



## SNAC Bites

### November 2016 Edition

Welcome to the November 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 Identifies Top Training Needs for School Nutrition Professionals

SNA is stepping up to help school nutrition professionals meet USDA's Professional Standards training requirements. The association recently partnered with four state agencies to conduct a comprehensive online assessment to identify the top training needs of school nutrition professionals at the director, manager and employee levels. SNA members can [click here](#) to access the executive summary of the report and learn more about the training topics that school nutrition professional seek most.

Key findings from the assessment revealed that staff management and development topics, such as team building and time management, are a top training area of interest for all school nutrition professionals. School nutrition directors also indicated interest in marketing, financial management and procurement training. Food production, culinary skills and customer service are training topics that directors and managers seek for their school and kitchen staff, while managers and employees also requested training in nutrition, menu planning and meal pattern regulations.

SNA membership offers a number of professional development opportunities through SNA webinars, conferences, the award-winning School Nutrition magazine, and certificate and credentialing programs. Visit <https://schoolnutrition.org/education/> to learn more. As part of SNA's strategic plan, the Association is expanding these programs to equip members to meet USDA's Professional Standards.



## **2. Putting the Procurement Pieces Together**

Few would argue that procurement is one of the most complicated aspects of school meal programs. To better understand this topic, an SNA Task Force has produced *Solving the Procurement Puzzle: Managing the Complexities of Doing Business in K-12 School Foodservice*. This 40+-page report identifies potential strategies to address education and compliance and encourages the implementation of best practices. It's a must-read for school nutrition directors, district business officials and procurement officers, manufacturers, distributors and state agency personnel and is available as a free, downloadable PDF on SchoolNutrition.org. Visit [www.schoolnutrition.org/procurementreport](http://www.schoolnutrition.org/procurementreport).

## **3. Share New Video Celebrating School Nutrition Professionals!**

SNA launched a new PR campaign that celebrates YOU, 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 great work your school nutrition program is doing—like customizable breakfast and lunch flyers, sharable content for social media and a fun, short video. To download the tools and start promoting your great work, visit [www.schoolnutrition.org/PRcampaign](http://www.schoolnutrition.org/PRcampaign).

## **4. Early Bird Registration for SNIC 2017 Ending Soon!**

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 11<sup>th</sup>. The theme this year is innovation, and the schedule promises to deliver!

The action starts a day early on Saturday, January 21<sup>st</sup>. 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, Chef Sharon Schaefer, and a critical discussion about clean labels and school meals. 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](#).

## **5. SNA Election Slate Candidates Announced**

The Leadership Development Committee met at Committee Days in mid-October in Arlington, Virginia to select the 2017 election slate of candidates for the SNA Board of Directors, Leadership Development Committee and Industry Advisory Council Chair. The committee has selected candidates for each open position who were the best match in experience, skills and leadership competencies. [Click here](#) to view all the candidates selected.

Biographies of these candidates will be available to view online in early January 2017. The election will take place in February 2017, using a secure online voting website. Voting will be open for two weeks, February 15-28, 2017. Stay tuned for further updates. Congratulations and good luck to all the candidates!



## **6. This November, Give Thanks and Earn CEUS!**

During the month of November, SNA's Webinar Wednesday's will feature a webinar that will help you become a more informed consumer of online school meal applications. Whether you are developing an online application for the first time or revising one, you'll learn key practices to consider so that online applications can simplify the process for staff and families while reducing errors.

This webinar will give an overview of the Center on Budget and Policy Priorities' new guide to selecting an online application, which includes a checklist of items to include in a vendor contract, and an overview of FNS' forthcoming prototype electronic application. You'll also hear from a local school nutrition administrator about the benefits and challenges of online applications.

Click [here](#) to register and take advantage of this e-learning event and earn 1 CEU! 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](#); available to SNA members 24/7.

## **7. One More Month to Recruit, Recruit, Recruit!**

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](http://www.schoolnutrition.org/recruit) for more information and complete rules.

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

## **8. Save the Date: Virtual Expo on January 31, 2017**

SNA's first ever virtual expo launches on January 31, 2017. This free virtual expo will be accessible to attendees from January 31, 2017-April 30, 2017. The first three days of the expo, January 31- February 2 will be "live days" where exhibitors are able to answer questions in real time through the live chat feature.

This unique experience is open to all SNA members who will have access to content twenty-four hours a day, seven days a week. Going virtual allows you to visit as often as you'd like from the comfort of your own computer. A few conference highlights:

- Networking Lounge – meet and chat with other attendees and easily exchange contact information
- Virtual Exhibit Hall: explore products and services from up to 50 exhibitors
- Learning Center: houses education sessions you may have missed from SNA's Annual National Conference in 2016

Free registration opens November 15. Be on the lookout for the registration link on the SNA website and other communication outlets.



### **9. Deadline Approaching: Submit Your Application for LAC 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](mailto:scholarships@schoolnutrition.org) or (800) 877-8822.

### **10. National Member Dues Increased 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](mailto:membership@schoolnutrition.org).

### **11. Want to Make a Difference? Apply to Join an SNA National Committee!**

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.

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](mailto:dvanbalen@schoolnutrition.org), or (800) 877-8822, ext. 114.



## 12. Child Nutrition Reauthorization: Year in Review

As Congress breaks to allow lawmakers to return home for final campaign events, Child Nutrition Reauthorization (CNR) remains an unchecked box on the legislative to-do list. It's too early to tell whether a lame-duck Congress will finish the task after the election and before the end of 2016, or whether they will leave it for the new 115th Congress to take up in January. To help SNA members and other school nutrition advocates prepare to educate new and returning members about top priorities, SNA's legislative team has compiled the following look back at what happened, what didn't and SNA's ongoing role. Read the full update in SNA's news story, [here](#).

## 13. Win a FREE Trip to 2017 LAC

SNA's annual [Legislative Action Conference Sweepstakes](#) is back! The winner will enjoy FREE registration for LAC 2017, flights, and accommodations for themselves and a guest, as well as be recognized during the Opening General Session. SNA will also reserve a VIP table for the winner and guest at the conference.

This year's contest is all about getting creative – something we know school nutrition professionals do every day. Send us a patriotic picture of yourself in a fun costume such as Rosie the Riveter or Uncle Sam! Send in your Federal Election, or Veterans Day themed photos, your USA themed menu items, and of course pictures of your elected officials touring a school cafeteria are always encouraged and welcomed. We want to show the world that school nutrition professionals make a difference by speaking up and participating in our Democracy.

Email your pictures to [advocacy@schoolnutrition.org](mailto:advocacy@schoolnutrition.org) by February 15<sup>th</sup>, 2017. Read more details about the 2017 LAC Sweepstakes [here](#).

## 14. STEPS November Challenge: Go Lean with Protein

Did you know that protein builds and maintains muscles, is responsible for healthy blood cells and strengthens the immune system? November's STEPS Challenge encourages you to go lean with protein. Award yourself three points for every time you choose a lean protein instead of a higher-fat alternative. At the end of the month, be sure to add up your points and enter them online at [www.schoolnutrition.org/STEPS](http://www.schoolnutrition.org/STEPS) – you could win a prize!

## 15. 2016 Giving Tuesday – November 29

On **Tuesday, November 29**, the School Nutrition Foundation (SNF) will join with nonprofit organizations across the globe in celebrating Giving Tuesday. The days after Thanksgiving are marked for shopping and buying with Black Friday, Small Business Saturday, and Cyber Monday. In 2013, a group in New York established the Tuesday after Thanksgiving as **Giving Tuesday** to celebrate philanthropy and to encourage giving back. If you haven't made your 2016 Annual Fund gift, **Giving Tuesday** is the perfect opportunity! Mark your calendar and make an online gift ([click here](#)). Your gift will help us meet our state participation and total dollar goals!



### **16. 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](http://schoolnutrition.org/statesupport).