

FOOD FOR THOUGHT



SNA of Mass., 258 Harvard St., PMB 283, Brookline, MA 02446
www.schoolnutrition.info Email info@schoolnutrition.info (617) 734-8822 (800) 351-3139 fax 617-734-7772

Steps to Success

by Sandy Valeri
President, SNA of Mass.

Greetings to all. This school year is moving ahead at a fast clip and soon we will be looking toward spring. Our theme for the year began as Building Blocks for Success and we are moving full speed ahead. The board members have done a great job and have worked diligently so that we are ready to go from the foundation blocks to the next level with the Steps to Success. Many of the goals that were inspired and developed at the May 06 Board Retreat were set in motion at the August 06 Committee Day held during our annual meeting.

The executive committee is proud of the great executive board members that have given their valuable time to reach out to our members. The industry council, professional development, exhibit and executive committees, have worked hard to bring our members great conferences throughout the year. We had a great fall conference and we have the Spring Conference to look forward to March 13-14 so mark you calendar. Back by popular demand, our keynote speaker, the Fit Food Dude, will be full of energy and it will flow from him to our members. There will be a great line up of sessions sure to please all. I had promised many of our members the entertainment would be

reminiscent of the last conference in Boxborough. We will have a casino night, great food, and music to take us back to the 60's. Put on your best hippie attire if you like and we will see who wins the honor of King or Queen of the Hippies. This was a great hit when it was done with a 50's theme so now we need to kick it up a notch. Be ready to learn and network with your peers and "have some fun to boot" on the evening of entertainment. Check the web site; www.schoolnutrition.info to learn more and don't forget to register early to get the best rate. I look forward to seeing everyone again.

Our Chapter Delegates & Delegates-Elect have been out in the field working under the direction of our Vice President, Jackie Morgan, and are doing an outstanding job of providing education, fun and keeping communication flowing from the executive board to our members and vice versa. The Chapter Delegates are the heart of our association and your direct link to the board.

I wish to take this opportunity to personally applaud and thank the executive board of directors for their dedication and for going the extra mile for our members.

I would be remiss if I did not let you in on all the things your board members have accomplished over the last nine months. SNA of Mass. has now formed a solid connection with the Massachusetts Association of School Business Officials (MASBO). This is a successful collaboration for the association members providing valuable insight through this relationship for both associations. SNA of Mass. provides articles for the quarterly MASBO newsletter to help keep their members informed about the world of school food service. In November we attended a member mentoring workshop hosted by MASBO and we are anxious begin building our own mentoring program.

Steps to Success cont. page 4

INSIDE THIS ISSUE

Steps to Success	1
Exhibit Committee	2
Serving MASBO School Lunch	3
Consider Serving on the SNA Board	3
Chapter Chatter	5
Did You Know?	6

Exhibit Committee

by Jane McLucas

Third of a series focusing on SNA of Mass. committees.

A big THANK YOU to all that participated in our annual food show in October. In order for vendors to attend we need members to attend! Without your involvement and buying power, these people would not participate. Please let your colleagues know how good it was. We are looking forward to our new location in Marlboro next year.

The exhibit committee works diligently throughout the year to plan the food shows for our conferences. Our work starts early in the summer with packages going to vendors as early as June, for our fall show, and in December for our spring show. Once the initial packages are sent out, we work hard to receive and maintain the applications, accept payments, and plan booth space. On top of that, you can imagine all of the special requests we get. We also work with the exhibit company to plan the space. We were very excited to add an extra row this year at the fall show, in order to accommodate all of the vendors. At the end of the show we ended up selling 118 booths, a record for my tenure, and we had vendors from as far away as California and Oregon. I want to thank the ANC crew, who took time to spread the word about the MA show to the vendors. It is great to get new and different vendors each year.

Each of the shows are designed to be a benefit to all of our members. The smaller shows have a specific theme, and the fall show brings everything under one roof. Imagine how long it would take you to see these vendors in your office. *Healthy Happenings* is our newest venture, and has been a terrific success. Remember when we were at Holy Cross, and there were 6 booths? It has been great to see the show grow, and see the offering increase. I hope you have been as excited with the showing as we have been. It is also wonderful to know that anything you see at the exhibit complies with the MAFHK Guidelines. Here is the link to those guidelines, and look for a new format coming soon. http://www.maclearinghouse.com/PDFs/Health&Wellness/MA_Food_Standards.pdf *The Commodity Connection Show* is just that, a way to connect with our vendors to see what commodity diversions are out there for our use. In order for a vendor to participate in that show, they must be an approved vendor with MA DOE. This show is planned so that we may

see and taste the items before our diversion sheets are due on March 23, 2007, the deadline for meat, poultry and frozen whole eggs. It is a great opportunity for you to taste test products and find some new items to use throughout your school year.

Did you see the great scholarships to go to LAC? Do you know how they came to be? Did you know that the proceeds from the auctions at the fall show went to fund these scholarships? I want to thank all of industry that donated to the auctions, and to the industry council who helped plan and work the auction on the day of the event, even after a long day on the show floor. Our plan next year is to look outside of our industry members for items. Does anyone have any ideas? Does anyone do anything on the side that could be donated? Does anyone have any contacts that you could pass along? If anyone would like to work on this project, we are looking for people who have some prior experience or an interest in auctions. Remember that the proceeds go to the association, and benefits us all.

In closing, I want to thank all of the members of the committee who gave their time and energy. It is sincerely appreciated! Our committee itself currently consists of: Jane McLucas – Exhibit Chair, Carla Tuttle, Janice Watt, April Laskey – Assistant Chair and Karen Chanaki.

We all hope to see you in Boxborough on March 13th and 14th 2007 for Healthy Happenings and the Commodity Connection. Please make sure to fill out your evaluations. We really do use them as a tool to plan. It is your way to tell us what you would like to see in the future.

MARK YOUR CALENDARS

Spring Conference 2007
Commodity Connection and Healthy Happenings
March 13–14, 2007, Holiday Inn, Boxborough, MA

SNA Annual Meeting, Wednesday, August 22, 2007,
Framingham State College

56th Annual Fall Conference and Food Show
October 17–18, 2007, Best Western Royal Plaza and
Trade Center, Marlborough, MA

by Lisa Burnett RD, LDN, SFNS

School Nutrition Specialist, New England Dairy & Food Council and Member, SNA Nutrition & Professional Development Committees

School lunch is on the menu for the 2007 Mass. Association of School Business Officials (MASBO) Annual Institute! Child nutrition professionals representing Mass. DOE, SNA of Mass., and the John Stalker Institute have developed a pre-conference session to promote a team approach in achieving a school food service and nutrition program that is effective, compliant with current regulations and promotes the well-being of students. Sponsored by New England Dairy & Food Council, this pre-conference session is open to school food service directors and business officials. The session, designed to give attendees the resources needed to work as a **TEAM**, will highlight the importance of **Training, Evaluation, Assessment and Monitoring**. School districts are encouraged to have business officials and food service administrators attend together, as the session will promote collaboration within the district.

First on the program, John Magnarelli, Director, Special Nutrition Programs, US Department of Agriculture, Northeast Region will discuss the laws and regulations pertaining to school nutrition programs. Among these are the Wellness and Hazard Analysis Critical Control Point (HACCP) Policies required by the 2004 Child Nutrition Reauthorization Act. Next, by participating in a roundtable activity, school business officials will experience first-hand the challenges facing school food service directors as they perform their various responsibilities on a daily basis. An expert panel discussion will conclude the program covering such topics as professional development and training of child nutrition personnel, financial reporting and nutrition integrity in the school environment. Also highlighted will be the importance of a strong working relationship between the food service director and the school business official in meeting the challenges of the changing world of school food service and child nutrition programs.

Resources to bring back to your district and opportunities for further learning will be available to build on the skills acquired at this workshop. Tuesday, May 15, 1:00 – 4:00 pm, the Ocean's Edge Resort, Brewster, MA. Registration is \$25 for individuals and \$40 for each team of two (business manager and food service director). Flyers will mail in March.

Consider Serving on the SNA of Mass. Board of Directors

by Susan Sacks, SNA Executive Director

If you have been considering volunteering for a position on the SNA board of directors now is a great time to step forward. We are currently accepting nominations for the position of Vice President and delegate-elect for each of our five chapters. This is an exciting and challenging time for school food service, and SNA of Mass. is committed to educating, supporting, and inspiring school nutrition and food service professionals. Serving on the board is a chance to develop your leadership skills, affect school nutrition in our state, and help shape the future services for our members. Please check out the bylaws on our website at www.schoolnutrition.info in the members-only section. There you can read about each position and what the requirements and responsibilities are for these positions. If you have any questions, contact Sheila Parisien our past president and nominating chairperson at 978-625-2049 or parisiens@mersd.org or contact me, Susan Sacks, executive director at 617-738-8124 or susan@bmssite.com. To be eligible for nomination for office of Vice President, a member must have held membership in the SNA of Massachusetts for at least two years immediately preceding the nomination. Potential candidates must also have, at some time, had two years experience on the Executive Board with one of the two years as a voting member. The Candidate shall have demonstrated leadership qualities and interest in Association affairs by having attended one State conference in each of the previous two years. A candidate for any Executive Committee position of SNA of Massachusetts must be regularly employed in child nutrition programs. To be eligible for Chapter Delegate-elect a person must have been a member of SNA of Massachusetts for one year immediately preceding the nomination.

Steps to Success from page 1

While we are on the subject of collaborations that have formed over the years, I would like to remind you of the importance of the following collaborations to the SNA of Mass.

Bureau of Markets Farm-to-School Project
Coalition Organized for Health Education in Schools (COHES)
Department of Education
John C. Stalker Institute of Food and Nutrition
Massachusetts Action for Healthy Kids
Massachusetts Association of School Business Officials (MASBO)
Massachusetts Public Health Association
New England Dairy & Food Council

SNA of Mass. and the Legislative team have offered five (5) \$500.00 Scholarships to attend the Legislative Action Conference in Washington, DC in March. Congratulations to those who have won (see page 6). This is a wonderful and fulfilling conference as we are there with School Food Service professionals from across the country in the effort to help our congressional leaders to better understand what we need to provide nutritious meals to the students in our country.

SNA now has a new vision statement that was developed this year: The School Nutrition Association of Massachusetts is one of the leading organizations committed to educating, supporting, and inspiring school nutrition and food service professionals. This vision statement has been printed on a business card with the vision on one side with a picture of school children at lunch, and on the other side it has the SNA of Mass. logo and our contact information. These cards will be viewed at the Spring Conference. We are working on a brochure that will also be available for our members along with the vision cards.

We are also working on the May 2007 Board Retreat, the House of Delegates and Annual Meeting in August 2007, and the Spring Conference 2008 is already on the radar screen and plans are now in progress. The Executive Committee attended the Northeast Regional Leadership in Bolton Landing, NY in October. The SNA Executive Director, President Elect, Vice President and two Future Leaders, Janice King and Jane McLucas who were awarded the trip, will attend to the SNA Leadership Conference in Williamsburg, VA in April 2007. Let's give them big Kudos for their accomplishments.

I want to say great job to all who have their wellness policy in place and have completed or are in the process of completing the HACCP regulations. It has been a very busy year for all and thanks again to all of our volunteers, for without them, we would not have achieved such great successes this year as an association.

Please keep in mind if you would like to join the wonderful and helpful volunteers in running for a position on the executive board or just want to get your feet wet by joining a committee that interests you, that would be great. It is a wonderful experience and makes you feel so good about yourself while helping others. Just give any of your board members a call and they will help you out. That means me also. We are there to help our peers so don't be bashful.

Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around. – Leo Buscaglia

That's all folks! Looking forward to meeting you at a meeting or conference!

Chapter Chatter

Here is an update on the five SNA Chapters throughout the state. Check to see what chapter you are in at our website www.schoolnutrition.info (click on chapters) and be sure to attend your next chapter meeting!

Chapter 1 –Melody Guftason – In November 2006 we had a really great meeting with a fire and choking safety seminar given by Wendy McCaul's daughter and a presentation by a retirement planner. Each school brought a food item favorite from their school along with the recipe – this was a big hit. We donated one dollar for each attendee to the Monson Open Pantry for a total of \$75 which was very much appreciated for Thanksgiving. Welcome to our new members who joined at that meeting.

In December we held a directors roundtable hosted by New England Ice Cream at the Tavern on the Hill with over 20 in attendance. We had a great discussion and surveys about which schools serve peanut butter, milk substitute, how do you handle charges for school catered events and state forms on line, etc. Frank Mahar from Westfield spoke about a seminar he and a couple of other food directors had about their Farm to School projects. The Tavern on the Hill is a nice place with a beautiful view of our local mountain range. Lunch was awesome. Door prizes, food, and great conversation put all of us in the holiday spirit. Kellogg's will be sponsoring our meeting in March.

Chapter 2 – Diane Mikulsi – On October 10th we held our first Directors Roundtable Meeting at Peppercorns Restaurant in Worcester with 15 Directors and 3 invited non-member Directors. One nonmember director joined SNA ! Chapter 2 also hosted two Regional Trainings; November 16th at the Abby Kelly Foster Charter Public School and December 12 at the West Boylston Public School with Linda Fischer, RD from the DOE discussing Production Record Training – Standardized Recipes and Meal Patterns. Both trainings were filled to capacity and a big hit with everyone in attendance.

On November 28 Chapter 2 had its first Regional SNA Meeting hosted by Ann Pitzen and staff at the new and beautiful Auburn High School. Our guest speaker was Rita Brennan-Olson of the DOE discussing HACCP 2.0. The evening sponsors were Pilgrim's of New England, Thurston Foods, Polar Beverage and O Water. Our meal was wonderful! Special thanks to our speaker and sponsors for sharing their time and expertise with us. We had 75 members in attendance. Other

special thanks go out to Lois O'Leary for the chocolate fountain, the staff at Auburn High for the wonderful cakes, Janice Buxton for all her help with mailings, Janice King, Delegate Elect for all her hard work! And for everyone for pitching in and helping at the tables with "sign ins" and the penny social "running". We had a great evening. A Directors Roundtable is planned for 1/23 at Vinny T's of Boston sponsored by New England Ice Cream.

Chapter 3 – Susan Bodwell – A Directors winter meeting is planned for January 25 at Papa Razzi in Burlington and sponsored by New England Ice Cream.

Chapter 4 – Judy White-Orlando – Area Meetings – We hosted an area meeting in October at the Canton High School, which has a brand new kitchen. Our topic was HACCP and the speaker was Rita Brennan Olsen from DOE. 80 food service workers, managers and directors attended. Approximately 3 new directors attended as well as 4 new towns that have not attended on a regular basis. Our dinner was hosted by Cotton, Cotton and Hill. The food and appetizers were delicious. Garelick Farms provided the dessert. Our next Area meeting will be in March and we will have some successful managers share their best practices.

Directors Meetings – We hosted one directors meeting in November at Joe's American Bar and Grill in Dedham Mass. This restaurant was conveniently located off the expressway and the food and service was terrific. Kellogg's hosted the luncheon and presented products for use in our food service programs. Nice prizes and presentation from Dino Tescino, who serves on the SNA Industry Council. Our next directors meeting will be in January hosted by Pilgrims of NE along with NE Ice Cream. Both companies will review commodity diversions especially to new directors so we can be better prepared for our spring conference. A winter meeting is scheduled for 1/30 at Vinny T's of Boston sponsored by New England Ice Cream.

Chapter 5 – Patrick VanCott – We had our December directors roundtable at the Stoneforge Restaurant in Raynham. Thirteen directors and reps from districts attended. New England Ice Cream put on a great mini-food show with raffles, company reps, and took care of everything. It was absolutely fantastic. Our general meeting is Feb. 2 at the British Beer Company in Sandwich and will be sponsored by Sysco.

Did You Know?

- ❑ Our industry council helped raise money at the Fall 06 auction to award five \$500 scholarships to SNA members to attend LAC (Legislative Action Conference, March 2007). The winners are Janice Buxton, Doreen Iovanna, Bob Kinch, Anne Marie Stronach, and Judy White-Orlando.
- ❑ Sheila Parisien won the election for the Northeast Nominating Committee Representative for SNA National. Congratulations!
- ❑ SNA of Mass. now accepts credit cards for conference registration payments.
- ❑ Check out the John Stalker Institute site for an update listing of the healthy a-la-carte A list. Click on the link from our website www.schoolnutrition.info
- ❑ We offer a variety of scholarships (applications due 4/1/07) along with SNA national. Check out the scholarships and awards page on our website. Click on the link to national to learn more about their programs.
- ❑ The School Nutrition Association (national) has announced that the former School Foodservice and Nutrition Specialist (SFNS) credential has been changed to a new, shorter, easier-to-remember name—School Nutrition Specialist (SNS).



258 Harvard St., PMB 283
Brookline, MA 02446

Register for the Spring
Conference March 13-14
www.schoolnutrition.info