

## President's Message

### Life: Live, Laugh, Love, Learn, When Living in the Dash

By Jesse Bender, 2019-2020 President



**T** rue story, my wife and I are at Disney World in Epcot, (no kids by the way) and we are walking past a mom who is yelling at her child; "YOU RUINED THAT RIDE! YOU RUINED THAT RIDE FOR EVERYONE!" I really wanted to know what the child did but my wife stopped me before I could ask. As we continued to walk, no more than two minutes later we walked past a dad yelling at his child, "FOR THE LAST TIME, ITS ELEVEN O'CLOCK, NEXT TIME YOU ASK WE ARE GOING TO LEAVE!" At that moment I thought to myself, "Boy, it's sure is nice not having kids with us right now." Looking back, it was great to spend time with just my wife and create memories for the two of us to share, but I also realized, when I do take my kids to a place like that, the only one ruining anything is the parent yelling at their child.

Life is short, but it is also the longest thing you will ever do. Weird when you think of it that way. I am sure many of you have heard the saying, "The day you were born, the day you die, they don't matter, what matters is the dash in-between." What you do in that dash is the legacy you leave behind. The people you impact, the lives you change, everything you have done, and be it positive or negative, that dash is

you. During your time living in the dash, that's your chance, that's your chance to make a difference. You can choose to squander your dash, or you can choose to leave lasting memories that will impact those around you for generations to come.

**Jesse Bender CDM, CFPP**  
SNA-WI President  
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## HOT WATER PREPARATION

1. **Measure** 1 gallon of hot (180°-190°F) water into a 6" x 1/2 size steam table pan.
2. **Add** 1 pouch of potatoes, distribute evenly. Let stand 1 minute.
3. **Mix** well before serving.

## OVEN PREPARATION

1. **Measure** 1 gallon tap water into full steam table pan.
2. **Add** 1 pouch of potatoes, distribute evenly.
3. **Cover** with foil, bake at 325°F for 35-40 minutes.
4. **Mix** well before serving.



Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
<b>Total Fat</b> 0.5g		<b>1%</b>	<b>Total Carb.</b> 17g	<b>6%</b>
<b>Sat. Fat</b> 0g		<b>0%</b>	<b>Fiber</b> 1g	<b>4%</b>
<b>Trans Fat</b> 0g			<b>Total Sugars</b> 1g	
<b>Cholesterol</b> 0mg		<b>0%</b>	<b>Incl. 0g Added Sugars</b>	<b>0%</b>
<b>Sodium</b> 230mg		<b>10%</b>	<b>Protein</b> 2g	
<b>Calories per serving</b> 80			<b>Vitamin D</b> 0% • <b>Calcium</b> 0% • <b>Iron</b> 0% • <b>Potassium</b> 6%	

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Description	GTIN	Pack Size	Net Wt. (lbs.)	Ship Wt. (lbs.)	Finished (lbs./Case)	Servings (1/2 Cup/Case)	Case Cube	Tie/High
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14839	WGR Donut Ring	2.45	1 = 2 oz. eq.	84/2.45 oz.
14703	WGR Cookie Dough - Birthday Party	1.1	1 = 0.75 oz. eq.	240/1.2 oz.
14702	WGR Cookie Dough - Chocolate Birthday Party	1.1	1 = 0.75 oz. eq.	240/1.2 oz.
14701	WGR Cookie Dough - Chocolate Chip	1.1	1 = 0.75 oz. eq.	240/1.2 oz.
14705	WGR Cookie Dough - Candy Gem Sugar	1.1	1 = 0.75 oz. eq.	240/1.2 oz.
00037	Zerts™ S'mores Pudding	3	1 container	60/3 oz.
15887	WGR Bakery Bites Dough	0.65	4 pieces	576/0.65 oz.

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## Bringing a New Generation...

By Kerri Mallicoat, Former 2019-2020 President-Elect



**M**any companies with an aging workforce find themselves in a position that they need to train their inevitable replacements. As a Director, it is my job to watch for those changes and to plan for them. I have two cooks on my staff that I am currently grooming to take over the role of Kitchen Manager within the next year or so. I am doing so with the help of the School Nutrition Association. I can get them the education they need, assistance with training them for a leadership role and taking them to conferences as a great resource for networking.

It is important to evaluate the needs of your kitchen each year and determine if you are in need of a succession plan. So, what made me decide these two people were ready for a leadership role? Specifically, I watched their work ethic, job performance and their determination to continue learning new skills. These two people have come to me with new meal ideas, creative efficiency initiatives, and a desire to learn more about the program. All of these things were driving factors in what turned out to be some fantastic conversations about their futures. I was able to envision them in a specific building working as a team leader. I took into consideration the other team members and the ages of the students in that particular building. I knew which of them would work well with the Elementary level

and which would absolutely not! And after a year of training, I know for certain they are ready for their own kitchen, and the people that they are replacing feel comfortable knowing "their kitchen" will be in good hands.

So, take a look within your staff to see what kind of hidden talent you may find. Take the time to invest in them, and the dividends you will get back will not only benefit your program, but the people you helped get there.

### Kerri Mallicoat

*At the end of 2019, President-Elect Kerri Mallicoat informed the School Nutrition Association of WI's Board of Directors that she would be resigning from her Food Service position and would be taking on a new role outside of school nutrition and no longer would serve on the SNA-WI Board of Directors. SNA-WI greatly appreciates Mallicoat's years of leadership and service to the Association with the Board of Directors, and the many committees that she has been serving on. We wish her well in her future endeavors!*

# Thank you, Kerri!





## Congratulations Popcorn!

April 17th, 2019 – The United States Department of Agriculture distributed a memorandum providing guidance on crediting popcorn in the Child Nutrition Programs (CNP), including the National School Lunch Program (NSLP), School Breakfast Program (SBP), Child and Adult Care Food Program (CACFP), and Summer Food Service Program (SFSP). Previously, popcorn could not contribute to any component in the meal patterns, but could be served as an “extra” food.

Based on stakeholder feedback, the Food and Nutrition Service (FNS) updated the CNP food crediting guidance to allow popcorn to credit as a whole grain.

## Celebrate Responsibly

Some commenters expressed concern about ingredients and toppings, such as salt, caramel, cheese, and butter, sometimes served with popcorn. NSLP operators must ensure that any oil or fat used to pop the popcorn is included in the nutrient profile. The dietary specifications for calories, saturated fat, and sodium will limit the use of added ingredients in the NSLP.

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## Dog Days

By Michael Gasper, 2019-2020 President-Elect



**W**e will be half way through our school year when you read this. Seems like just yesterday we were preparing for the new school year with all the excitement and anticipation that comes with it. One thing I have noticed with School Nutrition is that each year goes faster than the last! Now we are in the "dog days" of the school year. The days are shorter, the sky is always grey and it is cold! It is no wonder that people seem to be a bit crabby and singing the Blue's this time of the year.

When you feel yourself falling into that trap, it is important to remember that our job is to provide students with a safe, nutritious meal in a welcoming environment. Kids are very observant and they can tell if you are not having a good day or are a bit crabby. We talk in my district all of the time that the minute you walk through the door you are an actor, kind of like Disney World! No matter what is going on in your personal life we need to make sure we leave that at the door and not burden our students with our problems. We talk about smiling and greeting the students, thanking them when they leave, or complimenting them on something.

The environment in our kitchen goes a long way towards achieving high participation. How many times have you gone back to a restaurant that had okay food because they treated you well? It is no different with our students. I really believe that kids today have plenty of negative things to deal with in their lives without our department adding to them.

The great news is that soon the days will start to get longer, spring will come, the grass will turn green, and flowers will bloom and then summer will come. Along with summer will be our Annual Summer Conference, this year in Wausau, Wisconsin for the first time! Our Steering Committee has been hard at work putting together a conference line up that will include great keynote speakers, Kim Raatz and Rick Olson, great educational sessions, hands on learning with Chefs, a great Vendor party with a fantastic concert that you won't want to miss. Some great music, food and of course lots of old and new friends.

Make sure you plan to attend!

**Mike Gasper**  
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## 2020 SNA-WI Advocacy Day & Spring Conference

We have been working hard to strengthen our priorities as we plan for our state wide event, Advocacy Day. Advocacy Day will be held on March 18th, 2020 jointly with the Wisconsin Academy of Nutrition and Dietetics (WAND) at the Madison Concourse Hotel. SNA-WI and WAND members who attend Advocacy Day will have the opportunity to meet with their state legislators to discuss key nutrition policies, promote the benefits of the profession, and discuss legislative priorities of shared interest. Prior to the afternoon meetings with legislators, participating members will hear from high-level speakers, take part in issue briefings, and legislative advocacy training.

As always, this is a free event for SNA-WI and WAND members to attend, registration is open now! Invite a fellow school nutrition professional to join you for the day of fun in Madison. Find the Advocacy Day Agenda on our SNA-WI webpage for more information!

Work continues on increasing state funding for breakfast programs. Are you looking for a way to spread the word and get your Legislator on board with increasing funding for your breakfast programs? Invite your Legislator to your work and have them see a breakfast service first hand! If you need more information on how to reach out to your Legislator, contact me or any member of our committee. We want to spread the word as to how important our breakfast programs are for the kids in Wisconsin.

## 2020 Spring Conference & Advocacy Day

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## Secretary/Treasurer Report

By Nicole Weeks, 2019-2020 SNA-WI Secretary/Treasurer



**W**hile I fear that I may sound like a broken record, at least I am repeating a positive message! I am happy to continue to report a strong financial position for SNA-WI. Our projected income for 2019-2020 is \$269,292 and our expenses are budgeted to be \$284,793. As of November, our expenses were \$57,628 and our income was \$61,731. Our total liabilities and equity as of November stand at \$354,390, ahead of last year at this time. Membership is in a good place, and our board and committees work hard to ensure our spending is responsible. It is a strong reflection on our organization, the leaders within it, and our members to be able to tell you we are still doing so well.

Outside of SNA-WI, I have found myself to be overwhelming busy these past months. Breathtakingly busy, even. I know I am not alone in this; everyone I know seems to be moving through life in a blur of activity and motion.

I had a thought the other day, though: What is the alternative?

Would I rather be in a position where I found my day to day schedule to be tedious and slow moving? What would life be like if I did not have the opportunity to encounter new experiences and new challenges, sometimes with no time to react or think about them before being thrown in? I am blessed to work in a job and career that I truly love. I had a wonderful conversation recently with a dear friend who feels the same way about his job. We talked about fears and insecurities and how doing something with passion helps to push you through those uncomfortable feelings. It can be a crazy and exhilarating cycle of being pushed to the edge, only to learn you are capable of something you did not realize. And the next time it happens, you get pushed a little further. I know I am uncomfortable in the midst of these times but when I step back and think about it, I feel overcome by gratitude for all of it. We get to feed children. We get to teach people about healthy food through the programs we work in. We get to see smiles and hear stories about new foods that were tried – and liked! We get to make a difference.

That's pretty amazing. Even if sometimes we are breathtakingly busy while we do it.

So, the next time you find yourself overcome by how busy you are, remember this quote from the famous and wise Anonymous: "Blessed is the person who is too busy to worry in the daytime and too sleepy to worry at night".

I hope that 2020 finds you busy. Overwhelmingly and breathtaking busy. With just enough time to pause and be grateful for it all.

### SNA-WI Staff



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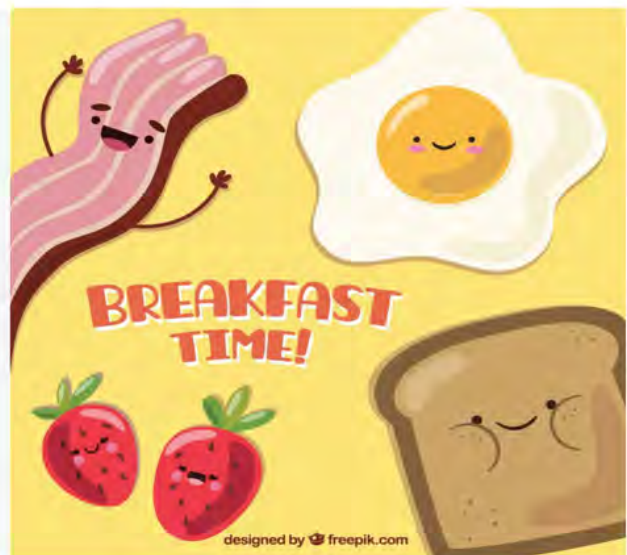
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## What Can Industry Do for You?

By Julie Magerowski, 2019-2020 Industry Board Representative



**T**he SNA-WI Fall conference and Direct Diversion show was held at the beginning of November. Over 80 industry partners participated in the diversion show. Thank you to all that stopped by the booths and/or tabletops. The show was a great opportunity to make connections for product cuttings and taste testing with students. With so many districts in this great state, it got me thinking, what can industry do for you? Whether it is food, equipment or distribution, all avenues can assist you with testing, demos, in-service trainings, menu concepts or product displays that can take your program to the next level. You at the conferences. As a member of industry, we enjoy the networking and brain storming that comes from the events or meetings throughout the year. Many product offerings come from ideas given by districts around the country. Membership and industry should work together like a well-oiled machine in school food service. Wisconsin is fortunate to have so many industry sponsors, we should work together for success.

There are many underutilized resources that are available to you. Do you attend the conferences and food shows that are held throughout the school year? If not, is it the distance, time of year, staffing, topics, that keep you from attending? As an organization we strive to connect with members and show the latest and greatest trends in school nutrition. We may not be a one size fits all, but we would like to hear from you as to what we can do to meet your hot button issues and see more of.

As of November 20, we have 51 Gold and Silver sponsors. As I look at neighboring states, Wisconsin surpasses our neighbors when it comes to these sponsor levels. Thank you to all our industry sponsors for your continued support in Wisconsin.

I, like many, just finished a whirlwind month of taste tests and cuttings with a few buying groups and districts. I enjoy the comradery between industry and membership. It is one of the perks of my job, especially working with students and staff. It is amazing how unique each site is and how you appeal to the kids. Hats off to all!

As I finish this article I am preparing to spend the day with family this Christmas day. One of my many blessings this year is to be a member of this great organization and work with wonderful districts. Thank you for all your business and continued business this school year. I hope you all had a blessed holiday season. Cheers to an amazing 2020!

### **Julie Magerowski**

SNA-WI Industry Board Representative  
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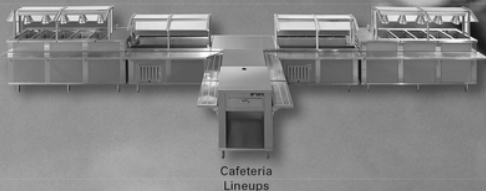


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## Legislative Committee Report

By Caitlin Harrison, NDTR, 2019-2020 Legislative Committee Chair



**F**or this issue of school tray today, I am keeping it simple! We have so much going on in our work and personal lives right now, it is best that I give you something short and concise.

Here is what you need to know from the Legislative Committee:

- We are currently working on unpaid meal balances and lunch shaming media and bills that have been introduced. Our committee is working on creating a fact sheet to help support members as they see more and more stories pop up in the media surrounding this important issue.
- SNA-WI sent out an email survey request. This information is important for us to compile so we have data in our conversations With Legislators surrounding unpaid meal charges. This is my plug that you please fill out this important survey!
- Our committee is still working on getting full funding for our breakfast programs. Just because it is not a budget year, doesn't mean we stopped working on this, we continued conversations and will continue to invite Legislators to see the work we are doing and show why fully funding breakfast programs is so important.
- Finally, Save the Date for Advocacy Day on March 18th. We will be combining this day with our Spring Conference that will be held on March 17th in Madison, WI. Looking forward to seeing you all there for a great event!

### Caitlin Harrison, NDTR

SNA-WI Legislative Committee Chair  
[crharrison@pulaskischools.org](mailto:crharrison@pulaskischools.org)

*Save-the-Date!*

2020 SNA-WI/WAND  
JOINT LEGISLATIVE ADVOCACY DAY

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## Lobbyist Report

By Erik Kanter, SNA-WI Lobbyist, Hoven Consulting

We are just over one month away from the SNA-WI/WAND Joint Legislative Advocacy Day! SNA members are working hard to ensure it's the best one yet! SNA-WI invites you to save the date for March 18, 2020 at the Concourse Hotel in Madison. The event is in conjunction with the SNA-WI Spring Conference.

The morning will begin with a policy update from SNA-WI lobbyists Erik Kanter and Tim Hoven. This informative presentation will provide an in-depth look into legislative issues SNA-WI is actively advocating on as well as arm you with the talking points to speak to legislators on those issues.

To aid the policy presentation, a panel of SNA-WI leaders from the Legislative Committee will discuss how the identified legislative issues are affecting school meal programs and answer questions from Advocacy Day attendees. This new format will allow for greater interaction between the Legislative Committee, SNA-WI lobbyists and SNA-WI members.

Following the policy presentation and panel, attendees will receive an inspiring keynote address on the importance of grassroots advocacy. The address will set the tone for the day and put in perspective the massive difference SNA-WI members can make when they advocate for legislation.

Attendees will then be broken up into first-time attendees and experienced Advocacy Day captains. The first-time attendees will see a presentation from Erik and Tim on Advocacy 101. This presentation will provide newcomers with a basic understanding of how to speak to legislators and advocate on an issue.

The Advocacy Day captains will receive a presentation on Tailoring a Message and Continuing the Conversation, which will detail how to hone advocacy skills to continue pushing for legislative issues when Advocacy Day is over.

The day culminates with attendees walking to the Capitol and meeting with legislators. When SNA-WI members walk together into the Capitol, it sends a powerful message to legislators that they care passionately about the policies that affect their work and the students they serve every day.

Don't miss out on what is sure to be the best Advocacy Day yet! Registration for the event will be available soon. We look forward to seeing you there!

### Now is the Time to Invite Legislators on School Meal Program Tours

As state legislators begin ramping up their campaigns for reelection in November, they are eager to meet with and gain input from their constituents. While SNA members

can always send emails and letters or call legislative offices, providing a tour of school meal programs is essential in illustrating the day-to-day needs of these vital programs.

**As the deliberations on the next state budget will begin in just a year's time, it's essential SNA members make contact with their legislators and illustrate the need for increased funding for the School Breakfast Program.**

Giving your legislators tours can seem intimidating and you may not know where to start. Be assured, legislators are eager to meet with their constituents. In order for them to be successful, they need your support.

### How do I invite my legislators on a tour?

Inviting your legislators on a tour is as simple as reaching out to their offices. This can be easily accomplished by calling their office at the Capitol and communicating you'd like to show them a meal service at your school.

Be sure to state you're a constituent and you would like to speak to them regarding SNA and the current financial strain schools are experiencing.

### What do I show them on a tour?

The purpose of the tour is to show your legislators what it takes to provide meals to students. Make sure to highlight things your school does particularly well and how your service is integral to student success.

At the same time, the tour is meant to illustrate where the need is. During the tour, make sure your legislators meet with the business manager to discuss financial challenges for your school meal programs. In particular, highlight the detrimental effects of delinquent meal accounts and discuss the need for fully funding the school breakfast program.

### What do I do following the tour?

If you need assistance prior to the tour in gathering talking points or information on issues before the legislature, don't hesitate to contact SNA's state lobbyist, Erik Kanter at [erik@hovenconsulting.com](mailto:erik@hovenconsulting.com). Erik will can help craft your message and prioritize talking points.

Following your tour, send their office an email thanking them for coming to your school and seeing what it takes to provide meals. You can also use this opportunity to fill in any gaps or offer additional resources to them.

Tours are an excellent opportunity to speak directly to your legislators and establish a relationship with them while simultaneously illustrating how they can help your school meal programs be more successful. Looking towards the election in November and state budget deliberations coming quickly around the corner, now is the time to provide tours to your legislators.



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## Precondition: Stage 1 Hypertension

By Joyce Gaulke, 2019-2020 Membership Chair



**H**ow many of us have this and don't realize it, until it's too late? Have you heard of the terms "elevated blood pressure" or "stage 1 hypertension," this means that your systolic blood pressure (the top number) is raising into the 130s or higher, at this time your doctor should be keeping an eye on you and advising you about treatment. Hypertension is called the silent killer because it's often symptomless. Instead of relying on signs, keep a diary or a log so your doctor can

or a log so your doctor can review it at appointments, so if your readings are persistently 150/90, it's critical to begin making lifestyle changes and if you have heart disease and diabetes, medication could be an option for you. One of the things that I found to help me is an at home wrist-style monitor or when I'm at a pharmacy that has a BP measuring station, stop

in and check your blood pressure. Another lifestyle change was sodium intake which has been found to be as effective as drugs.

If you can take a nap sometime through the day, this will also help lower your blood pressure. Doing it consistently can put your body into a rhythm of turning down the pressure within your circulatory system every day. It is also suggested to fill up on foods high in potassium (potatoes, bananas, kidney beans, and wild salmon) as well as calcium and magnesium (yogurt, dark leafy vegetables, and almonds). These should help to stabilize your blood pressure. Another program that can help you to control your blood pressure is yoga. Yoga is the best thing in the world for all ages and genders because it helps you to control your breathing and relaxation. It's all about taking that deep breath while doing physical exercise and meditation.

Remember we only have one body for life, so let's take care of it as best as we can!

**Joyce Gaulke**

SNA-WI Membership Chair

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# Education Committee Report: Resolving Confusion

By Pam Harris, MS, RDN, 2019-2020 Education Committee Chair



**A**re you confused about Certification versus Professional Standards? This is a frequently asked question, so you are not alone!

Certification and Professional Standards are actually two separate programs. Let's look at their differences first.

## What is SNA Certification?

SNA offers a professional development program that awards you with a formal Certificate in School Nutrition. Earning this Certificate will:

- Provide a career ladder you can use to advance in the field.
- Add credibility to your position and to your school's program.
- Enhance your professional image with supervisors, parents and administrators.
- Stay current on the latest issues and solutions related to your job.

There are now four levels of certification from which to choose, making it easy to become certified and to move up to higher levels over time. To become certified, you must fulfill the educational requirements, complete an application form and pay the certification fee. If approved by SNA, you are then certified at Level 1, 2, 3 or 4.

For more information about SNA Certification, check out the Certificate Program page on the SNA website at <https://schoolnutrition.org/certificate-and-credentialing/certificate-program/>.

## I'm a member of SNA, so I'm certified, right?

Not necessarily. Some people also confuse the terms "membership" and "certified." These are two different options within SNA.

You are probably already a member of the School Nutrition Association. Membership requires that you work in a school food service position and pay the annual membership dues. It allows you to attend SNA conferences at a reduced rate and provides you with a subscription to the School Nutrition magazine. You are also able to actively participate in your local chapter and at the state and national levels of SNA. To be a member, you are not required to obtain training hours or specific education.

The Certification Program is available to SNA members. Members may choose to earn the Certificate or not. You are not certified unless you complete the educational requirements and submit the application form and fee to SNA. This is a separate fee from your annual membership dues.

## So what does SNS mean?

The SNS distinction goes beyond certification. It means that you are recognized by SNA as a School Nutrition Specialist. To use the SNS credential, you must pass a comprehensive national exam conducted by SNA. More information can be found at <https://schoolnutrition.org/certificate-and-credentialing/credentialing-program/>.

## What are the Professional Standards?

This is a relatively new rule implemented by the USDA in 2015 to ensure that school nutrition employees are properly trained and qualified to operate Federal school meal programs. You are required to obtain formal training hours (continuing education) every year; the number of hours is based on your position and work schedule.

The USDA Professional Standards are monitored by the Federal government and DPI. They are not affiliated with SNA. Whereas SNA Certification is voluntary, all employees of Federal school meal programs must comply with the USDA Professional Standards. Your program director must keep documentation of Professional Standards training hours for each employee. This data is verified during the Administrative Review conducted by DPI. You can find the specific requirements of the USDA Professional Standards at <https://www.fns.usda.gov/school-meals/professional-standards>.

## All of this sounds like a lot of work – why does it have to be so complicated?

The good news: it's not as complicated as it appears! SNA has structured the Certification Program to align easily with the Professional Standards – the proverbial two birds with one stone!

Here is how the two programs overlap:

- The training you receive to become certified can also count as training hours toward Professional Standards requirements for that year.
- To remain certified with SNA, you must obtain continuing education hours each year. This continuing education can also count as your training hours toward Professional Standards.

SNA has prepared a booklet entitled "Professional Standards Training Guidelines" that makes it easy to understand the requirements and to make sure that your training counts toward both Certification and Professional Standards. You can access this booklet at <https://schoolnutrition.org/learning-center/usda-professional-standards/resources/>. To unlock and open the "Professional Standards Training Guidelines" booklet, you must login to your SNA account. No more confusion!

## Now we know that:

- The Professional Standards are education and training requirements set and governed by the USDA. All school nutrition employees must comply.
- SNA Membership is open to all school nutrition employees.
- SNA Certification is offered to all SNA members.
- Continuing education hours can satisfy the requirements of both programs at once – SNA Certification and the USDA Professional Standards.

Earning your SNA Certificate enhances your professional image and demonstrates your commitment to your District's school meal program. Impress your school district and get started today!

Still have questions? No problem! Send them to me at [harripa@masd.k12.wi.us](mailto:harripa@masd.k12.wi.us).

## Pam Harris

2019-2020 SNA-WI Education Chair  
[harripa@masd.k12.wi.us](mailto:harripa@masd.k12.wi.us)



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## Call for Board of Directors' Nominations Now Open!

The School Nutrition Association of WI is currently seeking candidates for the following positions:

- President-Elect
- Secretary/Treasurer
- Legislative Chair
- Membership Services Chair

The Election Ballot for 2020-21 state leaders is being formed now and will be published in the Spring newsletter. If you've ever thought of serving the association, now is the time to get involved and let other knows.

Michael Gasper, SNA-WI President-Elect  
608-526-6610 | [gasmic@holmen.k12.wi.us](mailto:gasmic@holmen.k12.wi.us)

Jesse Bender, SNA-WI President  
608-374-7363 | [jessebender@tomah.education](mailto:jessebender@tomah.education)

Please fill out the information regarding 2020-2021 Nominations by March 20th to share with membership for the election by clicking [here](#).

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## SNA-WI Future Leader Scholarship Application Deadline is February 7th!

The SNA-WI is currently seeking nominations for the 2020 Future Leader Award.

Held in conjunction with the National Leadership Conference (NLC), the SNA Future Leaders Program provides hands-on training to new and future leaders of SNA. Future Leaders are given the opportunity to network with other emerging SNA stars from across the country, hone their leadership and communication skills, and learn from seasoned SNA leaders in a fun and interactive learning environment. The National Leadership Conference will be held April 30-May 2, 2020 in Tempe, AZ. In order to be eligible for the Future Leader Award, you must be able to attend to this meeting.

### Criteria for Consideration

- Must be an SNA-WI member.
- Currently hold an SNA Certificate in School Nutrition or the SNS Credential.
- Must have a minimum of three years in the school nutrition profession.
- Demonstrated qualities for future association leadership and show evidence of strong leadership potential.
- Demonstrated interest in developing leadership abilities and shaping the next generation of state association/SNA initiatives.
- Committed to life-long learning and career in school nutrition.
- Energetic individual who believes in the importance of their local/state association and who is most likely to contribute to long-term growth and development.
- Nominees may be a Board member but should not have served as President-Elect or President.

Please click [here](#) for more information and to submit your nomination.

### Specifics:

SNA-WI will pay registration fees, transportation, accommodations, and other related expenses.

### Process:

If you meet the criteria for selection and would like to be considered for nomination, please complete and submit the enclosed application. The board will review the applications and make a recommendation for our Future Leader by February 14th, 2020.

The application deadline is February 7th.

Questions? Contact the SNA-WI Office at 920-560-5630 or [sna-wi@badgerbay.co](mailto:sna-wi@badgerbay.co).

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# Becoming a New Member of the SNA-WI Board

By Jennifer Wager, 2019-2020 Marketing Committee Chair



**H**ope your school year is going great! As we work through our struggles and triumphs in our schools, SNA is always working to help provide you with what is new and up and coming. Being new to the SNA-WI and being the Marketing Chair, I would like to share some of the experiences I have had. When I said yes to taking this position, I was inducted on the SNA-WI board at the Annual Conference. As we started to get ready for the school year, SNA-WI board members were working hard on forming committees. The Marketing Committee is made up of Michelle Denk, Janet Loeffelholz, Amy Lawrenz, Rose Ann Boushele, Jesse Bender and me. We have had a few meetings and have been in discussion of what small and large goals we have for the Marketing Committee 2019-2020. Jessica Trippler and Jamie Michael from Badger Bay, have both been amazing in helping with setting up calls, taking notes and providing great advice. I would like to thank you all for your help and guidance as you have been a part of this

association for some time and I am in the learning stages. I attend board meetings in person and through ZOOM (Video Conferencing). Both of which are new to me and every time I learn something new. I did not realize the work and dedication your great board members provide for SNA-WI. At each meeting they all give updates and report what each committee is working on, and this is after they have been in school all day doing what we all love to do...providing the most nutritious meals for our students.

I have been given some other great experiences too. I was asked to go to the Midwest Leadership Conference in South Dakota back in October. WOW, what a great way to see the SNA on a larger level. I was a bit overwhelmed but was taking in as much knowledge as I could from all the experienced members. I did not realize what a hard-working association I belong to. Do you know that your representatives work hard to provide for you the best leadership available in SNA? Have you ever wanted to get more involved? School Nutrition Association-WI is led by a great board that is patient and willing to teach.

I had applied for a scholarship as a first-time attendee to the Legislation Action Conference 2020 and I am looking forward to this wonderful experience. If you have never applied for a scholarship, I strongly encourage you to do so. I can't wait to see what LAC has to teach me. Like I said I am in the learning stages and I am embracing every experience I can. Hoping this will make me a better leader for you and SNA-WI.

I am so fortunate that I was asked to be a part of the SNA-WI Marketing Committee. Being new on the board has been nothing but a great experience and everyone is willing to help and make you feel a part of the SNA team. Most of the board members have started on committees and been passionate about SNA-WI to move into chaired positions or more. I think we are all doing what we do every day because we love what we do...providing the most nutritious meals for our students.

Thank you, SNA-WI Members, for providing the most nutritious meals for our students. You make a HUGE difference every day one meal at a time! I strongly encourage you to get more involved if you get the chance, as it has opened my eyes and taught me so much! Being a new board member is a learning experience and I am embracing everything I can.

Please contact me if you have any ideas or suggestions to share with us! Let's make it a Great year!

**"EVERY STUDENT, EVERY CLASSROOM, EVERY DAY"**

**Jennifer Wager**

SNA-WI Marketing Committee Chair

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## SNA-WI is Social and We Want you to Join Us!

SNA-WI's social media resources have grown and come a viable way to keep accurate and up-to-date. Through Facebook and LinkedIn, members can receive instant notifications about the association's happenings, as well as comment, like, discuss, and share with friends. Using Facebook, LinkedIn, and the website, SNA-WI is connecting with members in an engaging, modern environment.

**Facebook:** When a member or interested member “likes” SNA-WI's Facebook page, he or she has access to event information, registration, photos, current events, and live updates all in one place. SNA-WI has linked the [sna-wi.org](http://sna-wi.org) website to its Facebook page in order to create an easier access point to events and registration forms. Not only is the accessibility easier, but it also gives members the opportunity to comment and “like” different events and happenings. Have a question about an upcoming event or meeting? Post it right on the page and an SNA-WI staff member will answer or respond in a public forum that allows for other members to also see. In addition, Facebook allows SNA-WI the opportunity to post news, current events, and other pertinent information in a timely fashion, making it easier to see relevant content without having to dig through the website.



“Like” SNA-WI's Facebook page at <https://www.facebook.com/SNAWisconsin>.

**LinkedIn:** SNA-WI utilizes LinkedIn as an on-going discussion and open forum for industry related topics. By joining the SNA-WI group on LinkedIn, members are given access to these open discussions and given the opportunity to put their SNA-WI membership on their LinkedIn profile. This is a great place for networking and resume building. In addition, the group gives easier access to job postings and relevant listings.



Join SNA-WI's LinkedIn group at <https://www.linkedin.com/groups/2212951/>.

**Website:** The website serves as the “main hub” for SNA-WI. On the website, you can find all information on current happenings or events as well as archives of past events, legislation, etc. It also serves as the registration center for all events. It provides information specific to Wisconsin's SNA chapter. Visit the website at <http://sna-wi.org>.



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## Wisconsin Department of Public Instruction

The Around the World in 80 Trays campaign aims to increase international flavors in U.S. Department of Agriculture (USDA) School Meal Programs in Wisconsin! The School Nutrition Team (SNT) at the Department of Public Instruction would like to acknowledge that food can do more than just nourish the body, it can also offer an invitation to participate in and explore the many diverse cultures of students. We invited Wisconsin schools to join the SNT in the weeklong culinary adventure, kicking off on Martin Luther King Jr. Day, January 20, 2020. What better way to celebrate the unique cultural backgrounds of students across this great state than by remembering the legacy of MLK Jr. and his dream of equality and inclusion for everyone.

Sign up! Help the SNT reach their goal of 80 Wisconsin School Food Authorities participating in Around the World in 80 Trays! We hope your students benefited by using the week of January 21-24, 2020, to introduce new flavors, create culturally inspired dishes, explore the tantalizing world of herbs and spices, and connect with your students!

Visit the International Meals section of DPI's Menu Planning web page for ideas, recipes, and tips. Consider the cultural heritage of your student population, your community, and your school staff for inspiration. Discover new ways to use USDA Foods to create International Meals. Your Direct Diversion partners might have some great ideas of the ways their products could be used in international meals. Print out the USDA MyPlate, which is available in 21 languages, to go with your international dish!

During the week of January 21-24, 2020, schools studied different nationalities, cultures, and ethnicities and we encourage pairing classroom lessons with culinary adventures, matching recess games to an international meal and to begin lunch service with a song in a language other than English, decorate your cafeteria, and share these exciting flavors with students of all ages.

If you participated, please send any pictures, video, sound clips, etc. [DPIFNS@dpi.wi.gov](mailto:DPIFNS@dpi.wi.gov), so we can share your success on social media. You could be featured on our website, in our newsletters and/or bulletins. Who knows, you might even grab the attention of USDA! If you participated, we hope that you wore your shirt proudly!

Let's all go Around the World in 80 Trays this January!



# Around the WORLD in 80 Trays



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# Be the Reason Someone Smiles Today!

By Sarah Mumm, 2019-2020 Chapter President Representative



**D**o you ever wonder what it's like to be a student in today's schools? There are so many more things that today's students need to worry about. Was the grade on my last test good enough to keep up my GPA where I need it, not enough time in the evenings after practice or activities to study, the constant fear of being accepted by your peers, the hope to find someone to sit by at lunch, what to do after graduation. There are so many stresses that students have to worry about in one day that lunch time should not be one of them. Starting off every school year, I like to come up with a theme to use. I was struggling this year to come up with one. When I sat down and thought about my students and how I want them to feel in the lunch room, it became clear what my theme was going to be. Simple, "Be the Reason Someone Smiles Today." I want students to come to lunch and know that the kitchen is a safe, fun, happy and relaxing place, I want them to look forward to lunch. Not that my staff needed much help making the students smile and feel comfortable but I wanted this to carry over from student to student.

How do you get this to happen? To start, we littered our kitchen with smiley faces all over! Whenever we see a student doing something positive or being kind, we hand out a small smiley face button. We encourage and display positive and uplifting attitudes everyday no matter what kind of day we are having ourselves. We are about half way through the year now and I do see a difference. Having the constant reminders to smile and be kind to others has really paid off. You can see it in the staff and students how this concept of trying to make others smile has benefited in so many ways. The countless e-mails, notes, and cards from our students is proof that smiling, kindness, and encouragement is contagious and truly does make people feel better about their day and themselves.

As we move forward and finish out the rest of the school year, I want to challenge you to take time to make someone smile every day. Whether it is a student who did not perform well on a test, maybe someone who is just feeling down that day or a staff member who is really struggling, let's do what we can to encourage, be kind and lift others up. The rewards from this challenge are amazing! Now go and be the reason someone smiles today!

Keep Smiling.

## Sarah Mumm

SNA-WI Chapter President Representative  
mumsar@holmen.k12.wi.us  
608-526-3372

## SNA-WI Chapter Presidents – Update Your Chapter Listing!

Looking to get more involved? We have a few leadership positions to consider and we need you! We also want to make sure when you are renewing your membership, that you designate your local chapter to assure you receive the accurate information. Not sure what chapter you are in?

Contact the SNA-WI office to make sure your profile is updated. See below the Chapter Listings and vacancies for 2019-2020. Chapter President Representative, Sarah Mumm, would like to assist you to make your Chapter stronger!

**Chapter 4**  
Diane Swiontek  
Clayton SD

**Chapter 7**  
Rene Ison  
Wausau SD

**Chapter 12**  
Mary Loveless  
Baraboo SD

**Chapter 15**  
Linda Ammann  
Monona Grove

**Chapter 16**  
Ellen Leasure  
Elkhorn SD

**Chapter 5**  
Amy Fisher  
Spring Valley SD

**Chapter 11**  
Sarah Mumm  
Holmen SD

**Chapter 12**  
Linda Raimor  
Portage Community

**Chapter 16**  
Pam Harris  
Mukwonago SD

**Chapter 17**  
Kassidy Wright  
Johnson Creek SD

**Chapter 14**  
Janet Loeffelholz  
Cuba City HS

# Student School Breakfast Video Contest

**By Maureen Fitzgerald, Director of Advocacy, Hunger Task Force**

Every school day, over 2,000 Wisconsin schools are serving breakfast to more than 180,000 hungry students. The School Breakfast Program continues to grow in Wisconsin as more schools are utilizing innovative approaches to serve up nutritious meals so kids can start the day ready to learn. School Nutrition Association professionals all across our state are doing amazing work.

That's why Hunger Task Force is excited to announce the third annual Wisconsin Student School Breakfast Video Contest! Teams of students are invited to submit an original video explaining why their school breakfast rocks for a chance to win monetary prizes. The contest is open to all K-12 students in Wisconsin who attend schools that participate in the U.S. Department of Agriculture (USDA) School Breakfast Program.

Contest entries will be accepted from December 16, 2019 to February 14, 2020. Winners will be notified during National School Breakfast Week, March 2-6, 2020. Entries will be reviewed and scored by a panel of judges based on creativity, effectiveness of message, and overall quality of submission.

Abundant research shows that children who eat breakfast are absent from school less often, have a decreased risk of being overweight and are less likely to have behavioral issues at school<sup>2</sup>. Offering breakfast to all students every day, at a time and manner that ensures children will eat, will help all students start the school day ready to learn. This contest encourages students to showcase the quality of their school breakfast, their passionate food service staff, and the need for equitable access to a nutritious breakfast for every child.

Finalists will be featured on the Hunger Task Force and Wisconsin Department of Instruction webpages, social media, and newsletters! To learn more about this contest visit the Hunger Task Force School Breakfast Video Contest webpage or contact [maureen@hungertaskforce.org](mailto:maureen@hungertaskforce.org) with questions.

<sup>1</sup> Augustine-Thottungal, R., Kern, J., Key, J., & Sherman, B. (2013). *Ending Childhood Hunger: A Social Impact Analysis. Study compiled by Deloitte and Share Our Strength*. Retrieved from: <http://bestpractices.nokidhungry.org/sites/default/files/download-resource/Ending%20Childhood%20Hunger%3A%20A%20Social%20Impact%20Analysis.pdf>

<sup>2</sup> FitzSimons, C., Girouard, D., Rosso, R. (2019). *Food Research & action Center School Breakfast Scorecard: School Yearh 2017-2018*. Retrieved from: <http://frac.org/research/resource-library/school-breakfast-scorecard-2017-2018-school-year-february-2019>

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## DPI Report: It's a New Year....Let's Shake Things Up!

Do you feel like sometimes you are in a rut, and things you do are out of habit? Do you just keep doing the same old thing because it is easy? Well...the new year is a great time to shake things up!

Is it time to take a look at your cycle menu? Have you thought about using a different service model at breakfast? Is there equipment available to you that you have not used to its full potential? Is your participation not quite where you want it to be?

### Important Steps to Take When Making a Change

- Identify the Root - Identifying the root of the habit or behavior sounds simple, but it is not always easy. Recognizing what is causing the habit is the first step to overcoming it.
- Replace a "Bad" or Stagnate Habit with a Good One - Once we understand what is behind a negative habit, we can replace it with new and exciting ways to deal with the underlying issue.
- Eliminate Triggers - Sometimes we need to change the environment to change behaviors.
- Find Good Influences - Finding a way to better meet the needs of our customers may mean that we toss out that old menu, for example, and welcome a new idea.

The School Nutrition Team is working hard to provide you with opportunities to shake things up. Some examples include the following:

1. Around the World in 80 Trays
2. School Breakfast Challenge
3. GOALS
4. Student Chef Competition
5. Increasing Participation Workshop - more information to come soon. Registration will open February 3
6. Quality Meal Improvement Subgrants
7. SNACS

We are here to help you "Shake Things Up" in 2020!

Respectfully submitted,

**Jessica Sharkus, RD, CD**

Director-School

Nutrition Team

Jessica.sharkus@dpi.wi.gov



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- 2 M/MA, 2 oz Grain, 1/8 c red/orange vegetable per 1/8 slice

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and  
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**Cooking Instructions:**

- Bake from frozen and cook before eating
- Estimated cooking times, by method and temperature:
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- Impingement Oven: 420F for 7 to 9 minutes
- Conventional Oven: 425F for 16 to 20 minutes





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## NATIONAL AND STATE NEW MEMBER APPLICATION

Member ID \_\_\_\_\_

- ① Have you ever been a SNA member? ☐ Yes ☐ No
- ② First Name \_\_\_\_\_ Last Name \_\_\_\_\_
- ③ Email \_\_\_\_\_ Job Title \_\_\_\_\_
- ④ School District \_\_\_\_\_ ⑤ School Name \_\_\_\_\_ ⑥ Chapter No. \_\_\_\_\_
- ⑦ Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_
- ⑧ Work Mailing Address (Please indicate preferred mailing address ☐ Work ☐ Home)  
 Address \_\_\_\_\_ Suite \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
- ⑨ Home Mailing Address  
 Address \_\_\_\_\_ Suite/Apt \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
- ⑩ Who referred you to SNA? First Name \_\_\_\_\_ Last Name \_\_\_\_\_ (Optional) Member ID: \_\_\_\_\_
- ⑪ Membership Category (Check either individual membership or school district/state agency membership (SDM). See back for description)

Member Categories	National Dues	
	Individual Membership	School District/State Agency Membership
SN Employee	\$36 <input type="checkbox"/>	\$36 <input type="checkbox"/>
Student	\$36 <input type="checkbox"/>	N/A
Retired	\$36 <input type="checkbox"/>	N/A
SN Manager	\$38 <input type="checkbox"/>	\$38 <input type="checkbox"/>
District Director/Supv/Spec	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Major City Director/Supv/Spec	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
State Agency Director and Staff	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Nutrition Educator	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Other	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Affiliate Employee	\$18 <input type="checkbox"/>	N/A
Affiliate Retired	\$18 <input type="checkbox"/>	N/A

- ⑫ Employed by? ☐ Public School ☐ Private Management Company  
☐ Private School ☐ CACFP
- ⑬ Does your employer pay your dues? ☐ Yes ☐ No
- ⑭ Are you responsible for school nutrition operations in your school district? ☐ Yes ☐ No

National, State Dues and Processing Fee are required.

⑮ NATIONAL DUES \$     .

WI ⑯ STATE DUES\* \$     .

⑰ PROCESSING FEE \$     2 . 5 0

⑱ TOTAL DUES \$     .

⑲ Tax-deductible contribution to SN Foundation \$     .

⑳ TOTAL PAYMENT \$     .

- ⑯ Your STATE DUES are: (Record state dues in the space provided on right) \* Select one.
- \$8.50 STU/RET/AFR/AFE/ \$12.50 SNM/SNE/  
 \$23.50 SDS/OTH/MCD/EDU/DDS/

- ⑳ CREDIT CARD INFO: EXP. DATE \_\_\_\_\_  
 # \_\_\_\_\_

- ㉑ Individual Membership Signature \_\_\_\_\_ Date \_\_\_\_\_

For SDM multiple applicants, you may use a spreadsheet found at [www.schoolnutrition.org/sdm](http://www.schoolnutrition.org/sdm).

See reverse side for important information.

Dues subject to change.

㉒ FOR SCHOOL DISTRICT MEMBERSHIP (SDM) ONLY

SDM Main Contact Name \_\_\_\_\_

(Optional) SDM Main Contact Member ID \_\_\_\_\_

Email \_\_\_\_\_

Business Phone Number \_\_\_\_\_

Return this form with your credit card information, or your check or money order made out to SNA  
 Mail application to SNA, PO Box 759297, Baltimore, MD 21275-9297

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## SNA National and State Membership Application Guidelines

### Membership Application for Individual and School District Memberships.

Instructions for completing the front of this application:

1. Please indicate if you have ever been a SNA member.
2. Print your full name as you would like it to appear in your membership record and on your membership card.
3. Print your email address and job title. All SNA members automatically receive emailed information related to the organization.
4. Print your current school district.
5. Print your current school name.
6. If you know your local chapter number, please fill in.
7. Print your work and home phone number.
8. Print your work mailing address.
9. Print your home mailing address.
10. Print full name of member referrer who introduced you to SNA (only needed for new members). This will give the person credits for Star Club and annual membership campaign drives. Optional: Include referrer's SNA member ID.
11. Please review the membership categories listed. Check one that best describes your position. **School District/State Agency Membership (SDM) is a membership managed or coordinated by the school district/state agency and can be transferred to another individual in the same membership category. Please check with your district to see if you are eligible for SDM.**
12. Please check if you are employed by public school, private school, or private management company.
13. Please indicate if your employer pays your dues.
14. Please indicate if you are responsible for school nutrition operations in your school district.
15. Record your national dues based on membership category checked.
16. Record your state dues based on the dues listed on left side of application under "Your state dues are:"
17. All applications must include the processing fee.
18. Please add national, state dues and processing fee amounts. This is the total dues amount to be paid. Applications with incorrect total amount will be returned resulting in a delay of member benefits.
19. Record your optional contribution to the School Nutrition Foundation. The School Nutrition Foundation is a 501(c)(3) organization and donations are tax deductible. Your contribution of \$10 or more will be acknowledged by the School Nutrition Foundation.
20. Add national dues, state dues, processing fee and any optional contributions. This is the total payment.
21. If paying by credit card, please enter your credit card information.
22. This box must be completed for SDM applicants.
23. Please sign and date your completed application. Required for individual membership only. Mail your application and payment to SNA, PO Box 759297, Baltimore, MD 21275-9297.

Membership dues cover a full year of benefits. Processing of application takes approximately two to four weeks from receipt of payment. New members will be mailed a membership card about two weeks after application has been completely processed.

Dues Category	Membership Category	Description	Individual Membership	School District/State Agency Membership
SNE	School Nutrition Employee	Cooks, chefs, bakers, bookkeepers, technicians, assistants, etc.	\$36	\$36
STU	Student	Full-time students enrolled in post-secondary nutrition, health or other food related program. Does not include right to vote.	\$36	N/A
RET	Retired	Retired Members.	\$36	N/A
SNM	School Nutrition Manager	Managers, head cooks, head chefs, assistant managers.	\$38	\$38
DDS	School Nutrition Director, Supervisors, Specialist, Executive Chefs	Working in a school nutrition program at the school district level.	\$130	\$130
MCD	School Nutrition Director, Supervisor, Specialist (Major City)	Working in a school nutrition program where the school district enrollment is 40,000 or more or city population is 200,000 or more.	\$130	\$130
SDS	State Agency Director, Supervisor, Specialist	Working in state office for child nutrition programs, including nutrition education.	\$130	\$130
EDU	School Nutrition Educator	Faculty working in a college/university setting.	\$130	\$130
OTH	Other	Principals, Superintendents, Teachers, etc. Does not include right to vote.	\$130	\$130
AFE	Affiliate Part-Time Staff (less than 4 hours daily)	Optional membership category for retired or part-time school nutrition staff. Does not include a subscription to SN magazine or the right to vote in the annual SNA election.	\$18	N/A
AFR	Affiliate Retired		\$18	N/A

Note: Contributions or gifts to SNA are not deductible as charitable contributions for federal income tax purposes. Contributions to the Foundation are deductible for IRS purposes. \$2.00 of your national dues is used for your subscription to the SN magazine.

School Nutrition Association \* 2900 S Quincy Street, Suite 700 \* Arlington, VA 22206  
Phone: 800-877-8822 \* Web site: [www.schoolnutrition.org](http://www.schoolnutrition.org) \* E-mail: [membership@schoolnutrition.org](mailto:membership@schoolnutrition.org)

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## SNA-WI Scholarship Opportunities Available Soon!

In addition to SNA Nation Awards, the SNA-WI is proud to have a platform for awards and scholarships that are made available to our members for recognition and to attend conferences!

Watch your emails for opportunities to submit for:

- First Time Attendees for the Annual Conference
- 100% Membership and Certification (by District and by School)
- 25 Year Membership Award

In addition, SNA-WI provides our members with opportunities to attend:

- SNA Legislative Conference
- SNA National Leadership Conference
- SNA Future Leader Award Opportunities



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For further information, contact Jayne Niendorff, Key Account Manager K12, at (414) 469-6134 or [jniendorff@acosta.com](mailto:jniendorff@acosta.com).

**ACOSTA**



## NATIONAL SCHOOL BREAKFAST WEEK MARCH 2-6, 2020

### What is NSBW?

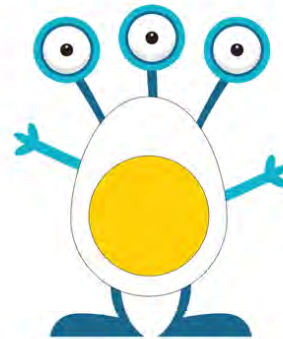
National School Breakfast week (NSBW) is a week-long program designed to raise awareness of the National School Breakfast Program (SPB) in school communities across the country. The NSBW was launched in 1989 by the federal government as a means for all K-12 students in the United States to have access to a nutritious school breakfast. More than 14 million children participate each day!

NSBW is an annual opportunity to elevate the profile of your school breakfast program in conjunction with a national campaign, increase participation and educate your school community about the benefits of a healthy school breakfast and the professionalism "and dedication" of your staff.

School breakfast plays a particularly significant role for children of food-insecure families--and when all students are taking advantage of school breakfast service, that can help to eliminate any stigma associated with participation. #NSBW20 is a great occasion to shoot for the moon with these messages.

### "Out of This World" National Campaign Goals

- Promote healthy menus offered by SNA members and increase breakfast participation
- Raise awareness with parents, administrators, the media, and other stakeholders about the importance of school breakfast programs for student success and the role played by school nutrition professionals.
- Expand the online presence of school nutrition programs on a national scale via social media, blogs, newsletters, allied partner communication, and more!





## A Career Well Served



**B**etsy Farah has been a part of SNA-WI for close to 23 years and has worked for the Ashwaubenon School District as the Child Nutrition Coordinator for 23 years! This December, she decided to move into the next chapter of her life and set out on retirement. We took some time to learn more about Betsy and her dedication she had to student nutrition.

### How did you first get started in child nutrition? How many years have you been in the field?

I was looking for a new career path...something that offered me more purpose, more diversity and more variety. So, I decided to complete my dietetic internship as an adult student; this was 14 years after receiving my bachelor's degree. The practicum included 3 weeks of school nutrition. During my rotation, the Child Nutrition Coordinator resigned. On my first day of school food service, I knew these responsibilities fit my personality perfectly. I applied for her position and have been at Ashwaubenon School District ever since, 23 years. Although finishing my internship, working a new job and being a single mom was challenging, it has proven to be one of the best decisions I have made in my life. I will always treasure the friendships and lifelong lessons learned from working in child nutrition.

### How and why did you get involved with SNA-WI? How do you think SNA-WI benefited your career?

I was told from an early age that if I complained about something, I had to offer a solution. The primary reason I got involved with SNA was to have a voice in how school districts received commodity shipments.

In 1996, the USDA commodity food came to us in complicated ways. For example, the turkey birds were so large they didn't fit into a convection oven and the cheese arrived in blocks that took staff days to slice/shred. The processed entrees were on the shy-end of being healthy which went against my beliefs.

Being part of SNA added layers of satisfaction to my child nutrition profession. It allowed me to meet many awesome people that were working towards some of my same goals. Sharing stories with them reconfirmed I wasn't going crazy!

Seriously, joining SNA provided me with a competitive advantage because it kept me focused on what was current and important in school nutrition.

### Did you have any mentors or colleagues along the way that supported you and helped you to be successful?

Yes! I can't think of one person, but more a collaboration of directors that supported me. I'm sure you've heard that "two heads are better than one"; well, I had 6 heads! We were part of procurement consortium with 5 neighboring districts. One of the very rewarding aspects of this profession has been the interaction with this superb group of colleagues. Every time I witnessed them utilize a different approach in serving meals to children, I had a chance to adjust and improve our methods in Ashwaubenon School District.

### What positions did you hold with SNA-WI? Any other task force or roles you held throughout your career?

I held many different positions with SNA-WI. This is because I found it exciting to be part of driving effective change. Two that I enjoyed the most were the Commodity Task Force and Legislative

Committee. Together, we were able to set-in motion direct diversion and inform/influence national leaders in Washington D.C. on child nutrition.

Another task force I participated in was on a state level, the Governor's Physical Fitness and Health Committee. We would meet once a month at the Madison Capital. This included people from a variety of occupations from all over the state. In the Governor's conference room, we would discuss methods which could improve Wisconsin residents' fitness and health.

### What would you say to someone that is considering the field of child nutrition?

Just do it! I would tell them to rely on their talents to do the everyday responsibilities; use their motivation to stay innovative; to maintain a positive attitude even when they're unsure of the regulations. I would make sure they know this profession has its own language so, they will need to keep the channels of communication open with staff and coworkers.

I would also stress that one of the best things of being in child nutrition is that you get to see results of your efforts. This career allows you to follow students while they grow up.

### Do you have a particularly fond memory during your time as a child nutrition professional?

It's difficult to pick just one...I have so many.

An oldie but goodie: Ashwaubenon School District is in the shadow of Lambeau Football Field. One of our elementary students won the opportunity to ride in a limousine with a Green Bay Packer to school. This player was A.J. Hawk. I was responsible for holding the entrance door open for both of them so I wore his jersey. After my duty was completed, I stayed to have breakfast with the kindergarteners. If you ever ate with a 5-year-old, you know that they will eventually ask you "How old are you?" I was 50 years old at this time. The student looked at me with envy and said, "I want a shirt with my age on it!"

Then a few years ago, out-of-the blue, a high school student came up to me during lunch and said he could guess my age. They got it right! I asked how they knew it. That's when they shared the same story as above. It's amazing to me that they remembered our time from so many years ago.

### What will you miss most about child nutrition?

Without hesitation, I will miss the social connections, especially with the kids.

Thank you, Betsy, for your dedication to Child Nutrition and SNA-WI. Many students and colleagues have been positively affected while working with you over the years. Cheers to your next adventure!



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## The Last Word



**Deb Barton,**  
Nutrition Services  
Director, Alma  
Center-Humbird  
Merrillan

**Q: How long have you been an SNA-WI Member?**

**A:** Most recently – just one year.

**Q: Why is School Nutrition important to you?**

**A:** I feel a good breakfast and nutritious eating regularly throughout the day is important part of being prepared to learn for every child

**Q: What is one rule everyone should follow?**

**A:** Keep things in perspective – will it matter in 5 minutes – 5 days – 5 years.

**Q: If you did not have to sleep, how would you spend the extra time?**

**A:** With my family

**Q: Who is your dream dinner guest, living or from the past?**

**A:** I would say my parents who are both deceased.

**Q: What are some of your 2019-20 goals?**

**A:** To keep my desk cleaner

**Q: Do you have a favorite sports team?**

**A:** Of course, the Packers!

**Q: Why did you go into this profession?**

**A:** I have always enjoyed cooking, baking and serving, I appreciate all that I have learned from my past Food Service Directors. Thank you Michelle Kloser and Connie Seiber!

**Q: If all jobs paid the same, what job would you like to have?**

**A:** I really do enjoy my job!

**Q: What is the best part of being an SNA-WI member?**

**A:** I really appreciate all of the relationships with others that have been in the food service business for many years, they are a wealth of information.

**Q: What are some small things that make your day better?**

**A:** Seeing my staff do kind things for the children and for each other.

**Q: Do you have any words that you live by?**

**A:** Hold loosely, live freely



**Kristen Slade,**  
Nutrition Team  
Leader, Holmen  
Middle School

**Q: How long have you been an SNA-WI Member?**

**A:** 6 Years

**Q: Why did you go into this profession?**

**A:** It makes an impact on everyone's daily life. There is a lot of variety with this profession. It's a great mix of many trades and skills.

**Q: Who is your dream dinner guest, living or from the past?**

**A:** Any comedian, I love to laugh

**Q: What are some small things that make your day better?**

**A:** Healthy kids, Healthy staff and Healthy self

**Q: What are some of your 2019-20 goals?**

**A:** Always trying to be more earth friendly

**Q: Do you have any words that you live by?**

**A:** Be prepared for anything....

**Q: What is one rule everyone should follow?**

**A:** Turn your frown upside down

**Q: Do you have a favorite sports team?**

**A:** No, but I find watching Tennis is tolerable

**Q: If all jobs paid the same, what job would you like to have?**

**A:** House Cleaner

**Q: If you did not have to sleep, how would you spend the extra time?**

**A:** Reading

**Q: What is the best part of being an SNA-WI member?**

**A:** Great Chapter Meetings, Awesome Annual Conferences





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## SNA Membership Overview

The December 2019 Membership Report shows that we have 56,588 members. This is 765 less members than November 2019, 2,393 less members than December 2018 and 1,816 less than the May 2019 year-end total. Although the recent drop in membership is conferencing, total membership remains relatively consistent with recent years. SNA has launched the new +1 Membership Challenge which has a variety of elements for SNA State Affiliates and National to use to grow membership.

Only one (Northwest) of the seven regions has more members when compared with this time last year. The biggest declines are in the Southeast and Southwest.

Since May 2019 year-end, the number of Major City Directors and District Directors have decreased by 27 and 101 respectively. Employee members have decreased by 1,661, but Manager level members have increased by 104.

Region	Dec 2019	Dec 2018	Diff	% Diff
Midwest	6,537	6,785	-248	-4%
Northeast	4,517	4,788	-271	-5%
Southeast	21,966	23,430	-1,464	-6%
West	5,378	5,393	-15	0%
Midwest	7,771	7,872	-101	-1%
Northwest	4,436	4,321	115	3%
Southwest	5,515	5,918	-403	-7%
Misc.	468	474	-6	-1%
Total	56,588	58,981	-2,393	-4.1%

### Membership Trends

Membership number generally decline during the summer vacation months and the winter and then bounce back in the fall and spring. The dip in membership this month mainly follows usual trends. It is also worth noting that overall, the number of members is still comparable to recent years.

Georgia	2,855	Louisiana	1,387
Tennessee	2,616	South Carolina	1,291
Florida	2,171	Kentucky	1,179
North Carolina	2,035	Minnesota	1,078
Alabama	1,703	Virginia	1,008

### School District Membership (SDM)

The total number of SDMs for December 2019, is 34,99 which is 591 less than the May 2019 year-end total. SDMs currently account for 60.4% of the total membership. The chart below shows the top 10 SDM states.

### Credentialing Overview

The December Credentialing Report show that we have no change in number from November 2019 and continue to have a high of 1,681 credentialed members. This is 46 more than May 2019 year-end

Region	Dec 2019	Dec 2018	Diff	% Diff
Midwest	1,367	1,477	-110	-7%
Northeast	669	705	-36	-5%
Southeast	7,764	8,144	-380	-5%
West	1,280	1,272	8	1%
Midwest	3,745	3,898	-153	-4%
Northwest	2,100	2,198	-98	-4%
Southwest	610	710	-100	-14%
Misc.	34	39	-	-
Total	17,569	18,443	-874	-4.7%

### Certificate Program Overview

The December 2019 Certificate Program Report shows that we have 17,569 certificate holders, which is 589 less than May 2019 year-end total. 89 people earned a new certificate this month and 765 people renewed their certificate. Also, members with a certificate account for 31% of our total membership.

Level	Dec 2019	May 2019	% Diff
Level 1	12,448	13,146	-5.31%
Level 2	364	285	27.72%
Level 3	1,522	1,519	0.29%
Level 4	3,235	3,208	0.84%
Total	17,569	18,158	-3.24%



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