

SNAC Bites – October 2009

Welcome to the October 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.

This issue contains:

- 1. Cast Your Vote in the SNA Election!**
- 2. National School Lunch Week is here!**
- 3. CNIC 2010: The Bottom Line**
- 4. Mark Your Calendars for Educate Your Community Week**
- 5. Love Your Veggies™ Grants Now Available!**
- 6. Apply for District of Excellence by December 1!**
- 7. ABCs of Child Nutrition T-shirt and Poster at the Emporium**
- 8. Fall Committee Days**
- 9. Senator Lincoln is Named New Ag Committee Chair**
- 10. China School Nutrition Program development**
- 11. School Nutrition Foundation Strategic Board Meeting**

1. Cast Your Vote in the SNA Election!

SNA's Board of Directors works hard to represent you and the school nutrition profession. Show your support—and let your voice be heard—by participating in SNA's annual election. This year, voting will be conducted online *only* through SNA's website, SchoolNutrition.org.

If you are a valid SNA member as of May 31, 2009, you are eligible to vote for the positions of vice president, secretary/treasurer and committee chair, as well as other positions based on your membership type and geographic region. Voting begins **October 15** and closes November 15. It is imperative when voting online that you have your membership number available; this is located on your SNA membership card or on the label of your *School Nutrition* magazine. For biographies of all the candidates and details on how to vote, log on to

www.schoolnutrition.org/snaelection

2. National School Lunch Week is here!

All-Star School Lunch is now in full swing, but it not too late to get last minute resources from www.schoolnutrition.org/allstar

Also don't forget to check out, www.allstarschoollunch.org, the official All-Star website which has a full court press of activities and contests for kids including team trading cards and the "Draft Your All-Star School Lunch Team" game and contest.

The deadline for the contest is Friday October 16,2009.

We hope you all have a slam-dunk National School Lunch Week!

3. CNIC 2010: The 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!

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”).

Major Cities Section and Industry members are also invited to attend the major cities pre-conference session “Council of Great City Schools (CGCS) Managing for Results – Performance Measurement and Benchmarking Project”, while District Directors/Supervisors Section and Industry members may attend “Maintaining Fiscal Integrity” on Saturday, January 9 from 1:00 – 5:00 pm.

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

4. Mark Your Calendars for Educate Your Community Week

November 16-20 is Educate Your Community Week. SNA encourages you to help educate community officials, teachers, students, and parents on the importance of the School Lunch Program. Recently, the school nutrition programs have received some less favorable media attention. It’s particularly important with the upcoming Child Nutrition Reauthorization to set the record straight. Please start early in developing a plan for Educate Your Community Week. SNA invites you to share success stories and creative ideas for education about the School Lunch Program. Please learn the facts from www.schoolnutrition.org/eyc (member login required) and help others learn as well.

5. Love Your Veggies™ Grants Now Available!

The makers of Hidden Valley® Salad Dressings, in partnership with School Nutrition Foundation (SNF), are excited to announce the fourth annual Love Your Veggies™ grant program, which will provide \$10,000 grants to 10 public elementary schools in the United States to support increased access to and consumption of fresh produce during school meals. Applications will be accepted through November 6, 2009 at www.LoveYourVeggies.com. You’re encouraged to apply to be considered for a nutrition grant for the 2010-2011 school year!

6. Apply for District of Excellence by November 30!

The District of Excellence Distinction demonstrates that a school district meets the Keys to Excellence best practice standards in their school nutrition operations. Districts can apply for this Distinction twice per year. The first deadline for the 2009-2010 school year is November 30, 2009. All districts that earn District of Excellence will be considered for the District of the Year Award, available to just one school district with a grant of up to \$25,000. To download the District of Excellence application and read complete information on Keys to Excellence, the District of Excellence Distinction, and the District of the Year Award, visit www.schoolnutrition.org/doy.

7. ABCs of Child Nutrition T-shirt and Poster at the Emporium

By popular demand, the ABCs of Child Nutrition t-shirt and poster is now available at the Emporium. This cool concept was created by a member and the t-shirt and poster are a neat addition to any cafeteria kitchen. Check out the ABCs of Child Nutrition today at: <http://emporium.schoolnutrition.org/home.php?cat=251>

8. Fall Committee Days

Fall Committee Days is being held at the Bethesda Hyatt Regency in Bethesda, Maryland on October 16-18, 2009. The Board of Directors will meet prior to Committee Days on October 15-16 and then again the morning of October 18. The Resolutions & Bylaws, Public Policy & Legislation and Education Committees will meet in person and the Research, Member Services and Nutrition Committees will meet via conference call.

9. Senator Lincoln is Named New Ag Committee Chair

Senator Blanche Lincoln, D-Ark., has assumed the position of Chair of the Senate Committee on Agriculture, Nutrition and Forestry Committee. The Committee was formerly chaired by Senator Tom Harkin, D-Iowa who will now become chair of the Senate Health, Education, Labor and Pensions Committee.

Sen. Lincoln is on record as saying that she would move forward with the reauthorization of the child nutrition programs, which expire Sept. 30, but has noted that it would be impossible to reauthorize the programs by the end of the month. She said that she would probably seek a short-term reauthorization of the current program. It is also possible that no action could occur before early 2010. The bill reauthorizes several programs, including the Summer Food Service Program, the After School Snack program, and the Women, Infants and Children (WIC) program. The reauthorization bill can also make changes to the National School Lunch Program and the School Breakfast Program, both of which are permanently authorized by Congress.

10. China School Nutrition Program development

During the first week of October, a Chinese delegation arrived in Washington, D.C. on a trip coordinated through the United States Department of Agriculture. The delegation was comprised of individuals from Beijing and the Chinese province of Deyang who are involved with education and child nutrition efforts. The purpose of the trip was for the Chinese delegation to learn more about school feeding programs in the United States. They took lessons learned from site visits, information sessions, and networking back to China in an effort to launch a national school feeding program.

On October 1, 2009, GCNF's Director Paul Alberghine, spoke to the delegation in Washington, D.C. about GCNF's programs including the Gates Foundation funded Needs Assessment in the city of Deyang. School Nutrition Association (SNA)'s Staff Vice President, Child Nutrition and Policy, Cathy Schuchart spoke about SNA's programs that same day. The following day Alberghine accompanied the group on school visits with USDA staff in Virginia.

The Global Child Nutrition Foundation's ties with school feeding in China continued after the delegation left Washington. Gene White, GCNF President, is scheduled to speak in Beijing on December 8, 2009. Gene White will be speaking at The 4th Food & Nutrition Industry Forum (NIF) on the topic: Why School Feeding: Perspectives on Child Nutrition and Country Development. In addition to the conference, Gene White will be meeting with influential USDA officials in Beijing regarding GCNF's ongoing work in China. SNA and GCNF Executive Director, Barbara Belmont, will be accompanying her.

11. School Nutrition Foundation Strategic Board Meeting

The School Nutrition Foundation Board met September 20-22 at the new SNA offices in National Harbor, MD. Led by 2009-2010 SNF Chair Katie Wilson, the board spent two and a half days on strategic planning. The board looked at its short and long term goals. SNF renewed its dedication to providing the resources needed to meet the educational needs of SNA members.

Part of this strategy includes forming much closer relationships with key SNA committees to help determine educational needs. In addition, SNF is working to broaden its reach in the school nutrition community to form effective partnerships that will benefit SNA and its members.

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.