



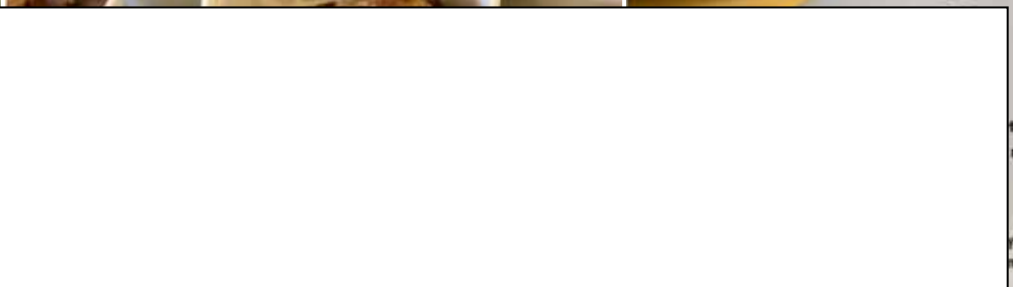
# Poppy Seeds

The Official JOURNAL for the California Child Nutrition Professional

FALL 2019 • California School Nutrition Association • Volume 63 - No. 2



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# CONTENTS

## Regular Departments

- 2 President's Message**  
By Polly Houston | CSNA President
- 4 Membership Corner**  
By Jennifer Davis, SNS | CSNA Membership Director
- 6 Sally's Message**  
By Sally Spero, SNS | Lakeside Union SD
- 54 Board of Directors**
- 55 Local & Supervisory Chapters**
- 56 Strategic Committees**
- 57 Sustaining Member Application**
- 58 Membership Application**
- 60 Master Calendar**

## CSNA & SNA

- 8 The Legislative Process and Why It Matters to CSNA**  
By LeeAngela Reid, Capitol Advisors Group
- 10 2020 CSNA LAC Information**
- 12 How Do You (or Could You) Market Your School Nutrition Programs?**  
By Roger Evers, SNS CSNA Chair for Internal Marketing and Public Relations
- 16 California Food for California Kids® Growing Food and Cultivating Partnerships**  
By Anna M. Apoian, Director, RD, MPA, SNS, Norwalk-La Mirada USD, CSNA Chair for External Marketing & Public Relations
- 36 Chapter News and Shout Outs**
- 37 SNA ANC 2019 Group Photo**
- 46 Letter of Intent**
- 47 Save the Date: Child Nutrition and Industry Summit 2020**
- 51 SNAC Bites**

## THIS AND THAT

- 20 If You Build It, They Will Come "Pho" Sure!**  
By Vivien Watts, M.S. SNS, Alhambra Unified School District
- 23 #EATSMART2BESMART Photo Contest**
- 38 Going Back to School**  
By Janice Carter, Nutrition Services Coordinator, Snowline Joint Unified School District
- 40 What's Cooking With Chef Jim**  
By Sally Spero, SNS | Lakeside Union SD
- 42 Stop The Bully**  
By Matt Upton, Your Fellow Leapologist
- 48 Rialto USD's 2<sup>nd</sup> Annual Summer Feeding Program**  
By Kristina Kraushaar, Program Innovator, Rialto USD Child Nutrition Department
- 52 Donald F. Flahiff Industry Appreciation Award**



20



48



- 2019 Conference - Ontario**
- 24 CSNA Conference - Save the Date!**
- 26 Conference Highlights**
- 27 Pre-Conference Tours & Sessions**
- 28 Keynote Speakers**
- 29 Resource Room**
- 30 Something New! Culinary Demo**
- 31 Silent Auction**
- 32 Educational Sessions Calendar**
- 33 Conference Registration Form**
- 34 NAC Mini Conference**
- 44 Awards & Scholarship Opportunity**

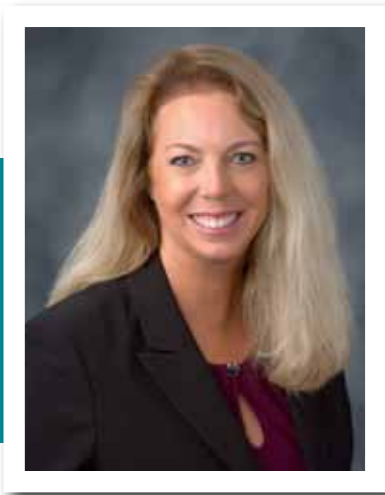


16

## ADVERTISERS INDEX

Arrow Restaurant Equipment	IBC
Big Tray	4
Chef's Toys	5
The Danielsen Co.	35
Dominos	7
F.E.A.	49
Fredco Rep	41
G.A. Systems	15
Gold Star Foods	BC
JTM Food Group	19
KLH Marketing, Inc.	13
Lund - Iorio, Inc	3
Meyer Marketing	39
Oliver Speed Seal	37
The Platinum Packaging Group	47
Pro Reps West	43
Revere Packaging	29
Trimark	31
Wild Mike's Ultimate Pizza	IFC
2020 Spain Cultural Exchange	59





# PRESIDENT'S MESSAGE

BY POLLY HOUSTON | CSNA PRESIDENT



Autumn is a special time of year. Leaves transform to brilliant colors, the air is crisp and the sky seems brighter and clearer, adding that slight chill. There seems to be a change of energy when autumn begins. Students return to school with excitement, cafeterias are buzzing with food preparation, while teachers are preparing their lessons. Structure begins to take shape and the routine begins again.

My story began with CSNA when I came to my first conference as a high school manager. I attended informative workshops, enjoyed walking down the endless aisles of the food exhibits gathering information, tips and samples, and listened to the general session speakers. When I came to my second annual conference, I reunited with friends I met the previous year and I knew I wanted to help CSNA by giving back. I walked up to the registration desk and asked if I could volunteer. From that point on I knew I would continue to grow and eventually help others along the way.

We can truly appreciate our CSNA members on all they offer to keep our food service departments running strong. Each year we try to learn and grow. To perform better and apply what we have learned. We have such a unique community of partnerships that adds strength to our common goal of providing nutritious meals for our students. We are investing in their future success by working together.

Let's take a challenge this year. Try at least one thing CSNA offers that is new to you, such as attending a

LAC in Sacramento or in Washington DC. In case you didn't know, we have scholarships available. Ask your CBO to join you. Registration is free for your CBO to attend Sacramento. Show them how much CSNA does to help protect our students on legislative issues.

Let us help you find your local chapter. There are over thirty chapters in our state. We have Regionals who can help find your local chapter where you will discover great information, build wonderful relationships and become a part of an association that makes a difference for your professional development, school and staff.

And of course, attend this year's 67th Annual State Conference in Ontario with the whimsical theme of Willy Wonka, November 7-10. Find Your Golden Ticket at the magical Wonka Nutrition Factory by feeding your Imagination of "Leading the Way".

*Polly Houston*



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## MEMBERSHIP CORNER

BY JENNIFER DAVIS, SNS  
CSNA MEMBERSHIP CHAIR



**F**or all of us in this field of feeding students, fall arrival brings an increasing number of commitments and activities to ensure that our students receive well-balanced and nutritious meals. We all perform these duties with passion, excitement and obligation for others. CSNA is for those who feel overwhelmed and need a little encouragement to reboot and refocus on our student's needs.

As Willy Wonka felt in his world "There is no life I know to compare with pure imagination. Living there you'll be free if you truly wish to be". Breaking our routines up to grasp the full meaning of this quote helps us see the world through our customer's eyes. CSNA is all about teamwork and tools to help one another lead the way into Child Nutrition.

Join our team and help us invent new ideas to increase our knowledge of Child Nutrition in Ontario. See you in November on the 7-10, 2019 and do not forget to display chapter accomplishments.



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# SALLY'S MESSAGE

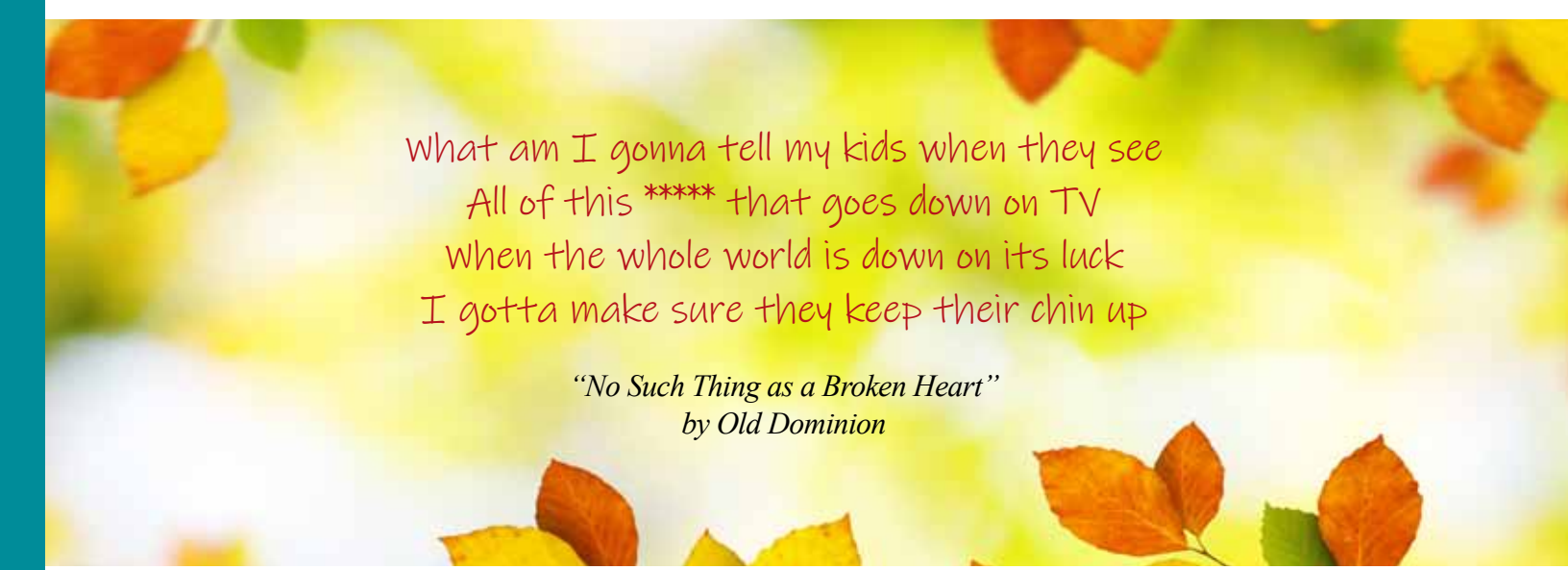
BY SALLY SPERO, SNS, | CHILD NUTRITION DIRECTOR, LAKESIDE UNION SCHOOL DISTRICT

I have found myself in recent years telling people I am glad I raised my daughter back in the 1980s. And while all parents worry about their children, in those days social media misuse, cyberbullying and active shooter drills were not on the list. It would not surprise me that parents these days also have to find ways to shield their children from the current divisive political situation.

It's a big job but it's not just the parents' responsibility. As people who work with children and teens every day, we have to also help the next generation come into their own as thoughtful, caring and respectful people.

Even though you may only see them briefly each day, here are some tips for being a role model:

- Greet the students in a friendly way. You never know what problems at home or at school they may have on their mind. Being treated kindly can help make their day just a little bit better.
- Be aware of how you interact with the other adults on campus. It is important for children to know that others are worthy of their respect.
- Be respectful to them. Let them learn that even busy people say “please” and “thank you.”
- Be honest and apologize if you make a mistake. People aren't perfect and you can help students learn how to handle the mistakes they make in a mature way.
- Praise good behavior. I once observed a cafeteria manager skillfully handle a first-grader who was “telling a story” that she didn't have a lunch from home when the manager had just seen her throw it away. She was ultimately able to praise the child for telling the truth while still reinforcing the rules.



What am I gonna tell my kids when they see  
All of this \*\*\*\*\* that goes down on TV  
When the whole world is down on its luck  
I gotta make sure they keep their chin up

*“No Such Thing as a Broken Heart”  
by Old Dominion*





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# THE LEGISLATIVE PROCESS AND WHY IT MATTERS TO CSNA

BY LEEANGELA REID, CAPITOL ADVISORS GROUP

**T**he California Legislature is made up of two houses, the Assembly and the Senate – similar to the House of Representatives and the Senate at the federal level. Each State Senate District roughly encompasses two Assembly seats. There are 40 State Senators and 80 Assembly Members. Determined by place of residence, Californians are represented by one of each.

Approximately 931,000 Californians are in each Senate District and approximately 466,000 people are in each Assembly District.

The Legislature operates on a two-year session and legislators can either move a bill through the process in one year or use the entire session to do so. As the Legislature is currently in the first year of the 2019-20 legislative session, any bills that do not make it to Governor Newsom by September 13, 2019 may continue moving through the legislative process after January 1, 2020. These bills are called “two-year bills” and normally do not take effect until the January following the end of the legislative session – so January 1, 2021.

The Governor has until October 13, 2019 to act on any bills that reach his desk by September 13, 2019. Unless otherwise specified, the bills approved by the Governor will become law on January 1, 2020.

There are currently several pieces of legislation moving through the final steps in the journey to the Governor’s desk this year that are of interest to CSNA members. CSNA has been asked for technical assistance on two bills in particular – Assembly Bill 479 authored by Assembly Member Adrin Nazarian (D-North Hollywood) and AB 1377 authored by Assembly Member Buffy Wicks (D-Oakland).

AB 479 establishes the California School Plant-Based Food and Beverage Program within the California Department of Education (CDE). Under this program, local education agencies (LEAs) will be authorized to apply for partial reimbursement for meals that include a plant-based food or milk option and CDE will be required to provide competitive grants of up to \$100,000 for specified plant-based food and milk related uses.

AB 1377 requires CDE, the California Department of Health Care Services, and the California Department of Social Services to work together with specified stakeholders to develop a proposed statewide process for using data collected for the purposes of the CalFresh program, Medi-Cal, free and reduced price school meal programs, and the electronic benefits transfer system to increase enrollment in the CalFresh program.

CSNA is very involved in the development of state and federal policy and makes great effort to assist our elected officials in understanding school nutrition programs and in making decisions that support those programs.

The legislative process can seem confusing and mysterious to members of the public. It is sometimes compared to making sausage – no one really knows (or wants to know) how it is done, they just know the end product. However, it is important to remember the saying, “Democracy is not a spectator sport.”

Legislation is usually introduced with the greatest intent but very few legislators have more than minimal understanding of child nutrition programs and services. Their knowledge is often limited to either their own

experience as a student or as a parent of a school-aged child. The best way for them to truly understand the impact of a proposed new law or regulation on school meal programs is to hear from the experts in the field who are directly affected – like you!

Building and maintaining relationships with your elected representatives is important and your engagement will make CSNA stronger at all levels of government. If you are interested in learning more about the policy-making process at the state and federal level and how to be involved and to work with decision makers on changes that benefit students and programs, there will be two sessions on advocacy at the CSNA Annual Conference in Ontario, November 7-10. Hope to see you there! ■



**JANUARY 26-28, 2020**  
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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 budget crisis, we need to work together to make sure the funding we have fought for is not cut.

The members of the California School Nutrition Association Public Policy and Legislative Committee cordially invite you to attend the Annual State Legislative Action Conference.

The committee is in the process of constructing an exciting program packed with *informative speakers*, great food, and visits with your legislators.

Register today using the form on the opposite page  
or visit [www.CalSNA.org](http://www.CalSNA.org) for the most up-to-date information and to register!

# 2020 CSNA STATE LAC REGISTRATION FORM

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## CSNA State LAC Registration Fees

	<b>Early Bird Price</b> <i>Prior to 11/30/19</i>	<b>Regular Fee</b> <i>After 11/30/19</i>	<b>Late</b> <i>After 1/18/20</i>	<b>Total Cost</b>
CSNA Member - School District	<b>\$225</b>	\$275	\$325	_____
Non-CSNA Member - School District	<b>\$275</b>	\$325	\$375	_____
CSNA Member - Industry	<b>\$275</b>	\$325	\$375	_____
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Conference Hotel Rate Single/Double \$188 night + tax

Reservations must be made by January 7, 2020 to take advantage of the rate above.

Make reservations by calling 916-443-1234 and asking for the CA School Nutrition Assn. discount rate.

Request for refund must be received in writing by 1/6/20. A \$50 cancellation fee will be deducted.

**SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER 1/6/20**

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



## HOW DO YOU (OR COULD YOU) MARKET YOUR SCHOOL NUTRITION PROGRAMS?

by Roger Evers, SNS ,CSNA Chair, Internal Marketing and Public Relations

**G**reetings fellow School Nutrition Professionals! I hope you all had a safe and relaxing summer and are ready to start a new and exciting school year.

Over the summer, I completed an online course for marketing, and would like to share some ideas with you on how you could possibly market your SN Program to get more students in the lunch line.

Do you have a marketing strategy? These are activities that involve making people aware of the products that you have ready for purchase. Have you talked to your front-line staff, students, and teachers? These are the folks you need on your team to begin a marketing campaign.

Here are some great ideas to increase student participation and sales revenue:

- Have comfortable furniture and fixtures in MPR'S that are age-appropriate for the school site.
- Locate food carts and other grab-and-go locations where the students are most likely to gather at lunch time. Many Secondary students are unwilling to wait in long lines.
- Mingle with students, ask them questions about foods they like/don't like, why they choose to eat or not eat in the cafeteria, why they chose what they chose, did they have enough time to eat, etc.

*Continued on Page 14*

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Take those ideas to heart and work on meeting student needs - they are our #1 customer.

- Step on the other side of the serving line to see it from the students perspective.
- “Featured” items should stand out in lines, be eye-appealing and easily available for selection.
- Seek student feedback via surveys, comment cards, suggestion boxes, and focus groups.
- Emphasize school concepts, brands, slogans, mascots, school colors and daily specials.
- Give catchy (appropriate) names to fruits and vegetables (i.e. Eagle-Eye Carrots, Bountiful Broccoli).
- Create new and exciting menus and monitor student participation via sales revenue.
- Get students engaged in your program with things like recipe contests and naming the cafeteria.
- Ask the ASB Teacher if their students are willing (and able to) provide artwork for eating areas.
- Serve healthy meals in a pleasant, safe and inviting atmosphere.
- Create a friendly, customer-focused environment to get and keep students coming back.

- Display whole fruit in a bowl or basket- instead of stainless steel trays.
- Prepare a sample tray of a reimbursable meal near the beginning of your serving lines.
- Invite your Principal or some Teachers to come and serve students lunch on the serving lines.
- Employ “Peer to Peer” Marketing- which is getting athletic team captains and student leaders to help promote and market you SN Programs

These are only a few great ideas that were highlighted in the course I completed. Some may work for your program, and some may not. The best way to determine any marketing plan is to evaluate what you’re doing now, determine if it’s working, not working, needs improvement or overhaul, then come up with an appropriate and financially reasonable plan to help the food service department increase student participation and sales revenue.

I hope you enjoyed this article and I wish you all the very best this school year. ■

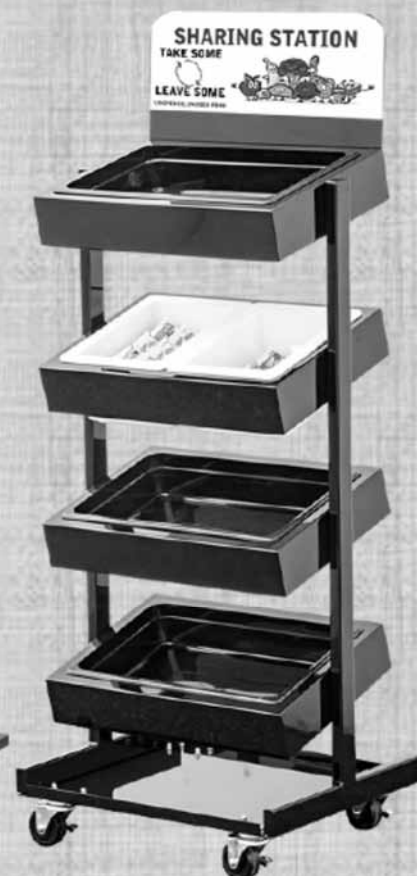
Reference Citation for the course I took from the ICN Website: *Institute of Child Nutrition. (2017). Marketing your school nutrition program online Course. University, MS: Author.*



## *What is a sharing station?*

A sharing station is a place where students can place un-opened food and drinks they choose not to eat or drink. Students donate unwanted food to their hungry classmates at no cost and this helps with reducing food waste. The unwanted food must be placed on the sharing station immediately after leaving the serving line. The sharing station remains open to all students to take from if they see something they would like to eat.

At the end of the day food can be donated to a food bank or charity. While students are still encouraged to choose only what they will eat and eat what they choose, the Sharing Table offers an opportunity for sharing items that would otherwise be thrown away.



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## CALIFORNIA FOOD FOR CALIFORNIA KIDS® Growing Food and Cultivating Partnerships

by Anna M. Apoian, Director, RD, MPA, SNS, Norwalk-La Mirada USD,  
CSNA Chair for External Marketing & Public Relations

**T**he Center for Ecoliteracy held the California Food for California Kids® Statewide Conference in Oakland, June 27th-28th, 2019. The venue was at the Oakland Museum and the day could not have been more beautiful for an event that promoted healthy and natural Californian foods, under lovely Californian sunshine. The two-day agenda included breakout sessions, workshops, good-food showcase, demonstrations and hands-on cooking teams preparing colorful and nutrient dense foods. The topics ranged from scratch cooking and menu development to procurement and waste-management practices.

Adam Kesselman, Executive Director, Center for Ecoliteracy was thrilled with how the conference came together. “We had a nice cross section of farm to school leaders in food service, education, administration, partners, and allied organizations. Sustainability is a community practice, and that is what the conference felt like; a community of creative, collaborative, resourceful people sharing how they are navigating the complexity of education and nutrition to provide kids the best opportunities for healthy lives, and to cultivate healthy communities.”

California Secretary of Agriculture, Karen Ross showed her support and stated, “California has a gift of variety and diversity of food. What makes a gift better is a joyful recipient.” She emphasized coalitions and working together to bring Californian’s bounty to California students. (See side bar.)

Motivating the attendees, Secretary Ross’s ending statement was, “How do we work together?” Where is the coalition? We need to start with our legislators. And we need to have students more engaged and involved, from field trips to education in the classroom. Let’s make it a joyful event of the child’s school day. Let’s get together. Let’s do it.”

### **So How Do We, CSNA Members, Do It?**

The panelist discussion, “A Community of Practice”, focused on how to build relationships, to build the coalition. Brett McFadden, Superintendent of Nevada Joint Union High School District, recommended to “Meet them where they are at.” His advice is to “Play the long game.”



Erin Primer, Food Services Director, San Luis Coastal USD, stated that coalition is about “Connectiveness of like- minded people to come together for the same vision.” Her advice is to start where you are. Feature one new recipe. “Believing is tasting.” (So, make it a tasty recipe that students will enjoy!) Erin spoke of her *Farm to Buy Mixer*, “It was like farmer speed dating. Think of nontraditional events to make connections.”

In the marketing workshop, Enhancing the Dining Experience, Scott Soiseth, Director of Child Nutrition, Turlock USD, stated, “Build your team and first teach staff to say, please and thank you. That is the first step in marketing. We set the tone.”

Often as directors, we look for the lowest priced entrée or side dish to save a few dollars; however, to increase participation and revenue, look at the sales that you “could have had” if the quality of the food was enhanced. Scott summed it up by stating, “Quality increases participation and participation increases revenue.” His final words of advice are to “Be in it for the long haul and stay on message.” And of course, a tried and true practice for building support and moving ahead, “When someone asks something from me, I say yes, and I always ask for something in return.”

In short, to begin to be part of this network start where you are at, start small, and commit to be a long-standing member of this movement. And build those relationships.

Contact California Food for California Kids®. (See websites on the sidebar.) They will perform a baseline assessment and then you can decide on where to begin.

*Continued on Page 18*

## CALIFORNIA FOODS FOR CALIFORNIA KIDS® FACTS

- **MEMBERS:** 89 School Districts in 33 Counties Participate Serving 334,269,024 meals
- California Thursday is a day to have a cumulative impact and serve healthy & freshly prepared California food at schools.
- **PERTINENT WEBSITES:**
  - [www.californiathursdayspr.org/](http://www.californiathursdayspr.org/)
  - [www.californiafoodforcaliforniakids.org/california-thursdays](http://www.californiafoodforcaliforniakids.org/california-thursdays)
  - [www.ecoliteracy.org](http://www.ecoliteracy.org)
  - [www.cdfa.ca.gov/SecretaryBio.html](http://www.cdfa.ca.gov/SecretaryBio.html)

### LEARN MORE



“California Food for California Kids® is a comprehensive statewide initiative designed to increase students’ ecological understanding about where their food comes from and how it reaches their plate. The Center for Ecoliteracy collaborates with food service professionals, educators, administrators, government organizations, and NGOs in 89 public school districts throughout the state. As a backbone organization, the Center for Ecoliteracy promotes Farm to School and provides turnkey resources, trainings, and opportunities for connection in an expanding network of leaders and innovators.”

*– Leyla Marandi, Program Manager,  
California Food for California Kids*

## HOW DO I GET INVOLVED?

“School districts interested in California Food for California Kids can connect with the Center for Ecoliteracy for additional information about free Farm to School resources for professionals in cafeterias, classrooms, and gardens. They can also learn about joining the growing California Food for California Kids network and can receive free resources that support steps toward improving their school district’s meal program.” - Leyla Marandi, Program Manager, California Food for California Kids

## ENGAGING ELECTED OFFICIALS

“One of the best investments that we can make in our children is to ensure that they have access to freshly prepared meals made with California-grown food. California legislators have an opportunity in the next legislative session to support policies that have the potential to increase funding for school meal programs, support California agriculture, and educate students about where their food comes from and how it reaches the table. In order to advance supportive policies, stay informed, communicate Farm to School success stories with key decision makers, and articulate policy design that reflects the needs of California’s school nutrition programs. The Center for Ecoliteracy is currently reaching out to school districts across the state to learn more about how state policies can transform their school meal programs.” - Abby Halperin, Assessment and Grants Manager

*Continued from Page 17*

There are many entry points:

- Offer more freshly prepared foods, featuring California grown ingredients.
- Start with a produce or salad bar.
- Apply and implement a Farm to School Grant. The 2020 application will be announced soon.
  - Farm to School Grants increase local foods in the child nutrition programs; connect farmers and schools; and promote nutrition education in the classroom and in gardens.
- Purchase products that are processed and grown in California and meet clean label standards.
  - Manufacturers may contact California Food for California Kids to get on their data base.
  - School districts, who are members, have access to this listing of products.
- School districts will also have access to marketing materials, recipes, and free trainings, to help meet the mandated USDA Professional Standards.
- Other entry points include committing to participate in California Thursdays® at least once a month, include geographical preferences in the procurement language, focus on waste management, and more.
- Call, join, and commit!

Get in touch today. The professional staff at California Food for California Kids® will perform a baseline assessment and guide you into being a member of this growing network. ■

## KAREN ROSS, SECRETARY OF AGRICULTURE



Secretary Ross focuses on promoting and protecting California agriculture. She is fervent about reconnecting consumers to the land and the people who produce the food, as well as increasing access of California-grown, diverse, agricultural products to Californians. Presenting at the conference, the Secretary, in reference to California agricultural products stated, “We have the gift of variety and diversity of food. What makes a gift better is a joyful recipient.”

“How do we work together?” Where is the coalition? We need to start with our legislators. And we need to have students more engaged and involved, from field trips to education in the classroom. “Let’s make it a joyful event of the child’s school day. Let’s get together. Let’s do it.”

Ms. Ross has been our secretary of agriculture since 2011 and is supporter of California Food for California Kids.

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FOOD GROUP



# IF YOU BUILD IT, THEY WILL COME “PHO” SURE! Alhambra USD Introduces Its Global Food Bar at High Schools

by Vivien Watts, M.S. SNS, Alhambra Unified School District

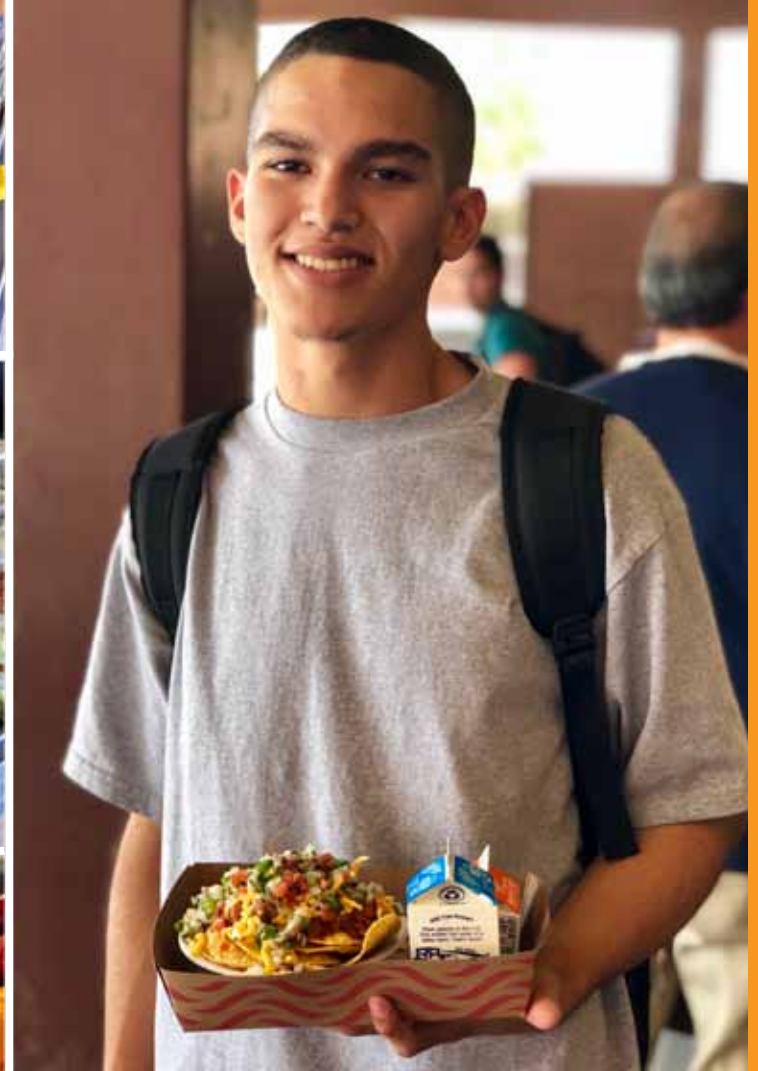
**W**e Californians are a lucky group of people rich in diversity, culture, and talents. We are afforded access to a variety of things from all over the world. Many of our students are surprisingly sophisticated in their preferences and choices of food, making it even more challenging to get them excited over school meals, especially among high school kids

No matter what your free or reduced rate is, or where you are located in our beautiful state, here is a million dollar question on everyone’s mind: what can we do to increase our meal participation? Our business is complex and there are many factors to take into consideration in order to provide an answer to this question. What we all want is simple: we want to feed more kids!

Our team in Alhambra Unified School District does NOT have the answer but we sure are trying our best to make a difference. Historically our secondary schools have lower

participation than elementary schools. Among all other factors impacting school meal participation, one thing under our control is our menu. We took a critical look at our high school menu in order to develop a more appealing one that, in the meantime, meets all requirements, production and transportation needs, and be financially sound. Above all, we challenged ourselves to change the mindset of these teenagers so they see school cafeterias as a place that offers great food and great experiences during their day of learning.

What did we come up with? A GLOBAL FOOD BAR! In addition to our more traditional entrées that we still offer at our speed lines, this school year we implemented a global food theme with Nacho Monday, Pho Tuesday, Ramen Wednesday, Nacho Thursday, and Pho Friday bars in our district. It has been a great hit at all three high schools!



No, we did not come up with this idea all by ourselves. There are many brilliant minds in our amazing network of school meal professionals who have already developed great menus and simplified the operation. When I learned that a local district offers a Pho (Vietnamese Noodle) Bar at their high school, I knew we must go pay them a visit. With the help of Ms. Debra Amos and Ms. Marisol Cortez at Temple City USD, our team took a field trip to see their operation and returned with a firm belief that this is something that could be replicated successfully in our district with Alhambra's diverse student population. To broaden the noodle bar concept, I came up with an idea of a "Global Food Bar" to include Mexican and Japanese cuisines to respond to the preference of our community.

Our next step was to source the ingredients that will be authentic and readily available to support the anticipated volume. After several field trips to local specialty

distributors, our Director William Fong developed recipes for our new GLOBAL FOOD BAR and tested them out in our central production kitchen. After the approval from our own staff, we offered a taste test "party" with the staff in the district office during summer. Needless to say we received rave reviews and generated lots of interests and many thumb-ups. We knew then that we were ready to start the new school year with this new menu.

Our staff was aware of a possible new menu before they left for summer. We also let the schools know that something new would be showing up on their campus. When our staff returned from summer, we offered a training session for our high school managers on the recipe and production. Then we went to each site to confirm a best location to set up the bars. We started the first Monday of the school year with our new nacho bar. When was the last time you saw teenagers getting extremely excited over

*Continued on Page 22*

*Continued from Page 21*

school meals? When was the last time you saw them patiently waiting in line for 15 minutes with great anticipation during a short 40 minutes lunch break? The new menu turned out to be an instant hit the first time we launched! We even had a larger participation the next day on the pho bar and the following days' ramen bar. To respond to the demand, we modified production and serving lines so we are producing twice the amount and having more lines to expedite service.

For those who are data driven, we increased participation by 543 lunches at one school in a week comparing with same time last year. Other high schools are steadily increasing as well. The best reward, however, is seeing kids enthusiastic about coming to lunch. We are also seeing our team being motivated, eager and proud to serve our meals. And it was pretty great to feel the buzz among school staff on our new lunch bars because they heard good things from the students.

Our next step will be to continue offering something that will keep the students coming back day after day. With the global theme, we have a lot more room to expand with different themes. In order to answer that million dollar question, we need to build a system that includes many different factors as the menu is only one attraction to entice them. Our customer service, clean facility, and speed of service also make a big difference in meal participation. We believe that if you build it, they will come "pho" sure! ■





# #EATSMART2BESMART

## Photo Contest

October 1 thru October 31, 2019

Show us  
your lunch-  
win \$50

### Tell us why your school meals rock!

Local Ingredients  
International flavors  
Plant based options



Best tasting  
Best lunch lady/man  
Healthiest options

or whatever else you love about your school meals!



- Upload a photo on Facebook or Instagram during the month of October telling us why your school meals rock

We encourage you to use a school or community affiliated account to get more likes although personal accounts are eligible.

- Use the Hashtag **#EATSMART2BESMART**
- The photo with the most likes will win a **\$50 Gift Card**

Top 4 runner-ups will win a \$25 gift card! Winners announced Nov 1st

Open to all students, parents, and school employees in California



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You're Invitation to Attend

The 67th Annual Conference  
of the California School  
Nutrition Association

# Leading the Way

CALIFORNIA SCHOOL NUTRITION ASSOCIATION

FEATURING  
KEYNOTE SPEAKERS:



**MICHAEL  
RANGEL**



**LOGAN  
WEBER**



**ANNA  
APOLIAN**



November 7 - 10, 2019

Ontario, CA

Ontario Convention Center

# 2019 CONFERENCE SCHEDULE

## THURSDAY, NOVEMBER 7

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- 8 A.M. - 5 P.M. - EXHIBITOR REGISTRATION
- 12 P.M. - 1 P.M. - EXHIBITOR LUNCH
- 12 P.M. - 5 P.M. - MEMBER REGISTRATION

### PRE-CONFERENCE TOURS AND WORKSHOPS:

- 8:30 A.M. - 5 P.M.  
CASHIER TRAINING, CAFETERIA AS A CLASSROOM, & MOCK HEALTH INSPECTION WORKSHOP
- 8:30 A.M. - 5 P.M. - CDE STATE DAY: FULL DAY SESSION
- SNS EXAM 12:30 P.M. - 5 P.M.  
CHECK-IN BY 12:30 P.M. EXAM BEGINS AT 1 P.M. REGISTER WITH SNA.
- 9 A.M. - ONTARIO TOUR  
DEPARTURE IS AT 9 A.M. MEET AT BUS BY 8:45 A.M.

## FRIDAY, NOVEMBER 8

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- 7 A.M. - 5 P.M. - MEMBER REGISTRATION
- 7 A.M. - 5 P.M. - EXHIBITOR REGISTRATION
- 8 A.M. - 9 A.M. - SESSIONS A
- 9:15 A.M. - 10:15 A.M. - SESSIONS B
- 10:30 A.M. - 3 P.M. - EXHIBITS OPEN
- 3:15 P.M. - 5 P.M. - 1ST GENERAL SESSION
- 5:15 P.M. - 6:30 P.M. - RECEPTION  
HONORING OUR SCHOOL NUTRITION HEROES

## SATURDAY, NOVEMBER 9

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- 7 A.M. - 8 A.M. - FITNESS WORKOUT
- 7:30 A.M. - 3 P.M. - MEMBER REGISTRATION
- 7:30 A.M. - 3 P.M. - EXHIBITOR REGISTRATION
- 8:15 A.M. - 9:45 A.M. - HOUSE OF DELEGATES
- 8:45 A.M. - 9:45 A.M. - SESSIONS C
- 10 A.M. - 1:30 P.M. - EXHIBITS OPEN

- 1:30 P.M. - 2:30 P.M. - SESSIONS D
- 2:45 P.M. - 3:45 P.M. - SESSIONS E
- 4 P.M. - 5:30 P.M. - 2ND GENERAL SESSION
- 6:30 P.M. - 11 P.M. - PRESIDENT'S PARTY

## SUNDAY, NOVEMBER 10

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- MEMBER REGISTRATION 8 A.M. - 12:30 P.M.
- 8 A.M. - 9 A.M. - SESSIONS F
- 9:15 A.M. - 10:15 A.M. - SESSIONS G
- 10:30 A.M. - 12 P.M. - REGIONAL AWARDS BRUNCH & 3RD GENERAL SESSION

## CONFERENCE HOTELS

Room cut-off is Friday, October 6

### DoubleTree by Hilton Hotel Ontario Airport

(Headquarters)

222 North Vineyard Ave., Ontario, CA 91764  
909-937-0900

Single/Double/Triple \$149

### Azure Hotel & Suites (Trademark Collection by Wyndham)

1945 E. Holt Blvd., Ontario, CA 91761  
909-390-7778

1 King Bed \$121, 2 Double Beds \$136

Rate includes full hot American breakfast, self parking, shuttle to/from Ontario Airport and complimentary wifi. Located right next door to the OCC.

### Holiday Inn

2155 E. Convention Center Way  
Ontario, CA 91764  
1-800-465-4329

Single/Double \$149

Rate includes breakfast.

### Sheraton Ontario Airport

429 N. Vineyard Ave.  
Ontario, CA 91764  
909-937-8000

Single/Double \$135

# Conference Highlights

## *Come With Me and You'll Be in a World of Pure Imagination*

Welcome my friends to our CSNA 67<sup>th</sup> Annual Conference. Don't be late at the Golden Gates of Willy Wonka's Nutrition Factory "where a little nonsense now and then is relished by the wisest men". Be ready for an unforgettable time as we embark down the dark chocolate river to Wonka's Nutrition Paradise.

*"We have so much time and so little to see. Wait a minute! Strike that, Reverse it."*

Expect the unexpected at this year's conference. Ready for a little magic? Come join us at Friday's General Session where Michael Rangel, an amazing magician from the World-Famous Magic Castle, will enchant you with his magic and capture your hearts. Then, you don't want to skip Saturday's General Session either, because Logan Weber will be in town. He is an incredible motivational speaker who will share his powerful insights and change how you see yourself and others in a better light. And the fun doesn't stop there! At Sunday's General Session we will have tons of fun with our very own CSNA comedian, Anna Apoian, who will make you laugh all the way to next year's conference.

This year's Conference Committee, led by April Brown and Program Chair Johnna Jenkins, have been "Leading the Way" with new and exciting educational sessions that will turn your professional development hours into a rewarding experience. Plus, you'll find yourself in Paradise when you enter the Wonkaland Food Exhibit Hall. "Everything inside is eatable, I mean edible, I mean you can eat everything"

I can't wait to see all of you on Saturday night for the Wonka Wonderland Party. You better expect the unexpected there. Willy Wonka, Oompa Loompas and all your favorites characters will be there. Be ready for the costume contest and have fun dancing in Wonka Wonderland. This will truly be our nutrition paradise as we dance the night away.

With gratitude, I would like to say thank you to our Conference Committee, Industry, Regionals, EFC and our Executive Management Association and all the additional volunteers that helped make this annual conference a special event.

As Willy Wonka says, "Time is a precious thing. Never waste it". Have fun everyone!

## President's Party

Saturday, November 9 ■ 6:30 p.m - 11 p.m.

**W**elcome my friends where we are the music makers and the dreamers of dreams. Surely you all deserve to win the Golden Ticket. Arrive at the front gates and don't be late.

Be whom you choose to be and win the costume contest as a group or best character. Maybe Willy Wonka, Violet Beauregard, Charlie Bucket, Augustus Gloop, Mike Teavee, Veruca Salt or the mystical Oompa Loompas.

You will arrive in the magical world of WonkaLand. Where a little nonsense, now and then, is relish by the wisest men. Together we will dance through the gates of the factory and ride the chocolate river to paradise. Like Willy Wonka says "if you want to view paradise simple look around and view it."

# 2019 Pre-Conference Tours & Sessions

Thursday, November 7

## Ontario Tour | 9 a.m. to 3:30 p.m.

(Meet by 8:45 a.m. Bus leave promptly at 9 a.m.)

Round the world and home again, that's the sailor's way. There's no earthly way of knowing which direction we are going. A number of golden tickets have been set aside for deserving school nutrition professionals.

Lucky passengers will board the Wonkatonica just outside the gates of Wonka's Chocolate Factory, only the worthy will notice this enigmatical factory secretly nestled inside the Ontario Convention Center. The journey begins at 8:30 as we drift along the Chocolate River. The first stop is Galasso's Bakery. Here, guests will learn the secrets of producing historically wholesome whole grain gourmets fit for our successful smiling students.

Keep up as the tour progresses, and don't wander. And please keep your arms and other body parts inside the moving vehicle. The Wonkatonica will sail us next to a forest of gleefully growing delights which is ours to explore. Fancy Farmer Bob has pleasantly prepared his favorite family farm for guests of our caliber. Candy cane trees and lollipop bushes are sure to be found. Enjoy a luscious lunch, everlasting gobstoppers and fizzy lifting drinks with the crew.

Be cautious of Sneaky Slugworth. Spies are around every corner and maybe among the trees. And that's not good. On this magical journey, deserving participants may encounter break out performances by Oompa-Loompas or the Whimsical Wonka.

## CDE State Day: Full Day Session

8:30 a.m. to 5 p.m.

Do you have your Golden Ticket? Join the California Department of Education Nutrition Services team for a private tour of all four areas of Resource Management: Cafeteria Fund Maintenance, Non-Program Candy Foods, Paid Lunch Equity and Indirect Costs. Your journey will be full of little surprises around every corner. Come learn if that flying glass elevator is an allowable cost to the cafeteria fund, and if you must include all those pounds of chocolate in your non-program food calculation. Just remember, no messing about, no touching, no tasting, and no telling!

## Cashier Training, Cafeteria as a Classroom, & Mock Health Inspection

Workshop | 8:30 a.m. to 5 p.m.

Develop your cafeteria management skills through a dynamic and engaging course that will cover front line cashier training, utilizing the cafeteria as a classroom, and preparing for a health inspection with confidence. During this session you will dive in to develop your skills on recognizing a reimbursable lunch and breakfast at the point of sale so you can encourage children to have a healthy meal that they are happy with and save your district money. While fine tuning your skills on offer vs. serve you will explore resources to bring an education piece to your cafeteria so that learning does not stop at the classroom but extends into the kitchen. To top off the day we will be tackling the dreaded health inspection with an interactive, activity-based training focusing on how to prepare for your health inspection. You will learn how to do self-inspections to enhance the effectiveness of food safety management programs. Participants will be able to identify risk-based food safety practices and conduct a risk-based inspection to provide the confidence to serve the safest possible food for your kids.

## SNS Exam | 12:30 p.m. to 5 p.m.

(Register with SNA. Check-in by 12:30 p.m.,

Exam begins at 1 p.m.)

Visit <https://schoolnutrition.org/certificate-and-credentialing/credentialing-program/sns-benefits-reqs-fees/> to download the SNS Credentialing Handbook with complete details and application. Must be completed and sent to SNA no later than Thursday, October 19.

The SNS exam application fee is:

\$225 for members; \$325 for non-members



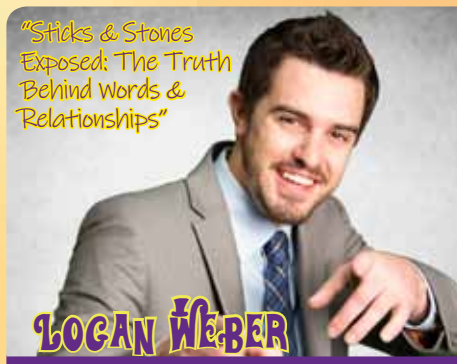
# 2019 Keynote Speakers



Friday, November 8  
3:15 p.m. - 5:00 p.m.

Michael Rangel is a professional magician, who for the past 20 years, has performed his special brand of magic around the world. His magic will not only mystify the mind, but touch the heart, and inspire the soul.

His clients include corporations such as Facebook, Disney and the NFL. He is also a frequent headliner at the World Famous Magic Castle in Hollywood, where he has been performing for the past 18 years. Michael is excited to bring his show to CSNA's conference and is looking forward to sharing his art of astonishment!



Saturday, November 9  
4:00 p.m. - 5:30 p.m.

This hilarious presentation zeroes in on the power of our words and the impact they have on the culture and climate of an organization, cafeteria, and even school. The Harvard Principals Center released the following statement: "The most powerful predictor of student achievement is the quality of relationships among the staff." What kind of atmosphere are our words creating? One in which co-workers strive to work as a strong team for the sake of the children...or one that is breeding an inability to trust and work together. Discover how to transform your environment and your relationships and how to build a great "community" within your group, school and your family, while having the most fun ever!

Logan Weber is a motivational speaker for Weber Associates. His dynamic and relevant presentations have led to opportunities to work with Fortune 500 companies like Georgia Power, Cintas and Toyota. Logan was the keynote speaker for the School Nutrition Association's National Leadership Conference and has presented at dozens of Statewide conferences in nutrition and education including Georgia, Indiana, Minnesota, Louisiana, Arkansas, North Carolina, Washington, and Wyoming.



Sunday, November 10  
10:30 a.m. - 12:30 p.m.

My name is Anna Apolian and I am an experienced director of school nutrition programs, currently employed at Norwalk-La Mirada USD. I am a public speaker (10+ years) with a focus on motivating and training attendees. I am a RD and have earned an MPA and SNS credentials. I have been acknowledged with the national FAME award and I have been honored with a Congressional Recognition by U.S. Representative Judy Chu.

I have gladly served on Southern California School Nutrition Association's Executive Boards over the years and at the state level. I have been chair and co-chair for professional council for CASBO. In serving, I have met and learned so much, from many wonderfully, accomplished people.

My experience includes time as a clinical dietitian in Houston Texas. Educational curriculum reviewer for the Society for Nutrition Education, Journal of Nutrition Education. I was also a free-lance writer for Weider publications, before the age of blogs. I am looking forward to being of service for CSNA!



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## RESOURCE CENTER

The resource center is an area for chapters to display their accomplishments and/or ideas.

You can display your chapter resources on a tri-fold board or on the digital picture frame. 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.

Your help is needed to make the Resource Center an area people want to visit during the conference. Please send the materials or accomplishments such as, menus, summer feeding programs, CACFP ideas, and training ideas to share that you think others will benefit from.

Please help to make the Resource Center a success!!





## Something New, Something Exciting

Learn culinary skills while watching a live demonstration with our own CSNA Lennox Chef and dedicated CSNA nutrition team leaders.

Design your own Willy Wonkaland by creating food scape appetizers, fruit platters and relish trays to help increase your district catering revenue.

Winning design will be on display at the Presidents Party Reception and in PoppySeeds Magazine.

Plus, all attendees will receive an apron and culinary tools to keep!

**Limited Seating for 50 Attendees**

**Saturday, November 9**

**1:30-3:30 p.m.**

**Double Tree Hotel**



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## Silent Auction and Resource Room

### FUNDRAISING!

#### *Looking for fundraising ideas?*

Annual CSNA Conference Silent Auction! This is a great way for your chapter to raise money and at the same time help the CSNA Scholarship fund earn money as well. There is no limit to the amount of items you wish to bring. Everyone loves a great deal and loves being involved. All proceeds from the silent auction are split 50/50, which means your chapter raises money to help make it stronger. It's a WIN, WIN!!

Example of auction items: Gift baskets, purses, blankets, jewelry, gift cards, and even mini vacations or golf packages, etc.

#### *Tips for a Successful Silent Auction:*

Make a list of contents in the basket or a description of the item, people are more likely to bid on an items if they know what is inside. Bring something others may find unique, this makes your basket more enticing. Be sure it will appeal to others by decorating or adding different touches to make your basket stand out.



# 2019 CSNA Educational Sessions

	A	B	C	D	E	F	G
	Fri 8 - 9	Fri 9:15 - 10:15	Sat 8:45 - 9:45	Sat 1:30 - 2:30	Sat 2:45 - 3:45	Sun 8 - 9	9:15-10:15
1	Administrative Review Strategies for Success	Direct Certification 101	Supper Made Easier	"Time" Management in Today's World	CEP Overview & Best Practice	The Golden Ticket to your Financial Future!	Ace Your Administrative Review
2	CA Food for CA Kids: Strategies and Resources for Exciting Students About Freshly-Prepared Meals at School	Customer Service That Shows You CARE	Go Wild! Marketing Commodity Meals	How to Become Clear in your message	How to Become a Music Maker and Dreamer of Dreams	How to Gain the Golden Ticket to Overcoming Confrontations	How to Manage our Daily Task to Accomplish more
3	NAC	Cecilia Milner, Vicka Plubell	Ronald D Adams, Alexandra Mediate	Matt Upton	Matt Upton	Matt Upton	Matt Upton
4			Everything You Wanted to Know About Kitchen Design, But Were Afraid to Ask	Hunger Free Schools: Smart Tool for Maximizing Reach & Reimbursement through CEP	Connecting with your Customer	The Bid Generator: Streamlining Procurement and Automating RFP Creation	Campus Catering District-Wide Wasted Food Reduction And Food Recovery Programs
5	Up your Veggie Quotient: Playful Strategies to Encourage Fruit and Vegetable Intake	Climate-Friendly School Food: Strategies for Success	Choose What You Want, Eat What You Choose! OVS Finally Understood	Have a Seat at the Healthy Eating TABLE: Supporting Academic Success through Child Nutrition Programs	Farm to School and Student Leadership with High School Students	Personal wellness and growth	Bountiful Breakfast
6	Plant Based Meals that Your Oompa Loompas Will Eat!	Wonka Bars! Everlasting Gobstoppers! Fizzy Lifting Drink! Three-course Meal Gumi! Cavity-filling Caramels!	Trends in School Nutrition Administrative Reviews	State Update	Recipe for Effective Communication	Farm to School Best Practices	
	Julie Boarer-Pritchford, Dawn Soto, Kristin Hilleman, Adlet Asi, Danielle Willhite	Michael Danzik	Laurie Brackett, Ann Mo	Kim Frinzell	Vicka Plubell, Selina Gordian	Nicholas Antich	
		DoubleTree Grove	House of Delegates 8:15 - 9:45	Your Golden Ticket on how to increase revenue by artful catering	Cecilia Vasquez		

## Key Area Color Code

Administration	Communications & Marketing	Nutrition/ Nutrition Education	Operations	State Updates/ CDE Presentations
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# OFFICIAL 2019 CONFERENCE REGISTRATION FORM - ONTARIO

**School Food Service Employees Only - (Industry members please contact Amber at CSNA for Registration Information 818-842-3040)**  
 Registration is NOT OPEN to non-exhibiting Industry Professionals. You must work in a school to attend if your company is not exhibiting.  
**Leading the Way! The 67<sup>th</sup> Annual Conference & Trade Show - November 7 - 10, 2019**

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

NAME _____		TITLE _____	
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## REGISTRATION FEES

FULL CONFERENCE REGISTRANTS <i>(INCLUDES PRESIDENT'S PARTY &amp; REGIONAL AWARDS BREAKFAST)</i>			SINGLE DAY REGISTRANTS <i>(DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)</i>		
	REGISTRATION FEE	AMOUNT		REGISTRATION FEE	AMOUNT
<b>MEMBERS</b>			<i>If PAYMENT IS RECEIVED</i>		
DIRECTOR/SUPERVISOR	\$285	\$ _____	<b>MEMBERS</b>		
MANAGER	\$270	\$ _____	DIRECTOR/SUPERVISOR	\$ 130	\$ _____
STAFF/STUDENT/RETIRED	\$260	\$ _____	MANAGER	\$ 125	\$ _____
CSNA PAST PRESIDENT	\$50	\$ _____	STAFF/STUDENT/RETIRED	\$ 120	\$ _____
<b>NON-MEMBERS</b>			GUEST	\$ 120	\$ _____
DIRECTOR/SUPERVISOR*	\$475*	\$ _____	<b>NON-MEMBERS</b>		
MANAGER*	\$320*	\$ _____	DIRECTOR/SUPERVISOR	\$155	\$ _____
STAFF*	\$310*	\$ _____	MANAGER	\$150	\$ _____
STUDENT/RETIRED/GUEST	\$310	\$ _____	STAFF/ STUDENT/RETIRED	\$145	\$ _____
* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA <i>(\$195 FOR DIRECTORS AND \$55 FOR MANAGERS AND \$50 FOR STAFF)</i>			GUEST	\$145	\$ _____
			<b>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)</b>		
			PRESIDENT'S PARTY - SATURDAY, 11/9	\$ 65	\$ _____
			REGIONAL BRUNCH - SUNDAY, 11/10	\$ 40	\$ _____

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

### Pre-Conference Workshops Thursday November 7, 2019

- CDE State Day - 8:30 am – 5:00 pm \$35 members / \$35 non-members \$ \_\_\_\_\_
- ICN Workshop - 9:00 am - 5:00 pm \$35 members / \$50 non-members \$ \_\_\_\_\_
- SNS Credentialling Exam - 12:30 pm - 5:00 pm ( \$225 SNA Members, \$325 Non-SNA Members - **Register Directly with SNA - www.SchoolNutrition.org**)  
 ( Check in by 12:30 p.m. - Program begins promptly at 1:00 p.m. )



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

#### Pre-Conference Tour Thursday November 7, 2019

**Local Tour** - The Willy Wonka Tour (meet by 8:45 am, bus leaves promptly at 9:00 am) \$60 \$ \_\_\_\_\_



\_\_\_\_ I would like to participate in the Fitness Fundraiser on Saturday, November 9, 2019 - 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: 818-43-7423**

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 Card*

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

FOR FURTHER INFORMATION ABOUT THIS CONFERENCE OR TO REGISTER ON-LINE, PLEASE VISIT [www.CALSNA.org](http://www.CALSNA.org)



# NAC 2019

## NAC Mini-Conference

Date: Friday, November 8, 2019  
Time: 9:00am - 1:00pm

Location: Ontario Convention Center  
2000 E Convention Center Way  
Ontario, CA 91764

**SPACE IS LIMITED SO REGISTER EARLY!**

Nutrition Education

Physical Fitness Fun

Meet Other NAC Student Leaders

Ideas for NAC Activities

Taste Testing - Items for school meals, healthy snacks

Use this form to sign up for the Mini-Conference

We strongly recommend students be 4th grade or older to attend

You will have to provide a 6 students to 1 adult ratio for this event

Email, fax or send completed form to Jason Choi

**REGISTRATION DEADLINE: FRIDAY, OCTOBER 11, 2019**

Contact Name \_\_\_\_\_

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

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

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

Number of Students Attending \_\_\_\_\_ Grade Level of Students \_\_\_\_\_

Student Name \_\_\_\_\_ Grade: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Student Name \_\_\_\_\_ Grade: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Student Name \_\_\_\_\_ Grade: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Student Name \_\_\_\_\_ Grade: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Student Name \_\_\_\_\_ Grade: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Student Name \_\_\_\_\_ Grade: \_\_\_\_\_ T-Shirt Size: \_\_\_\_\_

Jason Choi

Glendale Unified School District

349A W. Magnolia Ave. Glendale, CA 91204

JasonChoi@gusd.net

P: (818) 552 -2677 / F: (818) 552 - 2689

# Nutrition Advisory Council (NAC) 2019

**W**e are pleased to invite you to a world of pure imagination! We request NAC Teams from around the state to participate in a fun filled day of nutrition, physical fitness and the opportunity to tour the Wonky Factory to vote on your favorite food(s)!

There are many tunnels in the factory leading you to somewhere. A chocolate room perhaps?! Follow the sweet scent in the air that will lead you to delicious eatables!

The day of the tour is November 8, 2019. We await your response no later than October 11, 2019. Hurry, space is limited to 100 lucky finders!

Jason Choi | Glendale Unified School District

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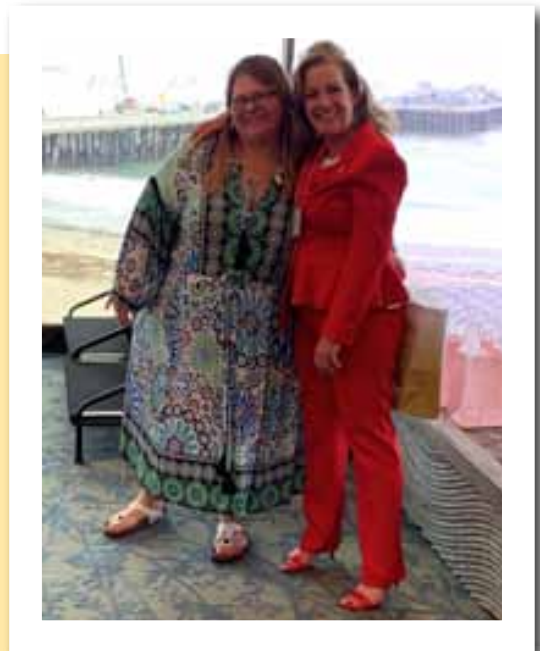
# Chapter News and Shout Outs

## Chapter 2 - NorCal

Nor Cal Chapter 2 had their final CSNA meeting of the year on May 23, 2019 at the Dream Inn in Santa Cruz. It was a time to reflect on the challenges and achievements of the 2018-19 school year in a beautiful setting by the sea.

Lenea Pollet was confirmed as the new incoming president and Jennifer LeBarre is now the immediate past president. Congratulations!

Other current board members were acknowledged and thanked for their services throughout the year as well. They concluded with a wonderful presentation from Frank Muller and Tim Stafford. They are a dynamic duo that does consulting and kitchen design for the K-12 industry. This is an area that is very important for food service directors and school food manufactures. Kitchen design and equipment purchases are very costly and time consuming. These services are greatly needed in order for child nutrition departments to properly prepare foods for our students in a systematic and efficient way.





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*SNA ANC 2019, St. Louis, MO*



# GOING BACK TO SCHOOL

By Janice Carter, Nutrition Services Coordinator,  
Snowline Joint Unified School District

**H**appy 2019-2020 school year! I am wishing everyone a great start up for the new school year! As we all know our child nutrition industry is constantly updating and changing, so I decided to roll with the times and head back to school to further educate myself so I can be better at my position, serving our children. I know a lot of us think about going back but never really follow through with it because of one thing or another but I was tired of being “not qualified” on paper because I did not have the education degree on my resume.

I met with a counselor at my local community college (Victor Valley) and she was very helpful guiding me thru the classes I needed to finish up my degree. I was a little nervous of failure because I had not been in college for over 30 years and so much has changed,

but the staff and other students put me at ease with constant support.

One of my first classes was Nutrition (of course). I was delighted to find two other CSNA Chapter #44 members were also enrolled in the same class! Our instructor, Mike Vennes, created a comfortable atmosphere which made it easy to participate and learn. The class was made up of a variety of ages which made it very entertaining. We enjoyed the class so much we asked our instructor to come speak at our October Chapter meeting and he was all for it.

So, if you are considering going back, do it, but you need to do it for yourself and know there are great people out there to meet and who will support you. ■



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# WHAT'S COOKING WITH CHEF JIM

BY SALLY SPERO, SNS, | CHILD NUTRITION DIRECTOR, LAKESIDE UNION SCHOOL DISTRICT

**U**SDA Foods, we love ya! You are specially designed for school meal programs. You help support our country's farmers. You save us a ton of money. But we have to tell you, sometimes you can be kind of bland and tasteless and need some flavor boosts. Here are some easy, quick ideas for taking USDA Foods up a notch.

## Egg Patties

---

*Combine 2 tsp. salt and 1 tsp. ground black pepper. Spray 64 egg patties with butter-flavored spray and sprinkle salt/pepper mixture on top. Cook as usual.*

## Diced Chicken

---

*Toss 5 pounds of commodity diced chicken with ¼ cup of seasoning of your choice. Bake at 325 degrees convention oven for 4 minutes. Ideas include Asian dressing, garlic oil, other flavored oils (i.e. chili oil, herb oil, lemon pepper oil)*

## Honey Mustard Spread

---

*Combine 1 pound light mayonnaise, 3 oz. Dijon mustard and 3 oz. honey. Use with turkey deli meat, smoked turkey breast, sliced ham and so on.*

## Torta Sandwich Sauce

---

*Combine 24 oz. light mayonnaise, 2 oz. diced canned jalapenos, 2 oz. fresh cilantro, 2 oz. roasted garlic, 2 oz. Dijon mustard and 1 oz. lemon juice. Use with cold meats (turkey, ham) as well as hot sandwiches such as pulled pork carnitas, shredded beef or shredded turkey.*

## No Cook Marinara Sauce

---

*Combine 25 #10 cans spaghetti sauce, 2 #10 cans tomato paste, 2 cups dried basil, 1 cup dried oregano, 2 cups granulated garlic, 1 cup onion powder, 1 cup salt, 6 cups of sugar and 1 cup of ground black pepper. Use as a dipping sauce for mozzarella cheese sticks or bread sticks. Can also be heated and combined with cooked ground beef or ground turkey for spaghetti or casseroles such as baked ziti.*

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at [Scott.J@FredcoReps.com](mailto:Scott.J@FredcoReps.com) or 562.896.3938



# STOP THE BULLY

By Matt Upton, Your Fellow Leapologist

“**Y**ou need to do something about her, she is always picking on me and telling me what to do”, “she’s not the boss!” Words and feelings like this are expressed five days a week somewhere in our school nutrition family.

Ignoring the bully is the beginning of an approaching tsunami of turmoil in the school restaurant kitchen. Using the “conversation/coaching” approach rarely transforms the bully into a positive contributing member of the school restaurant family.

There are five types of bullies that thrive in school restaurant kitchens:

## 1. **The Silent Grump Bully**

She arrives just in the nick of time and mopes around, getting some of their work accomplished. This bully consciously or unconsciously becomes a thermostat, control the temperature of attitudes.

## 2. **The Snippy Bully**

He makes snippy sounds when asked to do something they do not care to do. They also, make

various noises when others begin doing or making their opinions known. This bully is especially difficult, because they never really become mean, they just snip through their day.

## 3. **The “I Am Smarter Than You” Bully**

This bully is not a lead and yet believes they know the best way to accomplish today’s task, and do not refrain from letting everyone know. This person becomes a constant source of agitation to the entire team.

## 4. **The Call Out Bully**

This is the person who bullies the entire team by regularly calling out. They miss just enough work to scoop the work load on the other members of the team. This person has no problem or understanding to how they affect the team.

## 5. **The Secret Shifter Bully**

The SS Bully is cunning in how they dispense their venom within the body of the team. They sneak around and whisper their unsolicited thoughts on how things ought to be done.

*Continued on Page 44*

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There are three popular ways to deal with these family member bullies. Yet, each have their shortcomings which make them a bit unsuccessful in managing the bully among us.

### **First:**

Use the write up with correction method. The problem with this system is it rarely is used as a legitimate correction/coaching system and more of a “create a paper trail” to cover ourselves with the HR department. During this long process the bully continues their style of bullying and adversely affecting the team and how they serve our students.

### **Second:**

Commiserate with others about the bully without ever directly dealing with the bully or the ripple affect their actions are causing.

### **Third:**

Wait till a group meeting and indirectly confront the bully. The problem with this method is the bully either is not attending the meeting or is physically there, yet mentally they are somewhere else.

Someone must deal with Bob or Becky Bully (these names referenced are no one I know). There must be a method to transform the bully from thriving in our school restaurant kitchens.

Here is a five-part menu that over time will change the atmosphere to no longer sustain the bully, give courage to the ones being affected by the bully, and bring harmony to the team who serve students.

## **Boldly Confront the Bully**

Three continual methods:

- 1) Become the example of never using the tactics of a bully.
- 2) During the hiring process talk about the atmosphere that is the goal of the department.
- 3) Systematically through the school season of serve, reiterate what’s the expected decorum among the staff of each school restaurant.

## **Unleash the Power of Intentional Expectations**

Most of us spend most of our time focusing on what we do not want, only to get exactly what we do not want. When the farmer plants a watermelon seed in the ground, they expect watermelons to come from that seed. Our training, policies, procedures, and memos are focused on what we do not want to hear and see in the school restaurant kitchen become the very seeds that grow what we do not want.

Using our training, policies, procedures, and memos to talk about our expectations of cooperativeness, fulfilling commitments, and treating each other with respect will be the seeds that produce a wonderful harvest. Often, we send a mixed message through what we say and write, we talk both about what we want and do not want. Unleashing the power of intentional expectations involves developing a laser beam of intentional expectations. Talk, train, and write only about what you want.

## **Liberate Yourself and Your Team**

Ask “How does this action, fulfil our mission?” Once we have developed the “what we want” atmosphere as the thermostat, we liberate ourselves as well as everyone on the team to boldly confront the bully with the “how does this fulfil the mission” question. It is imperative that we learn the pregnant pause and use it after asking this question.

Everyone who asks the bully the “how does this fulfil the mission” question must unanimously do the following two things each and every time:

- 1) Ask it immediately and the exact same way every time.
- 2) Deploy the long pregnant pause along with the stare while waiting for the bully to answer.

If you begin to answer for the bully, they will mute you and at the same time justify their actions within themselves and to others later.

*Continued on Page 45*

## Launch a Verbal Spotlight of What's Correct & Right

Launch a verbal spotlight of what's correct and right, while at the same time refusing to highlight the bully. The bully lives and thrives in the spotlight, so turn it on those that are living up to the focused expectations. Allow the bully to shrivel up in the darkness of being paid attention to. Their potential for transformation is greater as the entire team knows and lives out the expectations and consistently ask the "How does this fulfill the mission" question.

## Yelp Best Practices and Attitudes

I had lunch at a place called JoJo's Grill a Dog in Redlands, California and from the moment I walked in up until the time I finished, they treated me as though I was someone special. Great customer acknowledgment educated me in a kind manor, and they treated me with their signature desert. They were the first restaurant I wrote a Yelp review about. I've been back several times since and recommend everyone to try this place.

When we experience from our colleagues and staff the expectations we've trained for, policed for, and created procedures for, then we need to Yelp about it for everyone to see. We must talk about the action and attitude of what we've expected.

As we unswervingly spotlight the fulfillment of a great serve, then the bully will do the following:

- 1) They will silence their bullying words and actions because they are no longer having an audience.
- 2) They will begin to mirror the actions of those who genuinely serve.
- 3) They will remove themselves from this atmosphere that inhibits their existence.

## Stop Your Bully

**Bold Confrontation**

**Unleashing the power of intentional expectations**

**Liberate everyone to ask the "How does this fulfill our mission" question**

**Launch the verbal spotlight**

**Yelp the actions and attitudes that fulfill the mission**

■ **Matt Upton**, *Your Fellow Leapologist*

Call or Text me Anytime 916-708-8103

[Leap@MattUpton.net](mailto:Leap@MattUpton.net)



# LETTER OF INTENT



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

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

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

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

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

LOCAL CHAPTER

STATE ASSOCIATION

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

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

EXECUTIVE BOARD MEETINGS ATTENDED:

STATE CONFERENCES ATTENDED:

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

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

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

## Qualifications:

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

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

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

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

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

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

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

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

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

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

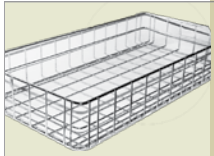
Shall by the time of installation have been a member of the CSNA Board of Directors or a chapter president for one year in the preceding five years; shall be permanently employed and working at least .65 Full Time Equivalents (EFTs) in an eligible field at a public non-profit school district; shall have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

**THIS LETTER MUST BE RECEIVED NO LATER THAN MIDNIGHT JANUARY 15, 2020**

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

**PO Box 11376, Burbank, CA 91510 ● FAX (818) 843-7423 ● [jnichols@calsna.org](mailto:jnichols@calsna.org)**





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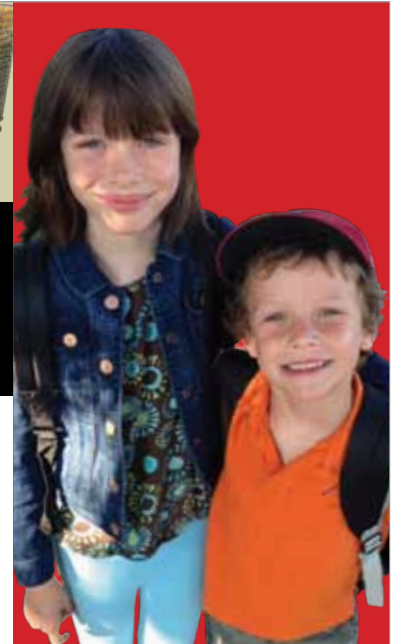
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## “Rialto Love & Kindness” Rialto USD’s 2<sup>nd</sup> Annual Summer Feeding Program

By Kristina Kraushaar, Program Innovator, Rialto USD Child Nutrition Department

**O**n June 7<sup>th</sup>, the Child Nutrition Department from the Rialto Unified School District hosted their 2nd annual Summer Feeding Program kickoff event at Joe Sampson Park. Advertisement for this event was seen all around town and could be heard on the local Que Buena radio station. On the menu was their delicious barbequed chicken with homemade sauce, roasted corn on the cobb and farm fresh fruit. Over 1,000 kids and their families showed up for the big occasion. The City’s Mayor, Deborah Robertson, along with Congressman Pete Aguilar and Congresswoman Norma Torres kicked off the day’s festivities. Rialto’s Child Nutrition Agent, Fausat Rahman-Davies, and her team have committed to

positively influencing the lives of their students by utilizing the cafeteria to impact the classrooms and the community all year long. The theme of their summer program was “Rialto Love & Kindness”.

Families enjoyed activities and educational program information from more than 35 different booths. Activities included an obstacle course from Les Schwab Tires, arts and crafts, master gardening, oral health, face painting, Zumba, taste testing, a mini farmer’s market, nutrition education and many more. Parents were excited to see what school lunch has evolved into and kids were excited to see their favorite nutrition workers serving them at the park.

*Continued on Page 49*



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In addition to the kickoff event, Rialto Child Nutrition provided a spike event that they called their ‘Pump it Up’ BBQ and two ‘pop-up’ barbecue events. The last event they had for the summer was a “Spaghetti Lunch with Friends”. This lunch was a homemade spaghetti meal just like their students would receive at school. What added to the excitement of this day was that some of the ingredients were harvested from the Rialto school site gardens and added to the sauce. Parents were able to watch the harvest and meal preparation on Rialto’s live feed on Facebook. Social media has become a new addition to marketing for the Rialto Child Nutrition team and has allowed for the positive promotion of school meals.

Dr. Cuauhtémoc Avila, Rialto Unified Superintendent, joined one of the ‘pop-up’ barbecue events as a special guest to read to the kids while they enjoyed their lunch. During this time, the kids were given a new book and surprised with an appearance by Clifford the Big Red Dog.

Partnering with local businesses, the City of Rialto, local law enforcement, Rialto Fire Department and the Rialto Unified School District; helped Rialto Child Nutrition increase their meals served without increasing the number of service locations. Rialto’s Child Nutrition summer feeding program served nearly 100,000 meals this year. That was 25,000 meals more than the summer of 2018.

Rialto Child Nutrition was the recipient of the 2018 ‘Summer Sunshine’ Award for their innovation and enrichment activities, the USDA ‘Great Grains’ Award, and the Silver ‘Turnip the Beet’ award. This Child Nutrition department is not slowing down anytime soon as they continue to serve with kindness and utilize the cafeteria to impact the classroom and the community proving to be a successful recipe for this team. ■





# SNAC Bites

## SNA COMMUNICATION

### Membership Processing Fee and Certificate Fee Changes

For the 2019-2020-year, SNA's Board of Directors has approved small increases to the membership processing fee and the Certificate program fees. As of October 1, the membership processing fee will be increased to \$2.50, reflecting the ongoing costs of doing business.

New pricing for the Certificate program will also take effect on October 1, 2019. The changes impact new Certificate applications, renewals and reinstatements. Please contact SNA at [certSNS@schoolnutrition.org](mailto:certSNS@schoolnutrition.org) if you have any questions.

### Because You're Worth It

Calling all SNA members who never stop learning! Mark your calendars: The School Nutrition Foundation's Professional Development and SNA Conference Scholarship application process opened on Sept. 1, 2019.

These scholarships enable curious members like yourself the opportunity to attend one of SNA's conferences or pursue education opportunities. If you or someone you know is interested in attending SNA's School Nutrition Industry Conference (SNIC) or the Legislative Action Conference (LAC), you can discover more by checking out the SNF website. Interested in starting or continuing your education? SNF offers more than \$100,000 in professional development scholarships to eligible SNA members, too!

The application process is simple, and you can start, save and return to your application until it is completed. Questions about the scholarships? Email [snf@schoolnutrition.org](mailto:snf@schoolnutrition.org).

### See What All the Commotion is About: Discover the New Training Zone

SNA is pleased to introduce the new Training Zone! Located in the Learning Center on the SNA website, this new platform allows you to stream live and on-demand webinars, take evaluations, quizzes and print/download certificates all in one place. Now compatible with all web browsers, including Android and iOS's browsers for smartphones, it's easier than ever to get the training you need on the go and at your convenience.

The greatest part? The Training Zone will track your CEU certificates, so you no longer have to! That's right! You no longer have to search to find your certificates for audits. Simply log back into the Training Zone and every module, webinar or education session you've completed will be tracked in one place. With new content added regularly, you'll never run out of training opportunities. Check it out to see how beneficial training can be to your day-to-day operations, and how easy it is to gain CEUs while you're at it! Go to [bit.ly/SNA-TZ](http://bit.ly/SNA-TZ).

### National School Lunch Week 2019: Start Compiling Your Playlist

#NSLW19 kicks off Oct. 14. What's on your playlist to raise awareness about your program and increase participation? This year, get the tunes pumping and the beats roaring to get students, staff, parents, school administration, stakeholders and more jazzed about school lunch. Visit the NSLW website to download official artwork and get started! Download the #NSLW19 Toolkit for tips, resources and more. Directors and managers will also find the latest Emporium catalog in their August issue of the School Nutrition, featuring all the newest NSLW merchandise to outfit your team, decorate your cafeteria and help engage students and parents. Order early for the best selection!

<https://emporium.schoolnutrition.org/>



## Donald F. Flahiff Industry Appreciation Award

**J**ames L. Melikian was honored by the California School Nutrition Association (CSNA) at the Association's 66<sup>th</sup> Annual Conference in Long Beach, California with the Donald F. Flahiff Industry Appreciation Award.

Originally named the CSNA Industry Appreciation Award, the 2500 members of the Association renamed the Award for longtime CSNA Sustaining Member and Champion of Child Nutrition, Donald F. Flahiff, for his outstanding commitment and service to the children of California.

Melikian was previously honored with the CSNA Industry Appreciation Award in 1985 and again in 2002. He is now the only three time winner of this award.

“The award is very humbling and it's an honor which is near and dear to my heart. Although I have been honored previously, this is the first time my dear friend's

name is on the award. Don was like a brother to me,” said Melikian. Melikian thanked CSNA for having faith in him to continue his love and dedication in carrying Flahiff's commitment to feeding our country's school children.

Flahiff was considered a “giant” in the industry and Melikian and his wife Connie loved him like a family member.

The honoree has been active in CSNA for over 40 years. In addition to attending all of the Association's conferences, he has attended most of the Legislative Action Conferences in Sacramento. Melikian notes that he has educated the US Congress on the CSNA legislative issues for the past 31 years. In addition he has assisted the Armenian Assembly legislatively in the Nation's Capitol. ■

# —THANK YOU—

**California School Nutrition Association**  
for honoring me with the  
**Donald F. Flahiff Industry Appreciation Award!**



My special appreciation to Past President Kim Eckholm, President-Elect Johnna Jenkins, President Polly Houston, CSNA Executive Director Janine Nichols and Past Presidents Marty Marshall and Dr. Marilyn Briggs.

**All of You “Keep Me Poppin!”**

**James L. Melikian**

**THE POPCORN MAN**

PALOS VERDES, CALIFORNIA

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

### DUES

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

- |                        |                                     |  |
|------------------------|-------------------------------------|--|
| (Mandatory) CSNA       | <input checked="" type="checkbox"/> | \$100 Per Individual (Company memberships not available) |
| CENTRAL (CCSNA #10)    | <input type="checkbox"/>            | \$30   |
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**TOTAL** \$ \_\_\_\_\_ You **must** join CSNA and at least one chapter

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VCode: \_\_\_\_\_ Billing St No: \_\_\_\_\_ Billing Zip: \_\_\_\_\_ Expiration Date: : \_\_\_\_\_ Amount: \_\_\_\_\_

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

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Chapter \_\_\_\_\_ # \_\_\_\_\_

2<sup>nd</sup> Chapter\* \_\_\_\_\_ # \_\_\_\_\_

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

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

Send all mailings to my work address

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

- Exclude my home address
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Person who introduced you to CSNA: \_\_\_\_\_

Subscription Categories (Please check one)	Includes SNA, CSNA and Local Chapter Dues
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<input type="checkbox"/> Foodservice Dir/Spvr/Specialist** (this category is for members employed at the district level)	\$ 188
<input type="checkbox"/> District <input type="checkbox"/> Major City <input type="checkbox"/> State Agency	
<input type="checkbox"/> Foodservice Educator**	\$ 188
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*\*\*Dues allows you to join one supervisory chapter in place of a regular local chapter. You can chose chapter 1, 2, 10, 20, or 45.*

*\*\*\*All foodservice employees working less than 4 hours and retired members who do not choose to vote in SNA national elections or receive a subscription to School Nutrition magazine, but need SNA membership to maintain certification.*

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*Updated 10/2019*

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# MASTER CALENDAR

2019

- Oct 3 Far North Chap. 20 Business Meeting
- Oct 5 CSNA Fall Board Meeting
- Oct 10 NorCal Chap. Fundraiser - Campo Di Bocce of Livermore
- Oct 18 SoCal Chap. # 1 Fundraiser - Casino Royal
- Oct 24 Central Cal SNA Chap. #10 - Visalia USD

- Nov 7-10 CSNA 67<sup>th</sup> Annual Conf - Ontario, CA
- Nov 14 Far North Chap. #20 Business Meeting
- Nov 15 Articles Due for PoppySeeds

- Dec 6 SoCal Chap. #1 Meeting - Bring An Advocate
- Dec 6 Mother Lode SNA Chap. # 45
- Dec 12 Central Cal SNA Chap. #10 - Clovis USD
- Dec 12 NorCal Chap. - Holiday Celebration
- Dec 12 Far North Chap. #20 Meeting - Christmas Social

2020

- Jan 9 Far North Chap. #20 Business Meeting
- Jan 26-28 CSNA Legislative Action Conference

Please note that these dates are tentative and subject to change

For further information on CSNA events, including Chapter events, please visit [www.CALSNA.org/calendar.php](http://www.CALSNA.org/calendar.php).  
For more information on SNA events, please visit [www.schoolnutrition.org](http://www.schoolnutrition.org)

## POPPY SEEDS

THE OFFICIAL JOURNAL FOR THE CALIFORNIA SCHOOL NUTRITION PROFESSIONAL

FALL 2019 • VOLUME 63 • NO. 2

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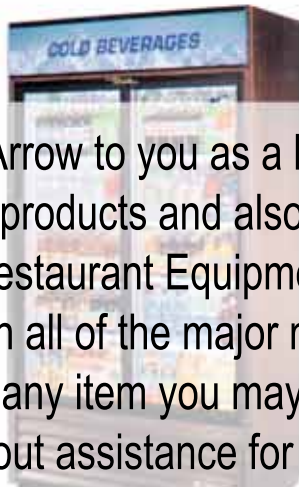
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