



SNAC Bites – Back-to-School Edition September 2016

Welcome to the September 2016 issue of SNA Communication (SNAC) Bites! SNAC Bites highlights new SNA programs and provides content for your state association publications, chapter meetings, & social media.

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1. Will You Answer the Call (for proposals)?

The School Nutrition Association invites you to submit proposals for presentation consideration at the 2017 Annual National Conference (ANC) in Atlanta, GA July 9-12, 2017. SNA is seeking proposals in the four key learning areas of USDA Professional Standards. Presentation options include 60-minute education sessions or 60-minute interactive round table sessions. You also have the option to submit a proposal for a 4- or 8-hour pre-conference session taking place on Saturday, July 8, 2017.

SNA is seeking to develop an overall program that will result in a diverse array of presenters and perspectives including different professional levels and levels of experience. SNA is committed to aiding school nutrition professionals by providing practical solutions to school nutrition challenges, opportunities to improve current knowledge and develop new skills.

The 2017 Annual National Conference will focus on the following key areas: Nutrition, Operations, Administration, and Communications and Marketing. For additional information and guidance on proposal submission, please visit <https://schoolnutrition.org/CFP2017>. **The Call for Proposals will remain open until September 30, 2016 at 11:59 PM EST.**



2. Back to School, Back to Learning: Don't Miss these Webinars for CEUs!

Now that ANC is over, and the excitement has shifted to the start of a new school year, it's time to register for upcoming SNA webinars! Earn CEUs towards USDA Professional Standards Annual Training Requirements, along with the SNA Certificate or SNS Credential.

- **Wednesday, September 21, 2016: [Promoting the School Meal Programs](#)**
Join Dayle Hayes, MS, RD, the #SocialMediaGuru along with SNA's Marketing Manager, Brittney Mitchell and Director of Media Relations, Diane Pratt-Heavner to learn about new SNA resources to help you promote your school meal program and boost participation. This webinar will highlight shareable content for social media, new additions to the NSLW and NSBW campaigns, how to capitalize on media opportunities and ways to promote your program online.
- **Wednesday, September 28, 2016: [Best of #ANC16 2 of 3: Take a Trip Through the Tummy](#)**
Looking for a better understanding of nutrition? Follow a school lunch through the hidden and amazing world of the human digestive tract.
- **Wednesday, October 5, 2016: Best of #ANC16 Series 3 of 3: Marketing Strategies that Work**
Join us to discover proven marketing strategies with marketing guru Kern Halls, as well as fresh approaches for your program, to increase participation. *(Registration coming soon!)*
- **Wednesday, October 12, 2016: Training the Trainer: Practical Tips for Training Adult Learners**
Discover the different learning styles of your adult learners and how to engage your audience to provide them with a valuable training experience. *(Registration coming soon!)*
- **Wednesday, October 19, 2016: Tempting Teens to Each School Breakfast**
Learn how to use the 4 Ps of marketing to optimize your breakfast program and attract secondary students to eat breakfast at school. *(Registration coming soon!)*

All webinars are held at 2pm Eastern Time (1pmCT/Noon MT/11am PT). Visit [SNA Webinars](#) for more information and don't forget to check out our [Webinars On-Demand](#); over 35 one hour webinars available to SNA members 24/7.

3. Nominations Open for SNA 2017 Election!

The 2017 election nominations process is open! SNA needs members with strong leadership skills, outstanding professional achievements and a record of active participation in their state association and at SNA to lead the association in the future. The Leadership Development Committee is recruiting for multiple positions on the SNA Board of Directors and Leadership Development Committee, as well as for the Chair of the Industry Advisory Council.

Submit a nomination for one or more of the open positions or, submit your own name for nomination! Find the recommendation form- and everything you need to know if you are considering a national leadership opportunity- at www.schoolnutrition.org/LeadershipOpp. **Nominations are due Friday, September 30, 2016.**

The Leadership Development Committee, chaired by SNA Past President Julia Bauscher, will meet at Committee Days in October to select the candidate slate for the 2017 election. The selected candidates will be announced following Committee Days. The election will be February 15-28, 2017.



4. National Member Dues Increase Effective October 1, 2016

Recently, the SNA Board of Directors approved a national member dues increase, which will go into effect on October 1, 2016. As part of the governance changes passed by the SNA Delegate Assembly in 2015, national member dues increases are now approved by the SNA Board of Directors and may occur if needed every other year (only in even years), with a maximum of a 10% increase.

This dues increase will allow SNA to provide and sustain enhanced [member benefits](#), support important advocacy efforts such as [#StoptheBlock](#), and help cover the general increased costs of doing business. In the coming months, SNA members can look forward to additional professional development opportunities including more [FREE webinars](#) to help earn CEUS and meet USDA Professional Standards training requirements. Dues will increase as follows:

- Affiliate Employee/Affiliate Retired: From \$16 to \$17
- Employee/Student/ Retired: From \$30 to \$33
- Manager: From \$32 to \$35
- Director/Major City Director/Educator/State Agency/Other: From \$110 to \$120

Thank you for your membership and we urge you to take advantage of the many benefits and services it provides. If you have questions, please email membership@schoolnutrition.org.

5. National #SchoolLunch Week Kicks Off in October!

Be sure to mark your calendars! National School Lunch Week (NSLW) 2016 kicks off on October 10. This year's theme, "School Lunch: Show Your Spirit," challenges students, staff and school officials to come together to show how much spirit they have for school lunch. SNA provides many resources to help you promote your program: activity sheets for students, infographics for parents, customizable menu and press release templates and much more. To learn how your school can join the celebration and increase participation in school lunch, visit www.schoolnutrition.org/NSLW.

6. Let's Recruit and Win! Join the 2016 Back to School Membership Drive

Our state association is participating in this year's [Back to School Membership Drive](#), and we could win big! This drive began on September 1, 2016 and will end on November 30, 2016. Our state association could win a free registration to National Leadership Conference 2016 in Baltimore- so, help us recruit more members.

You could be a winner, too! Recruit five or more new members between **June 1, 2016** and **May 31, 2017** and you will be automatically entered into a drawing to win 1 of 5 VIP registrations to SNA's 2018 Annual National Conference (ANC) in Las Vegas, Nevada.*. Let's [recruit](#) and win together! Visit www.schoolnutrition.org/recruit for more information and complete rules.

**VOID WHERE RESTRICTED OR PROHIBITED BY LAW.*



7. Help Us, Help You - Update Your Contact Information with SNA!

Making sure that SNA has your correct mailing address, email address, and phone number will help you get the most out of your membership. This will ensure that you receive your membership and/or certificate renewals, *School Nutrition* magazine and the latest news and updates from SNA!

Staying in touch with SNA can be easy! Go to www.schoolnutrition.org and click on the red **Login to My Account** button in the upper right-hand corner. Enter your user name and password to login or click **Member Registration** to create an account. Once logged in, click on the **Member Record** tab and select **Member Contact Information**. Update any needed information and click **Save Changes**. Need help? Contact the SNA Service Center at (800) 877-8822 or servicecenter@schoolnutrition.org for assistance.

8. NEW! Afterschool Meals Resource Guide

Share Our Strength and the School Nutrition Foundation partnered to create a guide to help operators better understand Afterschool Meal Programs: [Three Meals A Day: A Win Win Win – A Guide to Starting and Improving Your Afterschool Meals Program](#). Learn from school nutrition directors who have implemented the Child and Adult Care Food Program's At-Risk Afterschool Meals Program in their districts. The information, tips, and ideas in this guide are based on interviews conducted with ten school nutrition directors from across the country. Each of these directors represented different district characteristics, and each had a unique perspective and path to participating in the program.

9. STEPS September Challenge: Get Back into Exercise!

STEPS is back for the 2016-2017 School Year! Join in and reward yourself for getting active and moving. Give yourself two (2) points for every day you spend 30+ minutes being active/exercising. At the end of the month, be sure to add up your points and enter them online at www.schoolnutrition.org/STEPS – you could win a prize!

10. Attend SNA's LAC 2017 with SNF Scholarship

Would you like to attend SNA's [Legislative Action Conference \(LAC\)](#) in Washington, DC on April 2-4, 2017 to learn from Washington insiders and join the annual Charge to the Hill? The [School Nutrition Foundation](#) will be accepting applications for the [Josephine Martin National Policy Fellow](#) from September 15-November 15, 2016! The Fellow will get to attend LAC with expenses up to \$3,000 paid and be recognized at the event. To apply, you must:

- Be an active SNA employee or manager section member, who has been a SNA member for at least three years, as of LAC 2017 (since no later than April 1, 2014)
- Have never previously attended LAC
- Be interested in child nutrition policy

Director-level members are **not** eligible for this fellowship. For questions, please contact scholarships@schoolnutrition.org or (800) 877-8822.



11. SNA 2017-18 National Committee Openings

Interested in serving on a SNA National Committee? Serving on a SNA national committee offers exciting opportunities to grow professionally, develop new skills, work on issues from a national perspective and make a contribution to the school nutrition profession.

The School Nutrition Association (SNA) has six committees to which members are appointed to serve: Membership, Nutrition & Research, Political Action Committee, Professional Development, Public Policy and Legislation and Resolutions and Bylaws. SNA needs members who want to play an active role in shaping the future of school nutrition programs. There are 23 open committee positions for 2017-18. Each committee is charged by the Board of Directors to complete work assigned by the President, based on the Association's Strategic Plan. To see the open positions and download the committee interest form, please visit: <https://schoolnutrition.org/AboutSNA/LeadershipOpp/>.

Please return the committee interest form by December 15, 2016. For questions, please contact Deborah Van Balen, Executive Assistant, at dvanbalen@schoolnutrition.org, or (800) 877-8822, ext. 114.

12. Call for Posters: SNA's Poster Showcase at ANC 2017

SNA is now accepting school nutrition best practices and research poster proposals for the 26th annual [School Nutrition Research and Best Practices Showcase](#), which will take place during SNA's [Annual National Conference](#) (ANC) in San Antonio, Texas. The School Nutrition Research and Best Practices Showcase will take place on July 11-12 and will feature two types of posters:

- **Best Practices Posters:** These posters focus on best practices that school districts have recently implemented related to child nutrition.
- **School Nutrition Research Posters:** These posters share findings from recent research on child and school nutrition.

Poster proposals must be submitted by **September 30th, 2016 by 11:59 PM EST**. For details about how to submit a poster proposal and the review process, please visit www.schoolnutrition.org/SNShowcase or contact the SNA Service Center at (301) 686-3100.

13. Nominate a School Nutrition Hero for 2017

It's not too early to begin thinking about that extraordinary SNA member who goes far above and beyond his or her responsibilities in school nutrition to make a difference in his or her school and/or community. Nomination criteria and nomination forms are available on the SNF website via this link: <https://schoolnutrition.org/SNF/SpecialEvents/>. Nominations are due in October 2016, but may be submitted now!



14. Save the Date for SNIC 2017! January 22-24 in Orlando, Florida

The School Nutrition Association (SNA) will be holding its annual School Nutrition Industry Conference (SNIC) on January 22-24, 2017 at the Hyatt Regency in Orlando, Florida. Join us for 3 days packed with innovative education sessions, dynamic speakers, and networking events.

This year's conference will be built around the theme of innovation. You won't want to miss the opening general session featuring Innovator and Violinist Kai Kight (one of the top speakers of 2015), cutting edge learning labs on everything from leveraging diversity in school meals, innovative menu ideas, growing supper programs, leadership, ethics and new solutions to help you increase participation. Plan to arrive early for an exciting bonus session located at a local high school that has tons of innovation built-in, including experiencing the district's food truck, touring the newly renovated kitchen and cafeteria, and taste-testing innovative recipes using USDA Foods.

Don't miss your chance to be a part of this dynamic conference in sunny Orlando in January - registration will open in September, so mark your calendars! For more information, click [here](#).

15. Get Dollars Back for Scholarships in Our State

The School Nutrition Foundation (SNF) has created an exciting opportunity for us at [STATE] SNA to better serve you: our members! State Affiliates which reach 3% of participation from members in donating to the SNF Annual Fund (and a specific dollar amount) will receive 20% of the dollars donated in the state. States which reach 5% participation and a specific dollar goal will receive 25% of the dollars donated. The money received by the state as part of this program will be available for scholarships for professional development and/or attendance at SNA meetings just for our members.

You can support school nutrition through education, research, and scholarships by making an SNF Annual Fund contribution and help our state get dollars back for scholarships. [Click here](#) to make your gift. If you would like to help, contact our SNF state ambassador, [NAME OF STATE AMBASSADOR] at [CONTACT INFORMATION].

16. Submit Your FAME Nomination!

The **FAME Awards competition** has announced its call for nominations for the 28th annual ceremony and celebration honoring outstanding accomplishments among school nutrition professionals. Nominations will be taken via a downloadable form at www.fameawards.net, and must be emailed to info@fameawards.net by 5 p.m. CST on October 7, 2016. Eligible nominees include members of the SNA who are in good standing. Seven categories will be awarded including one Golden School Foodservice Director of the Year Award, five Silver Awards — Leadership, Spirit, Rising Star, Special Achievement and Friend of Child Nutrition and a Lifetime Achievement Award. The awards are sponsored by Basic American Foods, Tyson Foodservice and Schwan's Food Service, Inc.