farms offered an intimate look at the Farm to School movement, where attendees were treated to farm fresh produce, a wagon ride and even the experience of picking their own strawberries from the field.

“Our event strives to connect cafeteria line workers to the trends and policies that impact their work,” said Debra Amos, Professional Development Chair for CSNA Chapter 1, who organized the event. “Hearing Tanaka Farm’s history and process, touching and tasting their food while learning about safe produce handling was an unforgettable experience.”

During the Smarter Lunchroom Strategies session, participants were taught 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 that originated from Cornell University’s Center for Behavioral Economics and have driven the Smarter Lunchrooms Movement.

Both nonverbal and verbal communication strategies were demonstrated to show ways to improve customer service and “nudge” students to select healthier items from all five food groups.

*Continued on Page 64*

*Continued from Page 63*

“I believe that every attendee left feeling confident in their knowledge and understanding of Smarter Lunchroom strategies and felt empowered and excited to implement them at their school,” observed Natalie Miano, Nutrition Programs Coordinator, El Monte Union High School District.



During the Lunch Line Redesign activity, attendees worked in teams to apply Behavioral Economics theories to design an ideal cafeteria lunch line, entrance, exit and dining area.

“This activity was the highlight of the training, and I saw people jumping out of their chairs to share how their design would impact the cafeteria to serve healthier options,” said attendee Suzy Sayre, Director of Food Services for the El Monte Union High School District. “It was exciting to see the difference it made even with my own staff when they are empowered to be part of the change,” Sayre added.



“At Dairy Council of California, we believe that foodservice staff offers tremendous value to our students as well as the community at large—sometimes providing the only nutritious foods students have access to,” said Candice Sainz,



Community Nutrition Adviser. “We are pleased to be able to partner with school cafeterias across the state to help improve student’s food choices and build a lifetime value for healthy eating.”

To book a Smarter Lunchrooms Movement training for your cafeteria and foodservice staff, please contact Candice Sainz, Community Nutrition Adviser for Dairy Council of California at 949.756.7892 or [csainz@dairyCouncilofca.org](mailto:csainz@dairyCouncilofca.org).

*Continued on Page 65*

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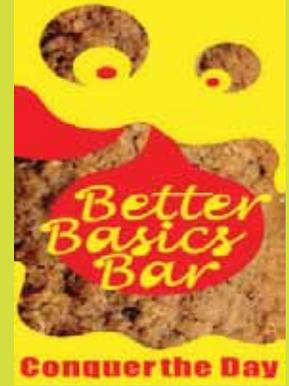


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*Continued from Page 64*

Summer Workshop participants were also treated to a keynote address by Anna Apoian, Director, Child Nutrition, Hawthorne School District. Apoian brought a humorous perspective to embracing change given the numerous changes that have impacted school foodservice in recent years.

The day was rounded out with a presentation coordinated by Gina Fero from The Fischer Group on safety techniques for handling produce and reducing knife-related accidents in the kitchen.

The event was made possible through the support of sponsors, including: A & R, Superior Foods, Justin Smith, PMG, Sunrise Produce, Buena Vista Foods, JM Smucker, General Mills, Driftwood Dairy, SFS PAC, Fisher Group and Associates Food Service Sales and Marketing.

More resources from Southern CSNA are available at [eatsmart2besmart.org](http://eatsmart2besmart.org).

# COVER PHOTO

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**W**hat am I doing? Which way am I going? District procedures, Health Department requirements, USDA rules, student preferences, employee needs and keeping the line moving fast! How can I put all the pieces together?

While we can't do the work for you, this issue of *Poppy Seeds* is full of stories and ideas for the practical and innovative solutions to the challenges you face.

This photo was supplied by Candice Sainz of the Dairy Council of California and was taken as part of the Smarter Lunchroom Training held in June at Tanaka Farms.



# CAST YOUR VOTE

BY SALLY SPERO, SNS, POPPY SEEDS EDITOR

**P**residential debates are already dominating the news even though the 2016 national elections don't happen for many months. But as a CSNA and SNA member you won't have to wait to cast your ballot.

SNA elections have changed this year to occur during February (they had previously been held in the fall.) When the elections open you will receive an e-mail with directions on how to vote. All the voting is done on-line and it is a very easy process I have done myself a number of times. You simply enter your membership ID number to access your ballot and then vote for the candidates of your choice.

We have two CSNA members running in this election. When the time comes, read up on the candidates and remember to vote for the people you want to see lead our organization.

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## January 2016

14	NorCal SNA Chapter Meeting	#02
15	SoCal SNA Chapter Meeting	#01
21	Far North SNA Business Meeting	#20
24-26	<b>CSNA Legislative Action Conference (LAC) - Sacramento, CA</b>	<b>CSNA</b>

## February 2016

4	Central Cal SNA Chapter Meeting	#10
5	Mother Lode SNA Chapter Meeting	#45
18	Far North SNA Chapter Meeting	#20
28-3/2/16	<b>SNA Legislative Action Conference (LAC) - Washington, DC</b>	<b>SNA</b>

## March 2016

11	SoCal SNA Chapter Meeting	#01
15	NorCal SNA Chapter Meeting	#02
17	Central Cal SNA Chapter Meeting	#10
19	<b>CSNA Board of Directors Meeting, SoCal</b>	<b>CSNA</b>

## April 2016

8	Mother Lode SNA Chapter Meeting	#45
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## May 2016

6	Mother Lode SNA Fundraiser	#45
07	<b>CSNA Leadership</b>	<b>CSNA</b>
13	SoCal SNA Installation	#01
15-17	<b>CSNA Industry &amp; Child Nutrition Summit, Palm Springs, CA</b>	<b>CSNA</b>
19	Central Cal SNA Installation	#10
24	NorCal SNA Installation	#02

## July 2016

09-13	<b>SNA 70th Annual National Conference - San Antonio, Texas</b>	<b>SNA</b>
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## November 2016

10-13	<b>CSNA 64th Annual Conference - Anaheim, CA</b>	<b>CSNA</b>
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**CSNA ANNUAL STATE CONFERENCE & TRADE SHOW**

**NOVEMBER 10-13, 2016**

**MARRIOTT ANAHEIM & ANAHEIM CONVENTION CENTER**

**SAVE THE DATE!!!!**



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

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