



SNAC Bites

December 2017 Edition

Welcome to the December 2017 issue of SNA Communication (SNAC) Bites! SNAC Bites highlights new SNA programs and provides content for your state association publications, chapter meetings, & social media. In some cases, the content will need to be customized for your state association's needs.

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1. SNA's Virtual Expo to Feature Expanded Education Sessions, Exhibitors

Registration opens **January 3** for SNA's [Second Annual Virtual Expo](#) and you don't want to miss it! This free, virtual trade show runs for six weeks, from **February 6–March 16, 2018**. Attendees will have access 24-7—no travel required—and the chance to chat live with exhibitors and expert speakers from the comfort of your own computer. [View current exhibitors](#).

The 2018 Expo will feature not one, but two exhibit halls, a networking lounge to connect with other attendees, and an expanded slate of 23 popular education sessions from the 2017 Annual National Conference, pre-recorded and eligible for CEUs. Session speakers include Dayle Hayes, MS, RD; Bart Christian, Jeff Joiner, and Maureen Mulvaney, MGM. [View sessions](#).

2. Last Chance to Save on Registration for #SNIC18—Rates Increase on December 8

SNA's upcoming [School Nutrition Industry Conference](#) (SNIC), happening **January 21-23** in New Orleans, brings together nearly 600 school nutrition operators and industry representatives to share strategies and solutions for success through innovative programming, dynamic sessions, and built-in [networking events](#). Register by this **Friday, December 8** to avoid paying onsite rate increase!

At #SNIC18, you are sure to find the pieces you need to solve your school nutrition puzzle. Four [pre-conference workshops](#) offer depth-learning on topics such as procurement, the many aspects of which are explored throughout the conference. Inspiring [keynote speakers](#) will show you how to transform your digital presence and share life-changing leadership skills. There is even a fun practical session on [Simple Tech Tools from Your Nerdy Best Friend](#) that will save you time on some of the toughest tasks in your day. Check out the rest of the [education sessions](#).



Don't miss out on this high-level annual meeting and enjoy your downtime in the city of [New Orleans](#)! Learn more at www.schoolnutrition.org/snic.

3. Help Us Reach the Goal of 60,000 Members!

At SNA's Annual Conference this past summer, President Lynn Harvey, EdD, RDN, SNS, announced the exciting goal of reaching 60,000 national members by December 2018. With your help, we can make it happen! Check out new [tools and resources](#) that are available to help with membership recruitment efforts. Whether you need flyers and brochures for a meeting/conference, conversation starters or "shareables" for outreach by email or social media—you'll find the perfect tool to suit your needs.

4. Membership Champions are Out and About!

Membership Champions were selected by State leadership across the country and are already working hard to [recruit new SNA members](#). With the combination of expert knowledge of their local districts and data analysis from SNA, Membership Champions may be contacting you with ideas to help grow our association. How do you spot a Champion? At your next conference, look out for someone wearing a cool red and white Membership Champion button!

5. Nominate Someone You Admire for an SNA Award

Are you inspired by your school nutrition colleagues, friends and mentors? Nominate someone you admire for an SNA Award for the 2017-18 school year. [Nominations](#) for the Employee, Manager and Director of the Year awards are now being accepted online by SNA. Being nominated for an SNA Award is a great honor. All state, regional and national winners will be recognized at the Red Carpet Awards Ceremony at SNA's 2018 Annual National Conference in Las Vegas, Nevada.

6. SNA Certificate Program – New Bridge Level Launching in July 2018

As you begin planning for the 2018-19 School Year and exploring professional development opportunities for your school nutrition teams, please be aware that SNA is launching an [additional Level](#) to the Certificate in School Nutrition Program.

The SNA Certificate Program helps provide professional growth for over 19,000 school nutrition professionals across the country. The new Level 2 will launch in July 2018 and will serve as a "bridge" between the current Level 1 and Level 2. The goal of this new level, is to help members have a more realistic professional development path.

For questions about the changes to the Certificate Program and the new level, please visit www.schoolnuturiton.org/newlevel or email CertSNS@schoolnutrition.org.

7. What Should You Do? Ethical Decision-Making in School Nutrition

The NEW SNA online ethics module is coming in January 2018! This introductory level course is both interactive and fun! This course has been designed to reinforce the importance of ethics and the factors of ethical decision-making. A fundamental goal of this course is to help school nutrition professionals learn to recognize and address ethical dilemmas in the workplace. As you work through the course you will interact with the training as you work through fun activities, a case study, a self-assessment and a video. www.SchoolNutrition.org/Ethics



8. “Yule” be Glad for SNAs New Year’s Webinars

It’s almost time for the holidays and in the coming new year SNA will have webinars that you won’t want to miss! Registration will be opening soon. Participation in Webinar Wednesdays will help you earn CEUs toward your USDA Professional Standards annual training requirements, along with your SNA Certificate or SNS Credential. All webinars are held at 2 pm Eastern Time (1 pm CT/Noon MT/11 am PT). For more information and to access the webinar archive, please visit www.schoolnutrition.org/webinars.

9. STEPS December Challenge: Stress-Less Holidays!

For many, the winter holidays—beginning with Thanksgiving and ending after the new year can be a long, stressful few months. Try a few of these suggestions to keep calm during the holiday season. Give yourself five (5) points for occasion where you take time for personal relaxation. 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. USDA Issues Interim Final Rule on School Meal Flexibility

On November 29, the U.S. Department of Agriculture (USDA) released an [interim final rule](#) to extend current regulatory flexibility for school meal programs through School Year (SY) 2018-19. The interim rule maintains Target 1 sodium limits for school meals. USDA “anticipates” extending this deadline through SY 2020-21. State agencies can continue to offer waivers to schools demonstrating hardship in procuring or preparing specific whole-grain rich foods that are acceptable to students (e.g. whole grain tortillas or brown rice). Finally, the rule provides schools the option to offer flavored 1% milk. USDA requests public comment on the interim rule and the sodium reduction timeline to inform the development of a final rule, effective in SY 2019-20.

In response, SNA issued a [press release](#) commending USDA for the extension and expressing support for greater flexibility under whole grain and sodium mandates to address challenges while maintaining strong standards to benefit students. SNA is assembling a member working group to develop detailed recommendations to improve a final rule.

11. Update on H.R. 3738, the “Healthy Breakfasts Help Kids Learn Act of 2017”

Since the “Healthy Breakfasts Help Kids Learn Act of 2017” was introduced on September 12, 2017, by Rep. James McGovern (D-MA-2), [SNA has been urging](#) other Members of Congress to support the bill. The bill provides 6 cents in commodity support for every breakfast served through the School Breakfast Program (SBP) and, thanks to the letters advocates have sent out to their representatives, the bill now has a total of 18 cosponsors!

Those cosponsors include: Representatives Rodney Davis (R-IL-13), Barbara Lee (D-CA-13), Peter Visclosky (D-IN-1), Peter Welch (D-VT-At Large), Donald Payne (D-NJ-10), Gene Green (D-TX-29), John Garamendi (D-CA-3), Tim Ryan (D-OH-13), Dwight Evans (D-PA-2), Gwen Moore (D-WI-4), Earl Blumenauer (D-OR-3), Michelle Lujan Grisham (D-NM-1), Sanford Bishop (D-GA-2), Ro Khanna (D-CA-17), Sheila Jackson Lee (D-TX-18), Chellie Pingree (D-ME-1) Kyrsten Sinema (D-AZ-9) and Alan Lowenthal (D-CA-47). The more cosponsors a bill has, the more likely it is to get passed by Congress, so please continue to reach out to your Representatives and ask them for their support. If you see your Member of Congress’ name listed here, your action alert letter will go out as a letter thanking them for their support, so, regardless of your Representative’s stance, [take action](#) today!



12. SNA Leadership Draft 2018 Position Paper

On December 4, the SNA President and President-Elect, alongside the Public Policy & Legislation Committee (PPL), met to draft the Association's *2018 Position Paper*. The *Position Paper* reflects the Association's top legislative/regulatory priorities and will serve as the roadmap for SNA's 2018 advocacy efforts. SNA and members will advocate for these positions to Congress, U.S. Department of Agriculture (USDA) and the Trump Administration during the 2018 Legislative Action Conference's (LAC) "Charge to the Hill" and throughout the year. In early November, an online survey was distributed via email to all SNA members in order to collect feedback on the issues that members feel are most important to include in the *Position Paper*. The survey was conducted from November 1-15, 2017. A total of 3,646 responses were received.