

SNAC Bites – September 2009

Welcome to the September 2009 issue of SNAC Bites or SNA Communication Bites. The aim of this monthly email is to help highlight new SNA programs and provide topics and content for your state association newsletters and chapter meetings.

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1. SNA has Moved!

SNA has moved and we are now settling into our new home in National Harbor, Md. Please update your records with the new address:

School Nutrition Association
120 Waterfront St, Suite 300
National Harbor, MD 20745

SNA's address is not the only thing changing. As SNA is moving to a new state, the main phone and fax numbers will be changing to:

Phone: (301) 686-3100
Fax: (301) 686-3115

The Service Center's 800 number will remain the same, as will all staff e-mail addresses. The next time you're visiting Washington, D.C., be sure to sail on down the Potomac River and visit SNA's new headquarters office. We'd love to see you!

2. Be Sure to Send in Your FAME Nomination by September 18

It's time to nominate school nutrition industry leaders for a National Foodservice Achievement Management Excellence (FAME) Award. This year's FAME Awards ceremony will be held in Ponte Vedra Beach, Florida on January 10, 2010, during SNA's Child Nutrition Industry Conference (CNIC) and the deadline for nomination entries is quickly approaching. For 21 years, the FAME Awards have recognized innovators in the industry who raise the bar for school nutrition professionals across the country. These individuals, like many in foodservice, have triumphed over challenges and provided insightful solutions to issues within their school districts and communities. During your time as an SNA leader, you must have encountered many school nutrition professionals worthy of a prestigious FAME Award. Please take this opportunity to nominate those exemplary individuals and to spread the word on to others who also wish to nominate someone. To download a nomination form, review the new rules and category questions, view a sample entry, or to see how "You Could Win Too", visit www.fameawards.net or call 1-417-234-2296. Nominations are due by September 18, 2009, so

“go on, pick one.” This is a great opportunity to recognize the shining stars in our industry and we hope each state will nominate at least one worthy candidate.

3. Are you a trendSETTER?

Are you a trendSETTER? If you are a school nutrition director who is interested in sharing the innovative things your program is doing, then this is for you! SNA is beginning its 4th year of the trendSETTER panel. This panel is made up of approximately 150 school nutrition directors from across the country representing different sized school districts. trendSETTER panel members are asked to share information through monthly on-line surveys on various hot topics in school nutrition during the school year. The information collected in these surveys is summarized and shared in the trendSETS newsletter, a quarterly e-newsletter. 2009 newsletter topics include nutrition hot topics, vegetarian meal offerings, and eco-friendly practices. trendSETTER panel members receive complimentary copies of the trendSETS newsletter. You can also purchase a subscription to this newsletter at SNA's website (www.schoolnutrition.org). Contact Susan Coppess at scoppess@schoolnutrition.org if you are interested in joining in this panel.

4. CNIC 2010: ROI & Bottom Line

Join us in sunny Ponte Vedra Beach, FL on January 10-12, 2010 for SNA's 2010 Child Nutrition Industry Conference (CNIC). Learn fresh ideas to rejuvenate your program and make your operation more productive and profitable than ever before!

Spend an hour in the shoes of opening general session speaker Michael Eugene, COO of Orange County Public Schools in Orlando, FL, in “School District 101: A Day in the Life of a Big City Chief Operating Officer”, learn how to become a fearless follower from closing keynote speaker Ira Chaleff, author of the book “The Courageous Follower: Standing Up To and For Our Leaders”, and listen as Chef Ann Cooper explains the “Lunch Box Project: Healthy Tools to Help All Schools”, an initiative she developed with funding from the W. K. Kellogg Foundation. Other program highlights include sessions on indirect costs and charge policies (“Indirect Costs & Charge Meals: What’s the Law, What’s the Practice, and What to Do About It”), saving money with the right purchasing and operations strategies (“Purchasing and Operations Strategies: Save Money and Reduce Stress”), the financial benefit of establishing partnerships (“Create Buzz with Successful Partnerships”), and navigating the expectations of today’s foodservice operator (“No Hormones, No Preservatives, Go Green, and Turn a Few Cartwheels”).

You’re guaranteed a solid return on your investment for attending one of the year’s best learning, sharing, and networking events – CNIC 2010! For the most up-to-date program information, visit www.schoolnutrition.org/CNIC.

5. CNIC Innovation Stations

New & Improved! Innovation Stations (formerly the What’s New for You sessions).

Are you looking for a way to improve your bottom-line and maximize your resources? You don’t want to miss this opportunity to interact with 15 companies over a three day period. Come and participate in an exciting series of 15 minute mini sessions. These sessions will introduce a variety of innovative products and services either in development or recently introduced to the school market. They will allow more “face” time between operators and industry, including product demonstration, food sampling Q&A, and operator feedback. This is the perfect forum to network and obtain new ideas on how to make your school nutrition operation more productive and profitable.

The following companies will present an Innovation Station: Campbell's Soup Company, Don Lee Farms, Duke Manufacturing, East Side Entrees, FWE (Food Warming Equipment), JTM Food Group, Kellogg's Food Away From Home, Kraft Foods, Learning ZoneXpress, Mainstreet Menus, McCain Foods, Mid-Atlantic Dairy Association, NUTRIKIDS, Pierre Foods, Precision Foods, Super Bakery, Unified Brands, and Winston Industries (as of August 31).

Find out more about CNIC and the Innovation Stations at www.schoolnutrition.org/CNIC

6. ANC 2010 Call For Proposals Now Open!

SNA's Call for Proposals for the 2010 Annual National Conference in Dallas is now open! Submit your proposal to present a 1-hour concurrent breakout session through the ANC 2010 Call for Proposals website at: www.schoolnutrition.org/anc. Proposed sessions should focus on one of the four Key Areas as defined by SNA's Keys to Excellence in School Food and Nutrition Programs: Nutrition, Operations, Administration, and Communications/Marketing.

The Call for Proposals will close on **October 9, 2009**. Proposals will be selected by SNA's Annual National Conference Steering Committee. Notification for all proposals will be sent via email in January 2010.

Tips for Successful Proposals

- Be specific when considering a target audience. For many topics, sessions that target one or a few segments of SNA's membership are more valuable than sessions decided to give a broader scope of education.
- Consider learning objectives based on what the audience should be able to take home. Provide clear, concrete learning objectives in your proposal.
- If submitting a proposal for a panel, consider what each panelist can uniquely deliver and incorporate all key aspects of the overall presentation into the proposal.
- Please provide complete contact information and biographical information for all proposed presenters. Incomplete proposals will not be accepted.

Instruct, inform, and inspire! Submit your proposal today!

7. A Wellness Event to *Change Our World*

On Tuesday, June 30, 2009 the Wellness Event to *Change Our World* got participants up and moving with a Zumba® class that had the crowd breaking a sweat, as they learned how to combine body sculpting movements with Latin steps. This year's Wellness Event not only helped raise awareness about global childhood hunger but was a celebration of the school foodservice professionals, corporate industry members and students who participated in the *Change Our World* campaign.

The *Change Our World* campaign helps to raise awareness and funding for sustainable school feeding programs in developing countries. While the campaign culminates in April during Global Child Nutrition Month, it is not too late to get involved. There are many ways to participate: corporations can conduct a Sales promotion utilizing the *Change Our World* logo by donating a portion of their proceeds to GCNF or by conducting an in-house fundraising activity. Schools can promote the campaign and help bring the community together by conducting fundraisers such as creating a Help Fight Hunger Wall, sponsoring A Walk Against Hunger or conducting a World Food Day.

This year's campaign raised \$75,000 to date. Every nickel, dime and quarter helps GCNF continue their efforts in helping developing countries establish sustainable school feeding programs. Thank You.

8. SNA Professional Standards Task Force Holds Meeting

Recently, an Ad Hoc Committee of SNA Past Presidents presented to the SNA Board of Directors a proposal calling for the establishment of standards for professionally qualified directors of school nutrition programs at the State and LEA levels. As part of SNA's annual plan of work the Association believes there is a need to elevate its actions on this issue, especially as it relates to Child Nutrition Reauthorization.

As a follow up to this action, the House of Delegates held a mega issue discussion at the SNA 2009 Annual National Conference in Las Vegas to determine whether the Association should adopt and advocate for Federal professional standards as part of the Child Nutrition and Reauthorization Act. The outcome of that discussion was overwhelmingly in favor of developing some type of professional standards and that it was best for SNA to lead the way.

A Task Force convened on August 20-22, 2009 in National Harbor, MD to draft the initial standards. The professional standards recommendations will be posted on the SNA website and will provide members an opportunity to submit written comments. A blog will also be created where additional discussion can be held. Following the discussion period, the recommendations will be shared with other groups and allied associations. Board approval of the standards will be held this fall at SNA's annual Committee Days which will be held in October.

SNA encourages all members to participate in this process. The information should be posted very soon to the SNA website. Please continue to visit the SNA website and the blog to review and comment.

9. SNA's Annual State Association Executives Conference in September

SNA will be conducting the annual State Association Executives Conference, September 14-16, 2009 in SNA's new offices at National Harbor, Maryland. This is an excellent opportunity for the paid staff of the state affiliates to learn about what's new at SNA, resources and tools available to them, and network and share ideas and success stories. For further information, email Ellen Wilson, SNA's Director of Membership, at ewilson@schoolnutrition.org.

10. SNA Patron Roundtable

SNA Patrons have been invited to attend a special Roundtable Meeting at SNA's new headquarters in National Harbor, Maryland. The meeting will be held on Thursday, October 1st, from 9:00 – 4:00 p.m. Hot topics to be discussed include: Reauthorization, SNA's recent Operations Report, Professional Standards, and the Patron Program as a business proposition.

We hope you find SNAC Bites a useful tool. If you have any questions or feedback about SNAC Bites, please contact Laura Maynard at lmaynard@schoolnutrition.org or 703 739 3900 x120.