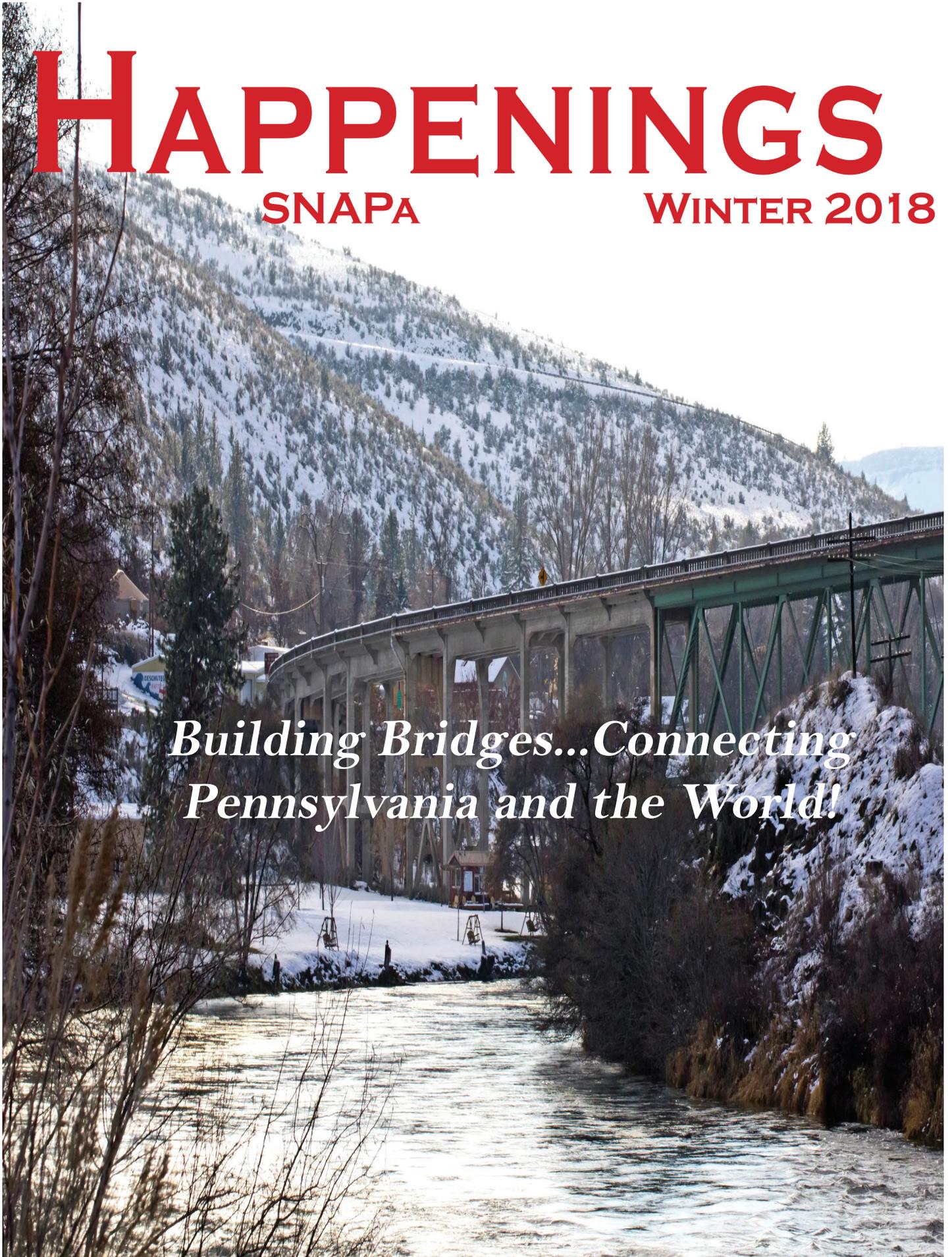


HAPPENINGS

SNAPA

WINTER 2018

*Building Bridges...Connecting
Pennsylvania and the World!*



The **School Nutrition Association of Pennsylvania**
is proud to present the **2018 Election Nominees!**
Vote! March 5-16, 2018



Giarratana

Vice President

Gina Giarratana
Food Service Director,
Pennridge School District

Secretary/Treasurer

Curtistine Walker (Incumbent)
Food Service Director,
Pittsburgh School District



Walker

Public Communications Chair (3 candidates)

Gerry Giarratana (Incumbent)
Transportation, Warehouse & Food Service Director,
Palisades School District

Jennifer Herbst
Food Service Director,
Burgettstown School District



Giarratana



Herbst

Helen Heidler
Food Service Director,
York Suburban School District/
Whitsons School Nutrition

Public Policy & Legislation

Randy Walker (Incumbent)
Food Service Administrator,
Freedom & Riverside School Districts



Heidler



Walker

Employee/Manager Representative (2 candidates)

Sue Eichelberger (Incumbent)
Manager,
Hempfield School District

Dewayne T. Smith
Food Service Field Supervisor,
School District of Philadelphia



Eichelberger



Smith

Membership and Nominating Chair

James "Jace" Cameron (Incumbent)
Food Service Supervisor,
Montgomery County Youth Center

Region 4 Representative

Kelsey Gartner
Nutrition/Garden Coordinator,
Great Valley SD



Cameron



Gartner

Region 2 Representative

Beverly Hendricks
Food Service Director,
Pleasant Valley SD

Region 8 Representative

Chef Justin Tech (Incumbent)
Executive Chef & Food Service Director,
Fort LeBoeuf SD &
Erie County Technical School



Hendricks



Tech

Vote online between March 5-16, 2018.

Only one vote per member & you must have a current email in our member directory.

For questions/concerns contact Pam Gallagher at ExecutiveDirector@snapa.org

Visit www.snapa.org for more details

Published by the
SCHOOL NUTRITION ASSOCIATION
OF PENNSYLVANIA

Melissa Harding
President

Nicole Melia
President-Elect

Nichole Taylor
Vice President

Curtistine Walker
Secretary/Treasurer

Pamela Gallagher
Executive Director

1121 North Bethlehem Pike
Suite 60-227
Spring House, PA 19477

717.732.1100 • 800.929.7737

SNAPA HAPPENINGS

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HAPPENINGS

SNAPA



Feeding Bodies. Fueling Minds.™

President's Message

Melissa Harding, SNS



In only a few short months, we will all be joining together for another exciting annual conference in beautiful Pittsburgh, Pennsylvania. Pittsburgh, known as the “City of Bridges” remarkably has 446 bridges -more bridges than any other city in the world. Before these beautiful bridges soared above the Three Rivers, Pittsburgh was a rugged terrain of deep valleys, creeks and rivers. When the first settlers arrived in the 1700s, they had to cross streams and climb steep hillsides just to travel around the region. To overcome these challenges, the settlers built wooden bridges to connect newly constructed roadways and span the rivers and valleys.

In child nutrition, we face our own versions of rugged terrain and uphill battles, but we persevere. We work through our obstacles by building our own bridges- networks that connect us to each other, that support us through education, advocacy and community.

Bridges help us get from where we are in the present to another place in our future; they help us get across difficult conditions. Sometimes those difficulties are flowing rivers or deep valleys, but in our world they can also be tough regulations, resource issues, or what seem like the endless other problems we all have within our operations. Bridges are ways across those barriers to the implementation of new practices. Building bridges-developing relationships, creating processes, finding new ways to navigate our regulations or learning new rules that need to be followed-that is true leadership. Let the School Nutrition Association of Pennsylvania be the tool to help you build those bridges.

Bridges don't always go up in a day. It takes a team of qualified individuals, detailed blueprints, knowledge, strong materials and innovative equipment to get the job done. There are times of discouragement as well as accomplishment throughout the building process but in the end, a strong and safe bridge is the outcome. This same hard work rings true for our school districts and this association. It takes time and skill to develop the complex bridges needed to make our organizations run well. This year alone, SNAPa has hired a new Executive Director, officially affiliated with the National School Nutrition Association and is moving toward the future with new and exciting conferences and trainings statewide. However, we didn't accomplish this overnight. It took years of strong leadership and support to reach these goals. It is because of the bridges our previous leaders and members have built for us to be successful today. On a local level, it is because of others that you have a bridge to walk over. It is thanks to our supervisors, staff, peers, colleagues and students that have built up our programs. It is your job now to care for the bridge they have paved and continue its success for others in the future.

I encourage you all to think about your bridges, those that exist and those you are still building. Where do you need to build a bridge today? Are there any bridges that need some time and attention? Are there staff or students who need help crossing a bridge you have built? Take some time to contemplate where your bridges will take you in the future. We hope here at SNAPa, it takes you to the City of Bridges with us this summer.

Business & Industry Platinum Partners

**Thank you B&I Partners for your commitment and support.
You are the foundation on which strong nutrition programs
are built!**

Advance Pierre

American Dairy Assoc. NE

Carol H. Gilbert Consulting

Clark Food Service Equipment

Food Safety Solutions, Inc.

Food Service Solutions

General Mills

Georgeo's Water Ice, Inc.

Hobart Traulsen Baxter

J & J Snack Foods Corp

K.B. Pizza Co., Inc.

Kellogg's

Key Impact Sales

Land O'Lakes

M2 Foodservice Representatives

Meals Plus

Nardone Brothers Baking Company

National Food Group, Inc

National Food Sales, Inc.

Nordon/PKE

Red Gold LLC

Schmid Dewland Associates

Schwans Foodservice

Singer Equipment Company, Inc

Slush Puppie Distributors of PA

Starliper Associates

The JM Smucker Company

US Foods- Allentown

Waypoint

Yang's 5th Taste

Business & Industry

Gold Partners

AccuTemp Products, Inc.

Acosta Food Service Sales & Marketing

Amish Country Bakehouse

Appeeling Fruit Inc.

Asian Food Solutions, Inc.

Ateeco, Inc. / Mrs. T's

Barry Food Sales

Berks Packing Co., Inc.

Bernard Food Industries, Inc

Bridgford Foods

Bush Brothers & Company

Cargill Kitchen Solutions (Sunny Fresh)

Catallia Mexican Foods

Chortles-Raisels

Comida Vida, Inc

ConAgra Foodservice

Curran Taylor, Inc.

David's Cookies

Diversified Foods, Inc

Domino's Pizza Smart Slice

Don Pancho Tortillas

Dr Pepper Snapple Group

E S Foods

Ecolab Inc

Ekon-O-Pac

Feesers, Inc.

First Quality Consumer Products

**Food Service Management Solutions,
LLC**

Foster Farms

Galliker's Dairy

Giorgio Foods, Inc.

Global Food Solutions

Hadley Farms

Harris School Nutrition Solutions

Health-e-pro

Heartland School Solutions

Hershey Creamery Company

Highliner Foods

Integrated Food Service

IPS Rebates

Jack & Jill DSD

Jennie-O Turkey Store

JTM Food Group

K12 Services, Inc.

Kent Precision Foods Group

Kikkoman

Knouse Foods/Slaybaugh Associates

Kunzler & Company, Inc

Lamb Weston

Lori Beckwith Consulting

Business & Industry

Gold Partners

M&B Products, Inc.

M.K. Food Service Equipment, Inc.

Maid-Rite Specialty Foods, LLC

McCain Foods

McTague Associates

Mealviewer

Michael Foods

Mickeys Wholesale Pizza

Milford Valley

Moccia Enterprises, Inc.

Mondelez International

Morabito Baking Company

Old Neighborhood Foods

OnPoint Commercial Services

Outback Steakhouse

PA Beef Council

Pacific Northwest Canned Pear Service

Peak Sales & Marketing, Inc

Penn Jersey Paper

Pennsylvania Beef Council

PepsiCo Food Service

Peterson Farms Fresh, Inc.

Pinnacle Foodservice

Prime Food Sales & Consulting, LLC

PrimerEdge

Rational USA

Ruiz Foods

Rutter's Dairy Inc

School Nutrition and Fitness

Seashore Fruit & Produce

Service First Food Sales & Distribution, Inc.

Silver Springs Farm, Inc.

Simplot

Snyders Lance Inc

SR Rosati, Inc.

Super Bakery, Inc.

Swiss Premium Dairy

Tabatchnick Fine Foods, Inc

Talking Rain Beverage Co.

The Core Group

The Rutter's Companies

True Food Service Equipment Inc.

Turbo Air

Tyson Foods

United Soybean Board

Upstate Niagara

Windsor Foods

Zink Foodservice

New B&I Partner Memberships

The SNAPA Board of Directors passed a new Business & Industry Partner membership term. The new term will be from July 1 to June 30. Memberships due in January 2018 should still renew in January and the membership benefit will be extended until June 30, 2019.

Keep an eye out for our renewal reminders. SNAPA will be charging a credit card convenience fee to help us keep membership costs down for everyone. We are happy to accept checks payable to SNAPA for membership dues. We have outlined the newly approved membership categories below:

Bronze Level \$350	Silver Level \$1,205	Gold Level \$1,600	Platinum Level \$2,200
<p>Old Basic Membership</p> <p>Company name listed on website as a Bronze member</p> <p>Access to membership directory</p>	<p>New ** 2018-2019</p> <p>Company name listed on website as a Silver member</p> <p>Access to membership directory</p> <p>½ Booth with signage</p> <p>¼ page Ad in one issue of <i>Happenings</i></p> <p>10% discount on additional advertising</p>	<p>Company name listed on website as a Gold member</p> <p>Access to membership directory</p> <p>Full Booth with signage</p> <p>½ page Ad in one issue of <i>Happenings</i></p> <p>15% discount on additional advertising</p> <p>One ticket to the President's Dinner</p>	<p>Company name listed on website as a Platinum member</p> <p>Access to membership directory</p> <p>Full Booth with signage</p> <p>Full page Ad in one issue of <i>Happenings</i></p> <p>20 % discount on additional advertising</p> <p>Two tickets to the President's Dinner</p> <p>Platinum Partner Reception at Conference</p> <p>Company name and logo in one issue of <i>Monday Morning</i></p>





Executive Director News

It is a pleasure to introduce myself to you as the next Executive Director of the School Nutrition Association of Pennsylvania (SNA-PA) and I couldn't be more excited! After a challenging interview process, the Executive Committee honored me by offering me the position. I am looking forward to serving the State of Pennsylvania in this position. My goal is to help make your membership to SNA-PA a valuable resource for you as a state and national member. I've always felt that membership to a professional association is extremely important not only for your own personal growth but for the overall development of school nutrition as an industry. SNAPA

was incorporated in 1965 and has been advancing the availability, quality, and acceptance of school nutrition as an integral part education since that time. My main focus will be assisting the SNAPA Board of Directors in providing relevant professional development through innovative and exciting conferences and workshops, supporting state and federal advocacy efforts, representing the nutritional interests of our students, and working with our Business & Industry Partners to help you boost student participation and sales in your programs.

Pamela Gallagher

Executive Director

executivedirector@snapa.org

[717-732-1100](tel:717-732-1100)

SNAPa 2017 - 2018 Annual Action Plan

Education & Professional Development

School nutrition professionals will have the necessary knowledge, skills and expertise to administer, manage and deliver healthy school meal programs.

Advocacy & Public Image

Policy makers, school officials and parents in Pennsylvania will rely on SNAPa as the authority for designing and funding school meal programs.

Community

School nutrition programs will be strengthened through collaboration with members, state affiliates, industry and allied partners.

Infrastructure

SNAPa will have a financially sustainable funding model with a nimble governance structure respective of contemporary association business practices.

****VOTE****VOTE** NATIONAL OFFICERS **VOTE****VOTE****

PA NATIONAL MEMBERS. The SNA Election will take place over a two-week period in February 2018 (February 15-28) through a secure online voting website. Check the School Nutrition website in January to learn more about the candidates. The elected candidates for the positions on the Board of Directors will be installed at ANC, July 9-12, 2018, in Las Vegas, NV. The elected candidates for positions on the Leadership Development Committee will begin their terms on March 1, 2018 to coincide with the annual nominations and election calendar. **Help increase Pennsylvania's voter ratio by logging in and making your vote count!**

President-Elect

Doug Davis, SNS, Burlington Schools, Vermont
Linda Eichenberger, SNS, Oak Hills Local School District, Ohio

Secretary/Treasurer

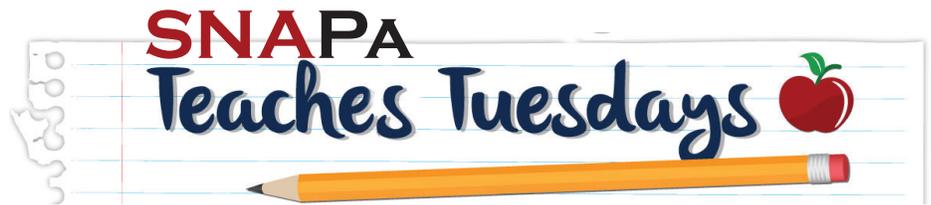
Jill Kidd, MS, RD, SNS, Pueblo City Schools, Colorado
Jessica Shelly, MBA, SNS, Cincinnati Public Schools, Ohio

At-Large Director

Chris Derico, SNS, Lewis County School District, West Virginia
Reginald Ross, SNS, North Carolina Department of Public Instruction, North Carolina



**FREE
WEBINARS**



Visit the SNAPa website to register ... After registering, you will receive a confirmation email with information about joining the webinar.

January 23 - Procurement and Purchasing for School Nutrition Programs
Cecelia Beauduy, PDE

February 20 - "Spice It Up! Using herbs and spices in the school lunch program to increase vegetable acceptance and intake"
- *Kathleen L Keller, Associate Professor in the Depart. of Nutritional Science and the Department of Food Science at Penn State University*
- *Juliana Fritts, Grad. Student Assistant in the Depart.of Food Science at Penn State University*

March 13 - Natural Disasters: How they affect produce and national food production rates
Marianne Dayton, SNS

SNA & SNAPA

It's Where YOU Belong!

SNA Membership Matters

SNA is 58,000 members strong and because membership matters to the school nutrition profession, help SNAPa and SNA recruit new members and your reward could be the chance to win a registration to ANC 2019! Recruit five or more new members between June 1, 2017 and May 31, 2018 and you will be automatically entered into a drawing to win 1 of 5 registrations to SNA's 2019 Annual National Conference (ANC) in St Louis.

DON'T FORGET!

Make sure the new member writes your name in the referral section of the membership application form, otherwise it won't count!



The expo will open February 6 - March 16, 2018 exhibitors are available to answer questions in real time on Live Days:

February 7: 11:00 am–4:00 pm ET
February 9: 1:00 pm–3:00 pm ET
February 20: 1:00 pm–3:00 pm ET

Earn CEUs when you access more than 20 pre-recorded educational sessions in the Learning Center. There are topics for everyone – social media, nutrition, leadership, allergies and more, with such popular speakers as Dayle Hayes, Bart Christian and our own Carol Gilbert!

Information and applications for SNAPa's 2018-2019 Scholarships & Awards are now available on SNA-Pa's website. The following awards are given:



- Director of the Year**
- Manager of the Year**
- Employee of the Year**
- Nutrition Educator of the Year**
- E.J. Schindel scholarship**

Some basic guidelines:

The recipient must be a current member of SNA and/or SNAPa and be employed in a school food service and nutrition program and must have:

- * An interest in continuing education to better serve the need of the Child Nutrition Programs
- * Involvement of teamwork with staff, teachers, administrators, students and the community
- * Better serving customer's needs in nutrition education
- * Networking with professionals to gain ideas to better serve the needs of the Child Nutrition Programs

Complimentary registration for SNAPa's 2018 Annual Conference (if applicable), single accommodations for Director/Manager/Employee of the Year winners, double accommodations for Regional Award winners and meals at the 2018 SNAPa Annual Conference, "Building Bridges", held in Pittsburgh, PA from July 31-August 2 at the David L. Lawrence Convention Center. Costs associated with travel to and from Pittsburgh are not covered.

The E.J. Schindel Scholarship will be awarded again in 2018 to a graduating senior who wishes to pursue a food service career. Recommendations are encouraged from all SNAPa members!

For additional information, please contact SNAPa's Scholarship and Awards Committee Chair Gina Giarratana at the Penridge School District... 215-453-2766... ggiarrat@penridge.org



How to Earn Your SNA Certificate in School Nutrition

It's more important than ever to invest in your school nutrition professional development. Earning your Level 1, Level 2 or Level 3 SNA Certificate in School Nutrition shows your commitment to your profession and helps you stay current on the job. SNA's Certificate Program is based on the standards of practice in SNA's Keys to Excellence Program and, SNA's Certificate Program aligns with USDA Professional Standards.

Earning your certificate in School Nutrition will:

- Provide a career ladder you can use to advance to other positions
- Add credibility to your position and to your school's program
- Enhance your professional image with supervisors, parents and administrators
- Stay current on the latest issues and solutions related to your job

Get started today by downloading SNA's Certificate in School Nutrition Program Guide (pdf) to review the requirements for each level and use the application form.

Certificate Program Application



APPLICATION INFORMATION

(Print or type all information)

Preferred Mailing Address: Home Work

Check here if membership application has been submitted and you do not already have a membership number.

SNA Membership Number: _____

Name (first, middle initial, last) _____

Preferred Address _____

City/State/Zip _____

Home Phone _____ Work Phone _____

Fax _____ E-mail _____

Do you receive a pay increase for having a Certificate in School Nutrition?

Yes No

Application Fees and Documentation

Submit your application form and copies of the required documentation for the Level you are applying for to SNA.

Place a checkmark next to the appropriate Member or Non-Member fee that pertains to the Level you are applying for.

Level	Application Fee for Members	Application Fee for Non-Members
Level 1	<input type="checkbox"/> \$17	<input type="checkbox"/> \$61
Level 2	<input type="checkbox"/> \$22	<input type="checkbox"/> \$73
Level 3	<input type="checkbox"/> \$32	<input type="checkbox"/> \$180

Declaration

I declare that all the information I have provided is true to the best of my knowledge. I understand that SNA reserves the right to verify any or all information in this application or in connection with my certificate. Therefore, I understand and agree that my failure to provide information that is true, respond to authorized SNA requests for additional information or abide by SNA policies and procedures shall constitute grounds for rejection of my application or denial or revocation of my certificate.

Signature _____ Date _____

Payment

Total Payment Enclosed \$ _____ Check Money Order
 VISA MasterCard
 American Express

Credit Card Number _____ Expiration Date _____

Name on Card _____

Billing Address (if Different from preferred address) _____

Signature _____

Make check or money order payable to SNA. Mail your application, payment and documentation to: SNA, P.O. Box 759297, Baltimore, MD 21275-9297 or fax your application, credit card information and documentation to: (301) 686-3115.

NOTE: Please allow 4 -6 weeks for your application to be processed. The application fee is non-refundable. If your application is incomplete, you will receive a letter listing additional documentation needed to earn your Certificate and you will have 30 calendar days to submit the documents to SNA. If SNA received your documents after 30 calendar days, you will have to re-submit the entire application and pay the initial certification fee again.

MAKE A PHOTOCOPY OF YOUR APPLICATION FOR YOUR RECORDS. Please call the SNA Service Center at (800) 877-8822 or email us at certsns@schoolnutrition.org with any questions. SAVE MONEY! Become a member of SNA when you apply for a certificate. For a membership application, call the Service Center at (800) 877-8822.

Chapter NEWS

Chapter 7

9/19. We started our meeting with tours of the school gardens at Bucks County Youth Center. Jason Tumelty, Deputy Director of Bucks County Youth Center (BCYC), provided a team building session focusing on communication. The staff of BCYC prepared the meal, incorporating vegetables and herbs from the gardens. Following dinner Tegan Hagey, Senior Program Specialist, USDA Farm to School provided a presentation. Kate Watts of the Humane Society showed a video on "Meatless Mondays." The Chapter recognized Jackie Froehlich of BCYC who was named SNAPa 2017 Director of the Year. Melissa Harding, SNAPa President attended the meeting and wished everyone a successful year. The Chapter donated food to Lord's Pantry, St. John's, Ottsville. There were 10 districts at the meeting.



10/16. Central Upper Bucks held a meeting hosted by Palisades School District. Christi Beazley, Carol H Gilbert Consulting presented Staying Jazzed- Maintaining a Positive Attitude and Cha-Ching, an interactive review of breakfast and lunch meal identification. Everyone earned 2 CEUs.

We had an excellent dinner and participated in a fundraising raffle complete with door prizes.



Chapter NEWS

snapa21
southeastern

Bensalem Township School District hosted the December Chapter meeting. The meal was provided by Greta Askew. The holiday theme was 'Reindeer Games- Building Your Team spirit. As you can see we were quite creative.



Hatboro-Horsham School District hosted the October Chapter meeting. Christi Beazley, Carol H. Gilbert Consulting guided attendees through the "Food Service Mystery at Sam 'n Ella's Café!" Dinner was provided by Doug O'Neill of National Food Sales. 7 school districts attended.

SNAPa's Chapter 33

North Montco Chapter held their September meeting at Lower Merion School District. The evening meal was provided by Greta Askew. New leadership was welcomed with many folks from districts that we have not seen in attendance. Activities included a raffle, SNA webinar on Food Allergies and NSLP Jeopardy.



North Montco met again on November 2, and enjoyed an excellent meal, with an engaging training session complete with a raffle and prizes.

The Chapter Challenge

SNAPa Chapters are the core of *your association*. We encourage all members to become passionate about *their chapter* by participating in the 2017-18 Chapter Challenge. There are four Chapter Challenges designed to link the goals of your Chapter to the goals of SNAPa. You must provide documentation with the completion of each challenge!

Challenge #1

Conduct at least one chapter meeting using a SNAPa Teaches Tuesday's webinar as the educational session. New SNAPa Teaches Tuesday's will be made available throughout the year and can be found at www.snapa.org

Challenge # 2

Write to a state or national legislator discussing the importance of supporting school nutrition programs and invite them to attend a chapter meeting. Invite a SNAPa member who attended SNA's Legislative Action Conference to speak at a meeting about their experience and the legislative issues that were addressed with policy makers during the "Charge to the Hill."

Challenge # 3

Invite board members to chapter meetings to help promote SNAPa and leadership opportunities within SNAPa. Send all meeting dates to the regional representative to be placed on the SNAPa calendar website. Nominate at least one person for a scholarship or award on either the SNAPa or SNA level. Identify potential future leaders to the regional representative.

Challenge # 4

Demonstrate increased and/or sustained chapter membership with an addition of five new SNA memberships throughout the 2017-2018 year. Host a membership development meeting by having currently active members invite coworkers who are not active. Review benefits of SNA and SNAPa membership at this meeting using SNA resources to promote membership available on the SNA website at www.schoolnutrition.org.

Submit all documentation to your Regional Representative no later than June 15, 2018 for review by the SNAPa Executive Committee. Plan to attend SNAPa's 2018 Annual Conference, Building Bridges in Pittsburgh! at the David L. Lawrence Center, July 30-August 2, 2018 to receive your Chapter Challenge Award!

Awards

- **Platinum Chapter** Complete ALL 4 Challenges
 - **\$200 for your Chapter**
- **Gold Chapter** Complete 3 Challenges
 - **\$125 for your Chapter**
- **Silver Chapter** Complete 2 Challenges
 - **\$100 for your Chapter**

Auto Correct and Other Grammar Issues

Who hasn't either received or sent an email, a text message, even a formal memo only to realize, after it left our hands, that a word was incorrect. Depending on how you have auto correct set up on your computer or phone that one word can change the entire context of the message. Not only do you feel foolish, you might offend someone by what you improperly type.

Sometimes it's the words we think we are using correctly which end up creating problems. It could be words we use which we perceive as being correct, or sophisticated words we use to make us appear smarter. Perhaps it's just our fingers hitting the wrong keys. No matter how you look at it, if you've typed it, you're responsible for what was sent.

Here are some tips:

- Always read your message before you send it, even a 5 word text message can auto correct a word to say something you didn't intend.
- When you finish an email or memo walk away from it for 10 minutes then come back and read it again before you press send.
- If you are preparing a formal document like a resume, have someone proof read what you've typed before sending. Misspelled words, improper grammar and punctuation can be the reason why your application wasn't considered.
- Understand the spelling and grammar tools your computer and phone have, and USE them!
- Check to be sure you are using the correct word.

*Information provided by Carol Gilbert,
President of Carol H Gilbert Consulting
and an Industry Platinum Partner*

Resources for Additional Professional Development Hours

School Nutrition Association – www.schoolnutrition.org, click on Education and Professional Development, then click on Webinars on Demand

Institute of Child Nutrition – www.theicn.org, click on Online Courses where you will find a variety of newly updated courses

PA Department of Education – Register to use this new website <http://www.schoolnutritiontoolbox.org/NewSNT/index.html>, A wide variety of courses offered

Produce for Better Health Foundation – Variety of webinars and produce handling videos
https://pbhfoundation.org/pub_sec/webinars/

#Shareyourinnovation

The #Shareyourinnovation campaign is the inspiration of a group of SNA members who serve on the SNA Young Professionals Task Force who met at ANC and wanted to find a way to show what was happening in their cafeterias to inspire and encourage innovation. The concept of creating and sharing short videos or photos of their cafeterias was born! Being innovators themselves, the group seeks to inspire others to share their innovation and support the great work of the School Nutrition Foundation.

Participating in the campaign is easy:

1. Create a short video, photo or photo slide show that shows one innovation in your cafeteria.
2. Post on social channels with the hashtag #shareyourinnovation
3. Challenge up to 3 others school nutrition professionals to share their cafeteria innovation and/or donate to the School Nutrition Foundation.
4. When you post your video make sure to use the hashtags and tag your challengees. #shareyourinnovation @SchoolNutritionFoundation. For Facebook, the #shareyourinnovation must be in the post itself and not in the comment section.

Tips for successful social media campaigns

- **Keep your video simple and limit it to one topic/innovation.** You want to capture the attention of the audience quickly, so start off with a quick sentence about what you are doing. If posting a video, you might want to write a short script and practice it before your recording a video. If you are posting a photo, photo slide show or album – make sure to tell the story in the post. What is the innovation, how does it add value to your program? Describe results or outcomes.
- **Make it fun.** People like to laugh, so keep members of your audience engaged with a video or photo that they would enjoy viewing. Keeping things lighthearted lets people connect SNA/SNF on a human level and in an authentic way.
- **Be specific about the call to action.** Make sure you ‘call out’ those you are challenging to participate and be specific about what you want them to do. Make sure this is in your video script and in your social media post. **To encourage action, ask three (3) people to participate within the next three (3) days.**
- **For more information:** <http://docs.schoolnutrition.org/files/Share-your-innovation-campaign.pdf>



Designing Menus for Today's Customer

Designing menus for the school nutrition program is a lot like a building project. Every building project starts with a vision, an idea, to meet anticipated needs for the future. A vision needs to be identified, brainstorming incorporated, blueprints and plans developed, construction initiated and the final design launched. During construction, there may be problems, requiring change orders and revisions, prepare for adjustments. These steps all apply to the process of designing menus for today's customer.

After the vision is defined you need to involve key stakeholders to accomplish the goal. Identify key stakeholders and define their role in your vision. You might include food service staff, students, administrators, teachers, parents, school board members and vendors. Stakeholders provide input during the brainstorming and project development phase. Ask stakeholders to openly verbalize thoughts and ideas. Write everything on poster paper, no matter how simple, unique, crazy or out-of-the box. The ideas generated will shape the third stage of planning.

- Managers and production staff provide insight on work flow, kitchen layout, storage needs and serving concerns.
- Students define meal likes and dislikes, dining environment, and time spent waiting in line.
- Administrators are key in identifying budgets and meal schedules.
- Teachers are important allies who can encourage students to participate in the program.
- Parent perceptions define if students can participate in the program and how frequently.
- Vendors provide insight to new menu concepts and equipment.

Like a blueprint the menu starts with a strong foundation, the meal pattern, and must fit in the financial parameters of the project. Ideas generated during brainstorming become the design to move the program from 'old' to "NEW". As ideas are solidified, meet with stakeholders again. Are you on track, did you hear what the stakeholder wanted? If necessary, incorporate the change orders to satisfy the customer.

As you near the launch of your new design, communicate final menus, recipes, merchandising with the food service staff. Plan marketing to customers, parents, teachers to build excitement. Talk with your public relations department for assistance with media coverage. Advertise on your webpage, post information on Facebook, Twitter and Snapchat. Finally, gather sales data, meal counts, production records to analyze how the new design is working. Meet with stakeholders again, tweak when needed. A building project takes time, planning is essential, success is achieved when the customer is satisfied!

Innovative Menu Designs

Pop-up Stations – One day events- Super Bowl, World Series

Ethnic foods – Cuban, Korean, Vietnamese, vegetarian, vegan, kosher, halal

Comfort foods – Regional dishes

Theme days - Dr. Suess, Pretzel day, Homecoming

Menu packaging – Bundling, Colorful containers, presentation

Learning Quads – Service in other settings – Meals, snacks, coffee, milk steamers

Kiosks – Quick service in other areas in the café or school, Grab 'n Go

Dining enhancements - High-Top tables, booths, colorful murals, signage

*Information provided by Carol Gilbert,
President of Carol H Gilbert Consulting
and an Industry Platinum Partner*

**SNAPA THANKS OUR NEW & RENEWING
SNA MEMBERS ...
FROM MARCH 2017 TO JANUARY 2018**

Patricia Bader
Mita Barot
Judith Bertsch
Laura Bishop
Caitlin Boland
Brooke Bray
Jessica Brisbin
Della Broomall
Chuck Brown
Erin Brunner
Regina Burns
Lori Cale
Cecelia Carlin
Lynn Cesarini
Joi Clark
Rebecca Comer
Judith Corbin
Glorianna Costello
Kim Croci
Jennifer Csondor
Tina Cyr
Allison Davis
James Dierolf
Joanna DiRienzi
Michelle Dombach
Cathy Dorazio
Cynthia Dunsworth
Rosella Durso
Deb Enman
Peter Estes
Danielle Evans
Jessica Felton
Jean Fischer
Travis Folmar

Tracy Frederick
Sara Fries
Crystal Gauss
Brenda Gibson
Kellie Guise
Tina Gutshall
Russell Hackenburg
Lizanne Hagedorn
Scott Hasman
Eric Hatt
Audrey Hess
Colton Housel
Brenda Hunsecker
Jennifer Jarrett
Shekeana Johnson
Kelly Kenny
Gary Kiernan
Regina Killius
Jamar King
Pat Laffey
Donna Landrin
Sue Lawson
Ketha Lehman
Lyudmilla Liao
Jennifer Liberace
Connie Ligenza
Matt Luchansky
Helen Malloy
Sally Matthews
Lauren McCabe
Christine Medaglia
Natalie Miceli
Debra Miller
Katherine Miller

Anabel Moritz
Dianne Morrow
Julie Mullen
Brenda Mundy
Marybeth Peters
Karen Pinardo
Carrie Plecher
Martika Powell
Lindsay Radzvin
Pamela Reed
Lisa Ritchey
Awilda Rivera
Dana Rue
Wendi Saponsek
Matthew Sfarra
Melissa Shoen
Lenore Shollenberger
Lori Smith
Debra Staab
Nicolette Stafford
Christine Stewart
Amanda Stewart
Jenny Strickler
Emily Stump
Chris Teager
Marta Torres
Romeo Valdeviezo
Enza Venezia
Diane Vinson
Ginger Williams
Michele Wirth
Lorriane Wolesslagle
Tammy Woomer
Donna Yorlets

SNAPA & SNAPA
It's Where YOU Belong!



LEGISLATIVE UPDATE

Quick News Notes

ON THE HILL: DC & Harrisburg

ACT 55 Lunch Shaming, Reality for PA Schools

The hot button topic know by the media as “lunch shaming” has been addressed with a new law by the PA Department of Education. Act 55 of 2017 has made significant changes to the Pennsylvania Public School Code. Most importantly to School Food Services is section 1337, which prohibits schools from denying a school food program meal to any student who requests one but does not have the money to pay for the meal at the time of service. The most important things to know about the new law are as follows:

- Communication about school meal debt must be directed to the parent/guardian, not the Student.
- Communication must occur when student owes for five or more meals. Two communication attempts must be made.
- Schools must not publicly identify or stigmatize students because they have a school meal debt
- Students cannot be made do chores in order to receive a school meal
- Schools cannot direct a student to discard a meal that has been served to them
- Students cannot be denied participation in activities or graduation because they have a school meal debt

All requirements went into full effect on December 6, 2017. Vonda Cook, State Director of Child Nutrition Programs, strongly encourages all Food Service Staff, Administrators and School Board Members to review PDE-MEMO-12-4-17, which can be found under the PEARS Download Forms.

JOIN us in DC for the 46th Annual Legislative Action Conference

In other news, SNA’s 46th Legislative Action Conference is right around the corner! It will take place March 4th through 6th at the JW Marriott Hotel in Washington D.C. On March 6th, a team of SNAPA Members will “Charge the Hill!” We will visit U.S. Representatives and Senators on Capitol Hill sharing our expertise, passion and stories about our state’s concerns for funding. Last year, we obtained representation from every congressional district so we could meet with **every** Congressman and Senator, or their Aides. Our message was heard loud and clear! We are aiming for the same strong presence and message this year! Please consider being a part or our team, even if just for Tuesday when we “Charge the Hill!” Contact Randy Walker, rwalker@freedom.k12.pa.us, if you can attend.



SAVE THE DATE

The SNAPA 2018 Annual Conference: Building Bridges is taking place in Pittsburgh from July 30 – August 2, 2018 at the David L. Lawrence Conference Center. This year's conference will have a strong focus on Farm to School including sessions on local procurement, best practices, new ideas, and cooking demonstrations.

Highlights include:

- ★ Monday July 30, pre-conference events will include a tour of Turner Dairy Farms, where milk is sourced exclusively from local family dairy farm partners in Western PA, a ServSafe class and exam, the SNS credentialing exam, CPR/First Aid Training, and an Administrative Review Survival session provided by PDE. Registration for pre-conference events is required.
- ★ Tuesday, July 31- Opening General Session features Leslie Bonci, Registered Dietician, as the keynote speaker. Leslie, a nutrition consultant for many big-name companies, has worked as the sports dietitian for the Pittsburgh Steelers, appeared on the Today Show, Dr. Oz, and currently has a local weekly television and radio segment. She knows a thing or two about nutrition and will share her knowledge as we explore the challenges of and solutions to raising healthy children in this crazy world littered with false and misleading nutrition information.
- ★ Wednesday, August 1- Education sessions and Exhibits! A favorite day for every attendee. Earn Professional Development credits for 2018-19, explore new menu ideas, taste-test a variety of foods, share ideas, and network with colleagues!



On the fence about attending? Consider these benefits:

- Free conference registration with SNAPa membership (Not a member? Become one today at www.snapa.org)
- Get your Professional Standards annual training hours all in one spot at the start of the year
- Keep up with new, innovative ideas that are happening in your state
- Learn about upcoming USDA and PDE policies that will affect your meal operation
- Network with food service professionals from all over the state to share ideas
- Have fun & enjoy the wonderful city of Pittsburgh!
- Conference registration coming soon to the SNAPA website.

*Elizabeth Fisher, MS, RD, LDN is the Health and Nutrition Coordinator,
Pittsburgh Public Schools, Food Service Department
and Chair of the 2018 Conference Committee*



In conjunction with the National Leadership Conference

2018 SNA Future Leaders Program

April 26-28, 2018

Long Beach, California

What is the Future Leaders Program?

The SNA Future Leaders Program provides hands-on training to future leaders of the School Nutrition Association during a special training track at SNA's 2018 National Leadership Conference.

What are the benefits of participating?

Future Leaders are given the opportunity to network with other emerging leaders from across the country, hone their leadership and communication skills, and learn from seasoned SNA leaders in a fun and interactive learning environment. Future Leaders will also participate in the Gallup StrengthsFinder exercise to learn their personal leadership strengths and how best to utilize those strengths to lead.

Who can be nominated?

Each state association may nominate up to two individuals to this program. As space fills up, SNA will prioritize allowing as many states to participate as possible. A third nominee may be submitted to be placed on the waiting list, if room is available. Nominees **MUST** be current SNA members who currently hold a SNA Certificate in School Nutrition or the SNS Credential. Nominees should also showcase the following traits:

- Have been in the school nutrition profession for at least 3 years
- Strong association leadership potential and a commitment to SNA membership
- Demonstrated interest in developing leadership abilities and belief in state association/SNA initiatives
- Committed to life-long learning
- Dedicated to a career in school nutrition

Please note that individuals who are currently serving as or have already been elected to State Vice President, President-Elect or President may not be nominated, as they should attend the National Leadership Conference.

How can a future leader be nominated?

To nominate a future leader, state association leaders must submit:

- SNA Future Leaders Program Nomination Form (*due to SNA by February 28, 2018*)
- NLC Registration Form and Fee (*due to SNA by the NLC 2018 Registration Deadline- preferably by the 2018 NLC Early Bird Registration Deadline*)

How much will it cost?

The registration fee for the SNA Future Leaders Program is the same as the registration fee for the National Leadership Conference. The NLC registration fee, transportation and accommodation costs are the responsibility of the state association.

If you have questions, please contact SNA State Affiliate Relations Manager, Nate Bell at nbell@schoolnutrition.org or (301) 686-3074.



In conjunction with the National Leadership Conference

2018 SNA Future Leaders Program

April 26-28, 2018
Long Beach, California

Nomination Form

Nominee's Information:

Full Name

Name Preferred on Name Badge

Title

School District

Phone Number

Email Address

Address

City

State

Zip Code

SNA Membership ID Number*: _____ SNA Membership Expiration Date: _____

____ Holds a SNA Certificate* or ____ the SNS Credential in School Nutrition

**Please note that the nominee MUST be a current SNA member who currently holds a SNA Certificate in School Nutrition or the SNS Credential.*

Special Needs: Please indicate if special accommodations are required to fully participate or if there are any dietary restrictions.

Submitted by:

Name

Position in the State Association

Phone Number

Email Address

***This form is due by February 28, 2018 to SNA at
301-686-3115 (fax) or StateSupport@schoolnutrition.org.***



Feeding Bodies. Fueling Minds.™

2018 Position Paper

Every school day, federal child nutrition programs provide nutritious meals that are critical to the health and academic success of more than 30 million students nationwide. The federal government plays a vital role in the success of these programs: providing reimbursements for each meal served, ensuring equal access to free and reduced price meals for students in need and administering national nutrition standards.

The School Nutrition Association (SNA), representing 57,000 professionals who work on the frontlines in school nutrition programs, urges Congress and the Administration to protect students by strengthening the federal government's commitment to these programs. Congress should bolster historically under-funded school meal programs, which contribute to economic growth and national security, and USDA should continue to minimize unnecessary regulatory burdens. **SNA specifically requests that Congress:**

- 1. Oppose any effort to block grant school meal programs.** Block grants will dismantle an effective and crucial federal program, putting students at risk by cutting funds and abolishing federal standards for school meals. The non-partisan Congressional Budget Office (CBO) warned that block grants could “eliminate access to nutrition programs for some children and reduce it for others.” Fixed-sum block grants would leave states without adequate funds to respond to unforeseen circumstances, including natural disasters or economic recessions. Students in need would go without.
- 2. Support H.R. 3738, the Healthy Breakfasts Help Kids Learn Act, to provide 6 cents in USDA Foods (commodities) for every school breakfast served.** Currently, commodity support is only provided for school lunch. Expanding USDA Foods to support the School Breakfast Program will allow more students to benefit from a nutritious school breakfast, help schools cover rising costs and advance USDA's mission of supporting America's farmers.
- 3. Continue to monitor and support USDA's work to simplify overly burdensome child nutrition mandates to improve efficiencies and reduce costs.** Duplicative administrative requirements divert school nutrition professionals' attention from their mission of nourishing students.

USDA is modifying federal nutrition regulations to help school menu planners manage challenges and prepare nutritious meals that appeal to diverse student tastes. Overly prescriptive regulations resulted in unintended consequences, including reduced student lunch participation, higher costs and food waste. **Therefore, SNA asks Congress to monitor USDA's efforts to provide school meal program flexibility. The final rule should:**

- **Maintain the Target 1 sodium levels and eliminate future targets.** The Institute of Medicine warned that “reducing the sodium content of school meals as specified and in a way that is well accepted by students will present major challenges and may not be possible.” (*School Meals: Building Blocks for Healthy Children, 2010*)
- **Restore the initial requirement that at least half of grains offered with school meals be whole grain rich.** The current mandate that *all* grains offered be whole grain rich has increased waste and costs and contributed to the decline in student lunch participation. Students are eating more whole grains, but schools still struggle with students' regional and cultural preferences for specific refined grains, such as white rice, pasta, grits or tortillas. The temporary whole grain waiver process is inconsistent across states, limiting the availability of waivers to struggling schools unable to meet overly burdensome application mandates.

Some Kalahari memories to keep you warm this winter!





27 SNAPA HAPPENINGS ~ "BUILDING BRIDGES"

PENNSYLVANIA SCHOOL FOOD SERVICE FOUNDATION
1121 N. BETHLEHEM PIKE
SPRING HOUSE, PA 19477



SCHOOL
NUTRITION
ASSOCIATION
OF PENNSYLVANIA
WWW.SNAPA.ORG



JOIN US
July 31st - August 2nd

David L. Lawrence
Convention Center

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