



SNAC Bites

October 2016 Edition

Welcome to the October 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. SNA Unveils New PR Campaign Celebrating School Nutrition Professionals

SNA launched a new PR campaign that celebrates hard-working school nutrition professionals who are dedicated to serving healthy meals to over 30 million kids each day. The campaign has many tools which you can download and share to help spread the word about the work SNA is doing. Elements include customizable breakfast and lunch flyers, sharable content for social media and a short video. For more information about the campaign and to download the tools, visit www.schoolnutrition.org/PRcampaign.



2. Fall is Here and So Are CEUs!

This October, SNA Webinar Wednesdays will feature a new webinar each week all month long! Don't miss this opportunity to "Fall" into CEUs this October! Earn CEUs toward the SNA Certificate in School Nutrition or meet USDA Professional Standards Annual Training Requirements. Register and learn more about upcoming SNA webinars by clicking the links below!

- **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.
- **Wednesday, October 26, 2016:** [Celebrating National Farm to School Month with USDA](#)
Learn about USDA resources and showcase how farm-to-school strategies can boost participation, reduce food waste and increase consumption of fruits and vegetables.

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. Registration Now Open for SNIC 2017!

Join us on January 22-24, 2017 at the Hyatt Regency in sunny Orlando, FL for the School Nutrition Industry Conference (SNIC). Register [here](#) and pay the early bird rate until November 11th. The theme this year is innovation, and the schedule promises to deliver!

The action starts a day early on Saturday, January 21st. We will feature 4 bonus sessions, with a session on Ethics, Breakfast in the Classroom Innovations, CN Labeling, and a USDA foods taste test at a local high school. Plan to arrive early-you won't want to miss out on a chance to attend one of these sessions! The conference will kick off on Sunday with the opening general session featuring Kai Kight, an innovator and violinist (and one of the top speakers of 2015). Three other general sessions will feature Dr. Jim Painter, Cindy Long from USDA, and Chef Sharon Schaefer. The rest of the conference is filled with dynamic learning labs on topics on supper, leadership, ethics, and innovative ways to increase participation. To see the full line-up, click [here](#).

Don't miss your chance to be a part of this dynamic conference. We promise that by the end of SNIC 2017 you will have new tools to foster innovation in your district!

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 Kicks Off Next Week

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. Visit www.schoolnutrition.org/NSLW today. This is a celebration you do not want to miss!



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. 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](#) is now 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.



9. 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. This is an opportunity 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.

10. SNA National Survey Reveals Increased Efforts to Promote Healthy Choices

A new national survey of school meal program operators reveals that more school cafeterias are utilizing strategies to increase consumption of fruits, vegetables and other healthy choices, while expanding student access to school meals through programs such as the Community Eligibility Provision. The findings are part of School Nutrition Association (SNA)'s *School Nutrition Operations Report: The State of School Nutrition 2016*, based on survey responses from nearly 1,000 school nutrition directors nationwide.

"Just like parents, school nutrition professionals know that *offering* kids healthier options is only half the battle – we also have to entice them to eat those nutritious choices," said SNA President Becky Domokos-Bays, PhD, RD, SNS. "Despite tight meal program budgets, school nutrition professionals are employing creative tactics to promote healthy menu options as they welcome students back to the school cafeteria." Read the full story in SNA's [press release](#).

11. Joint Letter to Congress Reinforces Message to Stop the Block

We would love to add your organization to the list of those signing SNA's [joint letter](#) expressing concern over the block grant pilot program provision in [H.R. 5003](#), the *Improving Child Nutrition and Education Act of 2016*.

Please take two minutes to [add your organization to the joint letter](#).

The final letter will be sent directly to the Chairman and Ranking Members of the House Education and the Workforce Committee. It will also be distributed across Congress and child hunger networks to demonstrate widespread opposition to the block grant provision. This joint letter is for organizations only. Individuals can [complete a message to their legislators](#).



12. Check out the 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.

13. FAME Awards Deadline Extended!

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 Monday, October 17, 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.

14. Calling All K-12 Schools: Join the Fight to Reduce Food Waste

The School Nutrition Foundation (SNF) in collaboration with the Environmental Research & Education Foundation (EREF), a non-profit organization that funds and directs scientific research and educational initiatives for waste management practices, is requesting the help of elementary, middle and high schools, as well as K-12 institutions, across the United States to gather data to quantify both school waste and related waste, such as packaging, containers, etc. For more information or to learn how to sign up, click [here](#).