SNA-WI and WAND Host Another Successful Advocacy Day

On Wednesday, March 20th, SNA-WI and the Wisconsin Academy of Nutrition and Dietetics (WAND) held another successful Joint Advocacy Day to advocate and educate lawmakers on issues important to both organizations at the Madison Marriott West Hotel and then the State Capitol. It was a record year! There were over 160 people in attendance and we were able to visit with more than 80 legislative offices.

SNA-WI and WAND members met with legislators and staff to talk about increasing funding for the School Breakfast Program, the importance of RDN credentialing, water refilling stations and also highlighted legislative successes of each organization.

Overall, feedback has been very positive from everyone involved, and we feel we made great progress in educating lawmakers and staff about the academy and the important work we do.

Advocacy Day Legislative Leave-behinds are available for your use to educate lawmakers:

• SNA-WI and WAND Advocacy Day Session Highlights
• What is SNA-WI?
• School Breakfast Funding
• Why is RDN Certification Important?
• Water Refilling Station Stakeholder Memo
• Medical Nutrition Therapy

Thanks to everyone who attended and those who actively volunteered to make sure the day was smooth, informative and successful. We hope to keep the momentum going and have even more people attend next year!

Thank you to our SNA-WI Members who attended 2019 Advocacy Day!
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As I sit here to write this article and look out the window, I see several feet of snow on the ground. We set a new record for snow in February, which makes spring, seems so far off! However, I know it is right around the corner. Spring sports are in full swing and soon the Trees will sprout leaves and the flowers will bloom, really they will!

The changing seasons are inevitable just like change in our school Nutrition Programs. Over the last ten years, we have worked through new requirements with the Healthy Hunger Free Kids Act that at times seemed almost impossible. We have experienced a change in the way the public views Child Nutrition, some good and some bad. Now, just like the changing seasons, we are going through more change.

Recently, the USDA has announced a series of changes designed to add more flexibility in our ability to serve our students. Changes in whole grain requirements, allowing for 1% flavored milk, and keeping the sodium at level 1 for a few more years. For some, these changes caused much joy, while others were critical of them. Changes to the hiring requirements for Director positions designed to provide flexibility for smaller districts. Recently announced changes to provide relief to both District and State agencies allowing for a 5-year cycle of administrative reviews rather than the 3-year cycle.

It is important to remember that the changes were to the minimum requirements that Districts must follow. Many Districts are choosing to continue to offer 100% whole grains items, continuing to offer only skim flavored milk, and continuing to work towards lower sodium levels. You must make the choice of what is best for your students. Sometimes doing the right thing is not always easy.

Change is always in the air in Child Nutrition. Recently my district hired an employee who has Downs Syndrome. With unemployment at its lowest levels in years, finding great employees is getting harder. Finding nontraditional employees may be an answer that can help districts. You can read more about Ethan in the Last Word Article at the end of this issue.

As an Association, we have experienced a great deal of change over the past year. From moving conferences from our traditional locations to new places, changing up the format, going to a shorter summer conference, starting our Next Generation committee, eliminating our Vice President position, offering more scholarships to National conferences, and reformatting this publication to offer our members content that is more relevant.

Like the changing seasons, change in the Child Nutrition world is always certain. The only thing that I know will never change is our member’s dedication and passion to serve our students the best meals possible.

Michael Gasper
SNA-WI President
608-526-1324
gasmic@holmen.k12.wi.uss
**CELEBRATE CHINESE NEW YEAR WITH MINH® ASIAN FOOD**

*CHINESE NEW YEAR STARTS: FEBRUARY 16, 2018*

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I love this quote so much it’s on every email I send out. Why you ask, and if you didn’t ask, I’m going to tell you anyway. Humor makes me laugh, humor makes most people laugh, and when people laugh, most of the time, at that moment it means they are happy. I’m not saying that everyone who laughs is happy, but research does show that laughter and humor can increase happiness and health. Good health increases your odds of a longer life, and all of this explains, Betty White.

Joking aside, this article is not about humor, SURPRISE, it’s about happiness and attitude. It’s about approaching every day with a smile and a positive attitude. The attitude you choose to approach the day with, impacts everything and everyone around you. Yes, it’s an accurate statement, “The attitude you choose”. Now, it’s impossible to be happy and positive 100% of the time, it’s just not realistic. We are all going to have bad days, we are all going to fail at something, get mad at someone, and breakdown in our ability to communicate. It’s going to happen, we just need to make sure it happens a fraction of the time.

We have control over our attitude, our actions, and how we respond to others. Start your day by saying good morning to everyone, even if you just smashed your head on the doorframe of your vehicle because you were so eager to get to work. Make sure you smile when you say good morning because smiles are contagious. Someone complaining or being negative at work, divert them to a fun topic, ask them what they did fun over the weekend, didn’t work, ask them what they are going to do fun this weekend. Now if that doesn’t work, hopefully that’s about the time you remember you forgot to pull the sliced turkey out of the freezer. In other words walk away; sometimes you just have to walk away before you get sucked down the rabbit hole of negativity.

Now, back to “Humor is mankind’s greatest blessing”, I choose to approach the majority of my workday with a smile and finding humor in things to help me maintain happiness throughout the day. Some research suggest that around 40% of our happiness comes from genetics, 10% comes from life’s circumstances such as a raise, a new car, or a goal that we reached, and the other 50% comes from helping others. Treat others with respect, understand their needs, watch, listen, learn, and respond with compassion.

“Humor is mankind’s greatest blessing!”
Mark Twain

“If you change the way you look at things, the things you look at change.”
Dr. Wayne Dyer.

Jesse Bender, CDM, CFPP
SNA President-Elect
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My 17 year old daughter, Taylor, is in Advanced Food class at school (proud mama moment!) and they recently did a survey on Comfort Foods. Students and staff were asked their favorite comfort food, why they picked it and the emotion it brought forth. My personal selection would have been my mom’s spritz cookies from Christmas time, or her fudge, oh wait, maybe when she would make homemade pizza. But ultimately I picked her homemade jam. We grew the berries, made the jam and then ate it on everything we could from Ritz crackers to ice cream. My comfort foods all remind me of a time I spent learning about food and how to cook from my mother. Those memories give me comfort when I miss her.

My daughter (not so proud mama moment…) selected Diet Coke. I personally would have loved to hear mom’s chicken noodle soup or baked macaroni and cheese. But it was the why that made me understand her choice. She first had Diet Coke on a spring softball trip last year to Disney in Orlando, Florida. Apparently everything in the south is Coca Cola and she was hot and thirsty, and apparently couldn’t drink another drop of water. So she tried it for the first time. Yes, it was the first time my then 16 year old had cola soda, and it brought her joy. She still drinks it, all the time now, but if that is the worst thing she does as a teenager, I’m going to look the other way. She picked the soda as her comfort food because it reminded her of a really great trip she took with friends doing something she loved. She looks to that joy for her comfort.

I was privileged to read some of the survey results, and there were a lot of answers that would have been more like mine. Many were because it was a meal made by someone they cared about. And many of them said it reminded them of that family member which made them all feel happiness and love. But so many more were connected to a singular experience and those were the ones I was fascinated by, some to the point of tears. One that sticks out is a child in my building that has been in and out of foster care her entire life. Her comfort food was birthday cake. She said she picked it because she has been in a single foster home for the last two years where she is well cared for. The foster family celebrates birthdays like most celebrate Christmas. She was celebrated on her day, lavished with love, attention, family, gifts, food and she said she never felt more special. She selected birthday cake, because it was her first birthday cake, ever. (Give me a second, my eyes are sweating…)

No matter the choice, no matter the reason, no matter the feeling we get from the foods we eat or the beverages we drink, we should remember to celebrate why we love them. Enjoy the emotional connection to your bowl of pasta and find your comfort in grandma’s meatballs! We should all be feel very lucky and blessed to find comfort in something that nourishes our bodies and our hearts!

Kerri Mallicoat
SNA Vice President
mallicoat.kerri@wsalem.k12.wi.us

Hotel Information

A block of rooms has been reserved at the Madison Marriott West at a special group rate of $134. To guarantee this rate, reservations must be made by October 14, 2019. To make reservations, call the Madison Marriott West 888-745-2032 or 608-831-2000 and request the School Nutrition Assn of WI. You must furnish documentation at check-in when registering for tax exemption.

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For more information, visit [www.KelloggsSpecialtyChannels.com](http://www.KelloggsSpecialtyChannels.com), contact your Kellogg Sales Representative, or call 877-511-5777.
With another successful Spring Conference in the books, and the largest joint SNA-WI and WAND Advocacy on record, we have already had some great successes in 2019. It is now time to look forward to the 2019 SNA-WI Annual Conference. Our organization has worked extremely hard this year to increase membership, and this is a goal that will remain a priority for us in the future. We cannot exist without our members, and all we do as an organization is done for the benefit of those members. (That’s YOU!)

Please mark your calendars and plan to join us in Green Bay on June 23-25, 2019.

SNA-WI continues to thrive financially, in part due to the increased revenue coming from membership. I am happy to report that our total liabilities and equity are near our overall projections. We continue to offer strong conference opportunities to our members, funded by the membership dues and conference fees we receive!

As I attended recent events in both SNA-WI and WAND, I had time to reflect on what it means to be involved. With our annual conference approaching, I challenge you to consider raising your level of involvement. Organizations like ours cannot exist without people to help lead them. I recognize that the notion of leading can be intimidating for many people, myself included. What does it mean to be involved in SNA-WI? What is holding you back? What do you think you could gain from stepping up and taking a new role in the organization? What do you have to lose?

During these past years of becoming involved, I have learned that leadership, for me, means to be a student. I have learned more than I could have imagined from the people around me, and the people I have met as a result of being involved. You will soon hear more from SNA-WI about positions that will be open. We will be looking for people to run for offices, to volunteer for committees, and to step up and be involved. I urge you to consider it, as we ask of you each year. Perhaps you have thought about it before, but you are unsure whether you can be a leader.

This year, I challenge you to take a different approach.

Get involved so that you can be a student.

Nicole Weeks
SNA-WI Secretary/Treasurer
nicoleweeksrdn@gmail.com

Don’t forget to VOTE

Ballot and electronic voting link on page 35!

SNA-WI’s Election Now Open!

The Election Ballot for 2019-2020 state leaders is now open until the Annual State Conference.

Positions that we need your voice are:

SNA-WI Members:
Marketing Committee Chair
Chapter President Representative
Education Committee Chair

Industry Members:
Industry Representative to the Executive Board
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“[The SNS Credential] shows to my colleagues my commitment to continuing education in my field, so that I can be that trusted expert to turn to.”

—Jeremy West, CDM, SNS, Nutrition Services Director, Greeley-Evans School District 6, Greeley, CO

Learn more and apply today at www.schoolnutrition.org/SNS
JoAnne Robinett, MSA, SNS - America’s Meal

JoAnne Robinett, a School Nutrition Specialist, is nationally known as a leader in the field of school nutrition. Her school food service spans 30 years in many different capacities – starting her career as a two-hour dishwasher. Retired from day-to-day supervision; her award winning programs were recognized as “Excellent” and “Stellar”. Currently, she is owner of “America’s Meal”, a school meal consulting and training firm. An active participant with the School Nutrition Association; she has presented training sessions and conference keynotes in well over two dozen states for audiences of business officials, child nutrition professionals, and industry partners. She seems to make a unique connection with the staff that directly feeds the kids – maybe because that is where she fell in love with this field.

An advocate of lifelong learning, JoAnne received two college degrees (and did some doctoral work) AFTER she started working in Child Nutrition. JoAnne has been quoted in USA Today, Parenting Magazine, and The Boston Globe. Her articles have been featured in many state association publications, in Great Possibilities, and in School Nutrition, SNA’s flagship publication.

Craig Weidel, SNS, MHt, MNLP

A proven professional, Craig Weidel has LIVED in and WORKED in the real world of child nutrition for 30+ years. Craig is a graduate of Arizona State University with a degree in physical education. He has served two terms on the Board of Directors for the School Nutrition Association. Craig is also certified as a Master Neuro-Linguistic Practitioner, Master Hypnotherapist and holds a credential as a School Nutrition Specialist. He is also the coveted winner of the F.A.M.E. (Foodservice Achievement Management Excellence) 2012, Silver Spirit Award.

Craig leads professional associations, school based child nutrition professionals, companies and individuals to achieve remarkable transformations which in turn skyrocket their productivity and increase profits. He is also the best-selling author of ‘My Heroes Have Always Worn Hairnets’, and has made numerous appearances on National Television and radio.

Lodging Information - Never too early to Book your Room at the Hyatt on Main!

Book early as the hotel is projecting to sell out!

A block of rooms has been reserved at the Hyatt on Main at a special group rate of $129. To make reservations, call the Hyatt on Main at 888-421-1442 or 920-432-1234 and request the School Nutrition Assn of WI. You must furnish documentation at check-in when registering for tax exemption.

To guarantee this rate, Reservations must be made by May 31, 2019.

SNA-WI 2019 Annual Conference

June 23-25, 2019
KI Convention Center, Green Bay, WI

Registration Now Open!
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Industry Registration Now Open
2019 Industry Show!

SNA-WI is pleased to offer a number of opportunities for you to promote your products and services to School Nutrition Professionals from around WI. As an SNA-WI Industry Member, make sure you take advantage of your special member discounts! Thank you for your continued support of SNA-WI!

Opportunities for company participation include:

• Vendor show table

• Platinum Sponsorship ($2,500) - Platinum sponsors will be recognized as such on the event app and will have the opportunity to introduce Annual Conference Keynote presenters.

• Gold Sponsorship ($1,500) - Gold sponsors will be recognized as such on the event app and will have their logo included on the print schedule provided to all attendees.

• Silver Sponsorship ($750) - Silver sponsors will be recognized as such on the event app and will have their sponsorship recognized within the sponsored decor.

• Bronze Sponsorship ($500) - Bronze sponsors will be recognized as such on the event app and will have their sponsorship recognized.

Vendor Set-up and Show Dates & Hours

Sunday, June 23
3:00 pm - 5:00 pm Move In / Set Up

Monday, June 24
7:00 am - 9:30 am Move In / Set Up

Note: Break before attendees enter show floor.

9:45 - 10:15 am Products on Parade
1:30 - 4:30 pm Industry Show
4:30 - 6:00 pm Tear Down / Move Out
6:00 - 9:00 pm Vendor Party and Final Prize Drawings On-Stage

Registration is open on the SNA-WI website or you may complete and return our downloadable registration form. Don’t wait, register today! View the full registration prospectus and learn more.

2019 Vendor Party and Packers Hall of Fame | Monday, June 24 | 6-10 p.m.

Enjoy the evening by taking a break from the conference center and heading to the most famous landmark in WI, LAMBEAU FIELD. SNA-WI is pleased to host the 2019 vendor party at the Packers Hall of Fame. Join conference attendees and industry partners at the Hall of Fame. The Vendor Party will include hors d’oeuvres dinner and cash bar. There will also be a chance to have some friendly competition with your colleagues as there will be a scavenger hunt within the Hall of Fame! Be sure to wear your green and gold or Packer fan gear! Basket raffles will be drawn and announced throughout the night.

6:30 p.m. Shuttles to Lambeau Field Begin
6:45 p.m. Basket Raffle Sales Begin
7:00 p.m. Hall of Fame Opens for SNA-WI Attendees
7:15 p.m. Hors d’oeuvres Dinner
7:00 - 9:00 p.m. Enjoy Hall of Fame and Scavenger Hunt
9:45 - 11:00 p.m. Social
The School Nutrition Association of Wisconsin (SNA-WI) is a non-profit professional organization committed to developing the full potential of all children through quality nutrition.

SNA-WI represents nearly 1,200 school nutrition professionals statewide who provide high-quality, low-cost meals to Wisconsin students. SNA-WI is the recognized school food service resource for child nutrition information in the state and continues to advance the availability of quality school nutrition programs as an integral part of education.

**School Nutrition is Important!**

Many children consume at least half of their daily calories at school, and for some, school meals may be the only food they regularly eat. By providing nutritious food to children, school nutrition programs help fight hunger, promote healthy eating habits and allow students to reach their full potential.

The SNA-WI government affairs team has worked with SNA-WI leadership and the Legislative Committee to identify and determine potential legislative priorities for the upcoming session. After many months of initial discussion and rounds of meetings, SNA-WI will focus on three priorities for the 2019-2020 legislative session:

- **Fully fund the School Breakfast Program.**
  - This was SNA-WI’s top priority from last session and we made great progress into achieving this goal. SNA-WI will collaborate with other stakeholders (such as the Wisconsin Academy of Nutrition and Dietetics) to build support with lawmakers in the Assembly and Senate, as well as the Governor’s office.

- **Preserve and expand the Farm-to-School Program.**
  - SNA-WI has worked in previous sessions to preserve and expand the Farm-to-School Program. We support Governor Evers’ proposal to expand funding for the Farm-to-School Program by providing the program with $200,000 in each year of the biennium. Having a larger Farm-to-School footprint will only help farmers find another market for their products and will provide schools with the chance to provide healthy, locally-sourced products in school cafeterias.

While these issues are SNA-WI’s top priorities for the 2019-2020 legislative session, the government affairs team also recognizes issues will arise (positive and negative) that will impact our professional arena. We may also join coalitions on certain issues and register an official position on legislation with the Wisconsin Ethics Commission.
Legislative Committee Report
By Caitlin Harrison, N.D.T.R, 2018-2019 Legislative Committee Chair

We are in the busy season for Legislative Committee! Our committee and SNA-WI Leadership has been busy with a lot of exciting meetings and momentum over the last couple of months.

A team of Wisconsin school nutrition professional’s attended the National Legislative Action Conference at the end of February. At this conference we attended many sessions to better Advocate, but the highlight was the day we Charged the Hill with our team. Each attendee was able to meet with either their Legislator or the Legislator’s Office to discuss the importance of our programs and how we hope to improve them with the help of their office. Our Wisconsin team focused on the following priorities:

1. Increasing commodity support for our breakfast programs. USDA estimated that meeting updated nutrition standards for school breakfast would increase expenses by 27 cents per breakfast, yet schools received no additional funding.

2. Support our ongoing effort to simplify child nutrition programs, specifically looking to move back to a 5-year Administrative Review cycle versus the 3-year cycle we have now.

3. Urge USDA and the Department of Education, in collaboration with SFAs, to develop best practices and guidance to ensure school schedules provide students adequate time to eat healthy school meals.

Up next we have our join Advocacy Day with WAND on March 20th, 2019. If you were not able to attend, you can still make a difference! Contact your representative and discuss our SNA-WI priorities. Better yet, invite them out to tour your program and see you in action! Below are the SNA-WI priorities that will be covered on Advocacy Day:

1. Fully fund the School Breakfast Program
   a. This was SNA-WI’s top priority from last session and we made great progress into achieving this goal. SNA-WI will collaborate with other stakeholders (such as WAND) to build support with lawmakers in the Assembly and Senate, as well as the Governor’s office.

2. Preserve and expand the Farm-to-School Program
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Now is the time to contact your Legislator’s and let them know why these are so important and should stay in the budget.

Keep us in the loop! Our SNA-WI team along with Hoven consulting are always continuing the conversation. If you have a Legislator visit set up, or need assistance setting this up, contact the SNA-WI office.

Caitlin Harrison, NDTR
SNA-WI Legislative Committee Chair
crharrison@pulaskischools.org
School Breakfast Program Background

School nutrition programs, such as the National School Lunch Program and School Breakfast Program, are critical to the academic performance of Wisconsin K-12 students. Studies have shown a nutritious breakfast and lunch help improve a child’s mood, behavior and ability to concentrate in the classroom. According to data, students who eat school breakfast attend 1.5 more days of school, perform 17.5% better on math tests, and are 20% more likely to graduate.

The School Breakfast Program is a federal and state assisted meal program for public and private schools. While the program is primarily funded by the federal government, the State of Wisconsin provides $2,510,500 in annual funding for reimbursement to participating schools for each breakfast served. As a result of current funding, Wisconsin schools receive approximately 8-cents per breakfast despite the fact state law calls for a 15-cent per meal reimbursement rate. The combination of a flat state appropriation and continued growth in the School Breakfast Program has resulted in lower reimbursement rates each year for participating schools.

School Breakfast Quick Facts

- Since the 2008-2009 school year, participation in the program has increased by over 42% in Wisconsin.
- More than 8.1 million children across the United States start their day with the School Breakfast Program.

School Breakfast Key Points

- State funding for the School Breakfast Program declined by 10% in 2012 and has remained flat ever since, even as demand for the program has increased. Participation in the School Breakfast Program in Wisconsin has more than tripled since 2000.
- According to the Food Research and Action Center (FRAC), Wisconsin ranked last in participation in the School Breakfast Program during the 2016-2017 school year.
- Since the 2008-09 school year, an additional 347 schools are now participating in the School Breakfast Program, bringing the total to 1,978 schools (including 85% of all eligible public schools and 10% of eligible private schools).
- During the 2016-17 school year, the average number of students who participated daily was 179,542 in rural and urban areas alike.
- This initiative is supported by the School Nutrition Association of Wisconsin, Wisconsin Academy of Nutrition and Dietetics, Hunger Taskforce, Wisconsin Rural Schools Alliance, American Heart Association, Wisconsin Public Health Association, Wisconsin Association of Local Health Departments and Boards, School Choice Wisconsin Action, and the Wisconsin Council of Religious and Independent Schools.

Legislative Request

SNA-WI and WAND are seeking full funding for the School Breakfast Program in each year of the 2019-2021 biennial budget. The investment of an additional $2,789,500 in 2020 and $2,889,500 in 2021 will bring funding in line with state law and help alleviate food service budget stress currently experienced by school districts.

Contact

For more information, please do not hesitate to contact SNA-WI & WAND’s government affairs consultants Erik Kanter 608-310-8833 or Tim Hoven 414-305-2011.
Lobbyist Report

SNA Members Participate in Another Successful Advocacy Day

By Erik Kanter, SNA-WI Lobbyist, Hoven Consulting, Inc.

On March 20, the School Nutrition Association of Wisconsin in partnership with the Wisconsin Academy of Nutrition and Dietetics (WAND) hosted another successful annual Advocacy Day in Madison. Event provided SNA-WI members with the opportunity to go to the State Capitol and meet with their legislators on issues important to the children’s health and nutrition.

Advocacy Day 2019 posted the highest attendance numbers yet for this annual event. Nearly 160 individuals from SNA-WI and WAND participated. Attendees met with over 60 State Representatives and nearly 30 State Senators, and they advocated for expanding the Farm-to-School Program, maintaining the Dietitians Affiliated Credentialing Board, and creating a grant program for schools to install water bottle filling stations. Additionally, attendees strongly advocated for full funding of the school breakfast program.

While attendees spent the afternoon meeting legislators, in the morning they received in depth information on advocacy and policy from SNA-WI’s lobbyists and former Obama Administration official Dr. Katie Wilson. These presentations armed attendees with the tools, knowledge, and confidence to advocate before their state legislators.

SNA’s lobbyists provided detailed explanation and analysis of each issue attendees would be advocating for, as well as preparing the group for questions they may receive from legislators. For first time attendees, the lobbying team also gave a presentation on why advocacy is so important and how school nutrition professionals can be influential among their legislators.

Dr. Katie Wilson gave an impressive, passionate presentation to rally the group and get them excited to be advocates for school nutrition. She provided background on her own experiences working in the Obama administration and meeting with members of Congress. Attendees appreciated her passion and insight on advocacy.

It’s fair to say Advocacy Day 2019 was a success. It’s powerful whenever a large group of passionate individuals go to the Capitol to advocate for their profession, and it was especially powerful to see so many school nutrition professionals advocate for the students they serve every day.

Thank you to all who attended to make the day such as success. If you were not able to join us this year, we will certainly host another one next year. Please join us and find out how you can be a powerful voice for school nutrition!
SNA-WI Members and Industry Enjoyed the Spring Member Engagement Social at the Rockwood Terrace in Green Bay!
SNA-WI Spring Conference
Going for the Green and Gold
March 13-14, 2019
Lodge Kohler and Rockwood Terrace, Green Bay, WI

Were you in Green Bay March 13-14 - if not, you missed out! Almost 100 SNA-WI Members and Industry partners came together for networking, learning and friendly competition. Attendees had the chance to learn from two experts, Doreen Treuden - Deerfield Community School District and Loriann Knapton - State of Wisconsin, Department of Public Instruction. These presenters shared strategies for how we can work towards positive fiscal outcomes as we work through our budget and financial plans. Doreen and Loriann discussed how we as program directors and staff can improve outcomes and planning to continue to sustain and grow our meal program.

Attendees that participated in the program shared the following comments and feedback:

“This was one of the most pertinent issues! Very useful.”

“I’m a new district accountant, I learned a lot about the food service side of things and the reporting that I will have to do. I also appreciated the advice on budgeting. I will not only apply this new knowledge to food service, but the whole district!”

The focus on achieving positive fiscal outcomes was not all that the 2019 Spring Conference included! Decked out in their best Green and Gold Gear, SNA-WI members had the chance to have some fun and challenge each other during our TRIVIA NIGHT! SNA-WI members, tested their knowledge as they worked with friends new and old to answer trivia questions. The winning team was promised a chance at $400 million! The competition was fierce, and the winning team was not disappointed as they all received Powerball tickets for that night (giving them their “chance” at the $400 million).

At the end, many were able to enjoy prize drawings generously donated by our amazing industry members! Fun was had by all and we look forward to planning our next networking opportunity. Let us know your ideas for fun ways to network and connect with our industry—we continue to be dedicated to forming and creating partnerships amongst all SNA-WI Members!

2019 SNA-WI Spring Conference
GO FOR THE GREEN & GOLD
Take Your Career to the NEXT LEVEL with SNA’s Certificate in School Nutrition

- Increase your knowledge and skills in food safety and sanitation
- Understand the basics of good nutrition
- Enhance your professional image
- Demonstrate commitment to your profession
- Advance your career

There are so many benefits that I have gained by earning my SNA Certificate. I gained the confidence and knowledge to inform anyone about school nutrition. It has enabled me to become a kitchen manager and to be Washington School Nutrition Association President next year.

Paula Gualtieri
Northshore School District, WA

Earn an SNA Certificate today!

Download the Certificate Program Guide at www.schoolnutrition.org/certificate
Chapter President’s Message
By Sarah Mumm, 2018-2019 Chapter President Representative

I’m just a Lunch Lady. How many times have you heard someone say, “I am just a lunch lady”? I hear that often and when I do it sounds as though your job is not important, just a lunch lady. Well I would like to say be proud, you ARE a lunch lady! We are the backbone of our nutrition program, the friendly face, without the lunch lady there would be no lunch.

By definition, Lunch Lady means a woman who serves meals to children in school. My definition is much different. I think of individuals who are hardworking, caring, fun, compassionate, patient, intelligent, downright amazing and understanding people. However my definition is not what is important here; I thought I would take this to the halls of my school to see what the students and staff thought of when they heard the term lunch lady. Here are some of the responses that I received: “Lunch ladies are the nicest women in the school, always full of energy and happy about the kids coming through the line. They are very welcoming and always ask me about how my day is going. They put a smile on my face. They are always polite. They make conversation with us and they always brighten up our day. They make the lunch room the place where everyone is happy and like to talk to you. They are always cheerful, having fun and make lunch a good experience. They are always making me feel better about my day. They are nice and caring. They are different from all teachers because you can have a conversation without worrying about homework or a grade. They care about our health and quality of our food. Awesome! Hardworking and put a smile on our face. They always make my day better.” These are words coming from the students and staff that we serve on a daily basis, now if this is not something to be proud of I don’t know what is.

Being a lunch lady is so much more than serving meals to children in school. If you notice most of the things that came to students mind when asked about lunch ladies involved how you make them feel. Having a student come into the kitchen and leave feeling better than when they walked in is a wonderful thing. This is why our job is so important, we get to encourage, be silly, be nice, be positive, be caring, educate and encourage students without asking for anything in return. I think we need to start redefining the term “Lunch Lady”.

When someone asks you what you do for your profession, I want you to hold your head high and say with pride, I AM A LUNCH LADY! It is definitely something for you to be proud of. We all go about our day in many different ways but I think each one of you impacts students in one way or another. I want you to hold on to that and remember the difference you can make with these students. We can influence how they feel about the rest of their day. The education we can offer and the opportunity to try nutritional food choices is amazing. You might even be the comforting or friendly person a student needs that day, whatever impact you are making keep it up and be the best part of someone’s day. What an amazing job that is, be proud! Lunch Ladies Rock!!

Sarah Mumm
SNA-WI Chapter President Representative
mumsar@holmen.k12.wi.us.

SNA-WI Chapter Presidents - Update your Chapter Listing!

We are looking forward to a revitalization of our Chapters! We have a few leadership positions to consider, and want you to be sure you are connected with your chapter! 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.

Chapter 1
No President Confirmed

Chapter 4
Diane Swiontek
Clayton School District

Chapter 5
Amy Fisher
Spring Valley SD

Chapter 7
Rene Ison
Wauau SD

Chapter 8/13
Mary Karrmann
St Mary’s Springs Academy

Chapter 9
Caitlin Harrison
Pulaski Community School District

Chapter 9
Kaitlin Tauringen
West De Pere School District

Chapter 10
Tammy Peiffer
Cedar Grove School District

Chapter 10
Melissa Mydllo
Brillion School District

Chapter 11
Sarah Mumm
Holmen School District

Chapter 12
Mary Loveless
Baraboo School District

Chapter 12
Linda Raimer
Portage Community School District

Chapter 13
Janet Loeffelholz
Cuba City HS

Chapter 14
Caitlin Harrison
Pulaski Community School District

Chapter 15
Linda Ammann
Monona Grove School District

Chapter 16
Carrie Anderson
South Milwaukee SD

Chapter 17
Kassidy Lemminger
Johnson Creek School District

See below chapter listings and vacancies for 2018-2019. Chapter President Representative, Sarah Mumm, would like to join and assist you to make your Chapter Stronger! With the new SNA-WI website, it is even easier to manage your Chapter and your membership listings.

Be sure to update your profile to include your local chapter listing!
Cooking Instructions:
• Bake from frozen and cook before eating
• Estimated cooking times, by method and temperature:
  • Convection Oven: 350 F for 12 to 16 minutes
  • Impingement Oven: 420F for 7 to 9 minutes
  • Conventional Oven: 425F for 16 to 20 minutes

• Minimally Processed
• No Artificial Ingredients
• rBST Free Mozzarella Cheese
• 100% All Natural
• Low Sodium
• No MSG Added
• 51% Whole Grain Crust
• Meets Nutritional Requirements
• 2 M/MA, 2 oz Grain, 1/8 c red/orange vegetable per 1/8 slice
Education Committee Report:  
Member Spotlight

By Lyn Halvorson, 2018-2019 Education Chair

I have the opportunity and pleasure to work with some outstanding school nutrition professionals. I would like to introduce you to several of them through these member spotlights.

KINSEY GIBBS

Kinesy is in her first year in her role as the Assistant Nutrition Manager at North Woods elementary School. She is very artistic and loves to decorate and do bulletin boards for the kids.

1. How long have you worked in the school nutrition field?
   I have been in school nutrition for 7 years now. 5 in the La Crosse School District.

2. Is what you’re doing now, what you wanted to do growing up?
   I have always wanted to cook or bake. I used the phrase “Cupcake Baker” as my dream job as a child.

3. What is your favorite book or movie?
   Why did it speak to you so much?
   Salt to the Sea by Ruta Sepys
   It’s a WW2 era novel written by a Jewish girl and what she went through. I think it spoke to me because we need to advocate for human rights, and make sure history doesn’t repeat itself.

4. What is an ideal weekend for you?
   Sleeping in and spending time with my family. I have two dogs I like to watch play outside when it is nice. If the weather is overcast, I like to read.

5. What is your favorite school lunch?
   Sloppy Joe

6. If you could invite anyone, living or deceased, to eat school lunch with you, who would it be?
   I would invite my parents. I would like to show them how much the school lunch program has changed since they went to school.

7. What is on your bucket list?
   To do more traveling. I would love to go to Alaska and Australia.

8. What is something that you can’t go a day without doing?
   Laughing!

9. If you could live anywhere in the world, where would it be?
   Right here in La Crosse. I love all of the changing seasons (even though sometimes the winters are so long).

10. Share something about yourself that not many people know?
    I went to school for cosmetology and still work at a salon part time.

11. What do you think is the biggest challenge in school nutrition?
    Knowing that the meal I am serving might be the only meal some kids get.

12. If you had a magic wand, and you could change something about school nutrition, what would it be?
    I wish we could implement a backpack lunch program, where we could send home a backpack with nonperishable, easy to eat and prepare food for the kids who may need it over the week end.

JEANNETTE WUENSCH

We have been fortunate to have Jeannette with us for over 22 years. She is the Nutrition Manager at Central High School. Last year at the Commencement address she and the other cooks were given a “shout out” in the student address. The student’s comments brought down the house! What better recognition can you get than that?

1. How long have you worked in the school nutrition field?
   I started in October of 1997. I love my job!

2. Is what you’re doing now, what you wanted to do growing up?
   I wanted to be a nurse.

3. What is your favorite book or movie?
   Why did it speak to you so much?
   The Notebook – I love the love story between the two. Their love was so strong that they die in each other’s arms.

4. What is an ideal weekend for you?
   Summer – I love being with family and friends on the river or doing some kind of activity outside.
   Winter – The weekends are so special when my kids come over.

5. What is your favorite school lunch?
   I love the BBQ with cole slaw. I’m so glad that we found a good one to serve.

6. If you could invite anyone, living or deceased, to eat school lunch with you, who would it be?
   My grandma. She was a teacher for 41 years and loved being around kids.

7. What is on your bucket list?
   To do more traveling. I would love to go to Alaska and Australia.

8. What is something that you can’t go a day without doing?
   Laughing!

9. If you could live anywhere in the world, where would it be?
   Right here in La Crosse. I love all of the changing seasons (even though sometimes the winters are so long).

10. Share something about yourself that not many people know?
    I would have loved to be a professional dancer.

11. What do you think is the biggest challenge in school nutrition?
    Getting the parents and kids to try some of the food that we offer. They could see how good and nutritious it is.

12. If you had a magic wand, and you could change something about school nutrition, what would it be?
    I would love to see everyone get free breakfast and lunch.
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Continued from page 23...

MIKE GASPER
Mike is the current SNA of WI State President and the School Nutrition Director at Holmen School District. He is a huge proponent of Farm to School programs. The students learn about growing food and actually grow all types of food for their program.

1. How long have you worked in the school nutrition field?
   Almost 12 years.

2. Is what you’re doing now, what you wanted to do growing up?
   No, I wanted to be a football player.

3. If, not what was your dream career?
   Coaching the Green Bay Packers.

4. What is your favorite book or movie? Why did it speak to you so much?
   Any action book. I think it because of the exciting nature of the books.

5. What is an ideal weekend for you?
   Being on my boat with family and friends

6. What is your favorite school lunch?
   Baked Chicken for our Winner Winner Chicken Dinner.

7. If you could invite anyone, living or deceased, to eat school lunch with you, who would it be?
   My Mother.

8. What is on your bucket list?
   I would love to buy an RV and travel the country with my wife.

9. What is something that you can’t go a day without doing?
   Sleeping!

10. If you could live anywhere in the world, where would it be?
    Spain

11. Share something about yourself that not many people know?
    I was a very shy child growing up.
    This is totally an editorial response by me, “I find that very hard to believe!”

12. What do you think is the biggest challenge in school nutrition?
    The whole enchilada, from purchasing, meal patterns, menus, changing regs, direct diversion, etc.

13. If you had a magic wand, and you could change something about school nutrition, what would it be?
    I would eliminate all the paper work, so I could spend more time in the kitchens. Where the real work of child nutrition is!

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Marketing: A way to share your program. We all have ideas and ways to market our programs so I have reached out to some directors that have been doing this and asked them about how they started and a few other questions. It is a way to make sure our programs succeed. We find so much value in all of our members, but want to hear the stories and the background as we all come from such unique places! These two directors stepped out of the box and made some great marketing goals. I challenge you to do the same. Help build the program and numbers by marketing!

Stacy Watzka
Food Service Director
Two Rivers Public School District

How long have you been a director? I have been the Two Rivers Public School Food Service Director for 4 years.

How long have you been a SNA member? I have been an SNA Member since 2006.

When did you start using media to market your menu and food service? I started in fall of 2015.

What ways do you all use for marketing? I try posting for the parents to see what their child is getting for lunch and breakfast. I also post for reminders about free and reduced lunch application, their deadlines and to remind them they can fill one out anytime throughout the school year. I post for snow/cold days that the menu changed. I post my employees interacting with the students. I like how it shows that food service likes to get involved with the children.

What do you find is your most viewed marketing venue? Pictures of all sorts. Mainly with the kids in it.

Were you a media person before? Sort of - I find it a quick way for information now. I used to just use it only for fun & games.

How easy was it to start up? Very Easy - but it takes time.

Thoughts on marketing for others? I would defiantly start with Facebook and have your IT department put a link on your menus to it, or your own school’s webpage put a link to it - make it aware that you do have one.

Michele Dulmes
Director
Oostburg School District

How long have you been a director? I’ve been a Director for 5 years, & 5 years SNA member.

When did you start using media to market your menu and food service? Last school year, I asked our ES secretary to make a few FB posts by the school district when we had new food items to offer, last minute menu changes, to let parents know they can come to visit, or just about any other urgent messages that needed to get out. For this 2018-19SY, our Superintendent, Kevin Bruggink, challenged all our staff to make social media posts so the community can see what we’re doing instead of just hearing what we’re doing. I’ll admit, I wasn’t sure I could add one more thing to my plate, but I challenged myself to hear accept his challenge. In house, we have monthly contests to see which staff members can get the most "likes" on social media. So far, I haven’t won, but have come in 2nd with narrow margins a couple of times.

What ways do you all use for marketing? We use social media, FB, posters, signage in schools, email, high school media class, & word of mouth.

What do you find is your most viewed marketing venue? Alumni students that now have kids in the district. They remember the good lunches or the great teachers enjoying meals with students, and then their comments on the social media posts take off & the "likes" increase, etc. It’s fun reading their comments also.

Were you a media person before? I was not a big fan of social media b/c I enjoy talking to people. However, it’s hard to get that done when you have a larger audience to reach, so I’m seeing the benefits of social media quickly.

How easy was it to start up? Just making time to take the pictures & make the posts are the biggest hurdle. I carry my cellphone around with me & wait for those moments to capture. Great moments are as simple as a student that’s had a bad day, and is happy to see a friendly face or good food to eat. Just asking them to post for a picture with their tray of food can make their day in a hurry! We often joke around with the students about hot lunch being their best part of their day b/c we don’t give quizzes or homework!

Thoughts on marketing for others? Just do it. Stop overthinking & making excuses. Take a few minutes out of your day, set some goals, and have fun with marketing your lunch program.
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Your heart begins pounding and your hands go clammy just before you have to do a major presentation or have to go someplace you really don’t want to and then your stomach starts churning as soon as you leave to go there. The classic advice: Just relax! Take a deep breath; picture yourself on a beach, picture the audience in their underwear, chill out. But while you would love to relax and let it ride, it’s really hard to do that, especially when your nerves are shot, your head is spinning, and you couldn’t sleep the night before.

That’s like trying to force yourself to relax when you show up to a black tie event in t-shirt and jeans: You can’t just switch into the right clothes.

When we’re stressed, our breathing and heart rate speeds up, muscles might tense, and your mouth goes dry. No matter how much you may want to calm down, the mental journey from stressed to relaxed takes a lot more time than you probably have before the event begins.

We know that relaxing can be really hard work, on top of whatever stressful situation you’re already facing. With lots of practice-regular deep breathing, relaxation exercises, you might master it but in the midst of a pre-public speaking mini breakdown? A few breaths probably won’t cut it. There might be just as effective or even better way to handle day to day stress and anxiety the key is to figure out what tricks work best for you.

Pump yourself up: There’s one positive emotion that has the same physical reactions as you do with stress; excitement. If we tell ourselves that we are excited to do something we are more apt to get through it.

Take action: If you have a long to –do list staring at you, sometimes instead of looking at the whole picture, take and break it down until it feels doable. You can write down each step and cross it off as you get it done, this gives you a sense of accomplishment.

Ask yourself, what’s the worst that can happen: If you can actually play it out in detail in your mind the worst-case scenario starts to unravel. Often, you’ll find that you can cope with it a lot better than you originally thought.

Being Grateful: Ask yourself are you benefitting others, by sharing your knowledge with others, gives you the feeling of accomplishment.

Get to Sleep: A good night’s sleep can make a lot of things better, including stress. When you’re sleep deprived, you get cranky, you can’t think clearly and even small things can feel overwhelming. Getting upset about it and stressed doesn’t help you at work or at home. If you can try to stick to a regular bedtime schedule, even on the weekends and avoid electronics for a good 30 minutes before bed, this should help your mind get ready for sleeping.

Redefine relaxation: Figure out what feels right for you and know that it doesn’t necessarily work for others. When you find your happy place make sure to revisit it often. That way relaxation is much less of a leap when you need it most.

Membership Report

As of April 10, 2019, there were 1163 members in the SNA-WI.
You give kids the protein they need to power through the day. Nicely done, beef.

For more information on beef as a nutrient-rich component of school lunch menus, visit BeefFoodservice.com/k-12foodservice.aspx BeefTtips.com

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Attend an online demo
In February, a variety of school nutrition professionals from across WI traveled to Washington, D.C. to participate in School Nutrition Association’s (SNA) 47th annual Legislative Action Conference (LAC). During the conference (February 24-26), they joined 900 of their peers from across the country in urging Congress to minimize regulatory burdens and bolster school meal programs to benefit the nearly 30 million students served each day.

LAC’s “Charge to the Hill” allowed WI participants to meet with their members of Congress to discuss SNA’s 2019 Position Paper and the importance of school meals to student achievement.

“Every school day, 500,434 children across WI depend on school meals to nourish their bodies and minds,” said SNA-WI President Michael Gasper. “We told our local representatives about the healthy changes in WI’s cafeterias, and how we need their help to sustain this progress. Congress must support school meal programs and streamline burdensome regulatory requirements, so school nutrition professionals can focus on their mission of serving students.”

To find out more about SNA’s Legislative Action Conference, visit www.schoolnutrition.org/LAC.
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Yields 15 – 8 oz. Servings – EACH SERVING CREDITS AS 1/2 CUP FRUIT JUICE!

<table>
<thead>
<tr>
<th>INGREDIENTS:</th>
<th>DIRECTIONS:</th>
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<tr>
<td>• 30 oz. DOLE® Chef-Ready Frozen Mango Purée</td>
<td>• MEASURE out all ingredients into a mixing bowl.</td>
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<tr>
<td>• 30 oz. DOLE® 100% Pineapple Juice</td>
<td>• WHISK until all ingredients are incorporated together.</td>
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<tr>
<td>• 60 oz. low-fat vanilla yogurt</td>
<td>• CHILL AND SERVE!</td>
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National School Breakfast Week (NSBW) is a weeklong celebration of the National School Breakfast Program, established in 1975 by an act of Congress. Members celebrate with special menu items and other fun events. NSBW is the perfect time to bring attention to your breakfast program and set a goal to increase participation.

- By eating a healthy breakfast daily.
- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert and maintain a healthy weight

The National School Breakfast Program also serves more than 14 million children every school day—that’s something drive home to your community!

National School Breakfast Week was March 4-8th. The theme this year was “Start Your Engines With School Breakfast,” which is designed to show parents, students, and school officials the benefits of fueling up for the day with a healthy school breakfast. We asked schools to submit the things they were doing that week with SNA-WI so others could see it. This was then put out on our social media sites.
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- Greendale
- Greenfield
- Howards Grove
- Kaukauna
- Marshfield
- Menomonee Falls
- Neillsville
- Sheboygan Falls
- St. Anthony
- St. Francis Xavier Catholic System
- Stratford
- Waupaca

A+ PIZZA
SCHOOL LUNCH PROGRAM

Spring 2019
For the 2nd year in a row the Wisconsin Department of Public Instruction School Nutrition Team and the Hunger Task Force teamed up to host Wisconsin School Meals Rock! School Breakfast Student Video Contest. Teams of students were invited to submit an original video telling us why their school breakfasts rock. The goal of the contest was to connect students with the school meals program and promote the positive practices of their school’s food and nutrition services. Join us in Congratulating the top four entries!

2019 Student School Breakfast Video Contest Finalists

First Place
Student School Breakfast Video Contest
Viking Elementary of Holmen School District
www.youtube.com/watch?v=lVT1iMvEEog

Second Place
Student School Breakfast Video Contest
Hartford Union High School
https://www.youtube.com/watch?v=Sbt882RYjo8

Third Place
Student School Breakfast Video Contest
Tomah High School of Tomah School District
https://www.youtube.com/watch?v=dE6d-9M1zoM

Honorable Mention
Student School Breakfast Video Contest
Pecatonica Elementary of Pecatonica School District
https://www.youtube.com/watch?v=KcZ-skki5f8

National Lunch Hero Day Friday, May 3

We know it takes a team to work in the kitchen! So what better way then to give them their own holiday. Not all heroes were capes, some were a hair net and apron!

Between preparing healthy meals students, adhering to strict nutrition standards, navigating student food allergies, and offering service with a smile, school nutrition professionals are true heroes.

On Friday, May 3, 2019, we will celebrate the 7th Annual School Lunch Hero Day! School Lunch Hero Day is a chance to showcase the difference school nutrition professionals make for every child who comes through the cafeteria.

School Lunch Hero Day provides you with the perfect opportunity to recognize the hardworking professionals in your school cafeterias.

SNA has partnered with author Jarrett J. Krosoczka, of the “Lunch Lady” book series, to remind everyone—directors, managers, parents, students, and school staff—that school nutrition employees are superheroes that deserve some recognition.

Want to learn more about the inspiration behind School Lunch Hero Day? Watching the video below!

www.ted.com/talks/jarrett_krosoczka
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SNA-WI is now conducting their online election for 2019-2020. Paper ballot will be available upon request. On the first day of the conference, candidates will each have time to share remarks during the opening announcements. If you do vote in advance, you will have the opportunity to change your vote on-site after hearing the candidates speak.

Thank you for voting and being part of this important process. Please use this link to vote: www.surveymonkey.com/r/sna20192020.

**Marketing Chair**

**Amy Giffin**

Amanda (Amy) Giffin is a Registered Dietitian Nutritionist with over 5 years of experience in school nutrition as well as experience in healthcare food service and nutrition education. She has also served as a Media Representative and Marketing and Communications Committee Chair for the Wisconsin Academy of Nutrition and Dietetics. She hopes to help the Marketing Committee to continue to promote the importance and value of School Nutrition programs throughout the state of Wisconsin.

**Jennifer Wagner**

Jennifer Wagner is the Nutrition Director for the Potosi School District. She has worked in Food Service for 12 years and then decided to take a new leap into school food service. This is her second year and she has her first Administrative Review under my belt. She is currently just finishing my GOALS certificate and looking to take the SNS exam.

She has learned so much from being a member of the School Nutrition Association. From networking to making new friends. She would like the opportunity to give back and market “why” it’s so important to be a part of this elite SNA group.

**Chapter President Representative**

**Sarah Mumm**

Sarah has been in school nutrition for 8 years now. Sarah has had the privilege of working at all three grade levels, currently working at Holmen High School as the kitchen manager. She loves working where she is, the staff she works with are amazing and she loves seeing the students every day. Sarah has been the Chapter President Representative for the past two years. She loves meeting new people and hearing about all the great things going on across the state of Wisconsin. She looks forward to doing two more years as Chapter President Representative and seeing even more great things happen.

**Education Chair**

**Pam Harris**

Pam believes that education and training are a worthwhile and necessary investment in our most important resource - school nutrition employees! She loves school nutrition and has worked for Mukwonago School District for 24 years. Prior to that, she held several positions in school food service management over 11 years. She also has experience in clinical and research nutrition. She grew up in the Twin Cities, attended two years of college at UW-River Falls, then finished her B.S. in Nutrition at the University of Minnesota. Her M.S. in Institution Administration is from the University of Southern Mississippi (Brett Favre’s college) and she is a Registered Dietitian. She has served four terms as an officer for Chapter 16 and has also been the newsletter editor. She is the current SNA-WI Certification Chair.
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Julie Magerowski

Julie has been the K12 Specialist for Street Level Food Marketing for 5 years. Prior to coming to Street Level Julie was employed at Milwaukee Public Schools as their Nutrition Technician for a year and a half after completing her internship. She is active with her SNA Chapter; a past president and currently membership and certification chair. The last 2 years she has been a Broker Representative of the Industry Advisory Board. She works with the best people in K12; directors and their staff, fellow brokers and manufacturers.

Andrea Hougaard

Andrea has been in the Foodservice Industry since 1994 - working for multiple companies throughout the US including Hormel, Heinz, Kellogg’s, Key Impact Brokers and currently with Domino’s Smart Slice. She attended UW Stout and majored in Food and Beverage Merchandising and is blessed to work in the field that she loves and went to college for.

Once Andrea located to WI for Kellogg’s back in 2007 she became involved with SNA WI wanting to represent the organization that ensures students are fed and supporting the nutrition needs within their districts. Over the years she has supported industry on the Steering committee and then being voted onto the Industry Advisory Board. In 2017 she was elected to the Industry Advisory Executive Board Position. She feel that with this Position the past two years she has been an impartial voice on the SNA Executive Board representing each of the industries that support the SNA WI. Being open to comments and addressing them with the board.

In the past few years with the help and support of the Industry Advisory Board changes on how Industry supports SNA WI. Implementing a Focus Group for the Gold Sponsors, changing up the spring conference to focus on more of a networking event, reviewing and updating the industry sponsor levels that are offered within the state of WI after reviewing surrounding states and how their Industry Sponsorships are structured.

With being a regional manager in 8 states – Andrea has been able to see what other states are doing and bring back that knowledge and information to SNA WI that allows Industry to improve and grow with the organization.

She feels that Industry is a vital part of SNA WI and together with Industry supporting the school foodservice program we aim in providing products, knowledge and services that meet the USDA regulations and support the program to make the students, employees and administration see the program as a positive impact to the district.

She also feels that in the future we need to focus on better ways of communication with the Industry. She has heard concerns that companies are not receiving information so that would be a focus for the coming year and continue to get more feedback from Industry in how they can support and work more to support SNA WI in breakout sessions in providing speakers.

Andrea would be honored to continue to represent and support Industry for the next two years here in the state of WI.
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“Community Eligibility Provision is an amazing opportunity to help each student eat, including those who may not qualify for free meals. CEP allows us to focus on meeting the needs of our students without having to worry about the collection of forms and funds from our families.”

– Janelle Marotz, Former Assistant Superintendent of Business Services, Beloit School District

It’s that time of year again! It is time for schools across Wisconsin to evaluate if the Community Eligibility Program (CEP) is right for them. CEP is an innovative program that eliminates the need for traditional free and reduced-price meal applications, allowing schools and districts serving high percentages of low income students to serve free meals to all students. Unlike the use of individual household applications, eligibility for CEP is determined based on the Identified Student Percentage (ISP) of a school, group of schools, or district. An identified student is any student who is directly certified for free meals through other need-based programs, such as the Supplemental Nutrition Assistance Program (SNAP). Not sure if your district qualifies or participates? Under federal law, states are required to publish, by May 1 of each year, a list of eligible and near eligible schools and districts. Currently, over 400 of the 744 eligible Wisconsin schools participate in CEP. However, many schools in Wisconsin are carrying significant lunch debt and are struggling to collect money from parents. It is time for those schools to take a second look at CEP to determine if it is a better option for both administrators and students. CEP is a simple solution that offers financial incentive to participating districts with significant federal reimbursement funding and eliminates the hassle of traditional free and reduced-price meal applications and collection of lunch fees.

CEP schools benefit from increased meal participation, which can be maximized by implementing innovative service models like Breakfast in the Classroom. Currently Wisconsin ranks near the bottom in the nation for offering school breakfast to our children.

We urge you to implement CEP for the 2019-20 school year. Applications will be accepted beginning May 1, 2019. The deadline to apply is June 30, 2019. The USDA has indicated that they will not be providing a rolling deadline or extensions as they have in previous years. The bottom line is that CEP feeds kids, streamlines nutrition program administration and saves your school district money!

Need help or resources? Contact Hunger Task Force by phone at 414-777-0483 ext 6512 or via email at leen@hungertaskforce.org. We have funding and resources to help maximize reimbursement and improve your school breakfast programs.
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The History of School Meals – 1960’s – Oh What a Decade!!
By Marilyn Hurt, Past SNA-WI President

Even if you didn’t “live the ‘60s”, you know something about this turbulent decade which included the assassinations of President John Kennedy, his brother, Robert, and Dr. Martin Luther King. It included The Beatles-The Monkees-the Rolling Stones - civil rights movement, the Cuban missile crisis - the Viet Nam War-war protests – the ’68 convention – the Green Bay Packer NFL championships. All of this going on and school cooks were just trying to feed the children!

And, as is now, it wasn’t easy because they didn’t have enough money to feed them all. Here’s what you must remember, at this time, there was only one lunch reimbursement and that was based upon enrollment or student census as it was called— not on the number of meals served. And there was no provision for low income children – no free and reduced-price meals. Children across this nation were still going hungry. So, let’s talk about how free and reduced-price meals came about.

John Kennedy saw the poverty in Appalachia first hand as he campaigned for president and he vowed to find ways to get more food to the destitute. In 1962, the school lunch funding formula was revised by Congress adding what we now call “Section 11” to the National School Lunch Act. This authorized funding for schools in impoverished areas to offer free meals to low income students. There was a problem, however. No funding was appropriated. So – here is a lesson in understanding what must happen to get dollars from the federal government. One committee “authorizes” the legislation while another “appropriates the funds”. Without the money to implement Section 11, the poor were still not fed. This is where the Association becomes important. It helps identify who needs to hear from us to move along the funding or appropriation legislation.

It was during the funding revision in 1962, that Congress also changed the reimbursement formula so that schools would receive funding for each meal served.

In the early 1960’s, there were 10 million children in this country who had no access to school lunch. Some could not afford to pay for the meals and many schools had no kitchens or school cafeterias. Our national association was still in its infancy but it was doing long range planning so that it could become a legislative powerhouse. Congress needed to hear from us. There was a lot of work to be done by our members.

In 1960, we had just over 20,000 members nationwide. The make-up of the Executive Board was debated and Board members were designated by job types. So there was a board member to represent Single Unit workers, one for State Directors, one for District Directors, one for Major City Directors, and one for those who were employed by colleges and universities. The Single Unit Section represented the largest segment of the membership.

We now had a real magazine, published monthly entitled The School Food Service Journal. Mimeographed newsletters were a thing of the past at the national level.

The national conventions became money makers funding the activities of the Association for the following year. Our annual conferences are still a major source of funding.

The Association sought national recognition of the importance of school lunch. They sought the support of USDA to have one week of the year designated to honor School Lunch. So in March of 1962, President Kennedy proclaimed that the 2nd full week of October would be National School Lunch Week. Here we are almost 60 years later still celebrating National School Lunch Week.

Our national headquarters were in Denver, Colorado and by the end of the decade; we had purchased a building to house the Association.

In 1964, the national Legislative Committee Chair was an important Association leader - Gordon Gunderson of Wisconsin. He was a busy man as The Association was not only seeking an increase in the reimbursement rate but also an increase in commodities. Section 11 was on the books but had not been funded. Finally, in 1966, Congress committed $2 million to fund “demonstration” programs in 800 schools across the nation to feed low income children. Although President Lyndon Johnson had declared a War on Poverty, the cost of the Viet Nam War was increasing and the Budget Director showed little interest in providing more funds for school meals.

However, School Lunch was popular among Congressional members. And in 1966, Congress passed and President Johnson signed into law the second major piece of legislation regarding school meals – the Child Nutrition Act of 1966. This Act authorized schools to extend school lunch benefits to pre-school programs and provided for a 2-year pilot school breakfast program. Funds were also authorized in this act to provide schools with non-food assistance for the purpose of purchasing equipment. It was initially funded with $56 million, but only $19 million was appropriated as the Viet Nam War needed funding and money was siphoned off for the war.

Finally, the Act gave USDA the responsibility for all food assistance programs. So when you ask, why are we in the Department of Agriculture or why is SNAP (food stamps) and WIC (Women, Infants, and Children) in USDA, just read the Child Nutrition Act of 1966.

But even with this legislation, schools were still struggling to feed low income children in 1968. The local school districts had to come up
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with the dollars to feed children who could not afford to pay. Some districts hired the children to work in the lunch program and then gave them a meal. Districts also developed a system where they fed some of the children on one day of the week and others on another day of the week. This was insane! There was no national standard for determining eligibility for a free lunch.

Poverty was real but no one could believe that in this “land of plenty”, children were starving. Martin Luther King had organized the Poor People’s Campaign before he died in April of 1968. The campaign did not die with King and in May of that year, thousands arrived in Washington, DC to march emphasizing the need to address the issues of poverty in America. It was a dramatic time! Our members were also in Washington, DC at the same time testifying before the House Education and Labor Committee for full funding of Section 11 so every school could provide a meal to low income children.

The decade ended with school breakfast permanently authorized and Section 11 funded. It was during the 1960’s that the Association discovered it needed to be proactive rather than reactive when it came to seeking legislation from Congress.

It was truly a remarkable decade with major legislative changes that influenced how school meals are funded today. It was also a time that our national Association resolved that the school meals programs are not welfare or poverty programs but nutrition programs.

The decade ends with the only White House Conference on Food and Nutrition that has ever been held. Richard Nixon was President. The first and only Conference on Food and Nutrition was held in December 1969. The conference focused on reducing hunger and malnutrition through poverty reduction. It provided a focus for the decade to come.

As I write this, I am reminded of the determination of those who led this Association in those turbulent years. And I thank them. Without their insight, resolve and commitment, our child nutrition programs might not have the strength and importance that they have today. These amazing leaders not only improved our Association, they improved the school lunch and breakfast programs. They set the standard for the leadership of our Association today.

SNA-WI Member News

SNA Past President Dr. Katie Wilson Named Executive Director of Urban School Food Alliance

Congratulations to 1995 SNA-WI and 2008-09 SNA President Dr. Katie Wilson, PhD, SNS, who has been named the first executive director of the Urban School Food Alliance. Starting later this month, Dr. Wilson will begin serving as the organization’s public voice and play an important role in ensuring the health and sustainability of school meals in Alliance districts and beyond.

“I am honored to work with this esteemed group of professionals who have spent their careers dedicated to the health and well-being of our nation’s children,” said Dr. Wilson in a press release. “School meals play a critical role in a child’s ability to fully participate and succeed in the classroom, impacting their ability to contribute to society in the future. Using the strength of the Urban School Food Alliance, we will work to ensure that the quality and accessibility of those meals is never diminished.”

A fierce advocate for school nutrition programs, Dr. Wilson served as foodservice director at a number of school districts in her home state of Wisconsin. She left operations in 2010 to serve as executive director of the Institute of Child Nutrition before being named, in 2015, as Deputy Under Secretary of Food, Nutrition and Consumer Services at USDA.

The Urban School Food Alliance was established in 2012 to address the unique needs of the nation’s large urban school districts, which are committed to leveraging their combined purchasing power to address quality, costs and sound environmental practices. increase the quality of school meals. The 10 member districts collectively serve 584 million school meals every year. Learn more at www.urbanschoolfoodalliance.org.
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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 ____________________________  School Name ____________________________  Chapter No. ____________________________

7. Work Phone ____________________________  Home Phone ____________________________

8. Work Mailing Address (Please indicate preferred mailing address □ Work □ Home) ____________________________

Address ____________________________  Suite ____________________________

City ____________________________  State ____________________________  Zip ____________________________

8. Home Mailing Address ____________________________  Suite/Apt ____________________________

Address ____________________________

City ____________________________  State ____________________________  Zip ____________________________

9. 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)

<table>
<thead>
<tr>
<th>Member Categories</th>
<th>Individual Membership</th>
<th>School District/State Agency Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>SN Employee</td>
<td>$36 □</td>
<td>$36 □</td>
</tr>
<tr>
<td>Student</td>
<td>$36 □</td>
<td>N/A</td>
</tr>
<tr>
<td>Retired</td>
<td>$36 □</td>
<td>N/A</td>
</tr>
<tr>
<td>SN Manager</td>
<td>$38 □</td>
<td>$38 □</td>
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<tr>
<td>District Director/Supv/Spec</td>
<td>$130 □</td>
<td>$130 □</td>
</tr>
<tr>
<td>Major City Director/Supv/Spec</td>
<td>$130 □</td>
<td>$130 □</td>
</tr>
<tr>
<td>State Agency Director and Staff</td>
<td>$130 □</td>
<td>$130 □</td>
</tr>
<tr>
<td>Nutrition Educator</td>
<td>$130 □</td>
<td>$130 □</td>
</tr>
<tr>
<td>Other</td>
<td>$130 □</td>
<td>$130 □</td>
</tr>
<tr>
<td>Affiliate Employee</td>
<td>$18 □</td>
<td>N/A</td>
</tr>
<tr>
<td>Affiliate Retired</td>
<td>$18 □</td>
<td>N/A</td>
</tr>
</tbody>
</table>


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 $ _______ . _______

16. STATE DUES $ _______ . _______

17. PROCESSING FEE $ 200

18. TOTAL DUES $ _______ . _______

19. Tax-deductible contribution to SN Foundation

□ $10 □ $25 □ $50 □ Other $ _______ . _______

20. TOTAL PAYMENT $ _______ . _______

22. CREDIT CARD INFO:  EXP. DATE __________

23. FOR SCHOOL DISTRICT MEMBERSHIP (SDM) ONLY

SDM Main Contact Name ____________________________

(Optional) SDM Main Contact Member ID ____________________________

Email ____________________________

Business Phone Number ____________________________

For SDM multiple applicants, you may use a spreadsheet found at www.schoolnutrition.org/sdm.

See reverse side for important information.

Dues subject to change.

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

Spring 2019  49
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 email 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 referer 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 referer'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.

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

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The School Tray Today

The Last Word - Meet Our SNA-WI Members

Ethan

Q How long have you been an SNA-WI Member?
A 10 Weeks!

Q Why is School Nutrition important to you? Why did you go into this profession?
A I like to help kids out. If they eat they won't get sick. I choose School Nutrition because I had a friend who worked in schools.

Q What is one rule everyone should follow?
A Be a role model for everyone. Make sure no one feels sad.

Q What is your favorite music?
A Country music

Q Who is your dream dinner guest, living or from the past?
A Chad! (Chad is the Courier for the district and worked with Ethan while he was in schools)

Q Do you have a favorite sports Star?
A Jordy Nelson. Also all my friends in the Adaptive Sports League

Q What are some small things that make your day better?
A Helping others out. I really like serving students.

Q If all jobs paid the same, what job would you like to have?
A My Job! I love the people I work with.

Q What are some of your 2018-19 goals?
A I want to get faster in the dish room and at serving food.

Q If you did not have to sleep, how would you spend the extra time?
A I would still sleep!

Q What is the best part of being an SNA-WI member?
A It makes me happy and excited! I like keeping kids safe.

Q Do you have any words that you live by?
A I always say to myself “Ye Ye Ye” It reminds me to concentrate
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Q How long have you been an SNA-WI Member?

A 20 years

Q Why is School Nutrition important to you? Why did you go into this profession?

A I was the dietary director for a small nursing home when my children were young and Black River Falls School District was hiring their first director. I can remember thinking how fun it would be to feed kids and hopefully influence their eating habits! I applied and got the job. I put my first “Garden Bars” in the schools in 2000! After Black River Falls I was the School Nutrition Director at West Salem, and now Menomonie. I’m passionate about feeding kids nutritious good food! School Nutrition is so important as it not only provides the nutrition kids need to learn, but really can impact their future eating habits, helping them to be healthy into adulthood. Ultimately, positively impacting healthcare costs. It’s been the most rewarding job I’ve had.

Q What is one rule everyone should follow?

A Be kind!

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

A That’s a tough question because I really enjoy having people over and cooking for them so I’m not sure who I would choose! Maybe my great grandmothers!

Q Do you have a favorite sports team?

A Packers of course!

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

A To have all positions covered in the kitchens! To go into the kitchens and see my staff smiling, laughing and enjoying what they do. Seeing the kids happy with their meals. Positive comments from staff, students and parents about our program. And when I get an unexpected facetime call from my granddaughter:)

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

A I truly love what I do so I don’t know if I would want to do anything else!

Q What are some of your 2018-19 goals?

A To have a full staff! And as of today, we do! I also wanted to increase the amount of local beef we’re using as well as using all local, organic romaine lettuce. We have accomplished this as well.

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

A Right now, with my beautiful grandchildren! Reading more.

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

A Networking with peers, knowing that we all have a common goal and shared experiences.

Q Do you have any words that you live by?

A Look for the positive in people and try and be a good example. Be encouraging to others.
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