



## SNAC Bites – October 2015

Welcome to the October 2015 issue of SNA Communication (SNAC) Bites! SNAC Bites highlights new SNA programs and provides content for your state association publications, chapter meetings, and social media.

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### 1. SNA's 2015 School Nutrition Trends Survey

In June and July, SNA director-level members were invited to participate in SNA's 2015 School Nutrition Trends Survey. SNA recently released the findings of this survey, which highlighted the tremendous efforts members have made to promote healthier choices to students, as well as the financial challenges programs have faced since updated nutrition standards took effect. For more information, SNA members are encouraged to review the [survey results](#) and the [press release](#). Thank you to all who participated in the survey and shared vital information about your program.

### 2. Great Learning Opportunities with SNA Webinars

Join us for SNA's Talk Tuesday and Webinar Wednesday series! SNA webinars are here to help you gain important information that impacts you day-to-day. By participating in Webinar Wednesdays you can earn CEUs towards SNA's certificate and credentialing programs and required annual training hours for USDA Professional Standards. Be sure to frequently check the [SNA Webinars page](#) for updates and new topics:

- **Wed, October 14:** [Operating a Breakfast in the Classroom Program: Everything You Want to Know about Implementation \(that we can cover in 75 mins!\)](#)
- **Tues, November 3:** [Grow, Learn and Celebrate with SNA Awards & SNF Scholarships](#)
- **Wed, November 4:** Join #SocialMedia Guru Dayle Hayes for [Growing Your Online Brand: Maximizing Your Results, Minimizing Your Time](#)
- **Tues, November 17:** [Welcome Webinar for New SNA Members](#)

All webinars are held at 2pm Eastern Time (1pmCT/Noon MT/11am PT). For more information and to access the webinar archive, please visit [schoolnutrition.org/Webinars](http://schoolnutrition.org/Webinars).



### 3. Register for the School Nutrition Industry Conference!

Are you looking for a high-level meeting experience with collaborative activities that challenge you? At SNA's [School Nutrition Industry Conference](#) (SNIC), January 17-19, 2016, in San Diego, you can expect three days of [learning](#) dedicated to the cooperation between school nutrition operators and their industry partners to create a healthy and positive environment for the students they serve year-round.

The theme *Building Practical Solutions for School Nutrition* will focus on addressing challenges and finding solutions for K-12 foodservice professionals with a major emphasis on looking to the future of the business of school nutrition. Kick off the conference with Futurist [Christian Crews](#) who will help map out the future of our business. Keynote speaker [Curt Steinhorst](#) will focus on how our multigenerational teams can work better together. And USDA Deputy Under Secretary, Dr. Katie Wilson, SNS will provide the latest updates on federal regulations. Other highlights include:

- This year's [bonus education session](#) features a renowned speaker on business ethics, [Wendy Patrick](#), who will help you understand the ethical lens you use in decision-making. The session will also cover the prescriptive regulations which govern procurement for school foodservice and help you avoid costly pitfalls!
- Uncover your personal strengths as a leader with insights from a leadership development expert.
- By popular demand, small group [educational sessions](#) will provide opportunities to discuss Administrative Review preparation, child nutrition regulatory updates, social media to market your program, procurement best practices and much more.

[SNIC 2016](#) will ensure that you leave sunny San Diego well equipped with new ideas, creative solutions and the enthusiasm to enhance your professional life well after this conference. Register soon [www.schoolnutrition.org/SNIC](http://www.schoolnutrition.org/SNIC) the early bird deadline is November 6, 2015.

### 4. SNA Response to BPA Study

A recent [study](#) by Stanford researchers on bisphenol A (BPA) concentrations in school lunches has earned widespread media coverage. SNA developed talking points to assist members in responding to questions regarding the study. The points can be downloaded from [SNA's PR resources page](#) or directly via [this link](#).

### 5. 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, the *School Nutrition* magazine and get the latest news and updates emailed to you from SNA!

Staying in touch with SNA can be easy! Go to [www.schoolnutrition.org](http://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](mailto:servicecenter@schoolnutrition.org) for assistance.

### 6. Submit Your FAME Nomination

There's still time to submit your nominations to the national Foodservice Achievement Management Excellence (FAME) Award competition. The deadline has been extended to **October 15, 2015**. The FAME Awards, offered in six categories, recognize those who raise the school nutrition bar for others to follow. These are individuals who have triumphed over challenges and provided insightful and innovative solutions to the complex issues that are



the hallmark of this business. If this describes you, your supervisor or a colleague, take the time to submit a nomination at [www.fameawards.net](http://www.fameawards.net)! The FAME awards are sponsored by Basic American Foods, Schwan's Food Service, Inc. and Tyson Foods, Inc. Visit the FAME Awards website for more details.

### **7. Let's Recruit and Win! Join the 2015 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, 2015 and will end on November 30, 2015. Our state association could win a free registration to National Leadership Conference 2016- so, help us recruit more members.

You could be a winner, too! Recruit five or more new members between **June 1, 2015** and **May 31, 2016** and you will be automatically entered into a drawing to win 1 of 5 VIP registrations to SNA's 2017 Annual National Conference (ANC) in Atlanta, Ga.\* Let's [recruit](#) and win together! Visit [www.schoolnutrition.org/recruit](http://www.schoolnutrition.org/recruit) for more information and complete rules.

*\*VOID WHERE RESTRICTED OR PROHIBITED BY LAW.*

### **8. Become a VIP @ ANC in ATL 2017**

Help SNA recruit new members and your reward could be the chance to win a VIP registration to ANC 2017! Recruit five or more new members between **June 1, 2015** and **May 31, 2016** and you will be automatically entered into a drawing to win 1 of 5 VIP registrations to SNA's 2017 Annual National Conference (ANC) in Atlanta, Ga.\* Make sure the new member writes your name in the referral section of the membership application form, otherwise it won't count! Recruited someone new to SNA? Tell us on social media using the hashtag #SNAREcruiter!

*\*This prize drawing is not available in any state or local jurisdiction where prohibited or restricted by law.*

### **9. Mark Your Calendar for SNA Legislative Action Conference 2016**

It's hard to believe, but summer is already winding down and many of us are in full swing planning for the school year ahead. Don't forget to make room on your calendars for the [2016 Legislative Action Conference \(LAC\)](#) to be held February 28 through March 1, 2016! There will be plenty to learn and plenty of networking with professionals from across the country! Whether you're new to the school nutrition field or a veteran, everyone can benefit from getting involved in school meal policy and legislation. There's also plenty of fun to be had: the beloved satirical group, the [Capitol Steps](#), will be making an appearance! Start making room on your calendars now for this can't-miss school nutrition event.

### **10. Nominate a 2016 School Nutrition Hero!**

The third annual Celebration of School Nutrition Heroes will be held on Monday, February 29, 2016, at the Marriott Marquis in Washington, DC, during SNA's Legislative Action Conference (LAC). Your assistance is needed in identifying the men and women in SNA who have gone above and beyond their daily responsibilities to make a difference in their schools and communities. Please nominate the person who often goes unnoticed, but who has made a significant difference in the lives of others. [Click here](#) to learn more and please complete the [nomination form](#) to tell us about a member of SNA who you believe is the example of a School Nutrition Hero. **The deadline for nominations is Friday, October 23, 2015.**



### **11. Attend SNA's LAC 2016 with SNF Scholarship**

The [School Nutrition Foundation](#) is now accepting applications for the [Josephine Martin National Policy Fellow!](#) The Fellow will get to attend SNA's Legislative Action Conference (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 2016 (since no later than March 1, 2013)
- Have never previously attended LAC
- Be interested in child nutrition policy
- **Submit an [online application](#) by Monday, November 16.** Please preview the form before applying.

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

### **12. New Child Nutrition Bill: Fresh Fruit and Vegetable Access for Children Act**

The [H.R. 3532 Fruit and Vegetable Access for Children Act](#) was recently introduced by Rep. Bruce Poliquin (R-ME) to allow schools to use the money from USDA's Fresh Fruit and Vegetable Program (FFVP) to purchase all forms of fruits and vegetables (fresh, frozen, canned or dried). "By enabling schools to serve fruits and vegetables, in a variety of forms, we are not only increasing the market for Maine's hardworking farmers to sell their products, but we are teaching children that nutritious foods come in many different sizes, shapes, colors and packages—from frozen blueberries, to canned peas, to fresh peaches and dried apricots." said Congressman Bruce Poliquin. SNA provides a convenient summary and downloadable spreadsheet of all child nutrition bills introduced in the 114<sup>th</sup> Congress. [Go to the website](#) to check it out!

### **13. Invite Your Member of Congress to Your School and Enter the LAC 2016 Sweepstakes!**

As the new school year is upon us, now is the time to invite your Member of Congress to visit your school cafeteria! You can enter to win one free trip for two to the 2016 Legislative Action Conference (LAC) and participate in SNA's Annual Charge to the Hill! Last year's Cafeteria Site Visit Sweepstakes was a huge success, but we hope to surpass it with even more Members of Congress seeing firsthand the incredible work SNA members accomplish every single day. Need assistance with hosting a Cafeteria Site Visit? Check out SNA's [Cafeteria Visit Toolkit](#).

To enter the Cafeteria Site Visit Sweepstakes, simply invite a Member of the U.S. Senate or House of Representatives to your school and provide proof of the invitation or visit (email, photos, video, news stories, etc.) to SNA by **December 31, 2015**. We will accept all invitations dated back to July 1, 2015. [Click here](#) for more information on how to enter or read the [Sweepstakes Rules](#).

### **14. Calling all Chefs! Chefs Move to Schools Webinar Series**

The Institute of Child Nutrition is hosting a 6-week webinar series based on the *Connect: Chefs Move to Schools* curriculum. The purpose of the series is to provide Chefs with information about Chefs Move to Schools (CMTS), various ways they can get involved in schools, and the school nutrition program (SNP). Webinars will be held **each Tuesday at 3:00pm ET, beginning October 6**. More detailed information about each week's session, and the link to register, can be located on the CMTS website at [www.chefsmovetoschools.org](http://www.chefsmovetoschools.org).



### **15. Let's Make Our State the Giving Champion for 2015**

The state association (one in each of the three SNA membership divisions) with the highest percentage participation in giving to the SNF Annual Fund in 2015 will win two reserved seats for the ANC Entertainment in San Antonio in 2016. For your chance to win, contribute at least \$10 to the 2015 SNF Annual Fund by midnight on December 31, 2015 and become a part of the *2015 Individual Giving Campaign: Lighting the Way*. By donating, you can help “Light the Way” to professional development, research to support best practices, and scholarships for SNA members. [Click here](#) to give online. You can also set up a fundraising page for SNF and invite your colleagues to join the campaign. It's easy – just [click here](#).

### **16. Federal Employees Can Support School Nutrition Foundation**

We are pleased to announce the [School Nutrition Foundation](#) (SNF) is an approved charity for the 2015 Combined Federal Campaign (CFC). The CFC is the workplace giving program for federal government, military and postal workers. If you know a federal employee, please provide them with **SNF's five-digit CFC code, 22373**, to make it even easier for them to give. Let them know how SNF supports education, professional development, scholarships and research in school nutrition, which enables SNA members to provide high-quality, low-cost meals to students across the nation.

*We hope SNAC Bites is a helpful tool for you as a state leader.  
For questions or feedback, contact [StateSupport@schoolnutrition.org](mailto:StateSupport@schoolnutrition.org).*