



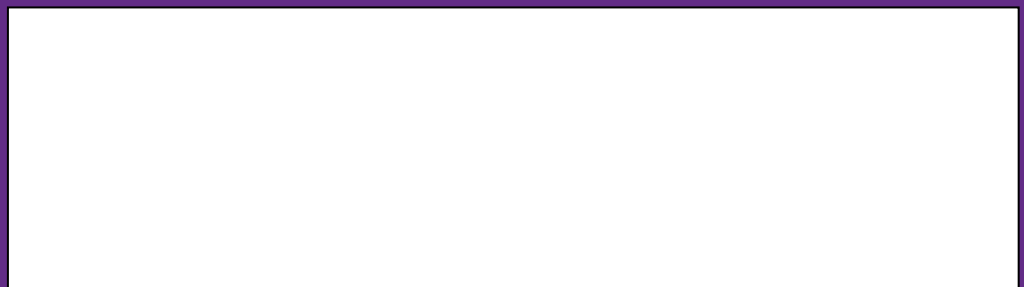
Poppy Seeds

The Official JOURNAL for the California Child Nutrition Professional

WINTER 2020 • California School Nutrition Association • Volume 63 - No. 3



WINTER 2020



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NO ARTIFICIAL ANYTHING
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Ingredients We Do Use

- CRUST MADE FROM SCRATCH DAILY
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- ZESTY SAUCE MADE FROM SCRATCH DAILY
- CUSTOM MADE MEAT TOPPINGS WITH USDA FINEST MEATS
- FOUR CHEESE BLEND:
 - MOZZARELLA
 - PROVOLONE
 - ROMANO
 - PARMIGIANO-REGGIANO IMPORTED FROM ITALY



ITEM CODE: 90303 (BLK), 90503 (I.W.)
 COUNTRY WHITE GRAVY AND ALL-BEEF
 BREAKFAST PIZZA



ITEM CODE: 11003
 CHEESE BITES BULK



ITEM CODE: 20210
 10-CUT PEPPERONI CHEESY BOTTOM "PRE-CUT"

Ingredients We Don't Use

- L-CYSTEINE
- CALCIUM PROPIONATE
- BHA AND BHT
- SODIUM NITRATES
- SODIUM BENZOATE
- POTASSIUM SORBATE
- HYDROLYZED SOY PROTEIN
- ISOLATE SOY PROTEIN
- WHEY PROTEIN CONCENTRATE
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- ASCORBIC ACID
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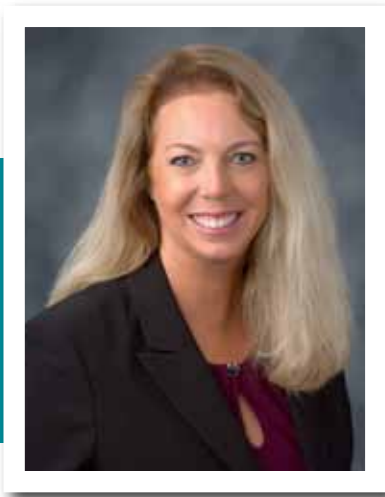
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PRESIDENT'S MESSAGE

BY POLLY HOUSTON
CSNA PRESIDENT



Winter is finally revealed by a gust of swirling cold winds, the warmth of a burning wood fire and the tantalizing aromas of cinnamon and nutmeg baking in the kitchen as they penetrate throughout the home where family and friends gather for the holidays.

As lunch ladies, we help provide that cozy winter feeling in our kitchens all year long with the aroma of our healthy meals, our warm smiles, and the devoted love to our students. I hope each of you can find a moment each day to reflect why we do what we do. What we offer today will build into a promising tomorrow by knowing we are providing the essential ingredient to a student's success story.

Were you able to join us in Ontario? This year's CSNA 67th Annual Conference was *Leading the Way* by offering so many interesting educational sessions. I want to mention a special thank you to my Lennox Nutrition Team, Cecilia Vasquez, Elba Ceja, Maria Moreno, Patricia Machain and Elba Garcia, who participated in their very own workshop of Culinary Art. They made Lennox School District very proud.

Our Nutrition Factory was filled with little surprises. Each handmade decoration was so unique that they truly capture our imagination and delighted us all. The Wonka-land food exhibits had everything eatable, I mean edible, I mean you could eat everything! Congratulations to the winning exhibits!

And what did you think of our Keynote Speakers? Weren't they spectacular?! The mixed variety of magic, motivation and comedy brought a new level of excitement, which climaxed at the Wonka Wonderland President's Party. Ahh ... chocolate fountains, great music, dancing, bubbles with more bubbles - definitely my view of paradise. Thank you all who volunteered your precious time to make such a Wonka-ful event!

Just so you know, Wonka was so proud to partner with the California Lunch Ladies and has chosen to give each of you the Golden Ticket to continue *Leading the Way*. As he says farewell, don't forget what happened to the man who suddenly got everything he ever wanted: he lived happily ever after!

Moving on to LAC, it's now time for our members to roll up their sleeves and join us as we travel to Sacramento and DC. Join us to teach our legislators how strong our voices are as we strive to uphold the values and needs for the students we serve.

See you all in Sacramento and DC. Together we can make it happen!

Polly Houston

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MEMBERSHIP CORNER

BY JENNIFER DAVIS, SNS
CSNA MEMBERSHIP CHAIR

Thank you for joining us at the CSNA Willy Wonka's Nutrition Factory Conference in Ontario in November. It was an exciting event with loads of breakouts and guest speakers. Conference was a great success and the conference committee did a great job all around. A special shout-out to Decorations Committee Chair, Kellie Zuniga; Co-Chair, April Brown; and their entire crew that worked so hard to make Conference look great!

Regionals, thank you for all the help and participation with bringing the Willy Wonky theme to life. Whether you were blowing bubbles or helping to wrap candy bars, your help was very much appreciated.

Reminder for chapter presidents and regionals that Golden Poppy submissions are digital and due for 2019-2020 on June 30, 2020. Please reach out if you have not received your email regarding the google docs. We look forward to giving out more awards at the next year's conference in Pasadena. I am excited for all to *Show up and Make It Happen* at next year's conference in Pasadena, October 29 – November 1, 2020.

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Oakland (coming soon!) | Commerce (coming soon!)



SALLY'S MESSAGE

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

Our public agencies in California are always trying to get our attention to prepare for an upcoming emergency such as an earthquake, wild fire, etc. And our school districts do, too. You have probably been involved at some level with emergency planning to learn what your responsibilities are. We all know that advance planning can make the difference between a situation that spins quickly out of control compared to one that is managed well even in difficult times. But there are some other emergency situations that you may not have planned for.

In most cases, these will be unique just to school food service. And, trust me, many of your colleagues have experienced some or even all of these:

- A serious employee problem occurs. We are not talking someone who has been tardy three days in a row here but rather a serious injury or sudden medical emergency. A person severely intoxicated or on drugs. Someone with a gun or other weapon.
- A story appears in a national news outlet overnight that indicates a food you regularly serve is involved in a serious health situation. The blinking red light on your answering machine is from the local TV station asking about it.
- A school calls and reports a child has an allergic reaction from something eaten in the cafeteria, isn't breathing and wants to know what was in the food.

- The receptionist calls and tells you that an angry group of parents in the lobby wants to present you with a petition and meet with you immediately. The petition asks for something that would be nearly impossible for you to accomplish and still run your program effectively.
- You receive a call from a newspaper or TV station reporter asking a leading question when the situation appears unclear to you.
- You are suddenly called into the superintendent's office and an official there wants to talk to you about missing funds from your program.

Let me encourage you to have plans or protocols for these types of situations added to your emergency preparation list. There are no right or wrong answers. For example, there are many guides available on how to deal positively with media outlets and it might be good to review them. You should probably have a procedure in place for isolating questionable food and train your staff on it. Think about the best place to have allergen information readily available to school staff members. Developing some solutions now will really help you on that day.

I can't promise that you won't have to face situations like this during your career. In fact, if anything I can promise you that you will. Get ready now!

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STAYING RELEVANT: THE IMPORTANCE OF ADVOCACY AT THE STATE AND LOCAL LEVEL

BY CAITLIN JUNG, CAPITAL ADVISORS

FIND OUT WHY AT 2020 CSNA LAC

When you receive those emails about some new state law, regulation, or requirement do you find yourself asking, “What are they doing to me, now?” Do you often wonder how you can become more engaged and make sure your voice is heard in Sacramento?

School nutrition legislation is usually introduced with the best intent; however, the legislator imposing the new requirements or responsibilities usually has little, if any, field experience in school food service. Often, the only way for them to understand the effect of a proposed regulation or law is to hear from those who will be affected – you!

Since becoming CSNA’s legislative advocate in Sacramento, and meeting and working with a number of CSNA members, we have more knowledge about the issues of importance to you and a greater understanding of all you do to make sure California’s students are fed and ready to learn. As your advocate, we do our best to ensure actions by the Governor, California Department of Education (CDE), and the Legislature do not impede, but rather support, your work to serve students’ most basic needs every day.

However, despite our best efforts, those emails occasionally come through and those questions come to mind. Well, I have an answer for your frustration – come to the CSNA Legislative Action Conference (LAC) in Sacramento on January 26-28, 2020. This year’s LAC will focus on how you can stay relevant once back in your districts by empowering you with the resources you need to build on the relationships you make in Sacramento.

At LAC, top CDE staff will provide an update on the latest information, including any pending regulations, requirements or changes that might impact your program, and you will have an opportunity to ask them questions or raise concerns. Additionally, as multiple factors contribute to policy making at the state level, LAC participants will also hear about the elements shaping the fiscal, legislative and political environment, including the proposals in the Governor’s 2020-21 proposed budget, from state policy leaders and long-time political insiders.

LAC concludes with legislative visits in the Capitol, where you will have the opportunity to meet with your representatives in the State Assembly and Senate or their staff and to help them to better understand school nutrition issues. These visits will give you an opportunity to help them be better informed; but, more importantly, they will allow you to begin or build a relationship that will benefit both your program and your students.

Advocating on state policy and fiscal issues may seem daunting but, remember, you advocate for your students every day. During LAC, prior to going to the legislative offices, training, an issue paper, and talking points will be provided. Also, new LAC attendees will be paired with “veterans” so everyone enjoys the experience. Rest assured, you will be well-prepared for your meetings.

You are the expert. Legislators and their staffs need your knowledge and experience if we are to have sound school nutrition law. Recognize your power. Your officials are responsible to you. You can play an

continued on page 10

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FOOD GROUP

continued from page 8

important role in the legislative process but only if you choose to do so.

LAC is not just about the meetings you attend while at the Conference, but about making sure you are equipped to build off that work back in your district. Your attendance

at LAC is just the beginning. You will leave the conference feeling better informed and more empowered. So when those emails come, and questions arise, if you don't already have the answer, you will know where to go to get one. So, what are you waiting for? ■



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AGENDA (SUBJECT TO CHANGE)

SUNDAY, JANUARY 26, 2020

- | | | | |
|----------------------|---|-----------|--|
| 12:00 p.m. | First Timer Orientation (upstairs) – Video, “Why Are You Here?”, Expectations, CA Legislative Calendar, Resources | 2:15 p.m. | Budget, Legislation and Political Update – Capitol Advisors |
| 12:00 p.m.-1:15 p.m. | Registration (downstairs) | 3:00 p.m. | BREAK |
| 1:30 p.m. | Opening/Welcoming, Flag Salute, Inspiration | 3:15 p.m. | Panel Discussion – Defining State/Federal Roles & Responsibilities |
| 1:45 p.m. | CSNA Members Role in Legislative Policy Process | 4:00 p.m. | Introduction Discussion – CSNA White Paper |
| | | 4:45 p.m. | Regional Meetings |

MONDAY, JANUARY 27, 2020

- | | | | |
|------------|---|------------|---|
| 8:30 a.m. | CDE Update | 12:00 p.m. | LUNCH |
| 9:30 a.m. | CSNA White Paper Review Q&A | 1:30 p.m. | Capitol – Conversations with Key Legislators and Policymakers |
| 10:30 a.m. | BREAK | | • Panel with legislators and aides – “maximizing your visit time” |
| 10:45 a.m. | Round Table – Story Development
(Create your story tied into the white paper) | 3:45 p.m. | BREAK |
| 11:30 a.m. | Relevance Plan Development (Create your plan beyond the Hill – what are you going to do when you get home?) | 4:00 p.m. | Capitol Tour |

TUESDAY, JANUARY 28, 2020

- | | | | |
|-----------|--|-----------|--------------------|
| 7:30 a.m. | BREAKFAST (upstairs) | 9:00 a.m. | Legislative Visits |
| | • Final CSNA White Paper Review Q&A | | |
| | • Review your story and schedule for the day | | |

2020 CSNA STATE LAC REGISTRATION FORM

January 26-28, 2020

The Hyatt Regency Hotel - Sacramento, California

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



CSNA State LAC Registration Fees

	Regular Price <i>11/30/19 to 1/17/20</i>	LATE <i>After 1/18/20</i>	Total Cost
CSNA Member - School District	\$275	\$325	_____
Non-CSNA Member - School District	\$325	\$375	_____
CSNA Member - Industry	\$325	\$375	_____
Non-CSNA Member - Industry	\$375	\$425	_____
Industry Sponsor**	\$600	\$700	_____
Tuesday Only	\$75	\$85	_____

****Industry Sponsor includes 1 registration plus company name & logo on website & signage at event and in PoppySeeds**

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Please send your completed Registration Form with Fee to:

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This registration is for Conference ONLY! Please contact Hotel directly for Room Reservations.

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Conference Hotel Rate Single/Double \$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 if cancelled by 1/6/20.

CONFERENCE REGISTRATION IS NON-REFUNDABLE AFTER 1/6/20

For the Most Up-to-Date Information visit www.calsna.org



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CONFERENCE 2019



Greetings! This year's art contest winners did a great job in depicting the theme *Leading the Way*. So great in fact that we were not able to pick just one Grand Prize Winner. For the first time, there were three Grand Prize Winners from each grade level. Congratulations!

This event could not have happened if not for our sponsored vendors. This group has made significant financial donations which aided in funding the activities, goodie bags, marketing, decor, t-shirts, printing, and transportation scholarships, helping to deliver our NAC Students to and from Ontario.

Once the gate to the factory opened, the NAC students were able to tour the floor to sample products from the NAC Sponsors. This is always the highlight of the event for these students, and this year did not disappoint. The NAC Sponsors had many great products which can be found pages 16-17. Thank you once again NAC Sponsors!

Art Contest Winners

Ivanka "Eva" Bocook
Grade 3
Morongo USD
Joshua Tree Elementary



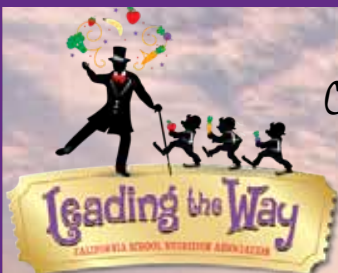
Kiana Vasquez
Grade 8
Rialto USD
Kolb Middle School



Cassidy Hagerthy
Grade 11
San Marcos USD
Mission Hills High School







CSNA Annual Conference 2019

Nutrition Advisory Council

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Diane Muscari
Chris Long

- Protein Snack Stick - Beef
- Protein Snack Stick - Honey Turkey
- Protein Snack Stick - Buffalo Chicken



Justin
Smith

Healthy
Frozen Dessert!



Emily
Miramontes

- Yoplait Smooth Horchata Yogurt
- Pillsbury Muffin Top (Blueberry and Chocolate Chip)
- Pillsbury Mini Pancake Chocolate Chip



Toni
Antonellis

- Veggielicious Chili
- Chug-able Cheese Sauce



Margie
Fletcher

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Lisa Raines

- Real Mashed Potatoes
- Real Mashed Potatoes, Reduced Sodium
- Real Mashed Potatoes, Low Sodium
- Naturally Mashed Potatoes, Very Low Sodium
- Honest Earth, Creamy Mash
- Baby Reds, Mashed Potatoes
- Au Gratin Potatoes
- Scalloped Potatoes
- Fresh Cut Hash Browns



Roderick M. Jones

- Breaded Chicken Breast Chunks, Boneless Wings
- Breaded Chicken Tenders
- Whole Muscle Portion Fillet



Kathleen Coleman

- JTM Queso Blanco Cheese Sauce over Tortilla Chips



Jon Hazard

- Kellogg's Chat Snax WG Vanilla Grahams in Emoji Shape
- Pop-Tarts Toasters Pastries WG Strawberries
- Morningstar Farms Vegan Chik'n Nuggets



Brittany Hudson

- Equipment Showcase



Anita Papke

- Sliced Apples
- Happy Birthday Applesauce
- Strawberry Applesauce



Ron Adams

- Wild Blueberries
- Blueberry Salsa
- Wild Blueberry Dip



'S PARTY



FITNESS WORKOUT



CSNA 2019 GOLDEN POPPY WINNERS



Special Thank You to Our Conference Sponsors!



BEST BOOTH AWARD WINNERS



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LONG LEGACY

Best Overall Booth
(Broker)



THE FRUIT GUYS

Best Overall Booth
(Individual)

CSNA 2019 AWARD RECIPIENTS

The Moscone Commitment to
Child Nutrition Award
SHARE OUR STRENGTH



The Don Flahiff Industry
Appreciation Award
RYAN MOLNAR
SUNCUP JUICE



Honorary Merit
DENA ENGLAND
San Marcos USD



CSNA 2019 AWARD RECIPIENTS



Director of the Year
ANNA APOIAN
Norwalk-La Mirada USD



Manager of the Year
KAREN STANIER
KERN HSD



Employee of the Year
YOLANDA SNYDER
KERN HSD

CSNA 2019 AWARD RECIPIENTS



JP Morris Scholarship Winner
CHRISTINA ORTIZ
Elk Grove USD

Audrey Melikian Scholarship Winner
JANICE CARTER
Snowline Joint USD



RECOGNITION AWARD WINNERS

Ansaf Halabi - Professional Growth

Cecilia Vasquez - Creativity

Debbie Leon - Communications

Christine Duran - Public Information



CATERING IDEAS AND TEAMWORK IN-ACTION FOR YOUR INTERNAL MARKETING AND PR EFFORTS

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

Greetings CSNA! I had the good fortune of being the “floor reporter” for a Food Scape competition at Conference this year. Chef Cecilia, Elba Ceja, Patricia Machain, Elba Garcia, Maria Moreno from Lennox SD lead the class with demonstrations on proper techniques to prepare fresh fruits and vegetables into beautiful display trays and vases for your Catering Program to help increase your Non-Program Food Sales bottom line.

There were 10 teams at this event who self-selected team members. Each table was set up with fresh pineapples, carrots, broccoli, cherry tomatoes, strawberries, oranges, green/red/yellow bell peppers, green snap peas, radishes, wheat grass and also canned black olives. All of the produce to support this event was donated by Sunrise Produce.

The following vendors also donated needed items for this events’ participants- which they all got to keep: Yang’s and General Mills donated aprons, National Food Group donated ball caps, Lund-Iorio Inc. donated paring knives, Driftwood Dairy donated kitchen towels, and Chef’s Toys/ Carlisle Food Service donated cutting boards. Thank you all so much for your support for this great event!

Chef Cecilia and her team both visually and verbally walked participants through the process from whole, uncut produce to beautifully prepared and shaped final products. She skillfully showed participants step-by-step ways to creatively prepare food scape trays with not only whole fruits & vegetables, but also the scraps/end pieces which help reduce waste and saves on your food cost as well.

Chef Cecilia consistently emphasized using scraps to make your final presentations “pop” with vibrancy and eye-appeal. She promoted team work for this task as we all need in every day CN operations to save time, resources and to more importantly build trust among team members to produce a wonderful final product for our customers.

Chef Cecilia’s team also rotated through the crowd to help and provide guidance to teams in their food scape tray and vase efforts.

On a personal note, throughout this session, I noticed team members effectively communicating with each other- sharing ideas, experiences with different and

continued on page 28



Winning Display by Team Hesperia USD



creative ways to complete the assigned dishes in the time allowed, which is exactly the same we all do on the front lines in our kitchens.

The CSNA Photographer, Mr. William Kidston, was present during most of the event showcasing the skills, passion and abilities of each and every team and their members throughout this wonderful, magical event via his live-action photography skills. He also gave team members words of encouragement and comments of how good their work was progressing, which motivated teams and put smiles on their faces.

Most of the teams consisted of three members and a few only had two members. With all of that, teams pulled together and magically and wonderfully produced edible, eatable and beautiful final products, which gave the panel of judges a very difficult task of determining only one winning team.

Just like in the Willy Wonka Chocolate Factory, the scent and aroma in the room was vibrant, fresh and made people happy and smiles abound. Smells of such freshness, quality and from nature have power to inspire those present to work together for a common goal.

Some members knew each other, while some had only met for the first time, but by the end of the day, they joined forces and made Wonka Land proud!

Just like in our kitchens, cafes, warming centers and Central Kitchens, we all work together, no matter what the task, within strict time lines, with tight budgets and often with old and outdated equipment. But, at the end of the day, we do it for the students and, sometimes for the catering customers, as in this case, by producing high quality products in safe and sanitary environments and for prices people are willing to pay for our products and services. This is a huge part of the Marketing Mix.

After Chef Cecilia called time, the teams had to stop working and the judges got to work, viewing each team's final presentations for judgement. After much deliberation and conversation, the panel of judges had determined a winning team.

The winner of the first annual, CSNA Food Scape Competition was **Team Hesperia** from Hesperia School

District! The team consisted of Christina Chang and Joe Rock. They called their piece “Wise Willy Wonka and his Oompa Loompas.”

Congratulations to Team Hesperia and all the teams that participated in the magical event! ■





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San Francisco Unified Opens First Culinary Center

New Facility Provides Welcoming, Sustainable Dining Experience and Kitchen Facilities that Allow for Scratch Cooking of Local Ingredients

Submitted by Anne Moertel, Design & Communication Strategist, San Francisco USD

Over National School Lunch Week, San Francisco Unified School District (SFUSD) celebrated the grand opening of their new McAtter Culinary Center, their first full cooking kitchen in the District. The new facility provides a model for what a central kitchen could look like for the district, and showcases just how good school food can be with the right equipment, ingredients, staff, and dining area for students.

The kitchen serves the District's Early Education sites and two high schools on campus (The Academy and Ruth Asawa School of the Arts), and will prepare fresh meals to be distributed to schools receiving upgraded kitchen facilities.

The upgraded facility demonstrates the opportunity to improve procurement practices as part of the District's adoption of the Good Food Purchasing Policy and

commitment to the health and equity of students and the food system. Areas to handle fresh produce and raw products allow for the purchasing and processing of high-quality food and ingredients, including raw "no antibiotic ever" chicken and flour to bake on-site.

The new facility consists of energy-efficient equipment, including serving lines that serve freshly-made bulk food rather than pre-packaged meals, a dishwasher allowing for use of reusable dishes, and a milk dispenser serving certified organic milk from Straus Family Creamery.

The high school students on campus are already enjoying the new food options. Before the new space was opened, an average of 4 breakfasts and 50 lunches were served per day. In the first month since opening, an average 100 breakfasts and 200 lunches are being served each day! Participation continues to grow, and many school staff,

including principals, are eating school lunch on campus for the first time.

The breakfast menu includes freshly-prepared smoothies made with Straus Family Creamery yogurt, avocado breakfast sandwiches, and fresh waffles. The lunch menu includes za'atar-spiced chicken, Vietnamese noodle salad, and roasted winter squash. Organic produce, including strawberries, kale, cabbage, bok choy, carrots, and squash, is brought in from Coke Farms in San Juan Bautista, CA. Each lunch comes with an entree, vegetable side, fresh seasonal fruit, and organic Straus milk. Student breakfasts are \$1.50 and lunches are \$3. Teachers and staff are eating more on campus too -- at \$2.75 for breakfast and \$4.50 for lunch, the price and convenience make it an easy choice.

The menu will change seasonally and continue to incorporate student feedback. All recipes meet or exceed the federal and state guidelines for school food -- no small feat when the budget and ingredients are limited. The McAteer Culinary Center staff also includes the district's first Cook and three Assistant Cook positions, roles that were reclassified for existing team members to better represent the value they bring to the kitchen. SFUSD


expects to add a second Cook in 2020.

The space also includes a redesigned dining area that features new furniture, digital menu screens, and graphics of trees and landscapes as part of the student's request to bring the scenery the campus enjoys indoors. The dining space will serve as a community hub for sharing meals, hosting club meetings, band practice, and more.

This work was made possible by the San Francisco 2016 General Obligation Bond, the San Francisco Sugary Drinks Distributor Tax and the Someland Foundation.



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				Vietnamese Noodle Salad with Tofu Za'atar-Spiced Chicken with Pita & Tabbouleh Cheese or Pesto Chicken Pizza Roasted Winter Squash Broccoli Cup
Corned Beef Reuben on Marble Rye Broccoli Cheese Soup in a Bread Bowl All Beef Hot Dog Roasted Potatoes Baby Carrots	Fruit and Yogurt Parfait Chicken Adobo with Rice Turkey or Bean Tacos with Rice Garlic Green Beans Jicama Cups with Tajin	Caesar Salad with Chicken Cheese Enchilada Plate Hamburger or Cheeseburger Refried Beans Roasted Winter Squash	Hey Ya with Fresh Mozzarella Turkey Meatloaf with Roll Bean and Cheese Pupusa Curtido Style Slaw Roasted Brussel Sprouts	Vietnamese Noodle Salad with Tofu BBQ Chicken with Macaroni & Cheese Cheese or Harvest Veggie Pizza Roasted Sweet Potatoes Broccoli Cup
VETERAN'S DAY NO SCHOOL	Fruit and Yogurt Parfait Chili & Cornbread Philly Cheesesteak Roasted Sweet Potato Fries Baby Carrots	Caesar Salad with Chicken Bean and Cheese Tamale Plate California Turkey Burger Elote Style Corn Jicama Cups with Tajin	Hey Ya with Fresh Mozzarella Fried Rice with Chicken Egg Roll Loaded Nachos Stir-Fried Boy Choy Winter Lentil Soup	Vietnamese Noodle Salad with Tofu Za'atar-Spiced Chicken with Pita & Tabbouleh Cheese or Pesto Chicken Pizza Roasted Winter Squash Broccoli Cup
Corned Beef Reuben on Marble Rye Broccoli Cheese Soup in a Bread Bowl All Beef Hot Dog Roasted Sweet Potatoes Baby Carrots	Fruit and Yogurt Parfait Chicken Adobo with Rice Turkey or Bean Tacos with Rice Garlic Green Beans Jicama Cups with Tajin	Caesar Salad with Chicken Cheese Enchilada Plate Hamburger or Cheeseburger Refried Beans Roasted Winter Squash	Hey Ya with Fresh Mozzarella Turkey Meatloaf with Roll Bean and Cheese Pupusa Curtido Style Slaw Roasted Brussel Sprouts	Vietnamese Noodle Salad with Tofu BBQ Chicken with Macaroni & Cheese Cheese or Harvest Veggie Pizza Roasted Sweet Potatoes Broccoli Cup
		THANKSGIVING RECESS NO SCHOOL		



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November

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MCATEER

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Beef Contains beef

Organic Made with certified organic

No Antibiotics Not used or used responsibly

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Marketing Your Program with Public Relations/Communications

by Roger Evers, SNS,

CSNA Chair, Internal Marketing and Public Relations

What is Public Relations anyway? Public Relations is developing and maintaining internal and external relationship-building communication channels. These are centered on trust and openness with those entities our food service departments serve and are accountable to. These outlets may be a powerful tool to promote the food services department. Subsequently, such efforts may increase school meal awareness, participation and overall good rapport within the school community. Additionally our internal customers- front-line staff, cooks, bakers, cashiers and everyone else that gives 100% to the students we serve will also benefit from these public relations efforts.

Culture starts with students — our greatest customers and allies. If we get them in the mindset of trying new things in the lunch line, we will end up keeping them as repeat customers and constant, free promoters of our programs. Communication and customer service go hand-in-hand with public relations and marketing.

It must happen before, during and after we serve students to ensure they choose to be our customers and not the local fast-food restaurants customer just outside of school gates.

Some tips for all of us to do this include:

- Greeting them with friendly, smiling faces
- Knowing their name
- Thanking them for enjoying a meal with us
- Knowing what food is in that colorful wrapper
- Realizing that meal time for them includes not only nourishing their minds and bodies to do well in class, but it's probably the only time they can really socialize with their friends outside of a classroom setting.

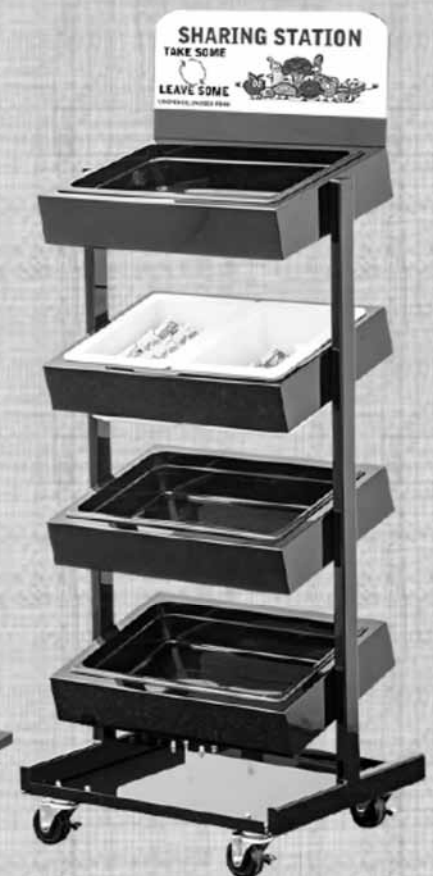
We must always stay positive in front of students regardless of what happened in the kitchen five minutes before the lunch bell rang. A smile is a powerful thing to get and keep customers coming

continued on page 34

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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back for more. Eye contact and respect to your student and administrative customers also shows them we care about their wellness by providing healthy meals and snacks for them each school day. Body language, quick responses to needs and appreciating them by acknowledging that you see them (if only for a few seconds at the POS) also goes a long way for our PR efforts. A good thing to help all of us keep a smile on our faces is knowing that we make a difference to every student every day as the food they enjoy in our cafeteria lines may be the only food they get all day long, and that's a powerful thing.

In closing, as with anything we do in School Nutrition, we must know our audience. We must prepare what we'll say, tone of voice, etc. as much as possible in the lunch lines, at staff meetings, in board meetings, meeting with Principals, and so on. We should practice brainstorming and collaboration to gain buy-in from our staff which leads to better teamwork, production, cohesiveness and a happy crew. We must be proactive over reactive.

Thank you for reading this article CSNA! ■



If we get them in the mindset of trying new things in the lunch line, we will end up keeping them as repeat customers and constant, free promoters of our programs.



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#EatSmart2BeSmart CONTEST WINNERS

by Parisa Mohammad, MDA, RD



THANK YOU TO ALL WHO PARTICIPATED IN THE #EATSMART2BESMART

Campaign! We had over 30 posts from schools all over California. We loved seeing all the delicious, healthy, fresh school lunches being served to students throughout the month of October.

Tavin Gardner, an 8th Grader at Thompson Middle School, part of Murrieta Valley Unified, was the grand prize winner! Gardner received a \$50 gift card and a front of the line pass from Thompson Cafe! The Runner-up was Naomi Babaoka, a 6th grader also from Thompson Middle School. Third place went to Hesperia Nutrition Services who shared photos of their Junior Top Chef Competition. Capistrano Food & Nutrition Services took fourth place with their spooky funnel cake. Bobby Griffin, a repeat winner from Bakersfield City School district took fifth place showing off their beautifully plated spaghetti and meat sauce. All runner ups received a \$25 gift card.



TAVIN GARDNER, 8TH GRADER AT THOMPSON MIDDLE SCHOOL'S WINNING PHOTO



NAOMI BABAOKA
MURRIETA VALLEY USD



HESPERIA
NUTRITION SERVICES



CAPISTRANO FOOD &
NUTRITION SERVICES

BOBBY GRIFFIN
BAKERSFIELD CITY
SCHOOL DISTRICT



As the Marketing Chair for Southern California School Nutrition Association, I was ecstatic to see how many schools, students, parents, and teachers all participated in the #EatSmart2BeSmart photo contest, showcasing innovative meals served in school nutrition programs all throughout California. I was even more excited to see that Thompson Middle School, which is part of the district I work for, has once again banded together as a team to highlight their school meals, and share the photos in their community to get the most likes. I had the opportunity to speak to Tavin, Naomi and their Principle, Kerry Cody to see what makes Thompson Middle School so special.

What made you want to participate in the #EatSmart2BeSmart contest?

TAVIN - "I went up to get lunch one day and Christy, the Cafeteria Mananger showed me the flyer and offered to help me take a really good picture. She really motivated me to be in the contest."

What is your favorite food on the menu?

TAVIN - "The meatball sub is easily my favorite! Christy always says they're made with love. I also like apples, bananas and the caesar salad."

What are you going to do with the money you won?

TAVIN - "Save it."



Christy Call (Cafeteria Lead), Parisa Mohammad (Marketing Chair), Tavin Gardner (8th grader & 1st Place Winner), Principle Kerry Cody, Naomi Babaoka (6th grader & 2nd Place Winner), Maria Machuca (Assistant Cafeteria Lead)

Hi, Naomi, what made you want to participate?

NAOMI- "I wanted to see how lucky I am. I didn't know I was going to win. My Mom told me to keep posting it and I have a very big family. They are also very competitive so they helped me to win."

What is your favorite food on the menu?

NAOMI- "Turkey sandwich with carrots."

What are you going to do with the money you won?

NAOMI- "Take my Mom on a shopping spree and save for Mother's Day."



Hi Mrs. Cody, Thompson Middle School has won this contest two years in a row. Why do you think your students and staff have been so successful in this contest?

MRS. CODY- "I think that a huge part of it is our cafe leader. Christy has a huge presence on social media in our community. She is involved on the parent page and the Thompson school page. I've never seen that at any school I've worked at before. She goes out of her way to get involved in the community and always puts her students needs above all else."



Tavin Gardner



Naomi Babaoka



Christy Call



"THE MEATBALL SUB IS EASILY MY FAVORITE. CHRISTY ALWAYS SAYS THEY'RE MADE WITH LOVE"

-Tavin Gardner





CHEF SHARES HAPPINESS FOR FOOD AT WOODVILLE ELEMENTARY SCHOOL

Written by Janet Uresti, a parent at
Woodville Elementary School
Submitted by Laura Jacobo,
Woodville Unified School District

As a former sous chef, Woodville Elementary School's Food Service Director, Daniel Cano, finds enjoyment in preparing nutritious meals for the children of the school, which he believes also helps them to make memories.

"I love food," said Cano, 44, a Visalia resident, who was raised in Woodlake. "We have memories of what makes us happy from being a child to now, and what made me happy (was) food."

Cano said he started cooking early in life. He would call his mom when she was at work and ask her to tell him how to make chorizo and eggs because he didn't want to eat cereal and he missed her breakfast burritos.

"I have always helped out in the kitchen with my mom," he said. "Especially while she baked and I got to lick the spoon."

Both of Cano's grandfathers were also big influences on his love of cooking.

"From (then on) as I cooked, I remembered all of the aromas that would fill up the room as I was growing up as a child," Cano said. "(When I was young), my grandfathers would watch me and they would be the ones in the kitchen cooking. So, I remember smells that would be filling up the kitchen area, or living room and then eat what they created. As I went to college, and

eating out became expensive to do every day, I began calling my mom again and asking how to make my grandfathers' or my mom's food. From (then on) as I cooked, I remembered all the seasonings that would fill up the room I was in growing up as a child."

After graduating from Woodlake High School, Cano moved to various coastal cities, such as San Luis Obispo, Santa Barbara, San Diego, then Ventura. He attended various colleges and worked a variety of jobs. One job was at the Santa Barbara Inn where he worked as a valet manager and had the opportunity to meet movie stars.

When he was living in San Diego, Cano enrolled in the Art Institute of California — San Diego's culinary school. While attending school in the evenings, Cano said he worked for the Wyndham North Hotels as a kitchen manager where he worked almost 12 hours a day.

"It was a very non-sleep time of my life, but I had bills to pay and was determined to graduate (from) culinary school," he said. "After graduating culinary school, I wanted to work for other restaurants and learn more skills and techniques."

Cano said he left his job and began working in a variety of restaurants and as he worked his way up in a restaurant he would then go to a different restaurant to learn a new menu and cuisine.

His last stop, before returning to the Central Valley where he had the dream of opening a restaurant, was to Ventura where he worked at the Ojai Valley Inn and Spa Resort, which was awarded an AAA Five Diamond Award. He said he learned a lot from the chefs there and was also the junior sous chef for Maravilla Restaurant.

Cano said he came to Woodville in August 2016 from Sunnyside Elementary School where he prepared meals from scratch daily.

Cano is currently working on a couple of projects for Woodville Elementary, which includes the installation of a new serving line. Students will walk down the serving line in the current cafeteria, rather than having to enter the kitchen and walk through the serving line. Cano is also hoping to have a salad bar outside of the new serving line where students can help themselves to the various fixings, which will allow them to further customize their meal.

Not only is Cano working on projects to help improve food service in Woodville, he's trying to make improvements on a state and national level as he serves as the Public Policy and Legislative Committee for the California School Nutrition Association — Central Cal Chapter 10. He said he has traveled to Sacramento and Washington D.C. to speak with various members of Congress about how they can help schools — not only in regards to funding, but also the passage of laws.

Cano said he loves his current job because he loves knowing children are eating because of the feelings he associates with cooking and food.

“How it made me feel in my childhood was really good,” Cano said. “Hanging out, seeing the whole family in the kitchen, laughing, making memories ... I love to see the happiness food brings to us all. When I feed you I want to make sure that you were satisfied and if not, how can I make it better for you next time. I love going to a restaurant and eating something so good that it challenges me to go home and make it better.” ■



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Customer Service

BY PARISA MOHAMMAD, MDA, RD, SNS
NUTRITION SPECIALIST AT MURRIETA VALLEY UNIFIED

IT'S OUR PLEASURE

To keep our students interested and participating in our programs we must treat them with respect and make them feel valued just like any other successful business. Apple, Amazon and Chick-fil-A are all great examples of companies that prioritize making customers feel welcomed and taken care of. This priority is more important than ever as our students today eat out more often than students in previous generations. They have grown accustomed to quality food, welcoming atmospheres, quick service, friendly staff and they expect the same from their school cafeterias. **Here are 5 tips for providing excellent customer service;**



1 GREET CUSTOMERS WITH A SMILE

A survey of students showed that in cafeterias where staff always smiled, 73% of students purchased lunch. In cafeterias where staff rarely smile only 66% of students purchased lunch.

2 ANTICIPATE THEIR NEEDS

Forgotten field trip slips, dropped trays and crying 1st graders are just a few of the opportunities we have to show our customer service skills. Consider what our students and staff need before they ask.

3 MAKE THEM FEEL IMPORTANT

Remember their name and favorite menu item. You never know what this will mean to a child.

4 TAKE RESPONSIBILITY WHEN THINGS GO WRONG

We all make mistakes but it's how you respond to those mistakes that can make or break a customer's experience. Look at mistakes as an opportunity to shine and gain customer loyalty.

5 MAKE STUDENT ENGAGEMENT A PRIORITY

Generation Z is used to having their voices heard and the best way to gain their loyalty is by asking for their suggestions, feedback and preferences.

Adapted from Institute of Child Nutrition. 2017

TOP 6 STATEMENTS MADE BY STAFF IN CAFETERIAS

#6 "NEXT"

#5 "WHAT DO YOU WANT?"

#4 "KEEP IT MOVING"

#3 "STOP TALKING"

#2 "ENTER YOUR PIN, TRY AGAIN!"

#1 *the most common thing said to students:*
NOTHING



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FIRST EVER BILINGUAL FOOD SERVICE DIRECTOR AT KEPPEL UNION SCHOOL DISTRICT

By Rosie Machuca, Bilingual Food Service Clerk,
Child Nutrition Department, Keppel Union School District

Keppel Union School District has implemented great changes with the support of our wonderful CNS team. I am pleased to report this since I am the one who answers all the phone calls and have the pleasure of hearing from our community daily. Parents are happy and stress free with one less thing to worry about when it comes to feeding our students! This has made a HUGE difference in our community.

Currently we have the following programs that have come to us since we welcomed Lilian Arreguin, our current and first ever Bilingual Food Service Director, to our team:

- CEP - Community Eligibility Program- district wide- at each one of our sites all students eat at NO CHARGE!
- FFVP - Fresh Fruit and Vegetable Program - district wide, and actual does assemblies and

student presentations to teach them about new fruits and vegetables.

- BIC - Breakfast in the Classroom in two of our schools.
- Site managers - we have site managers at every site to better serve our students, staff, and community.
- Warehouse – we have a full-time warehouse person to better serve our students and internal staff.
- Monthly activities for our students
 - Healthy Banana Split Bars
 - Alphabet Bars - fruit and vegetables from A to Z
 - Happy Birthday monthly healthy celebrations for our students
 - Healthy Strawberry Shortcake - inception on October 2, 2019 at LLA School
 - Monthly BBQ's for our students

continued on page 44

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We are a proud member of CSNA



- Monthly development for our managers and staff and a Lead Supervisor for our supper program to better service our students and community
- Seamless Summer - all children in our community under 18 get to eat during the summer free of charge!

There are so many great things that our new director has brought to our district. The main thing is that our students are participating in our program more than ever. Our Food Service Director cares.

I am grateful and super excited that my granddaughter gets to participate in such a wonderful program. In my opinion Ms. Arreguin cares about children, our CNS program and our community. She was recently on the radio with “Café con Leche” on 1470 AM. We were so proud to listen to one of our own Food Service Director speaking about our program!

Ms. Arreguin has also been to Sacramento and Washington D.C. to lobby on behalf of our students for our school meals, sometimes at her own expense. She has spoken to many of our representatives regarding Child Nutrition. She truly is a child nutrition advocate for life.

Ms. Arreguin talks about her own life and how the nutrition program made a difference. She has spoken about how her parents were scared to apply for the school nutrition program because they feared losing their “green cards.” And how when she was seven, a lunch lady gave her food because she was eating from the trash. This changed Ms. Arreguin’s life and that very kind lunch lady went to her home with a teacher to help her parents apply for the free lunch program. This inspired Ms. Arreguin to be a Food Service Director.

Ms. Arreguin has been nominated twice as “Veteran of the Year” in 2016 & 2017 by The Chef Basil Soldier 2nd Chance Foundation. She volunteers and often feeds the homeless, having been homeless at

one point in her life, she always wants to give back. She has served on the Board of San Diego Democrats for Equality, fighting for Equality for everyone, and is a huge supporter of LGBTQ rights. She personally met Councilman Todd Gloria and Senator Toni Atkins through her service on this board.

I would like to personally thank Keppel Union School District for hiring such a wonderful advocate. She is also the President of Chapter 37 for CSNA and was a board member for the CASBO Southern Section. The Antelope Valley is proud to have a wonderful Food Service Director. ■



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WHAT'S COOKING WITH CHEF JIM

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

What is the favorite vegetable in your school or district? I'll bet you didn't even have to look and I'll bet everyone has the same answer — potatoes! They are versatile. They come in dozens of forms. Practically every student will eat them prepared one way or the other. You just can't go wrong. Lately we have been working USDA Foods frozen diced potatoes and this handy vegetable continues to be a favorite. Here are some ideas for you.

Cheesy Potatoes

Yield: 24 #8 Servings, .75 Meat/Meat Alternate, ½ cup Starchy Vegetable

- AP Flour ¼ cup
- Dry milk ½ cup
- Chicken base 1 Tbsp.
- Onion powder 1 Tbsp.
- Salt 2 Tsp.
- White pepper 1 Tsp.
- Water 2 cups
- Frozen diced potatoes 5 lbs.
- Diced mushrooms 8 oz.
- Light sour cream 2 cups
- American cheese, thinly sliced 1 lb. 4 oz.

Combine flour, dry milk, chicken base, onion powder, salt, white pepper and water into a slurry. Place frozen potatoes, mushrooms, sour cream and American cheese in a mixer bowl. Stir slowly while adding the slurry. Portion into 4" deep steamtable pan and bake at 350 degrees for 30-45 minutes or until minimum internal temperature of 165 degrees is reached.

Potato and Cheese Soup

Yield: 800 8-oz. servings, 1 Meat/Meat Alternate, .375 cup Other Vegetable

- USDA Foods frozen diced potatoes 75 lb.
- Margarine 18 lbs.
- AP flour 15 lbs.
- Dry milk 15 lbs.
- Water 25 gallons
- Cauliflower 20 lb.
- Diced onions 10 lb.
- Diced celery 5 lb.
- Diced carrots 5 lb.
- Diced garlic 2 ½ lb.
- Salt 2 cups
- White pepper 2 tbsp.
- American cheese 55 lb.

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

Potato Salad

Yield: 200 ¼ cup, Servings ¼ cup Starchy Vegetable

- USDA Foods frozen diced potatoes 20 lb.
- Prepared ranch dressing 2 quarts
- Salt ¼ cup
- White pepper 1 tsp.

- Black pepper 1 tbsp.
- Granulated garlic 1 tbsp.
- Onion powder 1 tbsp.

Cook potatoes until slightly tender. Cool potatoes. Combine spices with ranch dressing. Pour over potatoes and mix lightly to combine.

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FEEDING OUR FUTURE: THOUGHTS FROM A UC DAVIS NUTRITION STUDENT

Written by Momna Shahbaz, Clinical Nutrition Student, University of California, Davis (UCD)
Submitted by Jeri Mobley, MPH, Community Nutrition Adviser at Dairy Council of California

My name is Momna Shahbaz, and I am a clinical nutrition student at the University of California, Davis (UCD). I also intern at Dairy Council of California, and through this internship I have learned a great deal about the impact nutrition education can have on young students. Growing up, I did not receive much instruction on nutrition in school. My idea of a good lunch was a bag of chips and a soft drink since that was what all the other students brought. However, as I progressed in school, I began to realize how nutrition could impact my ability to learn.

Having received free and reduced-price meals myself in elementary school, I have seen firsthand how changes in the cafeteria can impact students' perspectives on lunch. Small things like signage in the cafeteria, volunteering in the kitchen and having discussions with my teachers about healthy eating sparked my interest in nutrition. I became the kind of student who had school milk with breakfast and lunch and volunteered in the cafeteria once a month.

My studies in nutrition sciences at UCD and internship at Dairy Council of California helped me understand that children are the most vulnerable population for nutritional gaps and food insecurity. Childhood food insecurity can lead to poor health, developmental risk, mental health problems and poor educational outcomes¹. School meal programs like the National School Lunch Program and School Breakfast Program provide the only nutritious meals children may have in a day, and schools across California are making these meals count every day. A majority of school meals are served to low-income students and act as a critical safety net for these children². This is why the USDA meal pattern is designed to ensure that the meals being served follow a healthy meal pattern and supports students eating the right combinations of nutritious foods in the right quantity. Dairy is an integral part of school meal programs since milk is a minimally processed whole food that delivers high-quality protein, vitamins and calcium — all of which are essential nutrients for growth and development.

Emerging nutrition science continues to uncover the role that dairy milk plays as a functional food, revealing unique biological properties that support the growth and development of children and prevent chronic diseases such as diabetes. “Milk, as part of USDA’s school meal pattern, offers children and teens a super combo—calcium and Vitamin D!” says Nancy Whalen, Registered Dietician at Clovis Unified School District. “Drinking milk is a refreshing and tasty way for students to obtain these essential nutrients quickly. By age 20, most of our peak bone mass is acquired, making childhood and adolescence the best time to invest in bone health!”

Nutritious meals are directly associated with better school performance. Inadequate consumption of specific foods such as fruits, vegetables or dairy products is associated with lower grades among students³. It is essential for students to get the nutrients they need to achieve in school and grow optimally. School foodservice staff help bridge these academic and nutrient gaps by educating both themselves and their students about the importance of healthy eating.

Dairy Council of California understands the impact the cafeteria experience can have on students and the importance of balanced eating behaviors. In support of empowering foodservice staff with information about nutrition and healthy eating patterns and show how the cafeteria relates to the health and wellness of students and their communities, they offer a free training known as Healthy Eating Made Easier: Plan Your Plate. This excellent 30 to 45 minute in-person training allows cafeteria staff to see what they can do to make an impactful difference in students’ journeys to wellness. Many important topics are covered in this training, including healthy eating patterns, the right combinations of foods, nutritional differences in beverage choices, benefits of milk and dairy and ways to encourage healthy choices.

Staff training is a step in the right direction to make a change for the wellbeing of students. Children are perceptive and notice the effort that is being put into their meals and in the cafeteria. Making small changes in the cafeteria and having small discussions with students about



healthy eating can spark an interest for nutritious foods in students. My passion for empowering students, staff, and educators on the impact of nutrition has only strengthened during my internship at Dairy Council of California. I truly believe that nutrition education can make a lifelong impact on students and the future generations and continue to grow my appreciation for all the hard work and care school foodservice provides to students throughout California. ■

References

1. American Academy of Pediatrics and Food Research & Action Center. *Addressing Food Insecurity: A Toolkit for Pediatricians*. <https://www.frac.org/wp-content/uploads/frac-aap-toolkit.pdf>. Published February 2017.
2. *School Breakfast Program – Participation and Meals Served*. US Department of Agriculture, Food and Nutrition Service website. <https://data.nal.usda.gov/dataset/school-breakfast-program-participation-and-meals-served>. Published 2017.
3. Centers for Disease Control and Prevention. *Health and Academic Achievement*. https://www.cdc.gov/healthyschools/health_and_academics/pdf/health-academic-achievement.pdf. Published May 2014.

PLANT-BASED MEALS

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Kristin Hilleman, SNS, Capistrano Unified School District



DINING FOR EVERYONE

The demand for plant-based burgers and beverages, like oat milk and Beyond Meat, is predicted to have a compound annual growth rate of 6 percent through 2028. People are so hungry for vegan burgers that Beyond Meat's worth has skyrocketed to \$21 billion. The evidence is clear...Plants are here to stay.

Infusing more plant-based offerings into your menu is easy. Start small, both with menu offerings and production numbers keeping in mind program guidelines.

Offer one plant-based item at breakfast and lunch daily maybe or rotate a popular item in a few times a week. You might only have 5 on the line; its a start.

PRODUCT STARS

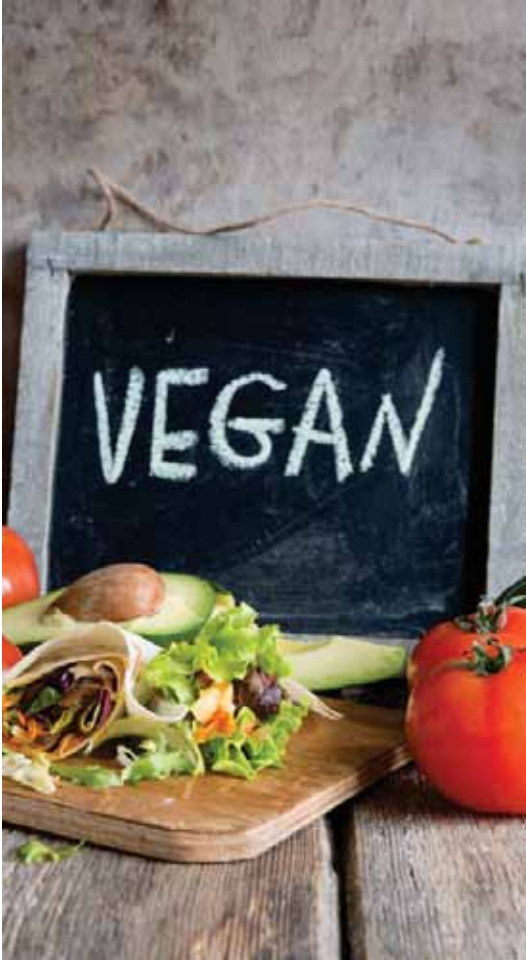
There are many options available now in the K-12 arena and beyond. The following is just a scratch on the plant-based product surface.

Chat with your brokers and vendors for new options. Don't forget USDA brown-box offerings, DOD fresh produce and California grown foods.

There is more production involved but lower cost can offset higher priced items

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www.cde.ca.gov/ls/nu/he/vegmealoptions.asp

<https://www.ecoliteracy.org/>

<http://www.healthyschoolfood.com/>

<https://forwardfood.org/foodservice>

<http://www.thelunchbox.org/>

<https://www.choosemyplate.gov/>

<https://www.healthyschoolfood.org/recipes.htm>

<https://www.vrg.org/recipes/>

Contact: klhilleman@capousd.org for more information

*items used by Capistrano USD

RECIPE IDEAS

Breakfast:

Open Faced Taquito, Veggie Wrap, Sunshine Burrito, Morning Rice Bowl w/ Roasted Veggies, Chili w/ Spinach & Pita

Lunch:

Taco Salad, Veggie Rice Bowl, Asian Quinoa Salad, Italian Pasta, Hummus Wrap, Riced Cauli w/ Pita





SERVE YOUR INFLUENCE

By Matt Upton, Your Fellow Leapologist

Growing up we never questioned our parents. If we dared, the answer most of the time was “because I said so!” Things have dramatically changed through the years.

Telling someone to do it because I said so, has been removed from the leadership menu long ago. If you are managing people and anticipating that they will do what’s expected of them, just because it’s the right thing to do, you are frustrated much of the time. The Director who believes that those in their department will do what they are told is a Director who is upset and agitated most of the time.

The Manager/Director who points to their staff as the problem, is a Manager/Director who travels to EDJOIN® often, celebrates the weekend, holidays, and time away as a time to get free from those they lead, rather than the replenishing moments that weekends and holidays are meant to be.

There are three “need to knows” and five “need to do’s” that can serve as a bridge to less frustration, higher morale, less conflict, and greater efficiency.

Need To Know #1

The days of “because I am the boss” and “because I said so” are relics of the past. They no longer exist in today’s world. They are what dial phones hanging on the kitchen wall with long cords are to the smart phone generation. In a word: obsolete! If there is a Smithsonian for past leadership standards and practices, these phrases and many like them hang on its walls.

Need To Know #2

The days where we respected the position of Manager/Director regardless of their personality or character no longer exist. When we did what was expected and never spoke poorly of the manager/director is also gone. As Tonto and the Lone Ranger have ridden off into the sunset, so have the days of positional respect and influence.

Need To Know #3

The days where someone worked their way to become the manager/director and picked up their credibility along the way are also pretty much gone. Today, someone can earn a degree through a field of study and get the job of manager/director with (sometimes) little or no people skills.

These three “need to knows” have dramatic ripple effect in the work place, especially in School Nutrition. Here we have very little leverage to get staff to do what they agreed to do, what they’ve been trained to do, and what they are hired to do.

We cannot give merit raises, merit bounces, merit time away, nor can we just fire someone. Writing them up and giving them corrective action takes a lot of energy and time, and in many cases has little or no affect.

Many times, as a manager/director we become more and more agitated, frustrated, and then begin to mirror the work ethic we despise. Is there an answer? Could there be a solution? The answer is getting among those on our team and Serve our Influence to them through five “need to do’s.”

continued on page 54



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Need To Do #1

Give up all your effort to lead based on your title or position. Truth is no one cares about your position or title except maybe your Mom. Your team want to know you care about three things.

1. Do you care about them?
2. Do you care about those they Serve?
3. Do you care about the mission of the department?

Telling your staff how much you care is not enough, you must get out of your office and serve your influence in their midst. They must see and feel you care.

This begins by blocking time on your calendar to be in their presence, elbow to elbow, shoulder to shoulder. They have a need to see and hear you doing what you ask them to do. They need to hear and see you engage with those you Serve.

Making the time to Serve with them as important as the cabinet meeting with your boss.

Need To Do #2

While being in the midst of your staff be there. Leave your clip board, tablet, notepad, cell phone in your office or car. We carry them with us as if they are one of our appendages. While with others they do not serve us well.

In many cases they have become to us what an addiction is to the addict. No addict ever planned to become a slave to their addiction. It happened over time and usually began as a way to hide from others or ourselves. Breaking this addiction will take real commitment and effort on your part. Most of us will not be able to go cold turkey.

Do a gradual step away program. Plan to step away from them for half a day one day a week, then after a few weeks add a second half day away from them and with your people. Your team/staff need you and the influence of your doing much more than your saying.

Give your team/staff 100% of you. There are two powerful ways to do this:

- 1st: While you are in their midst, find a place and serve as a teammate
- 2nd: Take their breaks with them and learn how to ask them about them and then listen.

Need To Do #3

Though you cannot hand out merit awards, you can hand out “Brag Awards.” Find three or four ways you can verbally brag in their presence of the character qualities you experienced while in their midst. There is nothing like over hearing your boss giving “Brag Awards” knowing it is you they are speaking about. Here a few ways to give brag awards.

- During break time talk about the character of serve you saw today
- Across the room brag out loud to someone about what you saw today
- Speak to those outside your department about those on the team that demonstrate the character of serve
- At the managers meeting, comment about the qualities you experienced at one of the sites

Need To Do #4

Become a “how can we improve on this” kind of Manager/Director rather than “we must fix this” person. Improving on the foundation of what’s good is easier than on what’s wrong. Asking “thought-filled open ended” questions always demonstrates higher value in those being asked the questions, than telling them what to do. As you deploy this, remember to let them answer in your silence (both inside your head and outside). Do not give them the answers to your own questions.

Need To Do #5

Be kind and considerate to everyone both with your words, actions, and facial expressions. Prefer everyone before yourself. Be there to Serve your Team/Staff so they can do their best in bringing their Serve to each other and their students.

Influence has become the most powerful tool of leadership. Your greatest influence happens in their presence during the serve.

It is caught while you are in the midst of your team, experiencing what they do every day. Go forth and serve your influence. ■

■ **Matt Upton**, *Your Fellow Leapologist*
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THREE WEEKS AT WOODLAKE UNIFIED SCHOOL DISTRICT AS A DIETETIC INTERN

By Jackie Espinosa, Central Valley WIC Dietetic Intern

My name is Jackie Espinosa and I graduated from California State University of Fresno with a Bachelor of Science degree in dietetics two years ago. I am currently a Central Valley WIC dietetic intern completing my three-week school food service rotation at Woodlake Unified. I chose to study dietetics for two main reasons. One stemming from my interest in the changing world of food and two, to understand how we can use food to fight and prevent diseases.

Throughout this three-week rotation, I had a wonderful experience working with different staff members who were greatly invested in creating a positive meal-time experience at school. This rotation soon became one of my favorites because of the amount of creativity involved with choosing recipe and menu items that kids will accept.

On my first week, I attended the Annual School Caravan and the Tyson Culinary Summit. At both events, I got to taste different samples of breakfast and lunch items that students might see on their school menu. Some food samples I tried included a Chile Verde burrito, chicken bites, banana bread, garlic cheese toast, and Vietnamese pho, and ramen to name a few. These were all delicious. This was an eye-opening experience because I had not known how many options are available for school meals.

On my second week, I spent more time at Castle Rock Elementary school helping serve lunch and completing a

taste testing for 10 different types of Applesauce. The fourth graders were offered watermelon, cinnamon, strawberry, birthday cake and mixed berries. The fifth graders were offered original, strawberry banana, peach, tangy tart apple, and cotton candy. All of the kids were excited to try these new flavors of applesauce and we ended up running out of samples. The most popular items that were the first to run out was the cotton candy and birthday cake flavored applesauce. The kids enjoyed trying these new flavors.

My favorite activity at this rotation was helping to present the tasting trio. The harvest of the month fruit was pumpkin, so I visited classrooms in Exeter and Woodlake to talk about MyPlate and offer a recipe featuring pumpkins. This recipe was fun and easy to make as it only requires three ingredients; pumpkin puree, vanilla yogurt, and graham cracker crumbs. As was the case with the applesauce, all of the kids were excited to try this recipe.

These last 3 weeks went by very quickly and I enjoyed getting to learn more about Woodlake Unified and the school meal program. Looking back on my experiences from K-12, I recall the time pizza was offered every day for lunch and when soda and candy were readily available in vending machines. It is interesting to see how much has changed with school meals over the last few decades. I look forward to seeing what the next decades have in store for school meals. ■

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Corning Union HSD
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Jennifer LeBarre

San Francisco USD
841 Ellis St., San Francisco, CA 94109
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AREA COORDINATOR 3

Christina Ortiz

Elk Grove USD
8350 Lotz Pkwy., Sacramento, CA 95757
Bus: 916-892-2036
tinaortiz531@gmail.com

AREA COORDINATOR 4

Christina Reynolds

Antelope Valley Union HSD
44809 Beach Ave., Lancaster, CA 93534
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creynolds@avhsd.org

AREA COORDINATOR 5

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

AREA COORDINATOR 6

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East Whittier City SD
14535 E. Whittier Blvd., Whittier, CA 90605
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mcalderon@ewcsd.org

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carrie_bogdanovich@busdk12.com

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dstone@eusd.org

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Bus: 760-723-6300
jreynolds@fuhhsd.net

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Woodlake USD
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Bus: 530-745-8824
ljacobow@w-usd.org

CONFERENCE

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Auburn Union SD
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amackill@auburn.k12.ca.us

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kwilliam@thermalito.org

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catherinecachola@antioch.k12.ca.us

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hsij@mdusd.org

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daguilera@lodiused.net

32 - Rock & Rose
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dortiz@rcsdk8.org

35 - SUBA
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Bus: 530-749-6178
rchance@mjsud.com

78 - Elk Grove
Kathy Smith
8389 Gerber Road Sacramento, CA 95828
Bus: 916-869-3347
kathysmith0309@yahoo.com

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Bus: 661-944-4313
larreguin@keppel.k12.ca.us

46 - Santa Clarita Valley
Laurie Storey
25210 Anza Dr., Valencia, CA 91355
Bus: 661-295-1574
lipsavon@msn.com

AREA 5

09 - Kern County
John Chavolla
411 12th Ave., Delano, CA 93307215
Bus: 661-721-5075
jchavolla@duesd.org

AREA 6

25 - Sesame
Leonida Bullard
501 N Crescent Way, Anaheim, 92803
Bus: 714-801-4815
bullard_l@auhsd.us

36 - South Bay
Gail Gramling
11627 Brookshire Ave., Downey, CA 90241
Bus: 562-469-6673
ggramling@dusd.net

64 - Foothill
Dee Dee Kipi-Acosta
519 East Badillo, Covina, CA 91732
Bus: 626-974-7000
Ddkipi@aol.com

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Monica Gritzke
150 District Center Dr., Palm Springs, CA 92262
Bus: 760-322-4117 ext. 1
Fax: 760-318-4917
MGritzke@psusd.us

14 - Riverside County
Victoria Mares
4519 Monroe St., Riverside, CA 92504
Bus: 951-204-0449
vicmar89@yahoo.com

44 - San Bernardino County
Patricia Robello
12555 Navajo Rd., Apple Valley, CA 92308
Bus: 760-247-8001 ext. 416
patricia_robello@avusd.org

54 - Desert Cactus Flowers
Joni Delgado
PO Box 1209, Twentynine Palms, CA 92277
Bus: 760-365-9191
Joni_Delgado@morongo.k12.ca.us

66 - Claremont
Sonya Allen-Martin
8425 Mango Ave., Fontana, CA 92335
Bus: 909-357-5160
allesl@fusd.net

AREA 8

07 - San Diego County
Cristine Holmer, SNS
5371 Van Nuys Ct, San Diego, 92109
Bus: 619-344-4560
FAX: 619-344-4639
cholmer@sandi.net

15 - North San Diego County
Iskra Kearns
28102 N. Lake Wohlford Rd
Valley Century, CA 92082
Bus: 760-749-6284
kearns.is@vcpusd.org

34 - San Diego County
Marley Nelms
675 Balour Dr., Encinitas, CA 92024
Bus: 760-753-6241
marley.nelms@sduhsd.net

REGIONAL (formerly SUPERVISORY)

01 - So Cal SNA
Linda Scaletta
15959 E. Gale Ave., City of Industry, CA 91716
Bus: 626-933-3900
lscaletta@hlpusd.k12.ca.us

02 - Nor Cal SNA
Mary Jennings
15 Muirfield Rd., Half Moon Bay, CA 94019
Bus: 831-624-4515
mjennings@carmelunified.org

10 - Central Cal SNA
Regina Ocampo
801 N. Mooney Blvd., Suite B, Visalia, CA 93291
Bus: 559-730-7871
rocampo@vusd.org

20 - Far North SNA
Debby Andrew
1645 W Mill St, Anderson, CA 96007
Bus: 530-378-7000 ext. 07104
dandrew@cuesd.com

45 - Mother Lode SNA
Sneh Nair
8389 Gerber Rd., Sacramento, CA 95828
Bus: 916-686-7735
snair@egusd.net



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255 Epperle Lane, Auburn, CA 95603
Bus: 530-745-8824
E-mail: amackill@auburn.k12.ca.us

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Tina Ortiz

8350 Lotz Parkway, Sacramento, CA 95757
Bus: 916-236-9035
E-mail: tinaortiz531@gmail.com

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Nicole Meschi, SNS

10301 Vista Dr., Cupertino, CA 95014
Bus: 408-252-3000
E-mail: meschi_nicole@cusdk8.org

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Christina Reynolds

44711 N. Cedar Ave., Lancaster, CA 93534
Bus: (661) 942-8487
E-mail: creynolds@avhsd.org

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Tours & Local Arrangements

Jason Choi

349A W. Magnolia Ave., Glendale, CA 91204
Bus: 818-552-2677
E-mail: jasonchoi@gusd.net

Co-Tours & Local Arrangements

TBD

Professional Development

Tawny Cowell

5885 E Bonnyview Rd., Redding, CA 96001
Bus: 530-225-0011
E-mail: Tcowell@rsdnmp.org

Co-Professional Development

TBD

Hospitality/Evaluations

LaShawn Bray

15576 Main St., Hesperia, CA 92345
Bus: 760-774-8038
E-mail: lashawn.bray@hesperiausd.org

Executive Advisor

Johnna Jenkins

28751 Cole Grade Rd., Valley Center, CA 92082
Bus: 760-749-6748
E-mail: polly_houston@lennoxk12.org

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11176 G Ave., Hesperia, CA 92345
Bus: 760-514-7959
E-mail: April.brown@hesperiausd.org

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12555 Navajo Rd., Apple Valley, CA 92308
Bus: 760-247-8001
E-mail: zaira_canchola@avusd.org

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NAC

Dawn Stone

2310 Aldergrove Ave., Escondido, CA 92029
Bus: 760-432-2190
E-mail: dstone@eusd.org

Co-NAC

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Industry Advisor

Anita Papke

Peterson Farms Fresh, Inc.
3104 W. Baseline Rd., Shelby, MI 49455
Bus: 775-338-6213
E-mail: apapke@petersonfarmsinc.com

Co-Industry Advisor

TBD

Membership

Jennifer Davis, SNS

3701 Bell Terrece Ste B, Bakersfield, CA 93307
Bus: 661-827-3190
jennifer_davis@kernhigh.org

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Janine Nichols, CPL, CAE
PO Box 11376, Burbank, CA 91510
Bus: 818-842-3040 FAX: 818-843-7423
E-mail: jnichols@calsna.org

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E-mail: rogersj@gfusd.net

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E-mail: dan.hecker@fosterfarms.com

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E-mail: marc@pcsrcs.com

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Red Bluff Union ESD

E-mail: tegan@rbuesd.org

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Placer Union HSD

E-mail: lmcalls@puhsd.k12.ca.us

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El Dorado Union SD

E-mail: tcwhite@eduhd.k12.ca.us

Nor Cal Co-Chair: **Robin Knox**

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E-mail: knoxr1@sfsud.edu

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Vacaville USD

E-mail: jcordon@vacavilleusd.org

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Woodville Union SD

E-mail: pdcano@woodville.k12.ca.us

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Clovis USD

E-mail: robertschram@clovisusd.k12.ca.us

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ABC USD

Email: maureen.conklin@abcusd.us

So Cal Co-Chair: **Stephanie Tovar, SNS**

Westminster SD

Email: stovar@wsdk8.us

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State Leg. Advocate: **Lee Angela Reid**

Capitol Advisory Group, LLC

Email: LeeAngela@capitoladvisors.org

Federal Issues: **Barry Sackin**

B Sackin & Associates, LLC

Email: barry@sackinassociates.com

CSNA Exec. Dir: **Janine Nichols, CAE**

California SNA

jnichols@calsna.org

CDE Advisor:

Director, Nutrition Svcs.: **Kim Frinzell**

Email: kfrinzell@cde.ca.gov



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For More Information Contact:

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2022 Cultural Exchange

AUSTRALIA

Date: SPRING 2022

Estimated Cost \$5,000



MASTER CALENDAR 2020

- | | | | |
|-----------|---|---------|---|
| Jan 9 | - Far North Chap. #20 Business Meeting
- Chapter #78 Chapter Meeting | Feb 8 | - CSNA Winter Board Meeting |
| Jan 15 | - CSNA Letter of Intent Due | Feb 13 | - Chap. #78 Chap. Meeting
- Central Cal SNA Chap. #10 |
| Jan 26-28 | - CSNA Legislative Action Conference | Feb 15 | - Articles Due for Poppy Seeds |
| Feb 6 | - Far North Chap. #20 Business Meeting
Nominations | Feb 25 | - San Bernardino Chap. 44 -
Red Dress Theme |
| Feb 7 | - So Cal Chap. #1 Meeting Bosses
Luncheon

- Mother Lode SNA Chap. #45 Meeting | May 3-7 | - CSNA Child Nutrition &
Industry Summit,
Marriott Marquis San Diego Marina |

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.
For more information on SNA events, please visit www.schoolnutrition.org

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P.O. Box 11376
Burbank, CA 91510
818-842-3040 Fax: 818-843-7423
www.CALSNA.org

PUBLISHER & EDITOR Jon Nichols

California School Nutrition Association
PO Box 11376
Burbank, CA 91510
818-843-5660
Editor@calsna.org

CSNA Taxpayer's Identification
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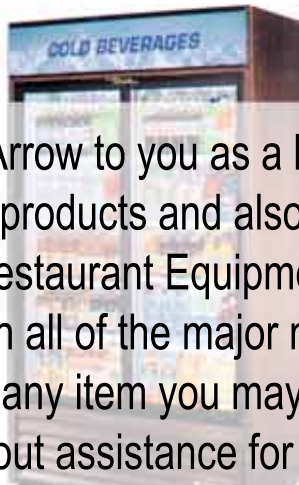
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