

FALL 2017

Disney Star Skai Jackson Visits Gidley School in El Monte



Poppy Seeds

The Official JOURNAL for the California Child Nutrition Professional

FALL 2017 • California School Nutrition Association • Volume 61 - No. 2

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PRESIDENT'S MESSAGE

BY TONI CHAFFEE | CSNA PRESIDENT



Who's ready for Pumpkin Spice Lattes?...This girl!! As we near the fall season, we are reminded of the excitement of Friday night football games at our local high schools, campfires and Smore's with our loved ones, and the ever-changing colors of the trees. The weather begins to change and we see the brisk air as we exhale...one of the many joys of living in the mountains. Most of all, we return back to school with staff and students to kick off the beginning of Fall.

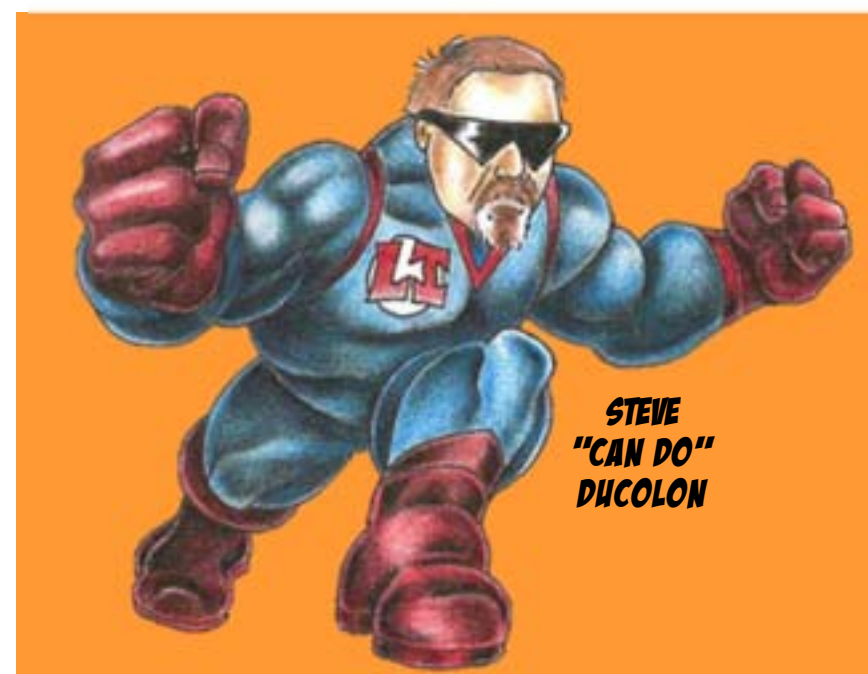
Reflecting back on the year thus far, we had a very productive state Leadership meeting in Burbank, CA. The new Executive Board, Chapter Presidents and President-Elects were present to introduce the goals for the upcoming year. The goals for 2017 include Community, Infrastructure, Professional Development, Public Image and Advocacy. The CSNA Committee Chairs and Co-Chairs are working diligently to accomplish these goals for the association. Over the summer months, the CSNA Presidents attended the SNA National Conference in Atlanta, Georgia. It was a pleasure to see all Presidents with similar goals in mind for the upcoming years.

One of my goals this year as President is to meet with each individual Chapter President to discuss suggestions and/or concerns to build a stronger association within CSNA. It is important for me to connect with people on the same level with the hope of understanding their expectations and aspirations for this organization. I want to lead and motivate by example. If I am going to have an impact as a leader, it is my responsibility to communicate directly and effectively to all those involved.

The CSNA Chairs, Co-Chairs and their committees are working side-by-side to attain the goals they currently have in place. I am inspired by their dedication to this association and here are a few of their highlights; Marketing and PR Chair Roger Evers and his committee have been creating a resource brochure to encourage chief business officers and senior management to participate with school nutrition professionals across California. Great Job, Roger! The Communications Chair, Cyndi Eastwood, is creating a resource for chapters on the CSNA website to share speakers & recipes with members of the association. Sounds yummy, Cyndi! The Public Policy and Legislative committee is holding monthly PP & L calls to gear up for the upcoming CSNA LAC Conference in January 2018. The PPL Chair, Suzanne Morales, is working hand-in-hand with state advocate, Lee Angela Reid and Barry Sackin, keeping an eye on the national level, to bring us all the current issues regarding legislation. Nice work, Team!

As you all know, the 65th Annual CSNA Conference is rapidly approaching and requires a lot of planning. It was shortly after the Anaheim Conference in 2016 that Conference Chair, Sneha Nair, picked up her pen and paper and set off on a mission to plan a successful conference. Way to go, Sneha! In addition to the educational sessions, there will be three general session speakers that are sure to bring you a memorable program you won't forget.

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SALLY'S CORNER

BY SALLY SPERO, SNS, CHILD NUTRITION DIRECTOR, LAKESIDE USD

"I encourage you to find your own personal hero who inspires you."

In a few weeks (or maybe even now!) the new school year will start. We don't know what lies ahead for 2017-18 but if it is like many other school years, some major thing will happen. Maybe it will be a personal crisis that spills into our work (the unexpected need for a surgery, for example.) A new boss who is very different from the old one could be in charge. Key employees we depend on may leave. There could be a crisis in our district, our state, even our country. And if it is the year for your AR, well, no more needs to be said....

But when that major thing happens, it is normal to feel overwhelmed. We think we just can't cope with this. We don't know how we will manage. What we are being asked to do seems inadequate to our strength.

I am always encouraged by reflecting on respected people who have faced their own difficulties (that are usually much greater than what I am facing to be honest.) The world is full of these stories but I have always been especially fond of Susan B. Anthony. She worked tirelessly to obtain the vote for American women and she never got to vote. She never got to see her dream come true as it would 14 more years after her death before that happened. How did she never get tired? Give it up as a hopeless cause? Keep trying to inspire others? Or just decide to do something else with her time?

I tell myself Susan B. Anthony would not let that new computer system that just crashed taking all her data from the past two months with it stop her. Susan B. Anthony would pick herself up and just go deal with the broken boiler that meant she would have no possibility of fixing hot food for the next three weeks. She would find a way or make a way when the major supplier's union goes on strike and she couldn't get any deliveries.

I encourage you to find your own personal hero who inspires you. Because you will definitely need them when it happens!



Sally Spero

Sally Spero, SNS



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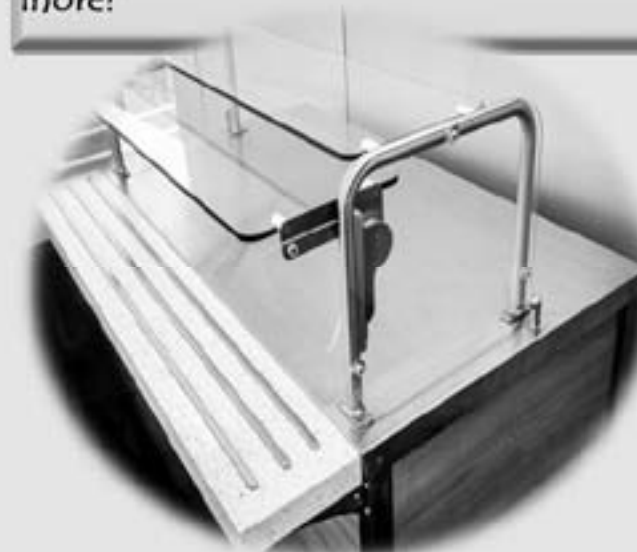
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10,000 MEALS SERVED IN ONLY 16 DAYS

BY LASHAWN BRAY | SUPERVISOR II HUSD | CSNA SCHOOL NUTRITION REPRESENTATIVE

Hesperia Unified Nutrition Services was able to provide over 4000 more meals this summer by adding a second Seamless Summer Feeding Program at Lime Street Park. We were able to reach approximately 300 more children per day and we not only offered nutritious meals in a safe location, we had fun activities scheduled daily. Activities like worm composting, kick boxing, yoga, Zumba, planting gardens and tile painting with Home Depot, were all big hits.

Our Seamless Summer Program Big Kick-off on June 5th, 2017 was a tremendous success thanks to the amazing support and participation we received from our Board of Directors, Cabinet, staff, vendors, SBCSS, local law enforcement and many, many more. C.A.R.S., Y102 Radio Station, Parks & Rec, and even our local grocery stores helped us advertise and supported us throughout the program. The program was very successful and so rewarding. We ended the program with another fun filled day but this time with 200 hula hoops provided by IEHP and they were enjoyed by all. Parents and children alike gave us such amazing feedback and were very appreciative. Parents would join in the yoga and

Zumba lessons, and also commented on how we've educated them on how nutritious school meals are with all the healthy choices.

They are all looking forward to next summer.



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HESPERIA UNIFIED SCHOOL DISTRICT SUMMER FEEDING PROGRAM CONTINUED FROM PAGE 6





NUTRITION EDUCATION

SIX SIMPLE WAYS TO IMPROVE STUDENT HEALTH & ACADEMIC ACHIEVEMENT

BY Shannan Young, R.D.N., S.N.S. | Program Director, Food Systems | Dairy Council of California

As a school foodservice professional, you have a tremendous opportunity to make the cafeteria and point of purchase a place to feed kids' bodies, and their minds as well.

The school meal program models balanced eating patterns and provides food from all five food groups. A growing body of research links nutrition and achievement, meaning that kids who eat well do better in school.

In fact, participation in school breakfast or lunch programs is associated with improvement in grades, standardized test scores and school attendance. And when specific nutrients missing from students' diets are increased (nutrients emphasized in school meals via fruits, vegetables and dairy products) academic performance improves.

(Bradley, BJ, Greene, AC. Do Health and Education Agencies in the United States Share Responsibility for Academic Achievement and Health? Journal of Adolescent Health, 2013.)

This link is so strong that many teachers across California and the country are adding classroom nutrition education to their lesson plans. Did you know the Dairy Council of California works with over 35,000 teachers a year, supporting them in educating over one million students a year?

As school foodservice professionals, you can make a classroom to cafeteria connection and extend the learning even further by turning your cafeterias and lunch lines into learning opportunities as well. Adding nutrition education to the cafeteria can be fun and fairly simple. In fact, most of the resources below are free or just require some printing.

This year, turn your cafeteria into a learning laboratory for healthy eating, a place to learn and help children succeed with these six simple and inexpensive ways to add nutrition education into your school cafeteria or meal service.

CONTINUED FROM PAGE 8

1. Get parents involved! Visit <https://www.healthyeating.org/Schools/School-Foodservice> to download a customizable tip sheet in English and Spanish called School Lunch: A Smart and Easy Choice that details the many benefits of school meals for children and parents.

2. Start a Wellness Wednesday program in the cafeteria. Post simple nutrition messages and have front line staff quiz students on related trivia each week. Find 26 weeks of "Wellness Wednesday" content at [https://www.healthyeating.org/Portals/0/Documents/Schools/SFS/Tools%20Created%20by%20Schools/Monthly%20Themed%20Point%20of%20Sale%20Signs%20\(1\).pdf?ver=2017-03-10-083555-790](https://www.healthyeating.org/Portals/0/Documents/Schools/SFS/Tools%20Created%20by%20Schools/Monthly%20Themed%20Point%20of%20Sale%20Signs%20(1).pdf?ver=2017-03-10-083555-790). These messages work well on electronic signage or as morning announcements.

3. Got digital menu boards? Bring nutrition education into the cafeteria and support school meal programs by displaying this MyPlate 5 Food Group video in the service area! <https://healthyeating.org/Schools/School-Foodservice>

4. Add an exciting cling to your milk cooler. <https://www.healthyeating.org/Portals/0/Documents/Schools/SFS/Tools%20Created%20by%20Schools/Milk%20Cling%202017.pdf?ver=2017-03-17-112504-673>. Contact your local Dairy Council of CA Community Nutrition Adviser today

5. Print and display colorful posters for month-long nutrition observances that include simple nutrition information. [https://www.healthyeating.org/Portals/0/Documents/Schools/SFS/Tools%20Created%20by%20Schools/Monthly%20Themed%20Point%20of%20Sale%20Signs%20\(1\).pdf?ver=2016-05-16-161220-387](https://www.healthyeating.org/Portals/0/Documents/Schools/SFS/Tools%20Created%20by%20Schools/Monthly%20Themed%20Point%20of%20Sale%20Signs%20(1).pdf?ver=2016-05-16-161220-387)

6. Get teachers involved! As mentioned above, over 35,000 teachers already include education in the classroom. You can help encourage more teachers to include nutrition in the classroom. A survey of teachers in the Elk Grove school district found that 75% of teachers said they were more likely to encourage students to eat school breakfast or lunch because of their participation in the district's nutrition education program.

Encourage teachers to order free classroom programs from Dairy Council of CA, Team Nutrition or other partners like Harvest of the Month, then brainstorm classroom to cafeteria connections. Even better? Encourage teachers to join their students in the cafeteria for a meal. Doesn't have to be every day, but even once a month or every-other-month can go a long way.



Continued on Page 9





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CSNA has become a powerful voice in Sacramento. Building effective alliances with other organizations that share our vision and maintaining a credible presence with elected officials is fundamental to the success of Child Nutrition Programs. CSNA has made great strides in advancing Child Nutrition Program issues at the state legislative level. In this time of budget crisis, we need to work together to make sure the funding we have fought for is not cut.

The members of the California School Nutrition Association Public Policy and Legislative Committee cordially invite you to attend the Annual State Legislative Action Conference. The committee is in the process of constructing an exciting program packed with *informative speakers*, great food, and visits with your legislators.

Register today using the form on the opposite page or visit www.CalSNA.org for the most up-to-date information and to register!

Questions? Call us at **(818) 842-3040**
or email us at info@CalSNA.org

TENTATIVE AGENDA - SUBJECT TO CHANGE	
Sunday, January 28th	
12:30 am	First-Timer Orientation
1:00 pm	Registration
1:30 pm	Opening and Welcome
1:45 pm	CSNA's Role in the Legislative and Policy Process
2:15 pm	Budget, Legislation and Political Update
3:15 pm	Break
3:30 pm	Program
4:15 pm	CSNA's Issue Paper
Monday, January 29th	
8:00 am	Program
9:00 am	Issue Paper Review
10:30 am	Break
10:45 am	Program
11:45 am	Lunch (included in LAC registration)
1:30 pm	Legislative Roundtable - Conversations in the Capitol with California's key Legislative and policy makers
4:00 pm	Capitol Tour (at capitol)
5:00 pm	Adjourn
Tuesday, January 30th	
7:30 am	Breakfast with Q&A on Issue Paper/Talking Points (included in LAC registration)
9:00am - 3:00pm	Legislative visits

2018 CSNA State LAC Registration Form

January 28-30, 2018
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CSNA Member - School District	\$225	\$275	\$325	_____
Non-CSNA Member - School District	\$275	\$325	\$375	_____
CSNA Member - Industry	\$275	\$325	\$375	_____
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Request for refund must be received in writing by 1/6/18. A \$50 cancellation fee will be deducted.
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For the most Up-to-Date Information visit www.calsna.org



- LEGISLATION ON THE GOVERNOR'S DESK

BY LEE ANGELA REID | LEGISLATIVE ADVOCATE | CSNA REPRESENTATIVE

The Legislature operates on a two-year session and legislators can either move a bill through the process in one year or use the entire two-year session to do so. Legislation introduced this year must be to the Governor for approval by September 15, 2017 and acted upon by the Governor by October 15, 2017 in order to become law January 1, 2018. There are currently several pieces of legislation moving through the legislative process with the goal of getting to the Governor this year that are of interest to CSNA members.

Senate Bill (SB) 544 by Senator Mike McGuire is particularly significant as it will strongly benefit school food service programs, and more importantly, allow them to better serve students. Senator McGuire represents Senate District 2 - North Coast/North Bay, which includes communities within Del Norte, Humboldt, Lake, Marin, Mendocino, Sonoma and Trinity counties.

Under federal law, procurement Requests for Proposals (RFPs) related to child nutrition programs may include other conditions for awarding, as long as price is the most heavily weighted factor. However, last fall, the California Department of Education (CDE) reviewed California laws regarding the use of RFPs for nutrition services and determined that, based on the wording of the statute, school districts may only award contracts to the lowest bidder.

CDE's interpretation of current law has had an adverse effect on school meal programs as well as after school meal and snack programs, because it means that a program provider cannot choose a vendor who might offer locally-sourced produce or ethnically diverse meals that may be more familiar to their students if their bid price was not the lowest received. Providers are also unable to consider the quality of the product or service received.

Specifically, SB 544:

- Requires procurement bid solicitations and awards made by a school district operating child nutrition programs to be consistent with federal procurement standards
- Requires such contracts to be awarded to the most responsive and responsible party and requires price to be the primary consideration, but not the only determining factor.

SB 544 provides a minor change in law that will greatly benefit child nutrition programs, and, more importantly, children. The Legislature has been extremely supportive of the bill. In fact, SB 544 has been approved by the policy committees in both houses as well as by the full Assembly and Senate unanimously – without a single “no” vote.

It is important to also note that CDE not only supports SB 544 but has been instrumental in its development and movement through the legislative process. SB 544 is now before Governor Brown for final action. If he approves the bill before the October 15, 2017 deadline, the new law will be in effect for 2018.



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A Message from Your California Industry Representatives

As we move through the 2017-2018 school year with our positions as your CSNA Industry Representatives, we can't help but reflect on what a wonderful experience this has been for all of us. There has been a lot of learning curves along the way, and we are enjoying every minute being a voice for the Industry.

We have regular phone conferences and meet face to face throughout the year. This allows us to connect and share our ideas and thoughts on how we can support our Industry members as a whole.

Please consider this position at some point in your School food Service career, you would be a wonderful asset to our association.

We look forward to seeing you at our 65th Annual CSNA conference in November for what's to be a wonderful experience filled with many Happy Healthy Days of learning opportunities and for us all.

Lisa Andrea Marquez
CSNA Industry Representative



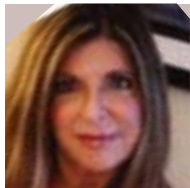
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CSNA Co-Industry Representative



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Linda Sullivan
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Central Cal - Industry Co-Chair



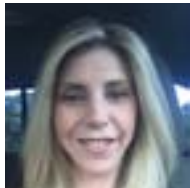
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HAPPY HEALTHY COMMITTEES

BY GAIL GRAMLING | PROFESSIONAL DEVELOPMENT COMMITTEE 2017

When I was accosted and lead down the road to the Professional Development Chair position a few conferences ago I was still finding my footing in a position in a new school district food service department. Saying that I was not aware of the duties of the chair of this committee would be an understatement. Luckily, with the guidance of former chair Judi Reynolds, and longtime leadership pal Toni Chaffee, I had great networking resources. I have concluded that the California School Nutrition Association (CSNA) is not just an organization and the Conference committee is not just planning a conference.

This association is a family of colleagues. The reality is, as a committee member, we interact with each other across many miles, many schools, counties and districts, yet we are all working towards the same goal; opportunity for growth and increased knowledge.

Our organizations mission is educating and empowering members to provide healthy meals to foster an environment where children achieve overall wellness and lifelong success. CSNA has helped me to grow through networking, professional development and knowledge I know that I am better prepared for the school nutrition road ahead.

For this opportunity, working as part of this committee, I am grateful. I want to encourage lunch ladies and lunch dudes hiding behind those aprons and hair nets, to take a step outside of the box, make bigger strides in your professional development, learn something new, meet new people and perhaps join a committee. You will definitely have a few more Happy Healthy Days. I certainly am enjoying my days on this side of the conference planning wheel.

“I want to encourage lunch ladies and lunch dudes hiding behind those aprons and hair nets!”

CONFERENCE CHAIR'S MESSAGE

BY SNEH NAIR | CONFERENCE CHAIR

Sacramento, Capitol of the U.S. State of California, lies at the confluence of the Sacramento River and American River. The district of Old Sacramento harkens back to the city's Gold Rush era, with wooden sidewalks and wagon rides. One of several museums in Old Sacramento, the California State Railroad Museum depicts the construction of the Transcontinental Railroad, among the country's earliest technological feats. And, Sacramento has just been named the “America's Farm to Fork Capitol.”

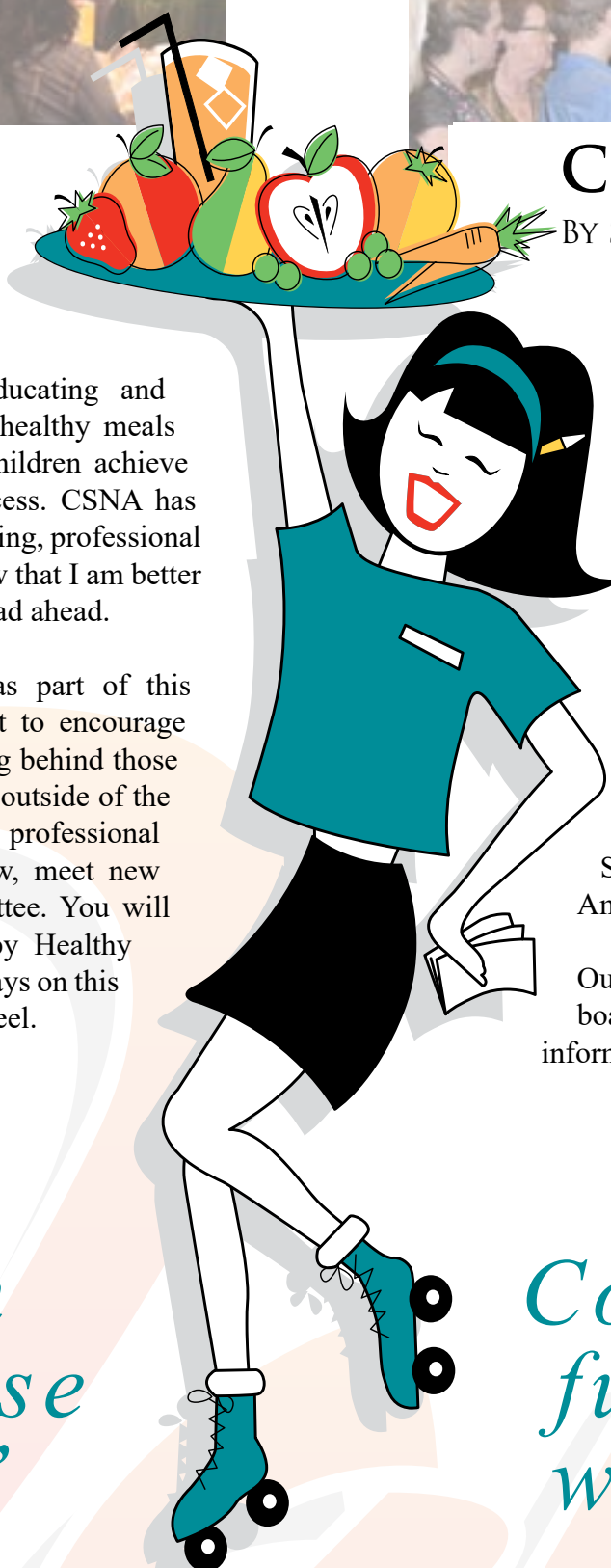
Our Annual Conference this November boasts great speakers presenting informative, educational and awesome

sessions. The pre-conference tours are being planned keeping in mind our rich agriculture and Sacramento river tour.

As in prior years the goal is for all participants to walk through, see and test all the products show cased by the hundreds of vendors to strive to make our industry even better everyday.

CSNA conference committee invites all members, prospective members, industry partners and prospective industry partners to join us in Sacramento for a fun-filled yet educational weekend this November 9th through 12th 2017!

“The CSNA Conference Committee invites all for a fun-filled yet educational weekend this November!”



CONFERENCE MESSAGE

BY TONI CHAFFEE | CSNA PRESIDENT

Hey all you Chickie babies, Cool cats, Greasers, and Motor heads, registration is now open and it is time to start planning your 1950's attire for the president's party on Saturday evening. Lets "Twist the Night Away" and take it back to the days of being at a 50's diner with your friends! You are hip to a whole new sound, so put on your best threads, lose the squares, and get ready to head to fat city for the biggest bash of the weekend.

You may feel like you're back in the good ol' days of ice cream sundaes and root beer floats. Grab your poodle skirts and get ready for a rockin' good time! I hope that all of you are planning to "make the scene" at this years state conference in Sacramento.



I look forward to seeing all my CSNA friends in Sacramento and welcome the opportunity to meet new members as well. I am truly honored to represent you as your CSNA President and here's to "Happy Healthy Days" and serving California's future each and every day.

SILENT AUCTION & RESOURCE CENTER

BY APRIL BROWN | SILENT AUCTION & RESOURCE CHAIR

Fundraising!! Is your chapter looking for more fundraising ideas? Think CSNA Annual Conference.... Think Silent Auction... It's a great way for your chapter to raise money and at the same time help the CSNA Scholarship fund earn money too. The proceeds are split 50/50, so bring as many items as you want. Examples: Gift baskets, purses, blankets, jewelry, gift cards, and even golf or mini vacation packages.

People love a great deal and your chapter raises money to make it stronger. Another *Win-Win* Situation!

For more information please contact
april.brown@hesperiausd.org



TIPS FOR A SUCCESSFUL SILENT AUCTION:

- Make a list of what is in the basket. People are more likely to pay for what they know is there
- Bring something that no one else will have. This makes your basket more enticing.
- Make it look pretty. This makes your basket get noticed!



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ROOM CUT-OFF MONDAY OCTOBER 16TH

Educational Sessions & Program Chart!

THE CSNA 2017 ANNUAL CONFERENCE NOVEMBER 9-12, 2017

	A Fri 8 - 9	B Fri 9:15 - 10:15	C Sat 8:45 - 9:45	D Sat 1:30 - 2:30	E Sat 2:45 - 3:45	F Sun 8 - 9	G 9:15-10:15
1	Local Foods in School Foodservice	Plays Well With Others	The Stress Club: Take Your Power Back	Legislative Advocate? Not Me! (Legislation Part 1)	Legislative Advocate? I'm Ready, Now What? (Legislation Part 2)	Dealing with Difficult People	USDA Farm to School Grant
	Joan Giampaoli	Tami West	Tami West	Suzanne Morales, Lee Angela Reid	Suzanne Morales, Lee Angela Reid	Bart Christian	Ben Thomas Laurie Pennings April Mackill
2	Marketing to Generation Z	The Smarter Lunchrooms Movement: Engaging Students in Your Cafeteria	How to Handle Pesky People	Nurturing Positive Attitudes in Our Youth	The Price is Right for Smarter Lunchrooms	Spreading the Word...Without Breaking the Bank	How to Speak with Confidence that Creates Connection
	Cheyenne Meyer	Phoebe Copp, Barbara Lee, April Mackill	Matt Upton	Paul Higgins	Heather Reed, Crystal Young, Candice Sainz	Cheyenne Meyer	Matt Upton
3	NAC		TBD	Making Food Safe	Procurement and the Law	Everything You Want to Know About Plate Waste But Are Afraid to Ask	
			Ryan Molnar	Mary Ellen Taylor	Barry Sackin	Gay Anderson	
4	Sanitation	Sustainability in the School Meal System	Super Co-Op: A California USDA Foods Cooperative	Writing Recipes Right	Making Ground in F2S Procurement: Bids, Policy and the Power of Data	Trends in Nutrition, Health and Food Service and How Districts are Innovating to Stay Current	Starting Non-Traditional Feeding Programs
	Ben Penn, Jeff Nelken	Colleen McKinney, Lauren Pitts, Nancy Deming, Kari Hamerschlag, Alexandra Emmott	Stephanie Bruce, Andrew Soliz, Lynnelle Grumbles	Lynn Shavinsky	Ben Thomas, Laurie Pennings, April Mackill	Shannan Young	Gayle Swain
5	Antibiotic Free Poultry Defined	Give More, Get More by Inspiring your Employees	Making Sense of the New Food Label	Impact of Mindful Eating Activities Among Elementary School Children and their Families	How Are You Valuing Your Commodities?	California Thursdays - Developing a Statewide Network	Going Round about Cycle Menus
	Michelle Reitzin-Bass, Kathleen Romley, Niki Mann, Diana Mendoza	Shelley Carmichael, Carrie Austen, Diedra Peedle	Mary Ellen Taylor	Joan Giampaoli, PhD, RDN	Cheyenne Meyer Joe Cook	Jonathan Foley	Lynn Shavinsky
6	Waste Not-Youth Engagement Strategies that Reduce Plate Waste	Summer Meals Showcase	Beginners Guide to U.S. Department of Agriculture Foods	The National School Lunch Program and School Breakfast Program Meal Patterns for Pre-K Have Changed: What You Need to Know	Modifications to Accommodate Disabilities in the School Nutrition Programs: It Takes a Village Approach	State Update	
	Heather Reed, Crystal Young, Rosemary Carter	Gurjeet Barayah	Amy Bell, Manpreet (Neena) Kaur	Elizabeth Moreno, Julie BoarerPitchford	Lori Porter, Ashley Osterman, Liz Beechler	Sandip Kaur	
7	How to Create a Fast Line Atmosphere for our Students		Local Agency Procurement Tool	What's in your OATS? Exploring the Off-site Assessment Tool			
	Matt Upton		Lynda Phan	Sean Hardin			
			House of Delegates 8:15 - 9:45				

Key Area Color Code

Administration	Communications & Marketing	Nutrition/ Nutrition Education	Operations	State Updates/ CDE Presentations
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	THURSDAY November 9	FRIDAY November 10	SATURDAY November 11	SUNDAY November 12
6:30 AM				
7:00 AM			Workout 7-8	
7:30 AM			HOD 8:15 - 9:45	Educational Session F 8:00 -9:00 a.m.
8:00 AM			Educational Session C 8:45 - 9:45	Educational Session G 9:15 - 10:15 a.m.
8:30 AM		Educational Session A 8:00 - 9:00	Exhibitor Showcase Sacramento Convention Center 10-1:30	Regional Awards Brunch & 3rd General Session Ryan Molnar 10:30 a.m. - 12:30 p.m.
9:00 AM		Educational Session B 9:15 - 10:15		
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Tours & Fitness!

THE CSNA 2017 ANNUAL CONFERENCE NOVEMBER 9-12, 2017

SACRAMENTO TOUR – NOV. 9, 2017

This year's tour in Sacramento will start off observing Washington Unified School District's college preparatory Bryte Caffé (Culinary Arts Farm to Fork Education) and their 4000 sq ft Culinary Arts class. The Bryte Caffé, a student-run restaurant and Culinary Arts Class was opened in August 2016. We will also tour their raised garden beds to see some of the produce they serve in the Bryte Caffé. We will receive samples from the students and also samplings from local farmers. Our next stop will be to discover the city of Sacramento's beautiful riverways aboard the River City Queen boat. During this 3-hour tour we will enjoy the natural beauty of the river while enjoying snacks on board. The River City Queen also boasts a full service no-host cash bar. The Tour will end at 2:00 p.m. in Old Sacramento, where you can stay as long as you like: strolling, shopping or stay for dinner. This tour is limited to 60 passengers and only costs \$40.00, sign up early to reserve your spot.



CAPITAL PARK WALK – SATURDAY MORNING FITNESS EVENT

How many times have you been to the State Capitol and never walked in the Capitol Park? Come out bright and early on Saturday morning for our guided fitness walk. We will walk the 40-acre Capitol Park, admire trees from around the world and visit the international Peace Rose Garden. Along the walk we will view buildings, memorials and points of interest that make Capitol Park one of the most beautiful State Capitol grounds in our nation. Don't forget your sweats, we'll be outside breathing the cool, crisp, fresh air.

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Meet our Keynote Speakers!

THE CSNA 2017 ANNUAL CONFERENCE
NOVEMBER 9-12, 2017



Paul J. Higgins

FRIDAY, NOVEMBER 10, 2017

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

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

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

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

Meet our Keynote Speakers!

THE CSNA 2017 ANNUAL CONFERENCE
NOVEMBER 9-12, 2017



Bart Christian

SATURDAY, NOVEMBER 11, 2017

“Simple Solutions - Trusting Change”

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

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

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

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

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

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

Meet our Keynote Speakers!

THE CSNA 2017 ANNUAL CONFERENCE

NOVEMBER 9-12, 2017



Ryan Molnar

SUNDAY, NOVEMBER 12, 2017

DIRECTIONAL LEADERSHIP DEVELOPMENT

“Find Your Purpose”

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

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* Source: 2016 USDA Food Buying Guide Additional Yield Information for School Meals.



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Exhibit Chair's Message

BY KATHY MASTEL | EXHIBIT'S CHAIR

Just 12 Short weeks until we gather in beautiful and historic Sacramento, for the kick off of CSNA'S "Happy Healthy Days" conference and vendor show. Annual conference is the highlight of our year in CSNA and it comes at the perfect time. We are all ready to get out of our districts after school starting up and meet up with business associates and friends, some we only see at times like these.

- Wear Comfortable shoes!
You'll get your steps in for sure!
- Bring your Business Cards.
And be prepared to collect a few.
- Know what your needs are.
So you can use your time wisely
- Take small bites!
You fill up fast on all that good food!



The vendors are working hard to prepare for you, so come prepared to get the most out of your vendor show.

It will be here before we know it. Hope to see you there!

"...come prepared to get the most out of your vendor show!"



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School Food Service Employees Only - (Industry members please contact Amber at CSNA for Registration Information 818.842.3040)
Registration is NOT OPEN to non-exhibiting Industry Professionals. You must work in a school to attend if your company is not exhibiting.
Happy Healthy Days! - The 65th Annual Conference & Trade Show - November 9 - 12, 2017

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

NAME		TITLE	
PREFERRED NAME ON BADGE		SPECIAL ACCOMODATIONS & DIETARY REQUIREMENTS	
DISTRICT NAME			
MAILING ADDRESS	IS THIS HOME OR WORK (PLEASE CIRCLE ONE)	CITY	STATE ZIP CODE
WORK PHONE	FAX	E-MAIL	

REGISTRATION FEES

FULL CONFERENCE REGISTRANTS (INCLUDES PRESIDENT’S PARTY & REGIONAL AWARDS BREAKFAST)			
	EARLY DISCOUNT FEE <small>(ON OR BEFORE 9/29/17)</small>	REGISTRATION FEE <small>(AFTER 9/29/17)</small>	AMOUNT
<small>If PAYMENT IS RECEIVED</small>			
CSNA MEMBERS			
DIRECTOR/SUPERVISOR	\$250	\$275	\$ _____
MANAGER	\$230	\$255	\$ _____
STAFF/STUDENT/RETIRED	\$225	\$250	\$ _____
CSNA PAST PRESIDENT	\$ 0	\$ 50	\$ _____
NON-MEMBERS			
DIRECTOR/SUPERVISOR*	\$430*	\$455*	\$ _____
MANAGER*	\$290*	\$315*	\$ _____
STAFF*	\$275*	\$300*	\$ _____
STUDENT/RETIRED/GUEST	\$275	\$300	\$ _____
<small>* INCLUDES 1 YEAR SUBSCRIPTION TO CSNA AND SNA (\$177 FOR DIRECTORS AND \$52 FOR MANAGERS AND \$47 FOR STAFF)</small>			

SINGLE DAY REGISTRANTS (DOES NOT INCLUDE MEALS UNLESS CHOSEN AND PAID FOR BELOW)			
PLEASE CHOOSE DAY: <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY <input type="checkbox"/> SUNDAY			
	EARLY DISCOUNT FEE	REGISTRATION FEE	AMOUNT
<small>If PAYMENT IS RECEIVED</small>	<small>(ON OR BEFORE 9/29/17)</small>	<small>(AFTER 9/29/17)</small>	
CSNA MEMBERS			
DIRECTOR/SUPERVISOR	\$ 115	\$130	\$ _____
MANAGER	\$ 110	\$125	\$ _____
STAFF/STUDENT/RETIRED	\$ 105	\$120	\$ _____
GUEST	\$ 105	\$120	\$ _____
NON-MEMBERS			
DIRECTOR/SUPERVISOR	\$140	\$155	\$ _____
MANAGER	\$135	\$150	\$ _____
STAFF/ STUDENT/RETIRED	\$130	\$145	\$ _____
GUEST	\$130	\$145	\$ _____
<small>MEAL FUNCTIONS (OPTIONAL, NOT ALREADY INCLUDED IN PRICE ABOVE)</small>			
PRESIDENT’S PARTY - SATURDAY, 11/11	\$ 65	\$ _____	
REGIONAL BRUNCH - SUNDAY, 11/12	\$ 40	\$ _____	


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

Pre-Conference Workshops Thursday November 9, 2017

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

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

SNS Credentialling Exam - 12:30 pm - 5:00 pm (\$225 SNA Members, \$325 Non-SNA Members - *Register Directly with SNA - www.SchoolNutrition.org*)
(Check in by 12:30 pm - Program begins promptly at 1:00 pm)

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

Pre-Conference Tour Thursday November 9, 2017

Local Tour - 9 am – 2 pm (meet by 8:45 am, bus leaves promptly at 9 am) \$40 \$ _____

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

GRAND TOTAL REGISTRATION/MEALS \$ _____

PAYING WITH CHECK No. _____ MADE PAYABLE TO CSNA AND MAIL WITH COMPLETED REGISTRATION FORM TO:
CSNA, P.O. Box 11376, BURBANK, CA 91510 - PHONE: (818) 842-3040 - FAX: (818) 843-7423

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

CREDIT CARD NUMBER	EXP DATE	BILLING ZIP CODE	V-CODE
BILLING ADDRESS _____			
SIGNATURE _____			

PURCHASE ORDERS WILL NOT BE ACCEPTED. REQUEST FOR REFUND MUST BE RECEIVED IN WRITING BY 9/22/17. A \$50 CANCELLATION FEE WILL BE DEDUCTED.
CHILDREN UNDER THE AGE OF 16 YEARS WILL NOT BE PERMITTED INTO THE EXHIBIT HALL. COLLEGE STUDENTS MUST BE REGISTERED BY AN INSTRUCTOR.
FOR FURTHER INFORMATION ABOUT THIS CONFERENCE OR TO REGISTER ON-LINE, PLEASE VISIT www.CALSNA.org

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Questions or to request samples, please contact:
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WHAT ABOUT THE BACK OF THE HOUSE

BY LYNETTE ROCK

We all know that customer service is the most important thing we can do to improve participation. But is there anything else we can do? The answer to that question is simple – focus on the back of the house. By back of the house, I am referring to quality meal preparation that will have your customers coming back for more! Producing a quality meal is easy if you use the five-step process called PROUD.

To produce quality meals, excellence must be achieved at every step of the preparation and service or the “PROUD” way.

- P - Plan food production for just-in-time service*
- R - Review quality indicators and standardized recipes*
- O - Organize equipment and recipe ingredients*
- U - Use the right culinary techniques*
- D - Deliver a quality product.*

PLAN Review Organize Use Deliver

Let’s start with step one: plan food production for just-in-time service. Just-in-time service means to cook food just when you need it and not hold it for any length of time. In order to do this, you need to review the menu, the work schedule and communicate effectively to your team.

You need to have a plan in order to be successful. First, know what’s on the menu, how much oven space you have, and how many items you need to cook for lunch that day. And don’t forget, you need to know what time lunch is. Remember sometimes it changes! You also need to know if there are breaks between lunch periods. But when do you start cooking lunch? The easiest way to do this is to work backwards.

If lunch is at noon, you want to be pulling the last pan out of the oven at 11:50, assuming you don’t have breaks between lunch services. Look at your menu and decide what items will not hold well such as French fries and pizza. These need to be the last items that go into the oven, and then pulled out of the oven just before service. What about burritos? They probably will hold better than hamburgers or chicken nuggets. Maybe they need to be the first items in the oven that day. The goal is to plan your cooking schedule based on pulling the last items out of the oven just in time to serve. This might take some practice getting used to, but once you figure it out, it really is easy! If you know how long it takes to prepare and cook an item, you know how far in advance work must take place to be

Continued on Page 33



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ready for service. And speaking of service, you want to be ready on time to serve your customer. They have a limited amount of time for lunch. Be ready to serve lunch 5 minutes before the lunch bell.

A quality product is not produced when you are cooking lunch at 8 a.m. and holding the items until noon. I have seen this happen too often! The kitchen staff wants to get everything done early so they can get the kitchen cleaned up before lunch, have their lunch break and then serve the students food that has been held for 3-4 hours. This will not result in repeat customers! How would you feel if you went out to eat at McDonalds and the hamburger they served you was 4 hours old? Would you go back?

Plan REVIEW Organize Use Deliver

The second step of the five step process is to review the quality standards and the standardized recipe. The quality standards tell you how the finished product should look and taste when it is done. A standardized recipe is one that has been tried, adapted, and retried several times for use by a given foodservice operation and has been found to produce the same quality results and yield every time when the exact procedures are used with the same type of equipment and the same quantity and quality of ingredients.

When we are talking about quality standards, we need to think about three of our senses

- Sight
- Smell
- Taste



We eat first with our eyes, so it is important that the product looks good. How do you package the product? Does it look appetizing? Have you thought about the colors of the food when you placed the food on the tray or put the salad bar together? We react to color. The more colorful a tray is the more appealing it will be to our senses. When you serve the food is it placed neatly on the tray or is it just slopped on the tray? Presentation affects the customer's perception of the product.

When setting up your salad bar, think about the colors. Try arranging the salad bar in a colorful fashion. Ask yourself:

- How does the food look from the customer's point of view?
- Do the colors complement each other?
- Is the food attractive and eye appealing?
- Would I want to eat this food?

Your salad bar should be presented in an appealing way to your customers to encourage them to eat more fruits and vegetables. Planning on how the salad bar will be set up and what serving utensils to use is critical.

Our second sense is smell. Does the item smell good? When they walk into your kitchen, does the smell make you hungry or ugh! Have you ever had broccoli that smelled not so good? What did that do to your appetite? Why would the students react any differently? What happens when you have a BBQ on campus and the smell is going out across campus? Kids come running for lunch! What does the smell of bacon do to you? How about the smell of homebaked cookies or fresh bread? Doesn't it just make you hungry? Do you go to certain restaurants just because they smell good?

The final sense is taste. If the food looks good and smells good, more than likely it will taste good. But if it looks bad or smells bad – are you even willing to try it? Make sure you taste your product before you serve it. Does it meet your standards?

Texture and consistency of the product will also affect your sense of taste. Does the food have the right texture and bite to it once you get it in your mouth? How does it feel in your mouth? You want to make sure you have a variety of textures in your meal.

And finally, one other quality standard that we can't leave out is service temperature. Is the hot food served hot enough? Is cold food served cold? There is nothing worse than lukewarm milk! Temperature affects not only taste, but food safety. Everyone who works in the school nutrition program must practice safe food handling during preparation and service. Foodborne outbreaks can occur when improper procedures are used to prepare and serve food. Hot food needs to be held at or above 135 degrees and cold foods need

to be held at or below 41 degrees. During the food service period, you should check the temperature of your foods to ensure they are being held at the correct temperature and record these temperatures according to your procedures.

While we are on food safety, as a member of the school nutrition team, you need to practice good personnel hygiene. You should wash your hands and wear disposable gloves when handling ready-to-eat foods and never eat on the serving line or the food prep area.

Do you have standardized recipes, and more importantly are you following them? Standardized recipes are building blocks for quality, quantity food production. By following the detailed instructions, a quality product should be produced every time it is served. The customer wants to know that each time the product is served it will be the same as it was last time. A standardized recipe ensures the food served at the different school sites tastes the same. If you go to McDonalds in Florida, the yogurt parfait and cheeseburger will be the same and taste the same as one bought in your home town. That is how they get repeat customers.

Make sure you always review the recipe from beginning to end before starting production. Reviewing the recipe will help prevent problems that could arise during food preparation and production.

In 1961, Julia Child, Louisette Bertholle, and Simone Beck published "Mastering the Art of French Cooking." In it they wrote that too often a beginner cook will begin enthusiastically on a new dish without reading the recipe first. Suddenly an ingredient or a processor timing issue will arise and there is frustration, surprise and even disaster. To avoid frustration and disaster, you should always read the recipe first, even if you are familiar with the dish you are preparing.

Even convenience foods have a recipe. The directions or recipe tells you how to prepare and cook the product. By following the recipe, you will ensure the customer receives a quality product each time.

Plan Review ORGANIZE Use Deliver

Step three of the five step process is to organize equipment and recipe ingredients before getting started, The French term for this is mise-en-place

(meez-un-plahss) which means "to put in place." Organizing your equipment and ingredients will save you time and energy and make production move a lot more efficiently – hence taking less time!

Organizing your workspace to work smarter not harder is a major component to proper mise-en-place. Take time to plan your work. It is estimated that the average worker takes 14,000 steps per day. That's a lot of walking – do you really need to be taking that many steps? Wouldn't you be more efficient if you got everything at once?

Plan Review Organize USE Deliver

Step Four of the five step process is to use the right culinary techniques and serving methods. To ensure a quality product is prepared and served, you need to choose the right tools to do the job. Do you have the right scoop sizes, do you have the right knives?

There is a difference between weights and measures. Weights and measures are not interchangeable. Volume refers to the amount of space an ingredient occupies in a measuring container and is expressed in terms such as teaspoons, cups, gallons. Weight is expressed in terms such as ounces and pounds. When you don't use the correct serving utensils, not only will you not get the yield you expected but it is also costly. The first person and the last person served deserve the same portion size. If the incorrect portion is served, you may run out of food or have a large quantity of leftovers.

Plan Review Organize Use DELIVER

The last of the five step process is to deliver a quality product. The food on the serving line will demonstrate your skill and level of commitment to the customers. Do you serve wilted lettuce or burnt pizza? What does that tell your customer? I always told my staff if they wouldn't serve the food to their family, they shouldn't be serving it to the students. Serving a high-quality product will demonstrate your pride in a job well done.

The PROUD way, or the five-step process, should be used when preparing quality meals. It just makes sense. If you follow the five steps during preparation, you will be PROUD of the healthy meals you serve.



DISNEY STAR SKAI JACKSON VISITS GIDLEY SCHOOL IN EL MONTE

BY DR. ROBERT LEWIS, SNS | DIRECTOR OF NUTRITION SERVICES | EL MONTE CITY
SCHOOL DISTRICT

On Friday, September 1st, Disney star Skai Jackson (Bunk'd, Jesse) visited Gidley School at El Monte City School District to promote Grab n Go breakfast with our middle school students. Superintendent Dr. Maribel Garcia and Principal Alba Zamora-Day welcomed Share Our Strength/No Kid Hungry California Director Kathy Saile to the district. Director of Nutrition Dr. Robert Lewis and Project Coordinator Caitlin Woglom toured Ms. Jackson through the breakfast program.



Ms. Woglom co-taught a middle school nutrition class with Skai as teachers Mr. Peter Lam and Ms. Patricia Fletcher welcomed the duo to their classrooms. During meal service, cafeteria staff and Ms. Jackson greeted students and handed out No Kid Hungry promotional materials and awesome sunglasses. Skai talked to her middle school peers about the importance of starting each day with a healthy breakfast.





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WHAT'S COOKING WITH CHEF JIM

BY CHEF JIM



It's fall and during that first snap of cold weather people often start longing for a big bowl of fragrant chili. And while people are known to passionately defend their favorite version, debate beans versus no-beans, and move the heat levels around from mild to eye-popping, at least everyone has an opinion! As for me, there are very few bowls of chili I've met that I didn't like.

It is said that there are as many chili recipes as there are chili cooks. Here are two chili recipes that Chef Jim has developed for our use here in Lakeside. I can barely wait until it's cool enough here in Southern California to put them on the menu.

Chili with Beans

Yield: 848 1-cup servings, 2 MMA,
¼ cup Red-Orange Vegetable, ¼ cup legumes

Kidney beans, drained	32 #10 cans
Beef crumbles	60 lb.
Tomato paste	8 #10 cans
Water	16 gallons
Chili powder	2 lb.
Cumin, ground	8 oz.
Garlic, roasted	6 lb.
Black pepper	1 cup
Salt	1 cup
Dried onions	1 gallon
Salsa, canned	8 #10 cans
Diced tomatoes, canned	4 #10 cans

Combine all ingredients. Bring to a boil, reduce heat and simmer 30 minutes or until flavors are blended.

Chili Mac

Yield: 640 #6 Servings, 2 MMA, 1.25 Grain, ½ cup
Red Orange, 1/8 cup Other Vegetable

Oil	1 quart
Onions, diced	15 lb.
Carrots, diced	15 lb.
Celery, diced	15 lb.
Garlic, mined	3 lb.
Chicken base	2 ½ cups
Tomato paste	1 #10 can
Tomato sauce	6 #10 cans
Crushed tomatoes	6 #10 cans
Chili powder	4 cups
Oregano	1 cup
Paprika	1 cup
Cumin, ground	3 cups
Salt	¼ cup
Sugar	1 cup
Kidney beans, canned	6 #10 cans
Beef crumbles	50 lb.
Elbow macaroni, dry	40 lb.
Cheddar cheese, shredded	10 lb.

Heat oil. Add onions, carrots, celery and garlic and cook until softened. Add tomato paste, all spices, sugar and salt. Cook until fragrant. Add tomato sauce and diced tomatoes. Puree until smooth. Add kidney beans and beef crumbles. Bring to a boil, reduce heat and simmer 30 minutes or until flavors are blended.

Cook and drain elbow macaroni. Add to beef mixture. Portion into ten prepared 4" steamtable pans. Top with 1 pound shredded cheese. Cover with lid and keep warm until time of service.

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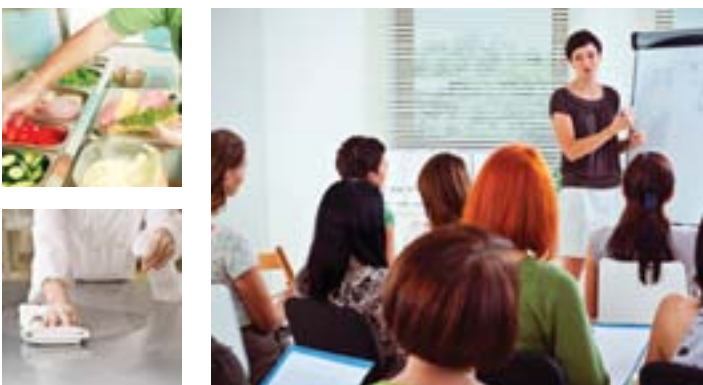


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POPCORN DIPLOMACY

JIM MELIKIAN RECEIVES SUPERVISORIAL COMMENDATION

BY DOUG YAVANIAN

Los Angeles County Supervisors Janice Hahn, District 4 and Kathryn Barger, District 5 honored James L. Melikian at a recent weekly meeting of the Los Angeles County Board of Supervisors (LACBOS).

The Board of Supervisors previously declared April as "Armenian History Month." Melikian, known as "The Popcorn Man," who is of Armenian descent, was presented with an official commendation scroll signed by all five Supervisors, honoring his work on behalf of children in California, as an advocate for enhanced nutrition in schools.

"The Popcorn Man," is the company founded by Melikian over 40 years ago and provides school districts throughout California with healthy nutritious items based on the standards outlined in national school lunch and other federally funded programs, stated Supervisor Hahn. "He is an active Armenian American and Los Angeles County resident. In addition to his activism within the Armenian community, he is active in both State and national politics on behalf of a whole host of school nutrition associations," added Hahn.

"I am extremely humbled and pleased to have received this honor. It is with great pride and humility that I accepted their praises; especially during this important period in Armenia's history," noted Melikian.

Melikian and his wife Connie, who reside in Rancho Palos Verdes, currently serves on the Board of the Southern Regional Council of the Armenian Assembly of America. They are "Godfathers" to the Armenian Apostolic Cathedral of the Western Diocese of the Armenian Church located in Burbank, California. In addition, they are founding supporters of the Ararat Eskijian Museum having donated the statue of "Mother and Child," located at the entrance of the Mission Hills facility. He has worked tirelessly with the Armenian Assembly for the past 30 years headquartered in Washington, D.C., to pursue a resolution commemorating the Armenian Genocide.

Through his efforts on behalf of the state and national nutrition associations, he has been twice honored as

Continued on Page 41

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the recipient of the prestigious California Association's "Donald F. Flahiff Industry Appreciation Award." His dedication to the various associations has allowed him to attend numerous national legislative action conferences in the nation's Capitol and California legislative gatherings.

Giving back is a philosophy and foundation which serves as one of his primary principals for family, business and life. His list of involvement and dedicated service includes support and participation in such organizations as the Fresno State Alumni Association (FSAA – Life Member), the Fresno State Bulldog Foundation, the Los Angeles World Affairs Council, the Palos Verdes Chamber of Commerce, the Town Hall of Los Angeles, the Armenian Tree Project, the Knights of Vartan, the Triple X Fraternity, Armenian Eye Care Project, the Capitol Hill Club of Washington D.C. and currently is a sponsor of the Los Angeles Harbor International Film Festival.

This service and dedication for the betterment of these organizations and his alma mater was the reason that Melikian was honored in 2014 as one of the CSU Fresno and FSAA's "Top Dog" recipients. This is an award annually bestowed on outstanding alumni. In this case, he was honored on behalf of the University's School of

Arts and Humanities. The Melikians have established three scholarships for students in the Journalism, Public Relations and Mass Communications disciplines.



As the "Popcorn Man" Company continues as one of California's true entrepreneurial enterprises, Melikian stays involved as an active member of the California School Nutrition Association, the Southern California, Northern California, Mother Lode and Central California school nutrition associations.

Through his self proclaimed "Popcorn Diplomacy," Melikian laughingly acknowledges that he has probably given away more popcorn than he has sold.



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CHAPTER 44 UPDATES

INSTALLATION OF NEW OFFICERS DINNER

BY JULIE ARTILE

On May 18, 2017 Chapter 44 held their annual "Installation of New Officers Dinner." The event was held at the beautiful Spring Valley Lake Country Club in Victorville with a picnic theme. We had many in attendance to say good bye to the exiting officers and hello to the new board. Outgoing Chapter 44 Vice President, Jason Hill, introduced longtime friend and colleague Rose Stark.

Chapter 44 is doing something unique this year, instead of having just one president we have Co-presidents Rose Stark and LaShawn Bray. It was an honor to have the current CSNA President, Toni Chaffee, at the meeting to install our two co-presidents. Toni is one of our own local Directors and longtime member of Chapter 44.

Agnes Lally with Garden Grove Unified introduced some special video messages of inspiration, wisdom, and some funny stories from past presidents like Stephanie Bruce, Dena England, Margan Holloway, Denise Ohm, and Lynette Rock.

Many vendors also attended the celebration, Jade Lord & Courtney Burris from J. Lord Snacks, Dale Bowman from Shannon's Bakery, Carol Formal from J&J Snack Foods, and Mike Steele from Rich Chick's. Last but

not least, another special thank you to our "Regionals on the Road," Carrie Bogdanovich and Johnna Jenkins for attending and getting to know our chapter members.



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Apple Cinnamon Tamale

English Muffin Sandwich

Sausage in a bun

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EL MONTE HONORED

PROMOTING NUTRITION & PHYSICAL ACTIVITY

BY CAITLIN WOGLOM, RD | PROJECT COORDINATOR
EMCSD NUTRITION SERVICES DEPARTMENT

It was an exciting start to the school year for the El Monte City School District (EMCSD). During their teachers and staff “Welcome Back” breakfast on Monday, August 21st, the District was presented with 12 HealthierUS School Challenge- Smarter Lunchroom (HUSC-SL) awards. U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) Deputy Regional Administrator Terry Gunnell joined the California Department of Education (CDE) Nutrition Services Associate Director Kim Frinzell to present the awards to school principals at the district-wide event. They were welcomed by district administrators, School Board members, teachers, and staff. The Nutrition Services Department catered the event with the baseball theme of “Stepping Up to Home Plate.”

The USDA HealthierUS School Challenge is a voluntary initiative established in 2004 to recognize schools participating in the National School Lunch Program that have created healthier school environments through promotion of nutrition and physical activity. “The students are so fortunate to have professionals like yourselves that go above and beyond to create a



healthy environment that supports the whole child,” Frinzell said.

EMCSD has long been recognized as a state leader in wellness. The District received the first HealthierUS School Challenge Awards in California in 2011, when

Continued on Page 45

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they accepted 14 silver awards. Since then, 9 of the schools have now moved to “gold” level designation. The “gold” level designation is an accomplishment that was only achieved by 10% of schools that applied. In addition to the schools, the Nutrition Services Department received a special Award of Recognition for their many years of service. Dr. Robert Lewis, director, accepted the award on behalf of his department.

The awards show the district’s commitment to a culture of wellness. In the past year, their efforts have included: expansion of innovative school breakfast models, student taste tests, nutrition education in the

classroom, district-wide promotions for National School Breakfast week, new salad bars, and an event with Disney and Nickelodeon teen influencers to promote a healthy, daily breakfast.

Awards such as the HUSC-SL also go hand in hand with CDE’s Team California for Healthy Kids initiative. They promote healthy eating and physical activity throughout the day, every day, in schools. Other CDE initiatives include Competitive Foods and Beverages, Local School Wellness Policy, and the Smarter Lunchroom Movement.

Changes in local schools and state initiatives are supported by a national movement towards nutritious improvements to school meals, including an emphasis on whole grains, milk with a lower fat content, and right-sized meals appropriate for the calorie needs of students of different ages. Nutrition standards align school meals with the latest nutrition science and the real world circumstances of America’s school, with the end goal of a healthier generation of children.

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COMMUNICATION NEWS

By Cyndi Eastwood | Communications Chair

Hello Fellow CSNA Members, Good news!!! We have more communication resources available for you. Please join us on the Calsna.org website:

- Need a recipe?
- Want to share a recipe?
- Need a speaker for a chapter meeting?
- Want to be added to the speaker list?
- Please Log in to Calsna.org and follow the prompts below to look up helpful resources.

If you want to add to the recipes or speaker tab, please feel free to email me at;
cyndi.eastwood@hesperiausd.org



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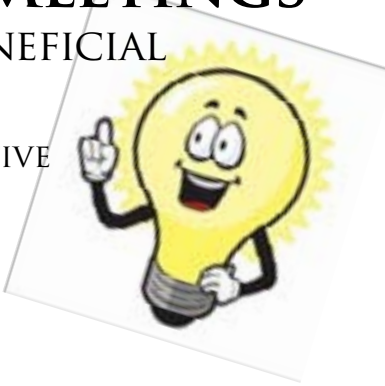
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CEU TRAINING HOURS & CHAPTER MEETINGS

HOW TO MAKE YOUR MEETINGS EVEN MORE BENEFICIAL
FOR YOU AND YOUR MEMBERS!

BY LASHAWN BRAY | SCHOOL NUTRITION REPRESENTATIVE



We all know the Training Standards for All School Nutrition Program Employees and the hours required right?

Directors - 12 hours

Managers - 10 hours

Other Staff - 6 hours

Part-Time Staff 4 hours (less than 20 hours per week)

How about adding that component to your Chapter Meeting Flyers?

1 hour of training (ex: speakers & trainings) in any of the below categories counts as 1 CEU Training Hour towards your districts required Professional Standards Requirements.

So, please follow the link below to find out what category your speaker or training you have scheduled for your upcoming meetings fall into and add that code to your flyer for your members to take back to their districts.

<https://professionalstandards.fns.usda.gov/>

Nutrition: 1000
Operations: 2000
Administration: 3000
Communications: 4000

Also, remember any of your board members who attend a CSNA Board Meeting can earn 5 CEU's; see below: So Presidents please encourage your team to attend.

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SMARTER MEALS

WESTMINSTER SCHOOLS WIN DIGITAL MENU

BY ANNA APOIAN | SCSNA MARKETING CHAIR



Top Row with Students – (left to right)
Superintendent Dr. Cyndi Paik;
Director Stephanie Tovar; Principal, Dr. Dena
Kiouses; Assistant Director, Jaci Morrow;
Teacher, Ms. Georgetti

The winner of the grand prize digital menu board, donated by YumYummi Digital School Menus, goes to Fryberger Elementary School at Westminster School District. Stephanie Tovar, Nutrition Services Director, knows the benefit of building relationships within her District, gaining her department a positive public image. The students of Ms. Georgetti 2nd and 3rd grade class created a 30 second video telling us why their school meals are smarter.



Let your students praise your program too! Then share it with your Board Members or at PTA meetings. Participate this year in our relationship marketing campaigns:

1. Smarter School Meals
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In accordance with the provisions of the Bylaws of the California School Nutrition Association (CSNA),
I hereby indicate my intention of seeking election as:

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

First Name _____ Middle Initial _____ Last Name _____

Home Address _____

Employed by(Name of School District) _____

Chapter Name _____ Chapter Number _____

Home Phone_(_____) _____ Work Number_(_____) _____

Email _____ CSNA Number _____

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

LOCAL CHAPTER

STATE ASSOCIATION

EXECUTIVE BOARD MEETINGS ATTENDED:

STATE CONFERENCES ATTENDED:

Date _____ Signature: _____

Qualifications:

Vice President (1 year term)

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

Treasurer (2 year term)

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

Membership Director (2 year term)

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

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

Regional Coordinator (2 year term)

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

Co-Industry Representative (1 year term)

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

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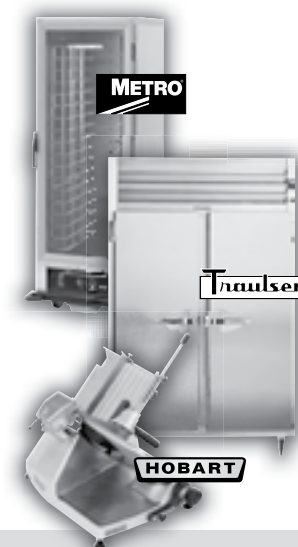
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Reservation Cut-off date is April 13, 2018

The Child Nutrition and Industry Summit Committee is hard at work planning the details of the event. Stay tuned for event schedule available on the website and in the Winter 2018 issue of Poppy Seeds!

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THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION
STRATEGIC COMMITTEES ~ 2017-2018

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October 2017

12	Northern Cal SNA #02 Chapter Legislative Fundraiser	#02
12	Far North #20 Meeting	#20
19	Southern Cal SNA #1 - Fundraiser - A Night at the Museum	#01
26	Central Cal SNA #10 - Meeting	#10

November 2017

09-12	CSNA 65th Annual Conference - Sacramento	CSNA
15	Winter PoppySeeds Deadline	CSNA
15	CSNA LAC Scholarship Deadline	CSNA
17	Southern Cal SNA #1 - Meeting	#01



December 2017

07	Central Cal SNA #10 - Legislative Fundraiser	#10
08	Mother Lode SNA #45 - Meeting	#45
14	Far North #20 - Christmas Social	#20

January 2018

11	Northern Cal SNA #02 - Meeting	#02
19	Southern Cal SNA #1 - Meeting	#01
20-23	SNA Industry Conference	SNA
28-30	CSNA Legislation Action Conference	CSNA

February 2018

09	Mother Lode SNA #45 - Meeting	#45
15	Central Cal SNA #10 - Meeting	#10
15	Far North #20 - Meeting	#20
15	Spring PoppySeeds Deadline	CSNA

March 2018

4-6	SNA Legislative Action Conference - Washington, DC	SNA
15	Northern Cal SNA #02 - Meeting	#02
16	Southern Cal SNA #1 - Meeting	#01

April 2018

12	Central Cal SNA #10 - Meeting	#10
13	Mother Lode SNA #45 - Meeting	#45
19	Far North #20 - Meeting	#20

May 2018

05	CSNA Leadership Workshop	CSNA
6-8	CSNA Child Nutrition & Industry Summit - Universal Hilton, Universal City	CSNA

Please note that these dates are tentative and subject to change
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