SPRING 2017

POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA CHILD NUTRITION PROFESSIONAL

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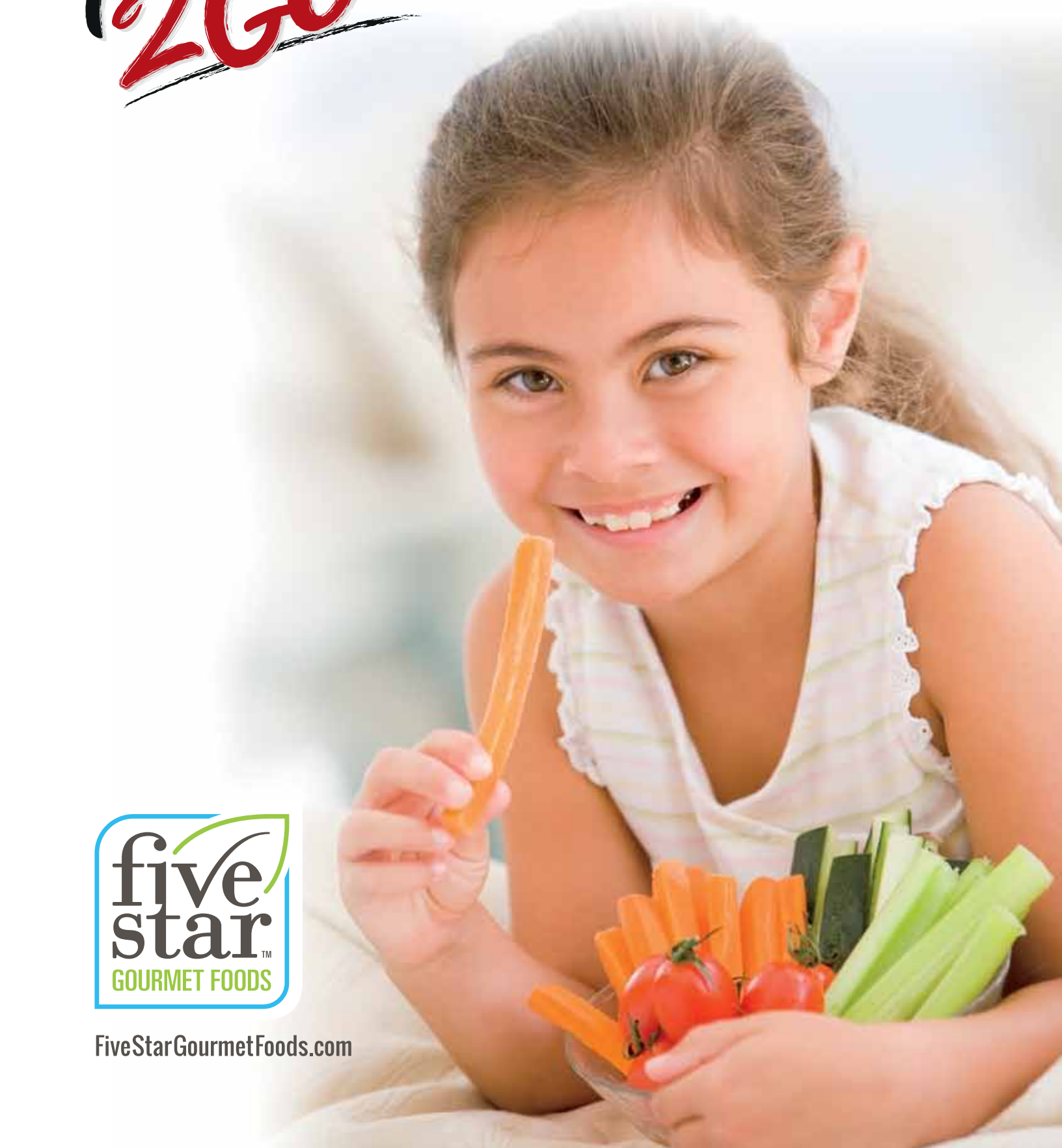

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President's Message

By Bruce Hall, CSNA President

I can't believe that I am writing my final President's message to all of you, our dedicated members and industry members who work so hard each and every day feeding California's children. I have been recently reflecting over the past 3 years and keep asking myself, where did the time go? It seems like only a few months ago, I was being installed as your Vice President in Laguna Beach during Agnes Lally's year as President. It has been hectic responding to the roles and responsibilities as a President, learning that there are clearly not enough hours in the day to get so many things accomplished. I think many presidents can confirm that it is often a struggle to find balance in performing your "day" job and the work that is required to achieve the goals set at the national level.

At both my final Executive Finance Committee (EFC) meeting and our final Board meeting in early March, I had a good sense of accomplishment of the four goals (Community, Infrastructure, Professional Development and Advocacy and Public Image) and I realized that with the help of so many people we were able to accomplish many of the strategies that support these goals. It was also very uplifting to go through an exercise with the board at our Spring Board meeting and hear so many wonderful things that are happening throughout the state that support the state goals. Kudo's to all of you who have embraced the goals and strategies and accomplished so much this past year. I hope that you are as proud of your accomplishments as I am. I came away with a good feeling of accomplishment as I pass my leadership on to your next group of dedicated leaders.

At the time of finalizing this article, I can reflect on a successful state Legislative Conference that had good attendance with so many new first timers that helped communicate this years' issues to Legislators and their staff. CSNA was able to send 10 scholarship winners this year that had a great time learning the legislative process and conveying our state issues which included: 1) Equitable Distribution of Grants; 2) Procurement; 3) State Meal Reimbursements; 4) Block Grants and 5) Nutrition Standards.

Now we are in the final planning stages of preparing to charge The Hill for the national Legislative Conference in early April. With the assistance of our Federal Advocate, Barry Sackin, your leadership team will be addressing the same issues that are outlined in the SNA 2017 Issue Paper which include 1) Block Grants; 2) Requesting in the next Farm Bill to provide 6 cents in USDA foods for school breakfasts; 3) Flexibility under the federal nutrition standards and 4) Simplifying regulations to improve efficiencies, providing $1 million to conduct an independent study of federal Child Nutrition programs. Your Leadership team will also be meeting with Congressman Garamendi to continue discussions on the American Foods for American Schools Act. It

Continued on Page 4

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President's Message - *Continued from Page 2*

should be an interesting LAC this year in Washington, D.C given the current administration.

As I bring my year as President to a close, I can't help but reflect on the people I have met along the way. There will always be so much work that needs to be done each year, regardless of who is President. There is no way you can accomplish what needs to be accomplished without the support of so many people. I won't deny there have been challenges throughout the past few years but the good times certainly outweighs the challenging times. It is the comradery and support of your EFC and board that gets you through the more challenging times. There are so many people I would like to thank for helping me over the past few years. It starts with the support and encouragement of more recent past Presidents Margan Halloway, Lynnette Rock, Agnes Lally and Dena England. I can't say thank you enough for being there for me in my times of need. Thank you Polly Houston, for your dedication and willingness to take on the responsibilities of Secretary at a time when Kim Ekholm decided to submit her letter of intent for the incoming Vice President. Special thanks to Toni Chaffee, President Elect and Kim Ekholm, Vice President for being there for me. I appreciate all that you have done for me and know that you will both shine in your year as President. Thank you to all our dedicated PP & L Chairs and Co-Chairs throughout the state for bringing all of us together at both the state and national level to help make our voices heard. Thank you to Peter Woods, Industry Rep and Suzanne Morales, Conference Chair. Both of you helped make the 2016 Child Nutrition and Industry Summit and State Conference a big success. There are various aspects of both conferences that I am still hearing people talking about.

Finally, I would like to thank Janine and Jon Nichols. Thank you from the bottom of my heart for all that you do for the association and for adapting so easily to new presidents every year and your help supporting us in so many ways. There are so many other people I wish I had time and space to acknowledge, but will close with my sincere thanks to you, our members, who I have had the experience to get to know. Your friendships mean so much to me. This experience is one I will never forget. It helped me grow professionally and personally which was the inspiration for my theme of "Here We Grow Again." I hope you have grown this past year as much as I have.

Bruce Hall
CSNA President

Correction - *By Jon Nichols, IOM, Poppy Seeds Editor*

In the article titled "Dedication," that appeared in the Winter 2017 issue of *Poppy Seeds*, honoring Sally Spero, SNS, for her longtime service as Editor of *Poppy Seeds,* the author was given the wrong information about the duration of time Sally sat in the Editor's chair. It was reported that Sally was Editor for nine years when, in fact, she spent thirteen years, or nearly 60 issues there! Truly a remarkable run!

In an effort to ensure that Sally gets the proper recognition for this achievement, I am re-running the entire piece on page 10 of this issue of Poppy Seeds. Please take the time to enjoy and honor our friend, Sally!

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Heroes Don't Always Wear Capes

An Appreciation

By Garbis Gary Balasanian, Clark Magnet High School
Submitted by Linda Scaletta, Asst. Dir., Nutrition Services Dept., Glendale USD

Dear Ms. Zarik,

You are the OG lunch lady. Every day you work so hard along with the other lunch ladies. I chose you because out of all the lunch ladies you love your job the most. Every day when I get my lunch you're always there making everyone happier. You are one of my favorite staff members at Clark. You make sure all the students get a nutritious meal and always make sure we eat our fruits, vegetables, drinks, and dairy products. You come to work happy and during work you get even happier. You inspire me for later on in the future when I get a job to love it as much as you do. You make coming to lunch and snack a joy for me cause I always wonder what you are going to say today. You make this school better in any and every way. You are one of the nicest people I have met in my life and always look forward to getting lunch because of you.

Sincerely,

Garbis Gary Balasanian

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Sally's Spring Message

By Sally Spero, SNS, Child Nutrition Director, Lakeside Union SD

There are no express lines at my favorite neighborhood supermarket so when you get in line you just have to take your chances. And, being honest, I am that person that no one just grabbing a loaf of bread and a gallon of milk wants to be behind. I do most of my cooking at home from scratch so, for example, instead of a jar of spaghetti sauce I would have a container each of fresh basil and fresh oregano, some garlic cloves, a couple of different kinds of canned tomatoes, an onion, ground beef and ground pork both for the meatballs, a hunk of Italian cheese, maybe some mushrooms….well, you get the picture. And that's just for dinner on Monday! Why don't the people behind me come up and congratulate me on my cooking skills, my creativity, my commitment to healthy eating, etc. etc?

It's because I am a pain. In the you-know-where.

So I hope I can use my experience being a pain to my fellow neighbors to help me have some sympathy for those in our world who we find to be a pain to *us.*

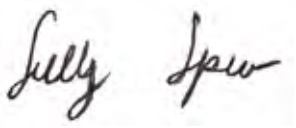
A Student with Food Allergies Why don't they realize that I don't like to have the same plain lettuce and cold chicken salad every day? I can't participate in the parties, eating in a restaurant is usually an ordeal but when I'm at school I would at least like the chance to eat lunch with my friends without standing out like a sore thumb. Why does the cafeteria staff always act like it's the biggest problem of their day to go get my food?

A Parent Who Doesn't Pay for Meals Promptly Why don't they understand that sometimes family life can be overwhelming and it's all I can do to just get the kids to school? I have personal problems, health problems and other problems they don't know about and that I don't feel like discussing with someone I barely know. Why do they have to give my child a dirty look when they hand over the payment reminder on top of everything else?

A Teacher Impatient in the Line Why can't they see that that it's been one heck of a morning in my classroom? That little 30-minute break they give us is barely enough time to eat, let alone try to reduce my stress level down. I give so much care to my students, why can't they see I would like someone to take care of ME for just one minute of the day?

A Custodian Complaining About the Lunch Court If there is a dirty, smelly, messy or dangerous job, they must know that I've had to deal with it this morning. Why do they walk right by some trash waiting for me to pick up every last piece of it? I'm always there when they need something heavy lifted down or there is some problem with the plumbing. Why can't they at least come up with a smile?

I hope I can remember that we all have a turn being a problem. And a little understanding is all we want.



Sally Spero, SNS

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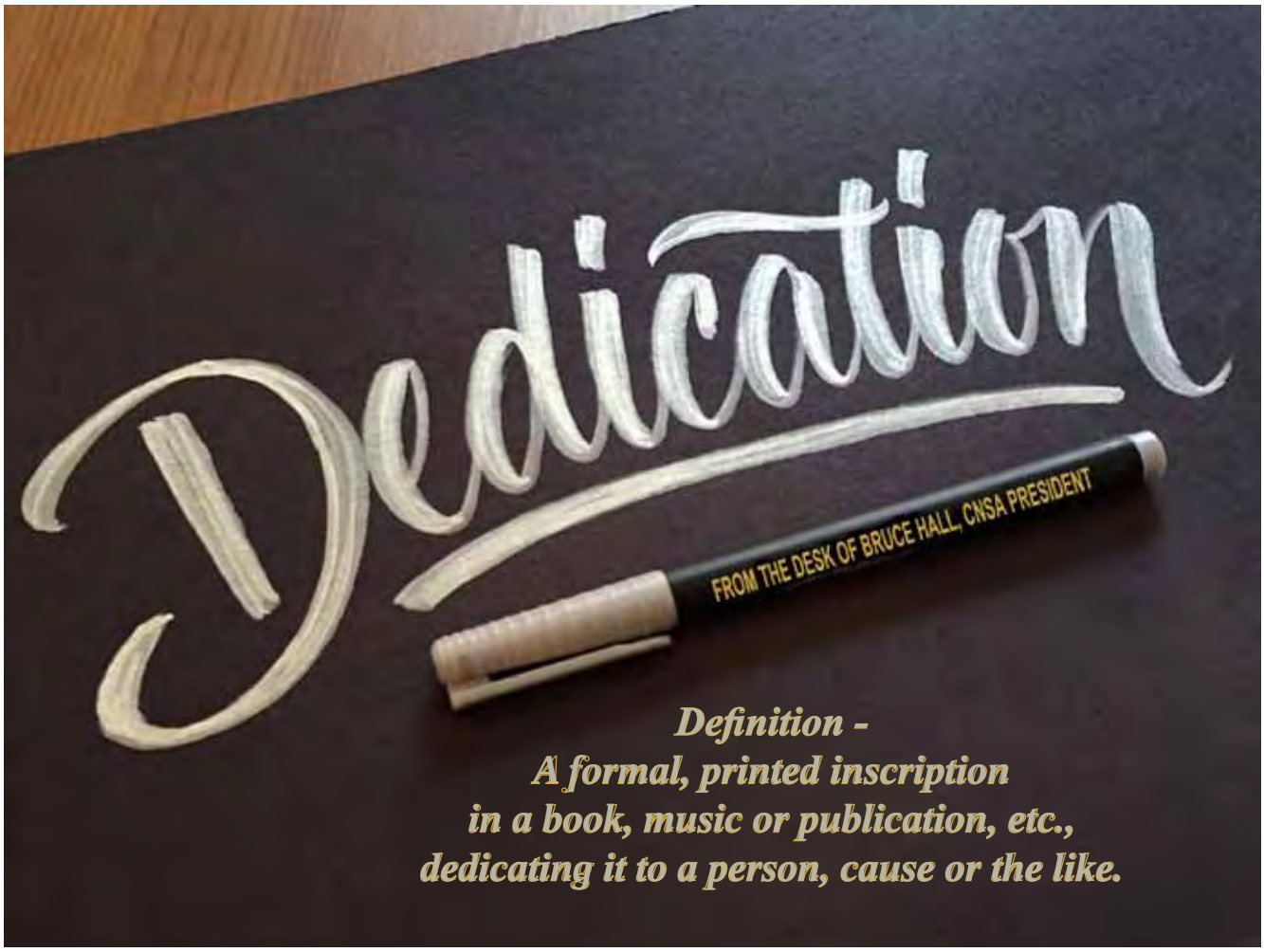

Dedication is not just the intent of this message but it also defines the person this article is written for, Sally Spero. Sally served as the dedicated editor of CSNA's *Poppy Seeds* Magazine for the last *thirteen* years! It was Sally's dedication to our state publication, Poppy Seeds that must not go unrecognized to all CSNA members. Poppy Seeds is published four times per year and each publication comes with a variety of articles from you, our members, which Sally would diligently edit. In addition to the articles submitted, many items were personally written by Sally. This takes a great deal of creativity and dedication to volunteer so much time to the association and Sally met the task each and every issue.

In March 2016, at the Executive Finance Committee meeting, Sally was presented with a crystal book inscribed with the number of years that Sally provided this service to the association. It's important that all our members that receive this quarterly publication understand the time and devotion that Sally gave to the association over the years as editor. Doing the math, during her time as editor, she has been involved in the creation of nearly 60 issues of *Poppy Seeds*! Sally continues to contribute articles and collect submissions from members, so that number just continues to grow and her mark on the publication becomes even more engrained.

Thank you, Sally, for all that you've done over the years for our publication. Your time commitment and dedication are much appreciated, and by no means go unnoticed.

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Membership News

By Richard E. Andrews, CSNA Membership Chair

From the Membership Director's Desk

At this time your Chapter Presidents have a list of goals that your chapter wants to accomplish this year that will be submitted to your Regional Coordinator. Whatever your goals are this year:

a) To raise community awareness about CSNA and school nutrition.
b) To increase membership and or certification.
c) To invite school board members or legislators to tour your kitchens and have lunch with students.
d) Professional Development within your chapter

Please remember to showcase and share your ideas, meetings and fun events in the Poppy Seeds magazine. Help other chapters grow as well. You can do this by joining Chapter Chat via Facebook. You will also be displaying your accomplishments at the Annual Conference in Sacramento, CA.

I would like to thank Bruce Hall for an awesome job serving as our President this past year. He and I didn't know each other from Adam but, I count it a joy and blessing to now call him my friend. I have enjoyed this first year serving as Membership Director and I would like to also thank all our amazing chapters for participating in the Golden Poppy Awards. A special thank you to my wonderful supportive Regional Coordinators, Executive and Conference Committees. I am looking forward to even greater things in the upcoming year. As Paula Deen says, "Love and best dishes from my kitchen to yours."

Richard Andrews,
CSNA Membership Director

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Save the Date!

The 2017 Annual CSNA Vendor Showcase
November 9-12, 2017

Happy, Healthy Days... is the CSNA theme for the 2017 Annual State Conference that will once again make it's way to Northern California and call Sacramento home from November 9-12, 2017! So, circle those dates on your calendars now and begin to make plans to be with us for another great show! And, you're going to want to stay with us through Sunday as we once again have great speakers lined up for General Sessions on Friday, Saturday AND Sunday. Check them out on the pages of this issue of Poppy Seeds.

As you may have surmised from the logo that was unveiled at the end of the 2016 conference in Anaheim, this is a nod to the 1950's and our Annual Trade Show will feature that theme. The show floor will be like a scene from Back to the Future!

Poodle skirts and leather jackets will be the attire for the Annual President's Party which will feature great music from the era!

Don't miss out on Early Bird pricing for Registration and make sure to book your room early to ensure the best prices. We are back at the Hyatt Regency Sacramento (Headquarters) and at the Sheraton Grand Sacramento.

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Cruise the Show Floor!

The 2017 Annual CSNA Vendor Showcase
November 10 & 11, 2017

Happy, Healthy Days...

are on the way!

"Pop the clutch" on your ***"rag top"*** and head to Sacramento on November 9, 2017 for the 65th annual California School Nutrition Association (CSNA) conference. It's going to be ***"like crazy-like wow"*** and you ***"cool cats"*** don't want to miss out. Make your ***"gig"*** easier! With all that is available at conference and in the exhibit hall; you got *it* ***"made in the shade."***

"Dig it," the vendor show, a highlight of every conference, will be a ***"bash!"*** Prepare for lots of snacking, reconnecting with those ***"hip cats"*** we love and making some new connections. The doors are open Friday November 10th, from 10:30am - 3:00pm and Saturday November 11th, from 10:00am – 1:30pm. Come prepared for lots of walking, eating, and gathering of information. Bring your "wish" list and your "needs" list because if you want it or need it, you will find it here. Don't forget your business cards and don't forget to grab theirs. Don't be shy! These ***"hip cats"*** want to talk to you! So don't be a ***"party pooper."***

See you in Sacramento November 2017. It will be ***"coolsville,"*** and with all that we will learn, "***Happy Healthy Days***" are sure to become a reality!

Kathy Mastel
Exhibits Chair
Snowline JUSD
Nutrition Services Technician

Earn and Learn!

The CSNA 2017 Annual Conference
November 9-12, 2017

SILENT AUCTION AND RESOURCE CENTER for Conference November 2017

By: April Brown – Silent Auction & Resource Chair

Fundraising!! Is your chapter looking for more fundraising ideas?
Think CSNA Annual Conference….Think, *SILENT AUCTION!*
It's a great way for your chapter to raise money and
at the same time help the CSNA Scholarship fund earn money too.
The proceeds are split 50/50, so bring as many items as you want.
Examples: Gift baskets, purses, blankets, jewelry,
gift cards, and even golf or mini vacation packages.
People love a great deal and your chapter raises money to make it stronger.
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For more information please contact april_brown@hesperiausd.org

THE RESOURCE CENTER

The Resource Center is an area for chapters to display their accomplishments and/or great idea.
Examples: menus, recipes, summer feeding ideas, CACFP ideas, and training ideas to share with others!

We're even adding a new board for speakers and vendors willing to speak at your meetings, to post their business cards.

This area is where we display your "Back to Basics Golden Poppy Goals" submissions and awards.

Whether it is a book or a battery operated picture frame, please showcase your accomplishments!

Meet our Keynote Speakers!

The CSNA 2017 Annual Conference
November 9-12, 2017

Paul J. Higgins

Friday, November 10, 2017

Father of five and known as "Orange County, California's first bona fide Sports Broadcaster." Athletes In Motion Sports Television Inc. (AIM) was created by Paul J. Higgins of San Juan Capistrano, California. Paul is the owner and president of Athletes In Motion Sports Television, Inc. Paul began producing sports television programs in 1984 at ABC-TV Channel 7 Los Angeles and then in 1986 on Dimension Cable in San Juan Capistrano, California on Public Access Television Higgins launched his company - Athletes In Motion Sports Television Inc.

Paul's passion for positive sports programming and spending time with his children has carried over to volunteering as a mentor to young people in the community, little league and football coach. He has learned first-hand the importance of community involvement and positive contributions to young boys and girls in the local communities. Paul's unique gift and ability to relate to children of all ages is directly related to the quality and impactful youth programming he produces. Paul consistently discusses with children and parents the importance of putting down any and all mobile devices for the purpose of exercise and proper nutrition within our children.

Through his passion to make a difference and get kids eating correctly and his desire to lower the increasing rate of obesity and diabetes in our children across America Paul launched his new media platform - The YTN Youth Television Network that is known for producing "Positive, Safe & Quality Youth Programming" that influences children to be active and to participate in sports, the arts and all events that influences our youth to be active.

Faced with advanced and easily accessible technology the pressure children of this century are faced with today is far more challenging than any previous generation. Awareness of the "cause and effect" this dilemma has on our children must be in the forefront and Paul is committed through his Youth Television Network "Positive, Safe & Quality Youth Programming" to inspire our children and parents to put down their devices, be more active and educate and practice good healthy nutrition.

Meet our Keynote Speakers!

The CSNA 2017 Annual Conference
November 9-12, 2017

Bart Christian

Saturday, November 11, 2017

Bart Christian is President of Southwest Training Systems Inc. and author of the Simple Solutions book series.

Bart has over 25 years of experience in the field of management & training. The last 15 years have been focused in the K-12 school nutrition market.

His southern style and subtle humor combined with real world content, enthusiasm, passion and energy with the purpose of making a positive difference in others lives have made him a favorite among many organizations. Being from a small town in Georgia and becoming a self made success has given Bart a real world perspective that relates to all staff levels.

The Simple Solutions series will take the audience from understanding themselves to understanding others. They will learn how to use these skills to become a more effective communicator and to better deal with conflict and difficult people throughout everyday and beyond.

They will discover, as Bart has, that their quality of life is a direct result of their communication and relations with others. Attendees will come away with simple tools that anyone can use and are proven to work in the real world. These easy to follow, step by step principles are what set Bart apart from other speakers.

Bart has a passion for sharing these simple steps with others and audiences will be moved as they begin to understand that they really can have a better quality of life. To date Bart has spoken to thousands of food service staff from Georgia to California on topics of leadership, communication, sanitation and safety.

Meet our Keynote Speakers!

The CSNA 2017 Annual Conference
November 9-12, 2017

Ryan Molnar

Sunday, November 12, 2017

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Ryan Molnar is a father of four, lifelong entrepreneur, and recent graduate from the University of Redlands School of Business, with a concentration in Organizational Leadership. He has earned twenty plus years of experience in customer service and food service operations. As the CEO of a new and upcoming fast-casual restaurant concept, he understands the daily challenges of leading and motivating staff in a fast-paced setting. In addition to his private sector experience, Ryan has been actively involved in child nutrition as a manufactures representative and currently as the West Coast Juice Specialist for SUNCUP JUICE. His hands-on involvement at the school site level has allowed him a deeper dive into the day-to-day operations of school nutrition and our ability to influence positive change. Ryan is committed to becoming a change agent in child nutrition. He believes that this change will develop through introducing a new lens of how staff and students view the contributions made by the millions of individuals involved in the miraculous accomplishment of child nutrition services. He has developed several motivational workshops that guide and inspire individuals to find their purpose.

OFFICIAL 2017 CONFERENCE REGISTRATION FORM - SACRAMENTO

School Food Service Employees Only - (Industry members please contact Amber at CSNA for Registration Information 818.842.3040)

Registration is NOT OPEN to non-exhibiting Industry Professionals. You must work in a school to attend if your company is not exhibiting.

Happy Healthy Days! - The 65th Annual Conference & Trade Show - November 9 - 12, 2017

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

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REGISTRATION FEES

FULL CONFERENCE REGISTRANTS
(INCLUDES PRESIDENT'S PARTY & REGIONAL AWARDS BREAKFAST)

	EARLY DISCOUNT FEE *(IF PAYMENT IS RECEIVED ON OR BEFORE 9/29/17)*	REGISTRATION FEE *(AFTER 9/29/17)*	AMOUNT
CSNA MEMBERS			
DIRECTOR/SUPERVISOR	$250	$275	$_____
MANAGER	$230	$255	$_____
STAFF/STUDENT/RETIRED	$225	$250	$_____
CSNA PAST PRESIDENT	$ 0	$ 50	$_____
NON-MEMBERS			
DIRECTOR/SUPERVISOR*	$430*	$455*	$_____
MANAGER*	$290*	$315*	$_____
STAFF*	$275*	$300*	$_____
STUDENT/RETIRED/GUEST	$275	$300	$_____

** INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA ($177 FOR DIRECTORS AND $52 FOR MANAGERS AND $47 FOR STAFF)*

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(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)

PLEASE CHOOSE DAY: ☐FRIDAY ☐SATURDAY ☐SUNDAY _____

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DIRECTOR/SUPERVISOR	$ 115	$130	$_____
MANAGER	$ 110	$125	$_____
STAFF/STUDENT/RETIRED	$ 105	$120	$_____
GUEST	$ 105	$120	$_____
NON-MEMBERS			
DIRECTOR/SUPERVISOR	$140	$155	$_____
MANAGER	$135	$150	$_____
STAFF/ STUDENT/RETIRED	$130	$145	$_____
GUEST	$130	$145	$_____
MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)			
PRESIDENT'S PARTY - SATURDAY, 11/11	$ 65		$_____
REGIONAL BRUNCH - SUNDAY, 11/12	$ 40		$_____

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

Pre-Conference Workshops Thursday November 9, 2017

CDE State Day - 8:30 am – 5 pm **$35 members / $35 non-members $_____**

ICN Workshop - 8 am - 5 pm **$35 members / $50 non-members $_____**

SNS Credentialling Exam - 12:30 pm - 5:00 pm ($210 SNA Members, $305 Non-SNA Members - ***Register Directly with SNA*** **- www.SchoolNutrition.org)**

(Check in by 12:30 pm - Program begins promptly at 1:00 pm)

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

Pre-Conference Tour Thursday November 9, 2017

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

____ I would like to participate in the Fitness Fundraiser on Saturday, November 11, 2017 - 7:00 - 8:00 a.m. - _____ (No Cost)

GRAND TOTAL REGISTRATION/MEALS $_____

PAYING WITH CHECK NO._____ MADE PAYABLE TO CSNA AND MAIL WITH COMPLETED REGISTRATION FORM TO:

CSNA, P.O. BOX 11376, BURBANK, CA 91510 - PHONE: (818) 842-3040 - FAX: (818) 843-7423

IF PAYING WITH A CREDIT CARD, PLEASE FILL IN THE FOLLOWING INFORMATION SIGN AND MAIL OR FAX TO THE ADDRESS ABOVE.

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V-Code is the 3 Digit Code on the back of Visa and MC Cards and the 4 Digit Code on the front of AMEX Cards

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/22/17. A $25 CANCELLATION FEE WILL BE DEDUCTED.

CHILDREN UNDER THE AGE OF 16 YEARS WILL NOT BE PERMITTED INTO THE EXHIBIT HALL. COLLEGE STUDENTS MUST BE REGISTERED BY AN INSTRUCTOR.

FOR FURTHER INFORMATION ABOUT THIS CONFERENCE OR TO REGISTER ON-LINE, PLEASE VISIT *www.CALSNA.org*

Exhibitor Opportunities!

The CSNA 2017 Annual Conference
November 9-12, 2017

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As an exhibitor you will have the opportunity to meet with School Food Service Directors and their representatives/advisors for over 8 hours of exhibit time, as well as network with them during the conference and at the special events. Remember,many Food Service Directors send "line" staff to the show to bring back recommendations on products. Please treat all attendees with the same respect.

Exhibit package includes:

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- 8 hours of exclusive selling time
- Admittance to meal functions at 1 per 100 sf purchased

THEME

This year's theme is "Happy Healthy Days" and There will be a special competition for booths decorated in keeping with the theme.

UP TO THE MINUTE INFORMATION

Visit our website at **WWW.CALSNA.ORG**
for up-to-the-minute information regarding this year's conference.

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Are You Interested in Learning how the California School Nutrition Association works?

What better way to find out than by volunteering to be a strategic committee chair or on the conference committee. How about being a Chapter president or regional coordinator? There are numerous opportunities for you to support the association. Please see the list on page 26 of this issue of Poppy Seeds to see what areas interest you so you can volunteer to help grow the association while learning and making new friends.

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REVIEW THE COMMITTEES BELOW AND LET US KNOW WHAT INTERESTS YOU

☐ **AWARDS & SCHOLARSHIPS**- Committee Chair -

Reviews and assists in all submissions for awards and scholarships. Sends recommendations to EFC.

☐ **MARKETING & RELATIONS**- Committee Chair–

Assists in helping to promote and market the CSNA.

☐ **NOMINATING & LEADERSHIP DEVELOPMENT**- Committee Chair

Assists in slating future officers and leadership plans.

☐ **COMMUNICATIONS**- Committee Chair -

Assists in listing nutritional information, recipes and speakers on website.

☐ **PROFESSIONAL DEVELOPMENT**- Committee Chair–

Assists in continuing education.

☐ **PUBLIC POLICY & LEGISLATION**-Committee Chair -

Assists on the Legislative Action Committee.

☐ **CONFERENCE**- Committee Chair–

Assists in implementing the annual CSNA conference.

Complete the information below and check off the committees of interest.

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Submit completed form via FAX to **(818) 843-7423** or email **CSNA@CalSNA.org**

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NAC 2016

By Mina Choi, 2016 CSNA NAC Coordinator

Approximately 40 exuberant students attended the 2016 first ever All Student Mini Conference at the CSNA show in Anaheim 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 2016 NAC sponsors. The winning choices are featured in the FAVORITE FOODS OF THE SHOW article on page 30 of this issue of Poppy Seeds.

Students eagerly participated in a nutrition education lesson that consisted of a lecture and interactive session. The ever enthusiastic Vallary Townsell, registered dietitian and the Director of a rehabilitation facility in Huntington Beach, educated the students on the health benefit of "Whole Grain" and reading labels to identify whole grain in a food.

The physical activity led 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 2016 All Student Mini-conference.

The grand prize winning 2016 NAC Art Contest artwork was featured on the NAC t-shirts worn by the students. Big congratulations go out to the winners from Montebello Unified School District:

Grade 5-8 Winner
Grand Prize Winner
Rosario Meneses

Grade 9-12 Winner
Darling Gonzales

Grade K-4 Winner
Yanitza Espionoza

I would also like to acknowledge and appreciate all those who were a never ending source of support in making the 2016 All Student Mini Conference a success: Agnes Lally and Jennifer Vo from Garden Grove USD; Mary Ellen McIntyre, Elk Grove USD; Linda Scaletta and Jason Choi, Glendale USD; Megan Cook, Corona-Norco USD, and the 2016 CSNA Conference Committee.

A New Commodity Chicken Program Has Hatched!

Breaded Chicken Pattie (68208)

Flame Grilled Chicken Pattie (68215)

Breaded Chicken Tender (68210)

Teriyaki Grilled Chicken Mini Twins (68214)

Breaded Popcorn Chicken (68211)

Breaded Chicken Nugget (68209)

Breaded Spicy Chicken Pattie (68212)

Chicken Mini Twins w/ Hot Pepper Cheese (68213)

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Our 2016 students gave these foods a big two thumbs up!!!

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McCain Foods #1000004108 New Crispy Spiral
Foster Farms #91690 No Antibiotic Ever Chicken Nuggets
Ardella's # 90411 Bulk/90412 IW 3x7 Spicy Chicken Longboard WG Flatbread Pizza
Kellogg's #38000-14567 Rice Krispies Treats® Chocolate Chip Made with Whole Grain
Ruiz Food # 41468 El Monterey Chicken Red Taco
Carl Budding & Company # 12948 Fast Fuel Lean Beef Smart Snack Stick
SkyBlue Bakery # OBCC1210 Mini Chocolate Chip Oat Bar

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Chapter 9 Meeting

By Christine Cooter

Chapter 9 held a meeting on January 24, 2017, discussed SNA Certifications and how to obtain them. The Kern County Public Health Director, Matt Constantine, was our guest speaker. He talked about current issues that our county faces and we also discussed food recalls. For this meeting we asked members to donate shoes, and if they donated shoes they were entered into a drawing for a $25.00 Target Gift Card we gave away two cards. We collected about 59 pairs of shoes that were donated to The Living in Fellowship Together ministry in Oildale. The ministry has a homework club for students, provides clothing, shoes, blankets, serves meals on Tues. night, and portable showers on Thursday to the homeless families in the Oildale and surrounding areas. All services provided are based on donation and the ministry was thankful to have the shoes to help clothe their needy population.

Chapter 44 is Having Fun, Learning, Growing & Raising Money!

By LaShawn Bray

February 2017 "Red Dress Meeting," we had a great turn out at Barstow Unified School District. The fun started off with a delicious dinner provided by the ever so entertaining Jim & Dave from Superior Foods, and then Kevin from Cintas Corporation taught our members how to train their staff to avoid Slips, Trips & Falls and keep our kitchens safe. He presented a fun interactive power point presentation that really engaged our members. A delicious dinner, raffles and our local vendors support helps makes our meetings successful. Thank you to Joey from Schools First Federal Credit Union and Josh from Valic Financial, we really appreciate your support and helping our members with great advice.

Continued on Page 33

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Chapter 44 - Continued from Page 32

March 2017 Annual Bingo Fundraiser

At Cedar Middle School in Hesperia, members enjoyed "Bingo", extra-long hot dogs, chips and a drink while raising money. We had a great turn out and raised money to go towards our annual installation dinner, education opportunities and to help members attend our annual school nutrition conference.

Thank you all for your support.

California Thursday at Bakersfield School District

By Christine Cooter

Bakersfield City School District (BCSD) joined in on California Thursdays, "Collective Action Day" on January 26, 2017. The event was held at Garza Elementary. Included lunch with local dignitaries and special guests who sat down for a meal with the students.

The California Thursday Network serves over 309 million school meals annually, a third of the meals prepared statewide each year. BCSD alone serves more than 4.7 million meals a year. As the program continues to grow, these meals will become a regular part of the menu.

This is an effort to get students to eat more fruits and vegetables. One Thursday out of the month, students are given healthy made scratch meals that feature locally grown ingredients.

It was quite pleasing to see the special guest interact with the students and enjoy a meal.

Continued on Page 35

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Lakeside Union School District Wins 2016 Summer Sunshine Award

By Sally Spero, SNS, Child Nutrition Director

Have you ever heard the phrase "disrupt" used in a business setting when a company with an innovative practice wants to go off in a new direction? Our goal here at Lakeside Union School District is to "disrupt" summer feeding with high-quality food at every level of our program. Whether we were serving breakfast, running a taco cart or offering a bountiful summer salad bar our plan is to achieve excellence in food quality for our community. By doing so, we have sustained high meal counts of a period of several years and this year we were proud to receive a USDA Western Region Summer Shine Award for our meal quality.

Our first goal was to upgrade our breakfast program by offering a good variety of choices. The children could choose from a hot breakfast, a cold cereal breakfast or could select one of our innovative Energy Packs. These were assembled and packaged attractively daily in our Central Kitchen and contained rotating choice such as string cheese, hard-cooked eggs, etc. along with multi-grain crackers and fresh fruit.

Our previous experience with summer lunch programs has demonstrated that people will make an effort to come for meals that they value and that serve their family's needs for quality and variety. Rejecting the idea of endless cold sandwiches and prepacked foods, we committed ourselves to making the best meals possible. This is a continuation of our work to move our regular programs to using less processed foods and more scratch-cooked items.

We have also found that scratch-cooking really stretches our food dollar. For example, buying a 2-grain muffin costs about $.68 in the current marketplace while making the same thing ourselves is only about

Continued on Page 38

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Summer Sunshine - *Continued from Page 36*

$.17 (even less if we can use commodity liquid eggs, applesauce, etc.) The same thing is true of packaged frozen burritos versus grilled carne asada burritos, frozen processed breaded chicken pieces versus fresh baked chicken quarters and many other items.

Instead of prepacking bags or plating meals in advance, each lunch included a trip to our salad bar, which we expanded from 4 daily offerings to 8 daily offerings in 2016. This gave children a chance to select a healthy meal and practice good eating habits. We included fresh seasonal fruits such as plums, nectarines, cantaloupe and watermelon. And while not on the salad bar, we also shucked and cooked fresh corn on the cob one day a week. We can assure you that arguing with children that they didn't have enough fruits or vegetables on their plate was NEVER a problem. Even programs with extremely limited facilities can often take advantage of upgrading their fruit and vegetable offerings.

We are very proud of our entrée choices. One day a week we set up a BBQ grill and cooked up hamburgers and hot dogs. Later in the week we used the same grill to set up a taco cart offering a choice of either carne asada or chicken tacos. We baked chicken quarters, made our own coffee cake and shredded BBQ beef brisket. We brought in fresh pizzas. To our surprise, we found that chicken nugget day was our lowest participation day (but we speculated that might be what busy parents were serving at home for supper.)

We strive to have our program be thought of as a family activity and adults are encouraged to come and eat with their children. We charge a modest price for adult meals and bottles of cold water. Thanks to our community partners, including USDA, we were able to provide parents with nutrition education materials to take home with them this year.

We are proud of the quality of our summer meal offerings and the way we have "disrupted" the more traditional models for summer meals. It was a great summer.

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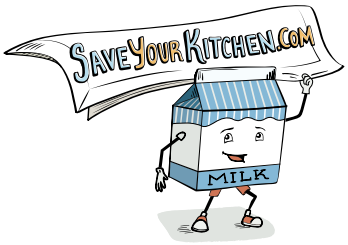

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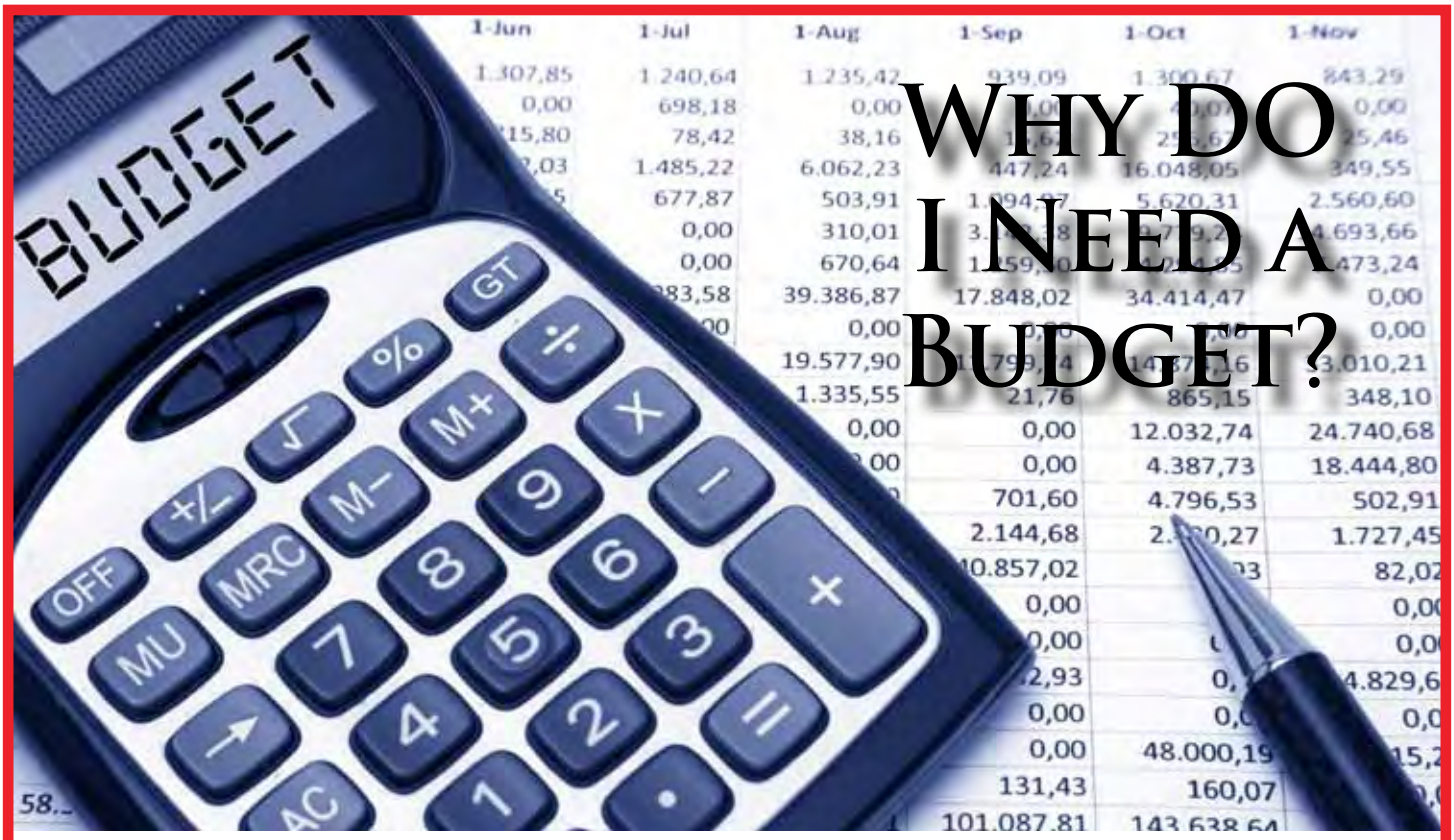

Why DO I Need a Budget?

By Lynette Rock, R.D., SNS, Past President CSNA

Have you ever gotten into your car and just headed out—not knowing where you were going or how long you would be gone? It may be adventurous, but it can be risky. That's like trying to run your department without a budget. You have no plan, so you have no idea how much income you will receive or how much money you will spend. You have no idea whether you will be ending the school year in the black or in the red. And budgets don't just apply to your school food service department—they can also apply to your home life as well. Budgets are a control tool. They chart the course for future financial actions. In this article we are going to focus on your department's budget, but the same principles and steps in planning your department's budget can also apply to your home budget.

A budget is needed in order to achieve a financial management system that supports a cost effective program with high integrity. When budgeting, you are forecasting or estimating in advance your income and expenses by analyzing data. Most people plan a budget and then never look at it again until the end of the year—this would be like heading to Palm Springs but having no idea how to get there or what is the fastest way to get there, you just end up there somehow! Following that approach, you may end up in Santa Fe, which might be fun, but it wasn't part of the plan. You need to stop and review your budget at regular intervals to make sure you are on track. If you are not on track, you need to make adjustments to either increase your revenue or decrease your expenses.

So now that we know what a budget is (expected income and expenses updated regularly to reflect reality) and why it is important, let's talk about the steps needed in order to plan an effective budget. There are only four steps!

Continued on Page 42

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First gather your current year's financial data as well as the last three school years' worth of financial data. You ask why three years? You want to be able to see if you can identify any trends in the department. Has your revenue been going up or down? What about your expenses. I'm betting they have been going up, but by how much? A budget is only useful if you analyze and interpret current and past data in order to come up with what you think will happen in the future.

The next step is to make the budget planning process a cooperative effort between the food service department and the business office with input from the site level managers. The school business officials can provide you guidance in accounting and business functions; this is their specialty. They can provide you with information to help you accurately forecast some of your expenditures. For instance, the business office can provide you information on whether there will be school openings or closing; if the enrollment will be up or down; how much benefits cost; if they anticipate salary changes and if so, by how much; what the indirect cost percentage will be for next school year. Your site managers can provide you with information regarding equipment and labor needs and other factors that might influence the budget process.

The next step is to decide what method you are going to use to plan your budget. There are only three methods:

1. Incremental or baseline budgeting. This is where you use the previous year's budget as a starting point and then make adjustments to each line item to reflect the changes in revenue and expenditures you expect. This takes less time and less planning.
2. Zero-based budgeting. The basic concept for zero-based budgeting is to start with zero and build the budget for each line item. This method requires you to take a fresh look at each revenue and expenditure. This method is helpful when budgeting for new programs. The disadvantage to zero-based budgeting is that it is very time consuming and some budget categories are best estimated using the previous budget.
3. Combination of Incremental and Zero-Based Budgeting. With this method you use a combination of the two. This is the most common method used.

Once you have gathered your financial records, involved the business office and site managers and picked the method you will use to plan your budget, the next step is to plan your budget!

To plan your budget for next school year, follow the 3-step process:

1. Forecast the amount of revenue by source that will be available
2. Forecast the expenditures for each category (food, labor, benefits, etc.)
3. Analyze your budget and make changes as needed -remember the goal is to have a balanced budget.

So let's look at your budget. The first thing we want to do is forecast your revenue or income for next school year. To do that there are several things to consider. The first is, do you expect your participation to go up, go down, or stay the same. This is where the three years of financial records are important—what has been the trend the past few years? If the participation has been going up, do you think you can keep this trend going or do you think you can keep the participation stable? What is happening with your percent of enrollment that qualifies for free and reduced price meals? If this

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percentage is going down, more than likely your participation is also going down; what has been the trend in the past in your District? Knowing your trends will help you with the decision making process.

Are the school site's operating days going to stay the same or will there be more minimum days or other events that will effect participation? If you need to increase meal prices due to Paid Lunch Equity, what do you expect to happen to your participation? Participation might go down, but will the new meal prices actually result in more income or less? Don't forget to factor in State and Federal reimbursement. What are the trends in reimbursement rate for meals? Have they gone up, and if so by what percentage? What about your non-program foods? Do you expect sales to go up resulting in more income, sales to stay the same, or sales to decrease? Are there new sources of revenue available? Will you start a new program that might add to your revenue stream?

So now that you have forecasted revenue, you need to forecast expenditures. You need to examine all your expenditures by categories and determine the expected increases or decreases. This is where it will be important to work with your business office. They will be able to tell you if you need to factor in a salary and benefits increase. They will also be able to give you the percentage for indirect costs. You will need to look at market trends to determine what to expect with food and supply costs. You will also need to factor in plans to add new programs or other meal options such as a Grab and Go meal option that could affect your supply costs. Your staff can give you input as to whether you need to budget for new equipment.

Once you have forecasted both revenues and expenditures for next school year, you need to analyze and check your numbers for accuracy. A budget is only good if you use the best available information and interpret and use that information to plan your budget. Remember the budget is a tool for financial management. If the budget is not balanced, the School Food Service Director needs to decide if there is need to increase revenue, reduce expenditures, or a combination of both. This is the budget revision process and is a typical step in budget planning. In fact, a School Food Service Director might have to make several budget revisions to arrive at a balanced budget.

There are many different approaches to revise a budget. Most often, you will look for a combination of increased revenues and decreased expenditures. You will also want to review your original assumptions. If you decide to increase revenue by increasing participation, how will you sustain that increase over the school year?

Remember, a budget is only successful if you use the best financial information available to you, use a collaborative approach in planning the budget, and refer back to it periodically to make sure you are on track.

For more information, Lynette Rock can be reached at lrockrd@gmail.com

The Partners in Nutrition Cooperative "PINCO"

By Karen Rasch-Herrera, Eastside Union School District

The Partners in Nutrition Cooperative (PINCO) started in the mid-eighties with six districts of the Antelope Valley. The Antelope Valley Union High School District (AVUHSD), Palmdale School District (PSD), Westside Union School District (WUSD), Wilsona School District (WSD), Eastside Union School District (EUSD) and Lancaster School District (LSD) all joined forces and started forming PINCO to better help their districts. In 1992, the 52 Member Districts entered into a formal Joint Powers Agreement, which was revised and amended in 2010. PINCO manages USDA Foods programs for all its District Members, schedules direct deliveries (brown box), orders commodity-processed items and overlooks Member District inventories and deliveries to over 250 schools weekly. In 2015-2016 PINCO received over eight million dollars to use in the purchase of USDA Foods representing over 26.5 million meals served. PINCO's Lead Agency and Staff work directly with each Member District in the management of their USDA Foods and agreements with USDA approved processors.

Each December, PINCO hosts its Annual Food Show in Lancaster. PINCO welcomes its Member Districts, Education/Governing Stakeholders and most importantly Students to sample Industry's food products and services for use in their communities. The 2016 PINCO Food Show had over 150 vendors showcasing their "Best" to all attendees. Students give their input on items and what they want to see on their menus. Attendees are given a rubric to complete as they go from table to table. Score sheets are collected at the end of the day and PINCO staff tallies up scores; results are distributed to Member Districts to review and use in upcoming solicitations. The organization and planning that go into creating this food show is immense and it's great to have so many people come together for this event.

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I remember the first year I attended the PINCO Food Show. As I walked into the Antelope Valley Fairgrounds, my eyes could not stay fixated in one direction. The colors and signs invited my sight in all directions. Then, my nose took over. The smell of pizzas, burritos and chicken items entranced me to follow the different aromas. I heard different comments and the excitement of these passer-by conversations passed on to me. I was able to grab different samples and touch different items. I compared how one burrito was squishier than the other one. The last sense was probably my favorite. I tasted so much that day! I wanted to eat everything. I was taken back at how many vendors wanted to menu their items. I felt like a little kid in a toy store. I wanted to share this experience with everybody. The PINCO Food Show had opened all five senses and I could not be more ecstatic.

PINCO strives to do the best work possible. It brings districts together in one setting to plan for bids and upcoming school menus. The food show specifically invites all those involved to give their opinions. It is an open forum where people feel comfortable to share their input. The Child Nutrition Department is an important one. We have to make sure students are fed healthy options on a daily basis. We have a huge responsibility and through PINCO, the District Members share that responsibility. Events like the food show gather everybody to be on the same page, or the same plate since we deal with meals.

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Start Planning Now for a Successful Summer Meals Promotion!

By Shannan Young, R.D.N., S.N.S., Program Manager, Food Systems, Dairy Council of California

It's not too early to start promoting summer meals to your students and families! Between 80-85 percent of the California students who receive free or reduced-price meals during the school year face hunger during the summer months. For a variety of reasons, including lack of awareness, 1.7 million California children who rely on school breakfast and lunch during the school year miss out on free, healthy meals available while school is out.

Summer meal programs are federally funded and administered locally by the California Department of Education. The program provides breakfast, lunch and/or snack to any child ages 1-18, no paperwork required by families and no questions asked.

Despite the availability of the program, low participation in summer meal programs leaves children hungry and millions of federal dollars on the table that could boost local economies. Whether you're concerned about helping local children fight hunger this summer or want to boost your local economy, participating in the Summer Food Service Program is one program that serves multiple good purposes.

Take action today to close the summer hunger gap in your community. Teachers, administrators, school food service professionals and even community members need to be aware of and help promote summer meal programs well in advance of the last day of school.

As early as February, local schools, community centers, parks and other groups start planning for summer meals. SFSP Sponsors take care of paperwork and logistics, and coordinate food deliveries, while sites host the children, follow food safety guidelines, program parameters and keep track of participation. For more information on becoming a Sponsor or a site, please visit http://www.cde.ca.gov/ls/nu/sf/index.asp

Research has shown that providing activities in addition to a summer breakfast, lunch or snack increases participation. Some libraries and local parks have added literacy circles to help children improve reading skills during the summer. Simple arts and crafts activities can also draw children into meal locations, reducing the summer hunger gap.

The Sacramento Summer Meals Collaborative, led by the United Way California Capital Region, used a grant from Sierra Health Center to compile a host of activity ideas for summer meal sites. From STEM activities to crafts and physical activity, the free online toolkit called the Sacramento Summer Lunchbox is filled with activity ideas and resources that can be used by summer meal sites everywhere. Access the Summer Lunchbox at http://www.yourlocalunitedway.org/sacsummerlunchbox

School food service professionals can have a profound impact on participation by talking about the program to students as they go through the lines. Kick-start your summer meals promotion efforts by accessing ready-

Continued on Page 61

made graphic, banners and customizable flyers that can be uploaded to websites, used on year-end menu backs and posted in the cafeteria. Many of these prepared materials in the Lunchbox are available in English, Spanish, Russian and Hmong!

Together we can increase the number of California children accessing free meals this summer. That means healthier kids and a healthier economy. We hope you'll join us in spreading the word, healthy eating shouldn't take a summer vacation!

What's Cooking With Chef Jim

By Sally Spero, SNS, Child Nutrition Director, Lakeside Union SD

Meatless Monday is a concept that many districts had adopted. And while cheese pizza is always a reliable choice, maybe it is time to shake up your menu a little bit with some other ideas. I've also noticed recently that some of the fast food chains are pushing the idea of all-day breakfast or brunch at lunch time. This might be the time to try some concepts that are becoming more popular out there.

Here are some recipes that Chef Jim has developed for our program in Lakeside that would fit the bill for Meatless Monday and/or all-day breakfast. Not everyone has a kettle to make the potato soup but the other two ideas can both be done in your convection oven.

Potato and Cheese Soup

Note: *We serve this with a cheese breadstick.*

Yield: 880 1-Cup servings, 1 M/MA, .375 cup
Other Vegetable

Margarine	18 lb.
AP Flour	15 lb.
Dry milk	15 lb.
Water	25 gallons
Cauliflower, raw	20 lb.
Onions, raw	10 lb.
Celery, raw	5 lb.
Carrots, raw	5 lb.
Garlic, raw	2 ½ lbs.
Salt	2 Cup
Ground white pepper	2 Tbsp.
Potatoes, raw	75 lb.
Cheese, American	55 lb.

Melt margarine. Add flour and stir to make roux. Add dry milk and water. Cook until thickened. Add vegetables, salt and white pepper. Cook until vegetables are tender. Add cheese and stir until melted.

Continued on Page 72

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Scrambled Eggs With Cheese

Yield: 36 #8 Servings, 2.5 M/MA

Liquid eggs	1 gallon
Cheese, shredded cheddar	20 oz.
Ground white pepper	½ tsp.
Garlic powder	½ tsp.
Onion powder	½ tsp.
Salt	½ tsp.

Combine all ingredients in one 4"-deep pan. Bake at 325 degrees convection for 15-20 minutes, stirring midway through cooking. Cook until eggs are cooked and reach a minimum internal temperature of 145 degrees.

Egg and Cheese Sandwich

Note: We tried cooking this recipe in full sheet pans but found that it worked better in half-pans.

Yield: 624 Sandwiches, 2 M/MA, 2 Grain

Frozen raw eggs	6 ½ gallons
Onion powder	¼ cup
Garlic powder	¼ cup
Ground white pepper	¼ cup
Salt	1 cup
Cheese, shredded cheddar	19 ½ pounds
Sandwich buns	624 each

Combine eggs and spices. Pour into 26 lined half-size sheet pans. Sprinkle 1 ½ cups cheese on top of each pan. Bake at 325 convection oven for 7 minutes. Cut each pan into 24 pieces.

Portion 1 pattie onto each bun.

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Please join our CSNA Chapter Chat on Facebook!

By Laurie Storey,
CSNA School Nutrition Representative

I'm Laurie Storey the CSNA School Nutrition Rep, I finally started this page in hopes to connect our chapters together. Let's share stories and ideas! I'll love to hear what other chapters have done for workshops, fundraisers, community events, membership and so on. I hope you'll enjoy this group and invite others who you think will enjoy it, and benefit from it as well. I think it can help us get to know each other.

Please email me @ lipsavon@msn.com
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California School Nutrition Association

Master Calendar

April 2017		
1-4	***SNA LAC (Legislative Action Conference)***	***SNA***
14	MotherLode Cal SNA Chapter #45 Meeting	#45
20	Far North SNA Chapter #20 Meeting	#20
20	Central Cal SNA Chapter #10 Meeting	#10
May 2017		
11	Far North SNA Chapter #20 Meeting	#20
11	Northern Cal Chapter #02 Meeting	#02
12	MotherLode Cal SNA Chapter #45 Fundraiser	#45
18	Central Cal SNA Chapter #10 Meeting	#10
19	Southern Cal SNA Chapter #01 Installation of New Officers	#01
June 2017		
29	Northern Cal Chapter #02 Final Executive Board Meeting	#02
July 2017		
08-12	***SNA 71st Annual National Confernce - Atlanta, GA***	***SNA***
28	Southern Cal SNA Chapter #01 - SCSNA Summer Workshop	#01
October 2017		
19	Southern Cal SNA Chapter #01 Fundraiser - "A Night at the Museum"	#01
November 2017		
9-12	***CSNA 65th Annual Conference - Sacramento, CA***	***CSNA***

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

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Sincerely

Michael B Serrao
President/ CEO

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