

FOOD FOR THOUGHT

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News from SNA of Mass. Legislative Action Committee

by Anne Marie Stronach, Legislative Chair SNA of Massachusetts

20 Massachusetts School Nutrition Association members attended the SNA 39th Legislative Action Conference in Washington, DC in early March 2011. The delegation included Nutrition Services Directors from across the state representing both urban and suburban districts along with 8 industry members and the ESE's Director of Nutrition, Health and Safety, Katie Millett. They were attentive to presenters like Former President Clinton, who spoke about the challenges of health care and related costs which face our country, and U.S. Secretary of Agriculture Tom Vilsack, who spoke about the reauthorization and took the time to listen to concerns and answer questions, and many other distinguished speakers.

The focus of this year's conference was the implementation of the Healthy Hunger-Free Kids Act of 2010 (Public Law 111-296) which was enacted in December 2010. It was also a great opportunity for the delegation to meet with our national leaders to increase their awareness of our successes in Massachusetts School Nutrition Programs and collaborate with them regarding the proposed guidelines of the Act. While the delegation was not able to meet with all of our districts, Senator Scott Brown, member of Armed Services and Homeland Security Committees, Congressman Jim McGovern, member of the Agricultural Committee, and Congresswomen Niki Tsongas, member of Armed Services, all took the time to meet with members of the delegation personally to discuss the new statute and recognize the link between school nutrition, academic achievement, good health, and national security.

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Left to right; Doreen Iovanna, Karen McDonald, Gail Koutroubas, Judy White, Janice King, Jim McGovern, Dennis McLarney, Joanne Lennon, Anne Marie Stronach, Katie Millett.

We can all easily understand the links between good nutrition and academic achievement. However, during the course of the presentation and delegation meetings, the links between good nutrition, escalating health concerns such as type 2 diabetes and eating disorders, as well as the ever increasing cost of health care became effortlessly apparent. They urge us to do more to combat the challenges that face us and break the barriers which impede the progress within child nutrition. A great example of this is; like us, one may wonder how national security is impacted. As we learned from Rear Admiral James Barnett, Jr. during the "Vision for a Healthy America" presentation, one of the top three reasons for denial into the volunteer armed forces is obesity!

The group expressed to our leaders their appreciation of their support of the Reauthorization which will allow schools to improve the nutritional environment, reduce unrelated / indirect costs expenses, increase the reimbursement rate and make other important changes to the programs such as Section 105 which expands grants for school breakfast; Section 205 which discusses "Equity in School Lunch Pricing"; Section 243 which is relevant to the Farm to School program; Section 307 which allows the Secretary of Agriculture to determine which expenses can be incurred as well as many others. Most significantly, it will allow authorization by USDA Secretary to establish standards for ALL foods and beverages sold during the school day.

Public comments regarding the upcoming proposed implementation closed April 13, 2011.

Connect in Nashville at ANC

by Kristin Morello, SNS, Treasurer SNA of Mass.

Tennessee will host the School Nutrition Association for the 65th Annual National Conference this summer. Join your peers from other states and “Connect in Nashville” on July 10th – 13th.

Enjoy amazing keynote speakers Janine Driver (Body Language Expert), Dominique Dawes (Olympic Gold Medalist), and Barton Seaver (Chef & Sustainability Advocate). ANC 2011 attendees will be treated to their very own high energy crowd-pleasing performance by chart-topping country music artist, ALAN JACKSON (invited).

Learn about allergies in school, getting the best bang for you buck, the proposed school meat patterns, Let’s Move in Schools, and a host of other educational and networking opportunities.

Don’t forget to check off the “Puttin’ on the Glitz” for the School Nutrition Foundation (SNF) so you can watch and support your Massachusetts team while they lip sync to glory, again, at this fundraising event.

So, this summer, Get Connected in Nashville so you can learn how to enrich your mind, celebrate your passion and nourish your future.

Managers’ Tips

by Stephanie Barstow, Site Manager, Uxbridge High School

1. Ever have left over bread? Whether it is sub rolls, foccacia rolls, wheat buns, you name it; it makes for a great crouton. Cut them up into small pieces, mix in a bowl with some olive oil and your choice of spices. They taste great and save money!
2. Here is a weekly ordering tip. It is helpful to keep a binder with order guides for each vendor. The guides include product description and par numbers to help with ordering the right quantities to avoid a surplus.
3. “What do I do next?” is a familiar question to managers. Having a daily production sheet for your staff is very helpful. Have their names written with all the production or tasks to be done for the day. Keep this in a central location for them to look at when they come in to begin their shift.
4. When we receive frozen apples slices from the government, we line sheet pans with parchment and spread the slices out and freeze them overnight. The next day we break the apples up and put them back in the original packaging for future use. It helps keep the apples separated instead of frozen as one big chunk. Perfect for apple crisp!
5. When putting something new on the menu sometimes the kids are a little afraid to try it. We cut up small samples and offer them a taste before making a decision. They think it is fun and they’ll usually end up trying something new!

SNA Annual Summer Meeting

Our Annual meeting will be held in conjunction with the ESE John Stalker Summer Institute. All are welcome to come and attend the first committee meetings of the new school year. If you do not yet belong to a committee, this is the perfect opportunity to learn more about opportunities in SNA and to share your expertise. This coming year will be an exciting year and we hope you will consider the various committees and projects that are planned to empower and benefit our members. Take advantage of the many ways you can be involved, as we look forward to another spectacular year in SNA!

Next, please plan to join us for a reception and dinner which will include the Installation of the 2011-2012 Board of Directors.

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|-------------|---|
| 4:00 – 6:00 | President’s Welcome SNA 10-11 in Review Award Recognition SNA 11-12 Overview House of Delegates Committee Meetings |
| 6:00 | Reception and Dinner* 2011-2012 SNA of Mass Board Installation |

*Preregistration and additional \$40 registration fee for members (\$50 non-members) required for the reception/dinner event

One Day at a Time

by Janice King, RD, SNS, President SNA of Mass

What a year this has been! Just when you think it couldn't get any more interesting, wait another twenty four hours! I believe we are experiencing the most rigorous, engaging, and professionally challenging time in the history of school nutrition programs. Where the next year will take us is uncertain. What I do know is that with your active involvement in SNA, you will have more key resources and education to help you in your daily work as a school nutrition professional.



I sincerely share that it has truly been a personal honor to serve each of you as president of our association this past year. Together, we have accomplished so much through our members, chapters, association committees, our industry partners, and our executive board. To write this article, as a summary of the year in review, would consume the content area of a book. I promise that I will however, focus on just a few of the highlights.

My vision for the year has always been about you, our members, to bring educational and professional development opportunities throughout our state, and to build and elevate the professionalism and perception of the value you all bring to the educational mission in our schools. The value we collectively place on children and their health and wellness speaks volumes. Now, we have the stage, with so many partners ready and willing to help us. It is our responsibility to take the lead and bring our nutrition mission to the next level. It is time to RE-VISION what we believe in, to build a strategic plan for our schools, to network for help you find the resources you need, and then, make it happen! Remember, to begin, and take it **one day at a time**.....

In July, 2010, I attended the state house ceremony for the signing of the **MA School Nutrition Bill** along with over 20 SNA members to support this important legislation. It has been a test of patience, requiring ten years for the legislation to come to fruition. Recent hearings held across our state also provided opportunities for testimony on the content of the proposed regulations. I very much appreciate the involvement of the Nutrition Committee and the presence of Directors at the hearing in Springfield. We are very hopeful to have credible influence on the final outcome of the regulations. MA competitive food standards are planned to be unveiled in July 2011 with a timeline for implementation.

Our **2010 Fall Conference** was extremely successful and through the collective leadership of our Professional Development team. We continue to deliver top notch, cutting edge training for our members. Mark your calendar for the **2011 Fall Conference, our 60th Anniversary Celebration** which will be held at the DCU Center in Worcester, MA! The program is shaping up to be the best ever! Date: **October 25-26, 2011**.

Then, we hosted the **2010 Northeast Leadership Conference**. We developed a truly outstanding conference with a long term objective of building the strength of SNA in the eight northeastern states. We are working to energize the collective strength of our regional expertise. This is the beginning of many, future collaborations.

In Washington DC this year at the **2011 Legislative Action Conference** we were able to celebrate the passing of the 2010 Federal Reauthorization - Healthy Hunger Free Kids Act. National Nutrition Standards were finally approved. We were honored by the presence of former President Clinton who addressed our conference. He shared the importance of our work and promoted the foundation that he started, the Alliance for a Healthier Generation. Check out this resource and sign your schools up to benefit from the available resources! <http://www.healthiergeneration.org/>

Now, the real work lies ahead, what will the final standards include for both the state and federal bills, and how will we implement them? This coming year will be critical for you to learn, and to gather information from every training that you can possibly attend! You are not alone. Together we can support and mentor each other!

We attended, exhibited and networked at the **MASBO Spring 2011 Conference**. Planning with our Public Relations Committee has been very effective to meet our Strategic Plan Initiatives for 2010-2011 to network with strategic associations. Our presence as an association is key to share our expertise and resources with the business officials in our schools. We will also be present at the **2011 Summer Massachusetts Association of School Superintendents (MASS)**. Additional outreach is planned with many other associations, including the MA Dietetic Association, Parent Teacher Associations, School Board Association, etc. in the coming year.

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“But, I liked the way things used to be”

by JoAnne Robinett, MSA, SNS , America's Meal

Need a little help with dealing with change?

Why is it that about the same time you think you have everything figured out, and you feel confident that your program is on the right track, and that pretty much everyone is up to speed with the rules and regulations, – somebody decides to make changes?!! We've all seen this, both at work and at home, time and time again –because, as the saying goes, there is only one constant, and that is CHANGE.

Sometimes, I just want to SCREAM that change gives me so much stress. “Please, just leave me alone and let me get my job done.” But what I have learned over the years is that it is not the change that gives me the stress – *it is how I react to the change and how I deal with change; that's what gives me the stress.*

Can I share with you a few tips I've learned to put change in perspective and keep stress to a minimum?

First – learn as much as you can about why the changes were made. It is easy to jump to the conclusion that the old way was the “right” way, and that the person who came up with the change has no idea of what goes on in the real world – but chances are, there was a very good reason for the change. Try to learn what the reason was, and why “they” think this is a better way than the old way. Don't argue first and ask questions later – ask the questions first. You just might find yourself agreeing with them and their logic if you listen with an open mind.

Second tip –Don't take it personal. Explore the change through the lens of your position – not your person. If this has happened at work, think of this new way of doing things, not as a reflection on what YOU have done in the past, but as link in the chain towards a finished product. Others often see the “big picture” better than we can see it, since we tend to focus on what is right in front of us. Sure, you may be the best person with the best way to do the work at hand, but that doesn't mean that we cannot help achieve the objective by doing things a little differently. We do not work in isolation – we are a part of a larger system. In situations outside the workplace we still have roles we fill. I know that I often had to make changes to rules or routines with my children – I did not ever make them to personally hurt my kids. They usually still took the change personally at first, and they were hurt, but once they moved past that and we dealt with our roles; I was the mother (boss) and they were the kid – the change went forward and we made progress on the issue. Yes, we all take things personally when we first hear them. A real mark of maturity is to be able to move past the “I” we hear at first, and move on to appreciate the viewpoint of others.

Third – Focus on the positive. Hopefully you can see positive benefits attached to this change. If you just can't see anything good in this, then focus on other positive things in your life. We are all so very lucky – yet we love to complain! Let's be grateful we can be a party to something that wants to implement change instead of always keeping things the same. Change equals growth. I bet you have heard this one, too – if you are not growing, you are dying. Who wants to be a part of something that's dying? NOT ME!! Let's all be a part of growth!

Fourth – Think in terms of outcomes and long term goals. Few changes really alter our main mission; most are just little detours and our course stays basically the same. When change is “life altering” and you find yourself going a totally different direction – seize the opportunity and make the best of it. Seldom do we get the chance to overhaul our lives. Those who do can make real improvement by dealing with change and rechanneling the stress to make positive improvements in their lives.

Fifth – Keep reminding yourself who is causing you stress. It is not “them”. They cannot cause you stress. They can cause a situation, but it is how you react to the situation that brings the stress! Use the tips above to understand the situation. Use some self discipline to control your reaction. If you still find that you experience stress, look towards proven stress busters. Take care of yourself – eat right, exercise, and build a network of friends who support and understand both the personal and the professional you.

Good Luck!

Relevant, Resourceful and Rich Professional Development

by Pat Luoto, The John C. Stalker Institute of Food and Nutrition, www.johnstalkerinstitute.org

From culinary techniques and procedures for inventory control and cost-cutting strategies, the John C. Stalker Institute of Food and Nutrition (JSI) offers exciting new programming each year based on the hottest topics in child and school nutrition.

Relevant

Whether offering hands-on workshops that address critical training needs, educating school nutrition professionals about new legislation and guidelines likely to impact their school nutrition operations, or advocating for important nutritional changes in Massachusetts schools, JSI strives to continually deliver the most important and timely information available.

Resourceful

Along with training, education and advocacy, JSI also serves as a major resource hub for anyone interested in creating a healthy school nutrition environment. Our web site offers invaluable resources that you can access anytime.

Known to many as the **A-List**, "A" for acceptable, the JSI web site hosts this directory of vending and snack products that meet established nutrition standards. JSI continuously reviews and posts product information on the A-List. A simple click and you will find healthy food and beverage options for your school, including those that meet the *HealthierUS School Challenge*.

Designed to be the one-stop source for nutrition resources, reports, lesson plans, training tools, and more, the **JSI Resource Center** offers:

- **Real-Time Information**
Online school nutrition resources are posted continually, so you are sure to find the latest information on a variety of topics.
- **Time-Saving Convenience**
No need to spend hours searching online. Using the JSI Resource Center means the work of searching the web has been done for you.
- **Credible, Knowledgeable Sources**
Before any information appears in the JSI Resource Center, the JSI staff scrutinizes it for quality, relevance, and value.

To see exactly what the JSI Resource Center has to offer, visit www.johnstalkerinstitute.org/rc

Rich Professional Development

JSI offers year-round programming, which includes workshops, conferences, undergraduate and graduate university courses and certificate programs for school nutrition managers and directors leading to SNA certification. Choose the workshop, course or program that suits your needs. We offer a variety of enrollment options: one credit 4-week online courses, as well as traditional four credit 15-week online and blended courses. Enrollment in a degree program is possible but not required. Register for just one course or a complete program — the choice is yours.

Our **Workshops to Go** initiative brings training and professional development directly to your school district. Timely topics focus on nutrition, culinary techniques, cost control, communication, and merchandising. You will not want to miss this year's **2011 Summer Institute, Unlocking Opportunities on August 16-18**, sponsored by the Massachusetts Department of Elementary and Secondary Education in cooperation with JSI and SNA of Mass. Key federal and state initiatives affecting school nutrition programs will be addressed and interactive breakout sessions will help you shift your program into action mode. Expand your knowledge, discover new resources, and network. Stay into the evening on Wednesday, August 17 to join your colleagues for the SNA Annual Meeting and Reception. Hope to see you there!

The John C. Stalker Institute of Food and Nutrition is a partnership of the Massachusetts Department of Elementary and Secondary Education and Framingham State University. This institution is an equal opportunity provider and employer.



The John C. Stalker Institute
of Food and Nutrition
AT FRAMINGHAM STATE UNIVERSITY

Legislative continued from page 1

Locally hearings were held in Boston on March 28, 2011 at the Department of Public Health and in Springfield on April 5, 2011 on the proposed guidelines for the State's School Nutrition Bill House Number 4919 which was passed in July 2010. The public comment period closed on April 8, 2011.

The goals of the School Nutrition Bill are to address the increasing prevalence of childhood obesity in the Commonwealth. The bill is designed to set nutritional standards for competitive foods, strengthen the requirements for instruction of nutrition and to address the requirements for physical education programs. The bill also will establish guidelines to assist school nurses with children who suffer from health concerns such as type 2 diabetes and eating disorders within the school setting. Additionally, the bill strongly supports the Farm to School initiative. If you are interested in more information regarding the Proposed State Regulations for "Competitive Foods" in Schools, please check out this link. <http://www.mphaweb.org/SchoolNutrition.htm>.

Future Leaders

by Jane McLucas, SNS, Vice President, SNA of Mass.

In 2007, I was fortunate enough to attend the Future Leaders Conference in Williamsburg, Virginia. I learned during this conference to "carry a big basket" and to hold the knowledge we gain each day. Not only was this a great experience, but I was also roommates with a woman named Janice King. As we both travel the road for SNA, we have not only become good friends, but great associates and strong allies.

This year SNA of MA is sponsoring two members to attend the Future Leaders Conference (FLC). Diane Zak and Susan Murray will represent Massachusetts. They both applied to attend the conference and met the criteria. The FLC and the National Leadership Conference are run in conjunction, to offer the attendees a chance to participate in developing goals that will lead our State in the coming years.

SNA members will travel from all parts of the country to come together in Colorado. They will have the opportunity to network with many people who work in the same field, learn new and exciting information and enhance their leadership skills. They will have the opportunity to learn from past presidents and from each other. They will discover the world of SNA National and realize that they are part of a larger picture.

As they take on their new roles as Delegate-Elect in their respective chapters, I know they will share their experience with their fellow members and use the tools they have gained to make SNA of MA a stronger association. I hope that the basket they carry fills with excitement, challenges, and new friends.

You are already a leader; do you want to enhance your skills? Think about applying for Future Leaders next year, as we venture to Kentucky.

SNA of Mass. Board of Directors 2011 – 2012

- President – Gail Koutroubas
- President-elect – Jane McLucas
- Vice President – Judy White
- Treasurer – Kristin Morello
- Past President – Janice King
- Delegates and Delegates-Elect

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Chapter 2 – Mary Leslie and Nancy Hasselman

Chapter 3 – Nancy Antolini and Bonnie Kitsakos

Chapter 4 – Lisa Leon and Dawn LaVallee

Chapter 5 – Irene Ekstrom and Susan Murray

- Committee Chairpeople

Exhibits – April Laskey and Mary Palen

Industry Council – Kim Imbornone

Legislative – Anne Marie Stronach

Membership – Janice Watt

Nutrition – Lauren Mancini

Professional Development – Sylvana Bryan

Public Relations – Ruthy Olney

- DESE Representative – Katie Millett
- Executive Director – Susan Sacks

Save the Date

Annual National Conference
July 9 – 13, 2011
Opryland, Nashville, TN

SNA of Mass. Annual Meeting
August 17, 2011
Marlborough, MA

Fall Conference and Food Show
October 25 – 26, 2011
DCU Center, Worcester, MA

USDA Foods
(formerly Commodity Connection)
December 15, 2011
Holiday Inn, Boxborough, MA

Legislation Action Conference
March 4-6, 2012
JW Marriott, Washington DC

Director Shares Successes at Empowering Students to Fuel Up to Play 60

Jill Lucius, Director of Food Services (Sodexo) for Fitchburg Public Schools, Fitchburg, Massachusetts was invited to share her success activating Fuel Up to Play 60 (FUTP60) in Fitchburg schools at a national planning meeting in Chicago.

Fuel Up to Play 60 is an in-school nutrition and physical activity program supported by National Dairy Council and National Football League, in collaboration with the United States Department of Agriculture (USDA). The USDA Food and Nutrition Service's (FNS) partnership with FUTP60 facilitates opportunities for schools to use resources provided by FUTP60 and local Dairy Councils to encourage participation in FNS nutrition assistance programs.

Jill provided insight on how to work with FUTP60 at the district level. She shared her experiences with building FUTP60 teams and how this has helped to lighten her workload. Jill assisted the school teams in writing successful grants in three schools and is using the opportunity to try new recipes and foods with students so she can then include them on her menu. So far, yogurt parfaits have been a huge favorite!

You can be just like Jill! Visit FuelUpToPlay60.com to see what is happening in your schools and apply for funding to implement and sustain healthy nutrition (and physical activity) improvements. The next funding deadline is June 15, 2011. Don't miss this great opportunity to plan ahead for the 2011-12 school year!



Jill Lucius, Director of Food Services (Sodexo) for Fitchburg Public Schools, right, shares her successes at the National Fuel Up to Play 60 Planning Meeting in Chicago.

Spread the Word

by Ruthy Olney, SNS, SNA PR Chair

The Public Relations committee is venturing out! We need to spread our word to existing organizations that support the efforts of School Nutrition in our schools. If you have a special connection or interest in any of the associations cited below, please contact me at rolney@aps1.net with a subject line of **Committee**.

*Secondary School Principals' Association
Elementary School Principals' Association
School Committee Association
Superintendents' Association
Parents' & Teachers' Association
School Committee Association
Massachusetts School Business Officials' Association
Massachusetts Dietetic Association
Massachusetts Public Health Association*

By reaching out, we can educate our communities about the benefits of the Massachusetts School Nutrition Association and establish strong connections with associations that impact our mission of serving healthy meals to school children.

Janice King, President, Gail Koutroubas, President Elect, and Ruthy Olney and Wayne Vespa of the public relations committee represented Mass SNA at the March Conference for Massachusetts School Business Administrators. Our booth looked spectacular, complete with posters, SNA materials, and the Tray Talk video playing. We were well received and the attendees loved the fresh apples we gave away. Our message of providing healthy meals was definitely affirmed.

I was very fortunate to attend the Legislative Action Conference in Washington, DC with a SNA scholarship as did April Laskey, School Nutrition Director for Billerica. It was an unforgettable experience! I learned so much and encourage all school nutrition staff to actively participate in the association, and pursue opportunities for education and to promote your program.

Looking forward to hearing from you! Please contact me and forward any news and articles regarding your school nutrition programs. We grow together with positive PR for school nutrition programs. Please feel free to contact me at rolney@aps1.net.

Equity in School Lunch Pricing – Why do I have to raise the cost of my paid lunches?

by Bob Deegan, CNP Chief, USDA FNS Northeast Region

Section 205 of the Healthy, Hunger Free Kids Act of 2010 states that:

Effective for the school year beginning July 1, 2011, schools are required to charge students for paid meals at a price that is on average equal to the difference between free meal reimbursement and paid meal reimbursement; Schools that currently charge less are required to gradually increase their prices over time until they meet the requirement; Schools may choose to cover the difference in revenue with non-Federal funds instead of raising paid meal prices.

Other than this being a run-on sentence that would have my Mother, the English teacher, running for her red pen, what does it mean? And more importantly, why is Congress doing this to us and under what authority?

This all stems from a study done a couple of years ago that showed in many school districts, the federal reimbursements for free/reduced price lunches were offsetting the cost of paid lunches that were priced below the actual cost of producing the meal. Pricing paid lunches below the cost of production effectively increases Federal subsidies for higher income children because Federal funds intended for free/reduced price lunches are being used to help offset the difference between the cost of producing the meal and what the school receives for it. In other words, the federal government was indirectly subsidizing paid lunches. Congress, who funds all Child Nutrition Programs, cannot have our Federal tax dollars being used for a purpose they were never intended for and that's where Section 205 comes from. Implementation guidance is still being developed for this Section and a nondiscretionary interim rule is scheduled to be issued by USDA Food and Nutrition Service in the spring 2011. The most important thing for School Food Authorities to know now is how to determine if paid lunch prices need to be raised. It's equally important to also know that the largest price increase required by this Section is 10¢ and that SFA's still have the authority to raise their prices more than 10¢, if needed.

The first step is determining your average cost for a paid lunch throughout the SFA. If your average cost is \$2.46 or higher, you do not need to raise your paid lunch price. \$2.46 is the difference between the Federal reimbursement for a free lunch (\$2.72) and a paid lunch (26¢). If your average cost is less than \$2.46, you need to calculate an adjusted average paid lunch price. This is done by taking your average cost and multiplying it by an annual inflation factor (1.14% for SY 2011-12) plus 2% for a total adjustment of 3.14%. The results may be rounded down to the nearest 5¢. Here are two examples:

Example 1: Average cost of paid lunch is \$1.50.
 $\$1.50 \times 3.14\% (0.0314)$ equals 0.047 (4.7¢)
 Result – may raise paid lunch price by 5¢ or may round down to 0 and keep the same price for SY 2011-12

Example 2: Average cost of paid lunch is \$2.00.
 $\$2.00 \times 3.14\% (0.0314)$ equals 0.063 (6.3¢)
 Result – must raise paid lunch price by at least 5¢ for SY 2011-12

Before you say anything, yes, we did notice the incongruity in these examples in that SFA's with paid lunches priced the lowest would not be required to raise their price, while SFA's closer to the \$2.46 point would have to raise them. Unfortunately, this is how the law was written and it's the process we must use.

There are still many good questions needing to be answered on this Section. Commonly heard ones include:

My SFA is already making a nice profit and I'm serving healthy, nutritious food so why would I want to penalize students by raising prices?

My SFA has many poor families whose income is just above the threshold for reduced price meals. This price increase would hurt these families.

Meals that are not priced in increments of 25¢ increase the likelihood of errors at the POS and also slow-down the line. Can I raise my price by 25¢ and then not have to raise it again for the next 2-3 years?

We have an answer to the second question and the other two should be answered in the interim rule due out this spring. For the second question, SFA's may price meals higher at those schools with lower free/reduced price percentages to allow the costs at the schools with the poorest families to stay the same as long as the average cost reflects the increase.

One Day at a Time continued from page 3

Our **SNA Annual Summer Meeting and Dinner** will be held on August 17 in conjunction with the ESE/JSI Annual Institute. Celebrate with your peers, congratulate members on their awards, and learn about the SNA of Mass Strategic Plan for 2011 - 2012! See what our association is all about and sit in on a committee meeting and volunteer your expertise for a particular project or program!

A major priority this year has been to improve our **SNA of Mass. Website!** The goals have been to make it an effective site that members actually use as their "go to" one source of information! We have implemented advanced navigational tools, organized information, and added helpful resources that have built a professional image and theme for our association. The goal has also been to redefine, refocus and deliver value driven content. I hope you agree! So many exciting features will be at your fingertips, that I think you will just love the results! An email announcement will be made in May of the transition to the new site! Please share your opinions, in all forms.

In closing, it has been through the effective leadership at the local and chapter level that has made a difference. Without the support and efforts of delegates and delegate elects and the many member volunteers on our committees, the link to all our members would not be possible.

I encourage everyone to look forward in the coming year for more regional and targeted topic trainings, whether from NFSMI, USDA, ESE, or SNA it all adds up to a question for each of us, also known as the WIFM Factor; "What's in it for me?" It is about your personal and professional success! We encourage and invite our member schools to apply for the **USDA Healthier US School Challenge Award (HUSCC)**. Work together, share information, and ask for help. You deserve the recognition for reaching this level in your programs!

More members are certified or credentialed than ever in our state! Congratulations to all! If you need more information on these areas, or would like to become a member, please contact our Member Services to help you with any questions you may have. Please consider a role that you can provide as a volunteer for our association! Each of you are so talented, and can bring the richness of your talent to support the important work that we do. Now, more than ever, our collective talents will make a difference. Is this your year and time to give back?

Thank you all for your support throughout the year. I am extremely grateful to each and every one of you. All my best to you in the coming year. Janice King

SNA News Bites

by Gail Koutroubas, SNA of Mass. President-elect

I had the opportunity to attend the Child Nutrition Industry Conference (CNIC) held in Seattle Washington, January 16-18, 2011, and what an experience it was!

After my 10 hour flight from New Hampshire to Seattle, I could hardly contain myself. I headed out to tour the "Pike Place Fish Market" what a market, it was awesome in size and to view the extensive array and quality of foods offered. The fresh fish, veggies, meats, and fruit were a beautiful sight to behold. Everything was fresh and so colorful and the cantaloupes were enormous! The flowers were the most beautiful I have seen, all in January, what a pleasant surprise!

The next morning, I headed to the lobby to board our bus for the highlight of the day - The Iron Chef Competition. We broke into three teams. I was on the team assigned to create a dish made from salmon. Each team had a professional chef and several food service directors from across the country. The objective was to create lunch entrees and side dishes that would have tasty kid appeal. The salmon team didn't win but it sure was fun and engaging. The event was sponsored by the Genuine Alaska Pollock Producers; they truly did a wonderful job and it was an experience and I will never forget.

The conference started off with an uplifting key note speaker Vince Lombardi, Jr. the theme was "We win, achieve, and excel by a commitment to change and a commitment to grow." How true that is given the challenging times ahead.

One of the highlights was called Innovation Stations, this gave me the opportunity to rate, taste, and see new innovative menu items that will be shown at the annual conference in Nashville, TN. The new items focused on the new nutritional standards that manufacturers are working to meet. This concept gave me the opportunity to talk with manufacturers about what kids like and dislike as they develop new products. It was a great opportunity to get in on the ground floor with the development of products we will likely see next year! I also got the opportunity to see new equipment and nutritional software programs that will assist us with new regulations.

CNIC was a great opportunity for Massachusetts to be represented and to have our voices heard. The networking opportunities with manufacturers, SNA board of directors, and other food service directors from across the country were truly a valuable one.

Value of SNA Membership

by Sheila Parisien, SNS, SNA Membership Chair

Over the years, we have printed numerous articles that focused on the benefits membership in SNA offers and all the reasons that we think membership in this association is critical to school nutrition professionals. That still holding true, this article is simply going to share with you four personal stories from members on how membership in SNA has brought value to their careers. First read about a kitchen worker that caught the bug and moved up the success ladder. Next is an industry representatives perspective on the value of membership. Read on about a former Foodservice Director who moved over to the industry side of our business as a community partner. Last but by no means least, read about a dynamic Foodservice Director who by the way will be taking my place this August and becoming your next SNA of Mass. Membership Chair.

Debbie Noyes
High School Manager, Hamilton Wenham RSD

I have worked at the Hamilton Wenham Reg. High School since March of 1997 and with the help of the SNA and its many opportunities, I continued up the ladder to become a very successful manager. SNA took me to different levels of success since I first started to work in the Foodservice Department as a Kitchen Worker. After becoming ServSafe Certified in 2004, I got the bug and ventured out to SNA of Mass. conferences where I began hearing about CEUs. I started attending Chapter 3 meetings and received training on topics like the School Meals Initiative Review, Food Production Records, Standardized Recipes and Reimbursable Meals. They were all very informative and helped me so much with understanding my job.

This started a light in my eye and I knew I had to continue. I then took SNA's Expanding Breakfast Program and a HACCP course. I was notified in August of 2007 that I had entered and won 1st prize in the New England Dairy Council Expanding breakfast award. I had actually won \$5000 for the school by making breakfast come into our program with a "Break and Take" breakfast on the go and into the classroom before school and during 1st and 2nd blocks of the day. How exciting was that! This sent my energy higher and I started to take even more courses from SNA. I took the courses, The New Look of School Milk, Dealing with Conflict and Confrontation, Healthy Edge, Healthy Cuisine for Kids and The Dietary Guidelines for Americans. I was very proud to become certified in 2008, it lifted me up even more! I felt so important and educated in nutrition for our school that I decided to take a year long course online with Penn Foster, I earned a certificate in Hotel Restaurant Management. In 2008, because of all these things I engaged in, I was nominated and won the State and Regional Heart of the Program Award! The best thing that happened was my being named manager of the High School in March of 2009. As manager, and with my director, I started a very successful Deli Bar and Soup Station.

I encourage all food service workers to get involve with SNA and its bounty of benefits and trainings, it can only help your job performance and it really makes you feel good about what you do. SNA captures the heart of dedicated employees in the profession of nutrition who want to learn and grow.

Karen McDonald
Thurston Foods, Inc.

As an Industry Representative with a passion for School Nutrition, I truly value my membership in the School Nutrition Association of Mass. I have been a member of the SNA of Mass. for the past ten years and in that time I have had the honor and the privilege to serve on two different committees; Industry and Membership. I personally feel that if you are associated with School Nutrition in any capacity, you are cheating yourself if you are not a member of this Association.

My membership has given me the opportunity to network with many School Nutrition Professionals, to learn about the current trends in child nutrition and to share information regarding the challenges facing School Nutrition Professionals today. As a result of attending the Legislative Action Conference in Washington D.C. last month as an SNA member, I was able to show my support of the School Nutrition programs in my state. With the new regulations governing School Nutrition, it is imperative to surround yourself with a network of people who can share information, resources and expertise. I have been fortunate to find that network of professionals in the School Nutrition Association of Mass..

I continually encourage Industry professionals and School Nutrition professionals to become members. Along with enhancing my career, my membership has given me the opportunity to form wonderful relationships with people working toward a common goal-- The health and nutrition of children.

Lisa Burnett RD, LDN, SNS
New England Dairy and Food Council

In December of 1988, I began my career in child nutrition as a Food Service Director. Like many new nutrition professionals, I had ideas and enthusiasm. But I realized immediately that I also had a lot to learn! Following the very good advice from a colleague, I became a member of SNA or American School Food Service Association - as it was called at the time. Access to training and resources was what I hoped to gain from my SNA membership, and I wasn't disappointed. However, I discovered quickly that meeting and networking with fellow School Nutrition Directors and other child nutrition professionals was just as valuable. SNA resources (state and national) were a lifeline that helped me get up to speed and keep up with the fast-paced and ever-changing school nutrition environment. For the past 5 years, I have experienced the value of membership in SNA as a community partner working as the Director of Nutrition and School Programs at the New England Dairy and Food Council. Membership in SNA provides the forum for all child nutrition professionals (school-based, agency, industry, and community) to work toward common goals. I truly value the opportunity to grow professionally and learn side by side with such hard-working and dedicated professionals!

Janice Watt SNS
Director of Food Service, Uxbridge Public Schools

I have been a member of SNA since 1997, and have found it to be the most valuable association to belong to in our profession. As a new director, I was introduced to SNA by a neighboring, experienced director who took me under her wing. This outreach by members is just one (but probably the most important, in my opinion) characteristic of this fantastic organization: our members all seem to possess the same common thread of willingness to help, share, and care about fellow members. It is so very important to be a part of a group who understands what I do; I couldn't imagine NOT being a member while working in the school nutrition business!

Of course, another terrific benefit of being a member is the availability of quality education opportunities which have helped me both personally and professionally over the years. Attending conferences and meetings have been instrumental in the operation that I run, as I have learned of so many good ideas and best practices that I've brought back to my district. It's awesome to always be on the pulse of what is happening in the school food world before others are! Again, how do those who are not involved with SNA stay ahead of the game and informed about our business?

As I look forward to next year as the new Membership Chair, I am so committed to showing appreciation to our current members and the contributions they bring to SNA and, equally important, working on recruiting new members, persuading them to drink the SNA kool-aid! If you or someone you know is "thirsty" for belonging to a group, having fun, making friends, self-improvement and gaining professional credibility, then I invite you become a member. If you are a member, I encourage you to encourage others to join....express to them a few reasons why you value SNA. I challenge you to take someone under your wing & make a difference in their life, as someone did for me!

I hope you enjoyed these stories. Remember and share your own value of membership when speaking with potential members! In closing I want to say what a great time I have had serving as your Membership Chair and getting to know so many of you. I know you will all enjoy the excitement and fun that your new membership chair is going to bring to the table. For now, keep on recruiting.

SNA of Mass. Credentialed Members

Congratulations to the new SNS SNA of Mass. members (in bold.)

Michael Bernat
 Lisa Burnett
 Sylvana Bryan
 Chrissy Carroll
 Nancy Cary
 Karen Chanaki
 Jean Comfort
 Susan Hilton Cowmeadow
Robert Deignan
 John Donohue
 Catherine Donovan
 Julie Dougal
 Kenneth Dube

Edmund Farrell
 Jackie Fiorentino
 Martha Jo Fleming
 Melissa Giamanco
Ruth Griffin
Missy Hope
Jeanne Irwin
 Jeanne Johnson
 Jack Jones
 Janice King
Dawn Langtry
 April Laskey
 April Liles

Lauren Mancini
 Wendy McCaul
 Jane McLucas
 Kristin Morello
 Joanne Morrissey
 Susan Murray
 Bernie Novak
 Gail Olivera
 Ruth Olney
 John Overcash
 Mary Palen
 Sheila Parisien
 Lynn Petrowski

Ann Pitzen
 Jeanne Sheridan
Jean Smith
Charlotte Stephenson
 Andrew Stratton
 Diane Sylvia
 Carla Tuttle
 Lucinda Ward
 Janice Watt
 Marilyn Wiley
 Nancy Wiseman
 Diane Zak

“It’s Our Time to Shine”

SNA of Mass 60th Anniversary Celebration

by April Laskey, SNS, Exhibits Chair and Judy white, Professional Development Chair

On October 25-26, 2011, SNA of Mass will be celebrating 60 years of success and we want you to be part of it! Our Fall Conference will be held at the DCU Center in Worcester and is sure to be spectacular!

Many Past Presidents have been working diligently on a special 60th Celebration Committee to create an event you won’t forget. In addition, each of our SNA of Mass Committees has contributed to planning this extraordinary event at the DCU Center with exciting speakers and training sessions. The Fall 2011 Conference will be two days of professional development, reflecting and celebrating 60 successful years for our members. Some of the highlights are:

- New England Patriots Chef will teach us how to prepare new and exciting entrees
- Congressman James McGovern will share with his prospective of feeding children and how America’s School lunch and breakfast program is the envy of the world
- Updates on the Massachusetts Nutrition Bill and coming standards for all cities and towns

Join your colleagues from across the state along with our hardworking front line staff as we come together at our Annual Fall Conference.

Mark your calendar now for October 25-26, 2011 and join us as we share 60 years of pictures, stories and facts of our history and our successes in SNA of Mass. Our celebration will be held at the DCU Center in Worcester. Be on the lookout for further information on the 60th Anniversary celebration!



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SNA Annual Meeting
August 17, 2011
Held in conjunction with the
JSI Summer Institute!