

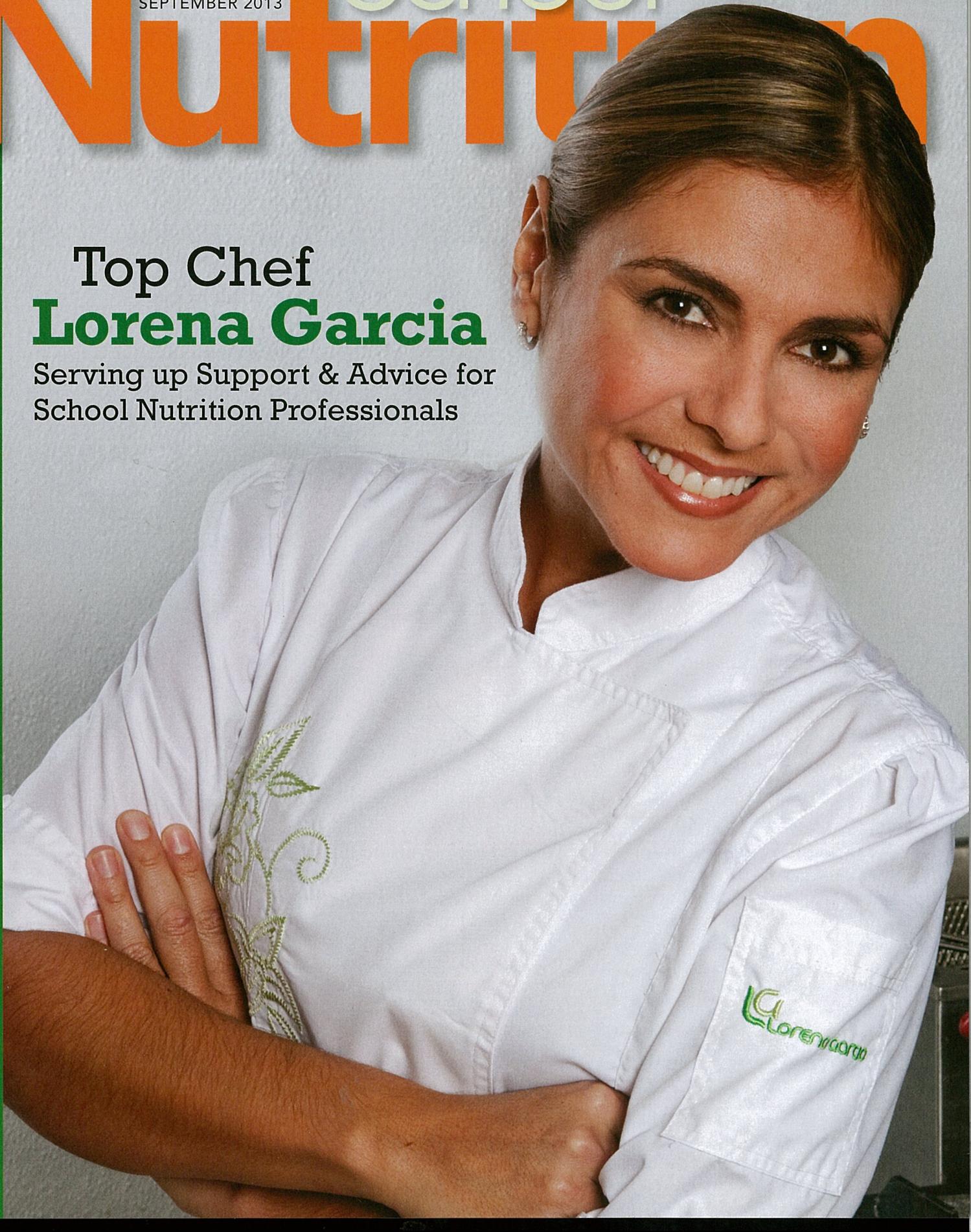
# School Nutrition

SEPTEMBER 2013

Solutions & Strategies  
for K-12 Foodservice

## Top Chef **Lorena Garcia**

Serving up Support & Advice for  
School Nutrition Professionals



# Leading Edge

## Heartfelt Memories



Leah Schmidt, SNS  
SNA President

ur "ANC in KC" was an event like none I will ever experience again. Being in my own hometown for my installation as SNA president was a wonderfully unique occasion. It was awesome to have so many of my staff, family and district colleagues present.

Among them was my phenomenal management team, averaging 15 years of experience and service. All of the superheroes in my office and on my team make it possible for me to take on the responsibilities of this position. In addition, I need to give a shout-out for all the help and support I've had

from heroes who've retired (Marie Heistand and Betty Culley) and friends from across the state (Paula Kullman).

Another unique home-town advantage I enjoyed at

ANC was helping to coordinate a food donation of leftovers at the close of the immense Exhibit Hall. Our local Harvesters received more than 11,500 pounds of food. As I write this in August, our district's Community Assistance Council is still processing 10 pallets of donated items. Special thanks go to my two warehousemen, Dennis Barnes and Kyle Kelley, for doing a spectacular job taking care of the logistics of this job!

Every conference is made up of memories that last.

Many of these are featured in the wrap-up article that begins on page 38. But one of my favorites from 2013 is a story shared with me when I

welcomed a group of SNA's past presidents to Kansas City. I learned that Dr. Josephine Martin's very first annual conference was right here—in the very same hotel! She reminisced how Thelma Flanagan served as president that year and right in the middle of the event, President Harry Truman returned home to KC, effectively evicting poor Thelma from the hotel's presidential suite, which was his home-away-from home, due to its proximity to the closest airport. Maybe she decided to forgive him, since he did sign the original National School Lunch Act four years prior!

I know it is a full year away, but my staff is already talking about "Making History" in Boston for ANC 2014. We are working on at least one proposal for presentation—how about you? Don't delay: The deadline is September 30, 2013. Visit [www.schoolnutrition.org/cfp](http://www.schoolnutrition.org/cfp) for details.

If we are able to present at an education session in Boston, I hope we will inspire someone else with our ideas. Right now, I'm making arrangements to contract with an SNA speaker to come and do a training session on customer service and communications with my team! This is the third time I've been able to make such a contact and arrange for valuable professional development for my entire staff—all because of ANC! Making new memories all the time.... **SN**



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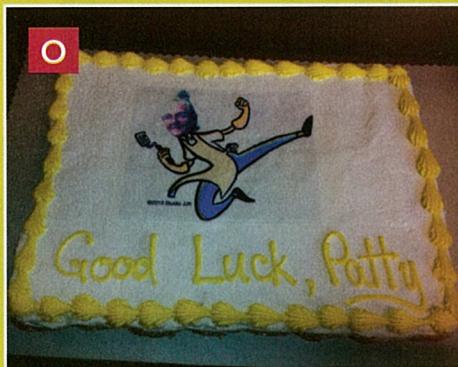
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N



O

**N** Students at Gates Lane Elementary School, Worcester, Mass., attend an assembly for School Lunch Superhero Day, May 3, 2013.

**O** A school lunch superhero retiring from Hickman Mills C-1 School District, Kansas City, Mo., receives a sweet goodbye.

**P** The school lunch superheroes of North Penn School District, Lansdale, Pa., look fantastic in their *Lunch Lady* T-shirts, capes and crowns.

to the district's Help One Student To Succeed mentoring program, in which volunteers teach reading skills to second- and third-grade students.

The **Great Neck (N.Y.) School District** celebrated with a visit by state legislators joining the superintendent and assistant superintendent for business and finance. Together, they officially recognized the great work of school nutrition professionals across the nation—and right in their own district.

#### Hooray!

What would we do without our school lunch superheroes? Could we face the monster that takes the form of increasingly high statistics on childhood hunger? What better way to say "Thank you for all you do" than to have a day named just for you?



P



Q

**Q** A winner of a "Who Is Your Lunch Lady Superhero?" contest at the Metropolitan School District of Wayne Township, Indianapolis, receives a set of the *Lunch Lady* novels by Jarrett Krosoczka.

If you're not sure how to honor your colleagues—and yourself—for next year's School Lunch Superhero Day celebrations, start by asking your child nutrition team members what *their* favorite meal is, and prepare it for them as part of a special recognition luncheon. Or maybe surprising them with new school badges that include "School Lunch Superhero" as a part of their name would be just the thing to put a smile on their faces and power up their incredible efforts throughout the school year.

The event *will* return in 2014, celebrated on Friday, May 2. Stay tuned to the magazine and [SchoolNutrition.org](http://SchoolNutrition.org) for more details. But there's no reason to wait months to celebrate the school lunch superheroes in *your* community! Share your pride with local media and remember

that *School Nutrition* always welcomes news about the inspiring things going on around the country in support of the collective child nutrition mission. Send your written details and any photos of events to *School Nutrition*, 120 Waterfront St., Suite 300, National Harbor, MD 20745, or via e-mail to [snmagazine@schoolnutrition.org](mailto:snmagazine@schoolnutrition.org). While we can't publish every report that we may receive, we are always on the lookout for new people to profile and ideas to showcase. You may find *your* superheroes featured in an upcoming issue of *School Nutrition!* **SN**

**Melissa Grant** is the communications coordinator for *School Nutrition*.

## Professional Passion in America's Heartland



Kansas City, Mo., proved a memorable setting for **learning, inspiration and new product solutions** for the thousands of school nutrition professionals attending SNA's 67th Annual National Conference.



Kansas City, Mo., known for jazz, barbecue and hundreds of city fountains, extended its patented Midwestern hospitality to the 5,900+ operators, vendors and allies who attended SNA's 67th Annual National Conference (ANC), July 14-17, 2013. These school nutrition professionals threw themselves wholeheartedly into participating in the many opportunities for learning, discovering new products and having fun that were available in the Heart of the Nation.

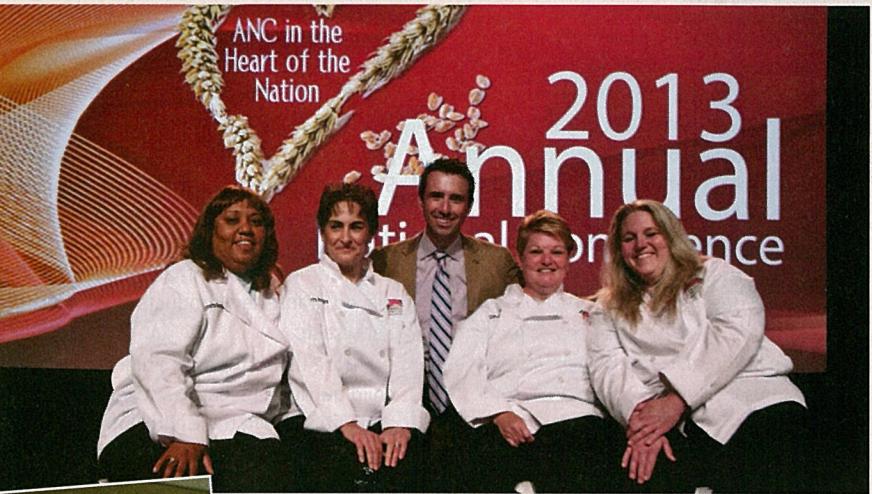
**Fountains of Knowledge** This year's ANC offered more than 90 education sessions that covered an assortment of topics for school nutrition professionals at all career levels. Attendees had the

chance to participate in pre-conference sessions on topics such as leadership in school nutrition management, understanding the USDA Foods Program and managing finances. A bonus Major City pre-conference session focused on best practices for offering breakfast and supper, as well as lunch; it was complimentary to SNA members involved in running the nation's largest school nutrition operations.

Once ANC officially got underway, attendees could select from sessions organized into program tracks representing the four "key" areas of SNA's Keys to Excellence and Certification and Credentialing programs. From "Collaborative Nutrition Education: Passport Required!" to "School Food Authorities and the New Administrative Review (CRE) Process" to "Bid Smarter...Bid Simple!", attendees could access an impressively wide range of opportunities for learning.



Lisa Ling



**Top:** The school chefs competing on "Chopped" in 2012 were surprise guests welcomed by author Jarrett Krosoczka. **Above:** Attendees discovered new ideas and innovative ways to enhance school meals at the culinary demos held in the Exhibit Hall, in addition to learning about the most efficient kitchen equipment and software technology available at this year's Cutting-Edge Complex. **Below:** Scenes from such ANC favorites as the Wellness Jam, Child Nutrition Showcase and more.



BY KELSEY CASSELBURY  
AND CECILY WALTERS



SNA President 2012-13  
Sandra Ford, SNS



I want to commend all of you on your hard work and strength this year—we're transforming our careers and our programs together, and the future has never looked brighter.

—Sandra Ford



SNA CEO Patricia Montague, CAE

# ANC By the Numbers

- More than **5,900** school nutrition operators, vendors and advocates participated in ANC 2013. Among these were **460** first-time attendees.
- The school nutrition professionals in attendance represented **787** districts and more than **14.3 million** students from all across the country.
- SNA's Political Action Committee raised more than **\$2,300** to support the Association's legislative advocacy efforts.
- Good luck to the **25** individuals who sat for the School Nutrition Specialist (SNS) credentialing exam on Saturday morning.



**Dr. Janey Thornton, SNS,  
USDA/FNS Deputy  
Undersecretary**

**You're providing kids  
with the nutrition they  
need to live productive  
lives. You are my heroes!**

—Dr. Janey Thornton

- More than **360** companies exhibited their products at ANC; exhibitors showcased food, beverage, equipment and technology products and services to the attendees visiting the sold-out **849**-booth Exhibit Hall.
- Some **500** attendees took advantage of special reserved time in the Exhibit Hall to complete the Directors-Only All-Access Pass. A lucky **14** winners won free registrations to SNA's 3 2014 national meetings, courtesy of **14** generous sponsors.
- Attendees made sure not to miss the **6** culinary demos presented by California Olive Committee & California Cling Peach Board,

- ConAgra Mills, General Mills Foodservice, McCormick For Chefs, Mushroom Council and Sunkist Foodservice. In addition, they checked out **2** presentations from Heartland School Solutions and Winston Industries in the Cutting-Edge Complex. More than **20** vendors displayed brand-new products in the New Product Showcase.
- More than **40** posters highlighted recent child nutrition research and innovative projects and initiatives in the Child Nutrition Showcase.
- More than **11,500 pounds** of food from the Exhibit Hall were donated to a local food bank.

A variety of repeated Hot Topic sessions ensured that the most timely and popular issues—primarily related to the meal pattern changes for breakfast and lunch—could be worked into everyone's agenda. A selection of sessions was geared specifically to those directors new to the K-12 segment. If you missed a particular workshop—or were unable to attend ANC this year—simply visit [SchoolNutrition.org](http://SchoolNutrition.org) and click the Meetings tab to access PowerPoint presentations and other materials made available by speakers.

**Love of Discovery** The consistently exciting and dynamic Exhibit Hall is always a must-visit priority for ANC attendees Monday through Wednesday. Why? Well, consider that the classic Rodgers and Hammerstein musical "Oklahoma!" asserted that "everything's up to date in Kansas City." That declaration, written in 1943, certainly held true 70 years later, with nearly 850 booths showcasing more new products and resources than anyone could count! As eager attendees canvassed the Exhibit Hall, they sampled products, collected valuable information and connected with current and potential vendor partners.

But business wasn't the only name of the Exhibit Hall game—indeed, many booths engaged attendees in creative games and activities, including School Nutrition's own "What's Ruby Reading?" promotional contest (see page 8). When foot-sore attendees chose to seek out some well-deserved rest and relaxation, they made time to stop by the Wellness Village to recharge with free massages and take advantage of other resources focused on personal well-being. They included discovering new ways to stay healthy and fit with information offered by the American Heart Association, American Red Cross, Forrest T. Jones & Company and Tanita Corporation.

Other hot spots on the Exhibit floor were the annual culinary demonstrations, Cutting-Edge Complex demonstrations (which showcased new technology products) and the ever-favorite Catch the Moment booth, at which attendees could insert themselves onto the cover of *School Nutrition* magazine! "You Are Here" kiosks guided attendees around the Exhibit Hall with a simple touch of a display screen.

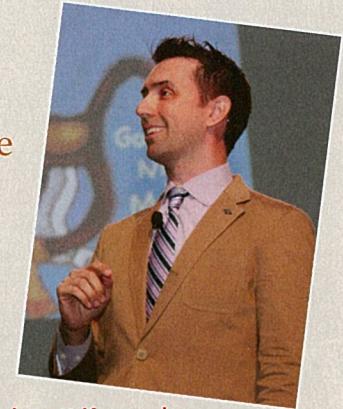
**From the Heart** ANC wouldn't be what it is, the school nutrition event of the year, without the unparalleled learning opportunities available to operators at all levels. But the events and activities designed for both personal inspiration and fun are other essential hallmarks of this national meeting!

Where else can attendees be treated to memorable messages from national celebrities and dance to chart-topping songs from current recording artists—all included in the price of registration?! In the Heartland, 2013 conference-goers were treated to humor from "Today Show" host and author Al Roker and provocative insights from global journalist and TV host Lisa Ling. A cutting-edge audience Q&A, using text messaging, allowed the thousands that filled the Grand Ballroom to interact with both Roker and Ling, getting them to offer personal reflections about their own favorite school meals and memories, food delights and struggles, raising their children and much more.

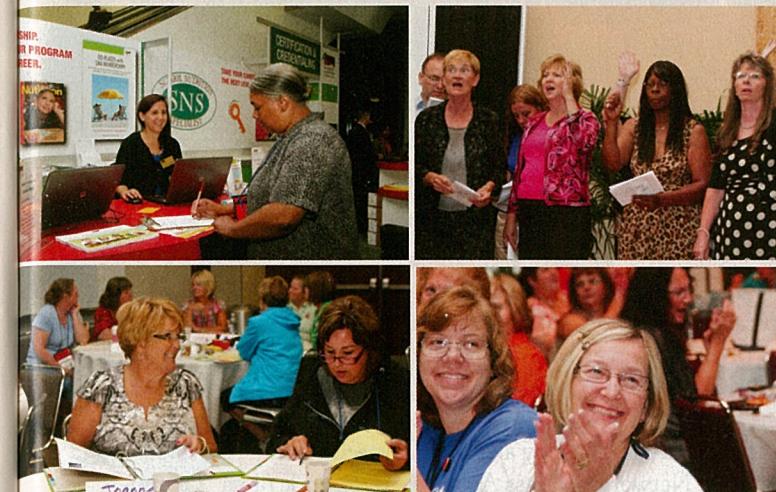


**There's nothing more  
loving than feeding  
someone. You're  
hard-wired for  
wonderfulness.**

**Thank you.**  
—Jarrett J. Krosoczka



**Jarrett Krosoczka**

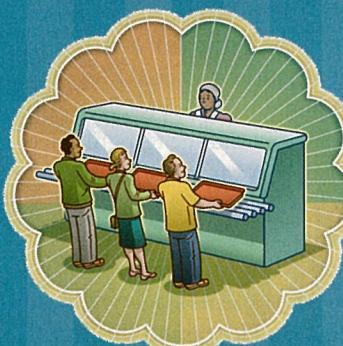


## MIDWESTERN MOMENTS

Look back on the memories you made at ANC 2013 by viewing and downloading photos of your favorite conference experiences from SNA's Flickr account. To find candids of yourself, your co-workers, your friends and many of your favorite conference highlights, visit [www.flickr.com/schoolnutrition](http://www.flickr.com/schoolnutrition). To view a larger size of a particular image or to download a photo, click on your selected photo, then right-click on the photo when the magnifying glass icon appears and select the size of the photo you'd like to see when the "View all sizes" menu pops up.



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