

News & Features From The School Nutrition Association of Pennsylvania

HAPPENINGS

SNAPA WINTER 2017

DIVERSITY: PENNSYLVANIA





VICE PRESIDENT
ANTHONY J. BROCHU, JR.
 Director of Food & Nutrition
Cornwall-Lebanon
School District

SNAPA **elections** **2017**

March 6 ~ 24, 2017

Bios & Additional Information: www.snapa.org



CHAIR, NUTRITION EDUCATION & PROFESSIONAL DEVELOPMENT
CHRISTOPHER M. DUNN (*Incumbent*)
 Director of Food Services, *Cocalico School District*



Giarratana

CHAIR, SCHOLARSHIP & AWARDS

GINA GIARRATANA
 Food Service Director, *Pennridge School District*

JENNIFER HERBST
 Food Service Director, *Burgettstown School District*

DIANE RUFF (*Incumbent*)
 Administrative Reviewer, *CN Resource*

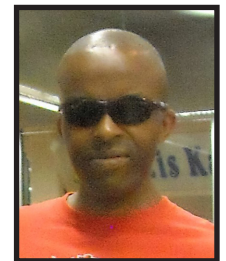
DEWAYNE T. SMITH
 Food Service Field Supervisor, *School District of Philadelphia*



Herbst



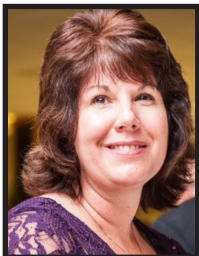
Ruff



Smith

REGION 1 REPRESENTATIVE

LAURA FRYE (*Incumbent*)
 Director of Food Services, *Bald Eagle Area School District*
 & *Bellefonte Area School District*



Frye

REGION 3 REPRESENTATIVE

KRISTAN DELLE (*Incumbent*)
 Director of Food Services, *School District of Upper Dublin*



Delle

REGION 5 REPRESENTATIVE

KARIN MARLIN (*Incumbent*)
 Food Services Director, *Mechanicsburg Area School District*



Marlin

REGION 7 REPRESENTATIVE

JOYCE WEBER (*Incumbent*)
 Food Service Director, *Baldwin-Whitehall School District*



Weber

**You will be able to vote on-line beginning March 6 ...
 only one vote per member and you must have
 an e-mail in our Member Directory.**

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RESERVE NOW FOR THE KALAHARI!

SNAPa HAPPENINGS

Published by the
SCHOOL NUTRITION ASSOCIATION
OF PENNSYLVANIA

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SNA & SNAPA

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MEMBER BENEFITS

- Nationally recognized certificates & credentialing programs
- Year-round free educational webinars on topics like food allergies, food safety & procurement
- Educational meetings & networking events
- Legislative & advocacy efforts
- PR & marketing tools to promote your programs to parents, students & the school community
- Scholarships for YOU and YOUR TEAM
- A subscription to SNA's award-winning magazine, *School Nutrition*
- Access to the latest news & issues
- Member-only insurance plans including comprehensive health & life insurance



ANNUAL MEMBERSHIP CAMPAIGN 2016-17



Recruit **5 or more** new SNA members between June 1, 2016 and May 31, 2017 to be entered to win 1 of 5 VIP registrations to ANC 2018 in Las Vegas*



*VOID WHERE RESTRICTED OR PROHIBITED BY LAW

Learn more at schoolnutrition.org/vegas



PRESIDENT'S MESSAGE

Contemplating my president's message message for this issue of SNAPA HAPPENINGS, I couldn't help but think about the most recent School Nutrition magazine and the theme throughout

the issue...Change. The issue also highlights *What's Cooking at SNA* and great tools for reducing stress, improving your public speaking skills and writing skills. Check it out, I think you will find the issue extremely relevant in making positive changes both personally and professionally.

"Progress is impossible without change and those who cannot change their mind, cannot change anything."
George Bernard Shaw

So what has changed in the school nutrition industry? Let's see, school meals, school menus, professional standards, technology, procurement, snacks and many of the ways we were accustomed to producing and serving our school meal programs. Even the most recent presidential election forced us to look at change through a new lens. What's next? Will the new administration reverse or change the Healthy Hunger Free Kids Act regulations? That is anyone's guess at this point. I know the School Nutrition Association is working hard to develop the legislative issue paper for 2017 which will undoubtedly include a Stop the Block message. According to the School Nutrition Association (2016), block grants provide a limited amount of funding each year. Therefore, if circumstances change mid-year, states do not receive additional funds to cover the cost of serving meals to low income students. States could potentially lose the additional six cents per lunch reimbursement they earned under the Healthy, Hunger-Free Kids Act. They could also lose the approximately 29 cent reimbursement for meals served to full price students. Finally, block grants void federal rules that ensure the uniformity and consistency of school meal programs across the nation. This would undo all the good work we do each day to ensure wholesome, healthy school meals. It's important that we ban together to Stop the Block by calling your Congressman and Senator to voice your opinion.

You can access more information at: <https://schoolnutrition.org/LegislationPolicy/ActionCenter/StopTheBlock/>.

On a more positive note of change, the School Nutrition Association has worked hard to provide its members with new and exciting resources to market their school meal program. Their website has resources that help us, (1) position our school meal programs as critical to the education environment, student health and performance, (2) promote and celebrate school nutrition professionals and (3) change perceptions/stereotypes about school meals and school nutrition professionals. I found the resources to be extremely helpful. These new resources further solidify the benefits of SNA membership!

SNAPA is moving into the second half of our school year with renewed energy to create the best association for our members. We've launched our new website and we've held our first webinar "*SNAPA Teaches Tuesdays*" featuring our dedicated Platinum Partner, Platinum Marketing. We successfully presented at the Pennsylvania Association for School Boards in October with excellent feedback from attendees. Finally, we hosted SNA's Northeast Regional Leadership Conference in Philadelphia. This was a dynamic and engaging conference for the great SNA Northeast Regional state association leaders. Thank you to Nicole Melia and Rick Voight, who planned and organized the conference.

And there is more work to be done! In January, your Board leaders will attend the National Leadership Conference that will help us focus on our strategic plan. In April, we head to Washington DC to advocate for effective and efficient quality school nutrition programs in Pennsylvania as well as across the country. Before long, we will be gathering once again for our 2017 Annual Conference at The Kalahari, where the theme "It's a Jungle Out There, Navigating Your School Food Service Program" will assist all attendees in gaining knowledge, skills and expertise to administer, manage and deliver healthy school meal programs.

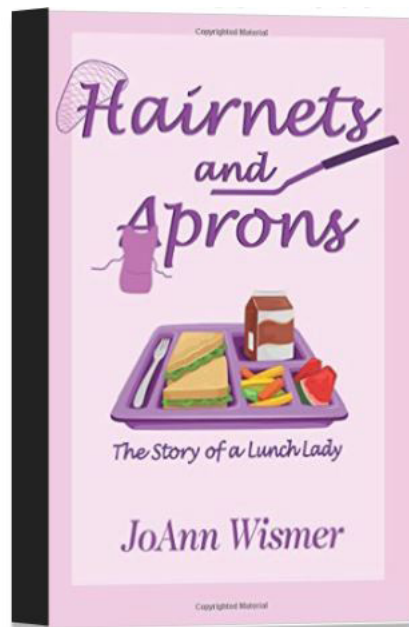
In closing, I hope you all had a wonderful holiday season. I wish you all a very happy, healthy and successful new year! Until next time.....

Pamela Gallagher

“The Story of a Lunch Lady”

What are we really looking for in our journey through life? Fame, fortune, power? No, I think it’s respect! How does one get respect when you have to wear Hairnets and Aprons? The story begins with a woman’s journey through balancing motherhood, family, and career challenges.

The character, Josie, tells her experience of being a mother, making sacrifices for her family which don’t necessarily fit her idea of a perfect life and how she went kicking and screaming into a job as a lunch lady. Her other work experiences such as secretary, fast food clerk and banquet waitress provide humorous glimpses of her work life challenges. Josie hoped her “temporary” job as a lunch lady would help her to meet new people and get to know her new neighborhood, which it does, but she gets sucked into the trials and tribulations of having a job that gets NO RESPECT! No respect from the students, teachers, parents or even family. She realizes every time someone



JoAnn Wismer is an elementary school lunch lady as well as an author and published contributor with her story “Issues with Diction,” in the book, *Heart of a Toastmaster*, by Sheryl L. Roush, which was recognized by the International Book Awards as their 2014 “Best Anthology.” In addition, JoAnn’s story, “Mother and Son: The Road Trip,” was published in *The Philadelphia Inquirer*. She resides in Pennsylvania with her husband and son.



asks her what she does, she has to cough up the words “lunch lady.”

Every time you see a lunch lady portrayed on TV, it’s “classic lunch lady.” Hairnet low over her brow, apron, the famous mole with that hair, ruby red lipstick and fly swatter in hand. Oh the stigma! Josie starts collecting stories from lunch ladies all over the country and wants to share them with the world. Funny, sad and heartwarming stories of things that happened to herself and other lunch ladies. Josie shares the lunch lady stories

throughout the book and at the end. *Hairnets and Aprons* takes you on an adventure of self-discovery, love, grief and sacrifice.



Being a lunch lady is much more than “Slinging Sloppy Jo.” The reader will realize that lunch ladies deserve respect for the job they do every day which is “feeding America’s hungry students nutritious meals.” Josie finally sees that in order to get respect for what you do, you must first find respect within.

SNAPa/SNA member JoAnn Wismer is a Manager in the Souderton Area School District.

SNAPa salutes our thousands of unsung heroes ... the front line staff who are the backbone of the school cafeteria. They bring a unique style with a smile everyday in every way.



• Lori Beckwith •

CONSULTING



Lori Beckwith, Owner and Senior Consultant of Lori Beckwith Consulting, is a seasoned Child Nutrition Program Consultant with extensive experience at both the state and local level.

Lori has been immersed in the Child Nutrition Community for over 25 years, serving as a child nutrition director, a state agency trainer and compliance auditor, and an independent consultant.

In 2013, Lori returned to Pennsylvania when her husband retired from

military service and formed **Lori Beckwith Consulting**, working one-on-one with school districts across the country. The mission of **Lori Beckwith Consulting** is to partner with school districts and child nutrition professionals to optimize program performance, operations, efficiencies, compliance and nutritional standards. The goal of the company is to enable child nutrition professionals to excel in all areas of program operations and compliance, thus allowing them to better meet the needs of the students and communities they serve.

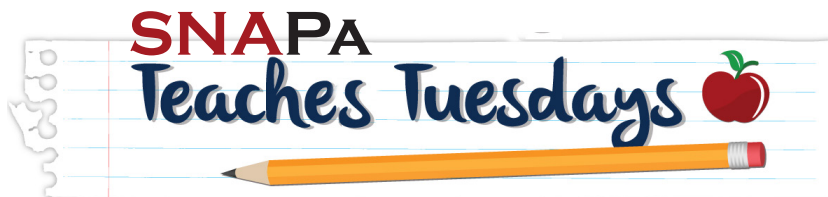
So what services can **Lori Beckwith Consulting** offer you? The company offers a complete package of consulting services to Child Nutrition Departments in the following areas:

- Menu Planning, Development, Production & Costing
- Nutritional Analysis
- Production Record Development and Implementation
- Recipe Standardization
- Financial Management
- Bid Development, Analysis and Procurement Training
- Inventory Standards
- Federal Review Preparation
- Program Assessment and Efficiency Reviews
- Wellness Policy Development and Implementation
- Competitive Food Standards
- Marketing
- Staff Training
- Technical Assistance

For additional information on consulting services provided you can visit Lori's website at www.lbeckwithconsulting.com.

SNAPa
webinar

FREE WEBINARS . . .



January 10 - Dawn Fronius,
Concept Food Sales
"Smarter Breakfast Ideas"

Visit the SNAPa website to register ...
After registering, you will receive a confirmation email
containing information about joining the webinar.

February 14 - Kate Watts, Humane Society of the US - "Meatless Monday"

March 14 - Lori Beckwith, Lori Beckwith Consulting - "Customer Service"

April 11 - Mory Garfinkle, 4 Star Reps - "Procurement & You - Perfect Together!"

May 9 - Kelsey Gartner, Great Valley School District - "Food Allergies in Schools:
Everything Cafeteria Staff Need to Know"

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B & I Partners Exhibitor's Prospectus & Renewal

Everything you **NEED** or **WANT** to know about the 2017 Annual Conference and *"The Biggest & Best Food & Equipment Show in Pennsylvania"* is NOW on the SNAPa website! The "Prospectus" has been e-mailed to all current and "prospective" SNAPa Business & Industry Partners.

You may renew on-line, using the form on the SNAPa website or you may use the form included in the "Prospectus."



A number of our B&I Partners have already renewed their membership for 2017 ... and we greatly appreciate your continuing support! Platinum Partners will have the chance to reserve their booths first along with those Partners who "won" a free booth last summer in Hershey. The "floor plan" is also on-line: <http://www.floorplangenie.com/Events/fpgSNAPa/SNAPa2017/public/splash.aspx>

Please read the agreement" carefully and understand that SNAPa's policy is that we ask you to pay for all booth spaces with either a check or credit card within 10 days of reserving the space.

It is a "Jungle Out There" and we look forward to helping you "navigate" those difficult waters in 2017!



region 4



For the past two years, a small but mighty group of SNAPa members have successfully undertaken a “holiday” project, promoting the SNAPa Annual Conference theme. These individuals are the epitome of true volunteers in only because they did what they did without compensation, without a local chapter affiliation backing them, and far too often, as is the case with many volunteers, with little or no thanks. Just the satisfaction of a job well done.

Tony Brochu (Cornwall-Lebanon School District) and his enthusiastic volunteers won “FIRST” in the Jack Frost Parade in Robesonia, a “FIRST”

in the Myerstown Holiday Parade and they garnered a “SECOND” in the Lebanon City Holiday Parade. They have used our Annual Conference theme and built their float around it! This year’s float had a working water fall, working volcano, vines, plants, several songs that utilize the jungle theme and many animal and food related costumes. The thought and energy from all involved was phenomenal.

Please join SNAPa in thanking Tony and his volunteers for their efforts promoting school nutrition and SNAPa!



**SNAPa
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A
T**



SNAPa’s Gold Business & Industry Partner Peak Sales & Marketing is celebrating an anniversary! On January

3, 2003 Peak opened for business with three employees in a two-room, 300 square-foot office and has since grown into a strong company of 11 employees working in a 5,000 square-foot office, complete with training and meeting space.

Over the past 14 years, Peak has quickly gained speed with the acquisition of manufacturing partners and sales agents. Today, Peak represents over 30 manufacturers with many of them locally based in Peak’s home market area.



SNAPa congratulates Peak on their continuing growth and success, serving the school nutrition professionals throughout the Commonwealth and looks forward to many more years of mutual support!

Chapter NEWS

Region 2 SNAPa



SNAPa's Gnadent Hueten Chapter 35 met at the Pleasant Valley Middle School in October. **Beverly Hendricks, Food Service Director at Pleasant Valley and President of the Chapter** presided. *(Beverly is shown here with Pleasant Valley Support Staff Director Joshua Krebs.)* Some 30



SNAPa members attended ... about half chose to participate in the evening's theme: Halloween, of course!

The evening's meal was provided by Pleasant Valley and included using commodities such as meats, beans and fruits to develop the menu. Recipes were provided.

The program featured **SNAPa Region 2 Representative Paul Harvey Schmid** who discussed SNAPa's "four goals" for the current year and how chapters could earn the Chapter Challenge Award. Paul also provided an update on Reauthorization and the slow progress in the US House and Senate.

There was also discussion on the training offered by Penn State through Project PA and summer workshops that provide free staff training.

Diane Ruff, SNAPa Chair of Scholarship & Awards, gave an update on the Regional Awards, the Director, Manager, Employee and Nutrition Educator of the Year Awards and the availability of these awards within our Region and Chapter. She emphasized that there are 8 Regional Awards and one is available to each Region for a member to attend the Annual Conference.

SNAPa's Tri-County Chapter 24 met this past fall ... with a Halloween theme for the meeting. Most of the members took part in the festivities.



Chef Bryant McCombs, Acosta Foodservice, supplied the evening's meal and also spoke on sodium reduction by incorporating different herbs, spices and sauces in his presentation.

Lois Roth, Mifflinburg School District Food Service Director, Chef Bryant McCombs, Acosta Foodservice, and Alicia Smiley, President of the Tri-County Chapter and Food Service Director for Saint Columba Catholic School.



SNAPa members obviously enjoy Halloween and know how to have fun!

LEGISLATIVE UPDATE

Quick News & Notes

THE NEXT CONGRESS: *A Sneak Peak*

On December 6, 2016, Senate Agriculture Committee Chairman Pat Roberts (R-KS) issued a statement declaring that “Child Nutrition Reauthorization negotiations have come to an end for the 114th Congress.” Roberts noted that “certain parochial interests and the desire for issues rather than solutions were put ahead of the well-being of vulnerable and at-risk populations and the need for reform.”

SNA leadership met with Chairman Roberts in late November to discuss the status of Child Nutrition Reauthorization (CNR). At this meeting, SNA asked Sen. Roberts for his thoughts on how the Association could assist in identifying opportunities for moving forward in 2017 with the new Administration and new Congress. Sen. Roberts affirmed he is committed to working with SNA and the soon-to-be-named Agriculture Secretary on seeking solutions to ensure strong child nutrition programs.

U.S. HOUSE OF REPRESENTATIVES

Though Republicans lost six House seats in the November election, they still hold the majority. Paul Ryan (R-WI), current Speaker of the House has confirmed that he will run for the position again. Nancy Pelosi (D-MN), will remain as Minority Leader of the Democrats in the House. Ohio Representative Tim Ryan attempted a longshot bid to unseat her, with the promise that he would bring Democrats into the majority or give up his seat if unsuccessful. Despite this pledge, Ryan lost to Pelosi 134-63 in a floor vote on November 30th. Even with the loss, the 63 votes in his favor indicate that his message to reassess the House Democratic Caucus strategy was received.

THE HOUSE AGRICULTURE COMMITTEE

The House Agriculture Committee will remain with its current leadership: Representatives Michael Conaway (R-TX), Chair and Collin Peterson, (R-MN), Ranking Member. Representatives Conaway and Peterson have shown interest in beginning discussions on the 2018 Farm Bill early next year. The Farm Bill authorizes funding for several farm and food programs, including school breakfast commodities.

THE HOUSE EDUCATION AND THE WORKFORCE COMMITTEE

Representative John Kline (R-MN) announced his retirement in 2015, giving up his seat as the Chair of the House Education and the Workforce Committee, with Representative Virginia Foxx (R-NC) succeeding him. Foxx spent much of her career as a teacher and administrator in North Carolina's higher education system. By all current indications, Representative Bobby Scott (D-VA) will remain as Ranking Member. Rep. Scott spoke out against block grants in school nutrition programs at a Congressional briefing co-hosted by SNA in June 2016.

U.S. SENATE

Republicans saved their Senate majority in the 115th Congress, losing only two seats in the election. Senator Mitch McConnell (R-KY), the Senate GOP Leader, was elected to continue in his role in the next Congress. Democratic Leader of the Senate Harry Reid was retired and Charles Schumer (D-NY) was elected to fill the role. McConnell and Schumer will have to work cooperatively together to be productive in 2017 and both men say they anticipate being able to do so.

THE SENATE AGRICULTURE, NUTRITION & FORESTRY COMMITTEE

Senator Pat Roberts (R-KS) remains Chair of the Senate Agriculture, Nutrition & Forestry Committee. Some might recall that Roberts commended SNA members for their advocacy efforts and for “providing input, coming to the table and negotiating a resolution.” Roberts also spoke at SNA’s 2015 Legislative Action Conference. Debbie Stabenow (D-MI), well familiar with child nutrition issues, remains as Ranking Member.

THE SENATE SUBCOMMITTEE ON NUTRITION, SPECIALTY CROPS, AND AGRICULTURAL RESEARCH

This Subcommittee of the Senate Agriculture Committee will continue with leadership by Senator John Hoeven (R-ND), Chair, and **Bob Casey (D-PA)**, Ranking Member. Senator Hoeven was instrumental in securing some flexibility for whole grains and sodium requirements in the Senate CNR bill. Hoeven also introduced the Healthy School Meals Flexibility Act in May 2015.

WHAT’S NEXT?

The 115th Congress was sworn in on January 3, 2017. Over the next several weeks, Representatives and Senators will settle into their new Committee roles and choose the legislative staffers who will help them accomplish their policy goals. It’s important to note that the 115th Congress will begin with the continuation of the Healthy, Hunger-Free Kids Act. **Reauthorization efforts are back at square one.**

In early 2017, SNA will survey members regarding top priorities for school nutrition policy issues. Based on the responses to this survey, SNA leadership and the Public Policy and Legislation Committee will write the SNA 2017 Legislative Position Paper in mid-February 2017. This Paper will chart the course for the Association’s advocacy efforts in the new Congress.



Each year, SNAPa members and SNAPa Business & Industry Partners join other leaders from all states at SNA’s Legislative Action Conference in Washington DC ... Will you join us this spring at what might be the most important LAC in many years?

SNAPA THANKS OUR NEW & RENEWING SNA MEMBERS ...

FROM OCTOBER 1 TO DECEMBER 31, 2016

Sharon Adami	Sandra Fisher	Lourdes Millian
Penelope Adams	Maureen Flaherty	George Morrell
Edward Anderson	Nancy Foust	Terri Morrow
Regina Arnold	Gerry Giarratana	Gloria Muniz
Betty Augustine	Debra Guyer	Nora Ochmanski
Cheryl Babey	Laura Hadfield	Brenda Posey
Juanita Beepath	Denise Hall	Karole Ravier
Eileen Bellew	Malik Hamilton	Veronica Reinert
Patricia Bishop	Kathy Harris	Jennifer Reiser
Lisa Bizzak	Anne Heil	Christine Rhoads
Trasee Bleacher	Jennifer Herbst	Becky Robinson
Deanna Bonenberger	Lois Hes-Strite	Karen Rose
Laura Bowman	Gregory Hummel	John Rosselli
Anthony Brochu	Patricia Istik	Lois Roth
Debra Brown	Gwyn Jones	Carleen Sanders
Melissa Collevecchio	Nicole Keller	Carol Sciarrino
Adam Corsi	Barbara Kelley	Lori Seier
Deborah Curry	Leloni Killinger	Scott Shedlock
Rebecca Davis	Debra Kiphorn	Lynetta Siska
Cynthia Dawso Van Druff	Matthew Kirchoff	Kayla Slater
Cheryl Dearolf	Carl Kromer	Dewayne Smith
Patricia DeGore	Rebecca Lefever	Lori Squires
Crystal Digiacomio	Elizabeth Littlefield	Courtney St. Clair
Diane Dowling	Wendy Lowrey	Diane Stillman
Mary Drawn	Mary Ann McCarthy	Angela Vennare-Klein
Donna Elberson	Elaine McDonnell	Brian Watts
Brenda Emerich	Susan Meier	Polly Welch
Sharon Emery	Jillian Meloy	Rhonda White
Susan Faust	Kerri Micklos	Marie Wickersham
David Feller	Karen Miller	Randy Wolfgang

SNA & SNAPA

It's Where YOU Belong!

SNA INCREASES NATIONAL DUES

Recently, the SNA Board of Directors approved a national member dues increase, which went into effect on October 1, 2016. As part of the governance changes passed by the SNA Delegate Assembly in 2015, national member dues increases are now approved by the SNA Board of Directors and may occur if needed every other year (only in even years), with a maximum of a 10% increase.

This dues increase will allow SNA to provide and sustain enhanced member benefits, support important advocacy efforts such as #StoptheBlock, and help cover the general increased costs of doing business.

In the coming months, SNA members can look forward to additional professional development opportunities including more FREE webinars to help earn CEUS and meet USDA Professional Standards training requirements. In addition, SNAPa members ... both national and state-only members ... continue to enjoy FREE REGISTRATION at our 2017 Annual Conference, monthly FREE WEBINARS, and other benefits.

SNA dues will increase as follows:

- **Affiliate Employee/Affiliate Retired:**
From \$16 to \$17
- **Employee/Student/ Retired:**
From \$30 to \$33
- **Manager: From \$32 to \$35**
- **Director/Major City Director/
Educator/State Agency/Other:**
From \$110 to \$120

If you have questions, please email
membership@schoolnutrition.org

OR

membership@snapa.org

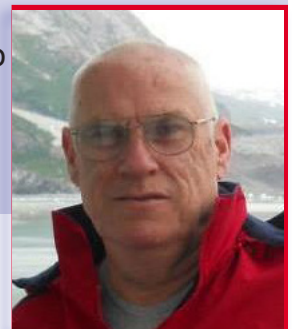


Over the past few years, SNAPa “national/ SNA” membership and “state-only” membership has grown at a tremendous rate. We thank all renewing and new members for your support and your confidence in SNAPa as the premier statewide association for all school nutrition professionals in Pennsylvania.

However, as the 2016-17 school year has unfolded, our growth has slowed significantly and the percentage of current members who have chosen to renew is also slowing.

Our growth has followed the continuing evolution of SNAPa in response to the needs of both our school nutrition members and our industry partners. We believe our members recognize the new benefits of their membership like free Annual Conference registration with all the CEUs you need under professional standards, free webinars with **SNAPa Teach-ers Tuesdays**, new chapters, our advocacy on behalf of school nutrition, and publications like **SNAPa Happenings** and **Monday Morning**.

During this growth, your Board of Directors has changed, we have a new and improved website, and we are continually looking for new ways to serve you and improve your benefits as a member.



Jace Cameron
Chair, Membership Service
& Nominating

snapa21 southeastern

Our congratulations to **Jessica Rankin Oldsey**, *Food Service Director in the Hatboro-Horsham School District*, who is back from maternity leave and celebrating the addition of a new family member! Charlotte Mae Oldsey joined us on October 19, 2016 at 11:30 pm, tipping the scales at 7 lbs, 9 ozs and was 20 inches “long.” Little Charlie is doing well and being a good girl for her Mama.



The Southeastern Chapter 21 will be meeting on Tuesday, January 31 at William Tennesse High School.

Christi Beazley (*Carol H. Gilbert Consulting*) will be doing an interactive, upbeat presentation titled “Exceptional Experience.” Dinner will be provided by **John Dean** from *Barry Food Sales*! The weekend prior to the meeting is the Chinese New Year so we will be celebrating with some yummy Asian cuisine. Please RSVP to Jessica and enjoy!

Nicole Melia (*Great Valley School District*), *SNAPa Vice President*, recently served as *Chair of the very successful Northeast Regional Leadership Conference in Philadelphia*. *SNAPa thanks Nicole for all of her hard work!*



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THE CORE GROUP ANNOUNCES ANOTHER STRATEGIC ENHANCEMENT TO STRENGTHEN THE ORGANIZATION

We are extremely excited to announce that **The CORE Group** will be acquiring **Concept Food Sales**. This will enhance and strengthen CORE's existing executional resources in Western Pennsylvania & West Virginia, and will further bolster our national execution platform to better serve our business partners.

Concept Food Sales has built a strong reputation as a people-focused and forward-thinking sales agency with fantastic facilities in both Pittsburgh & Altoona. Their engaged leadership, talented salespeople and tremendous customer relationships will be an excellent compliment to our sales execution strategy.

We are already working to seamlessly integrate our organizations and bring the best of **Concept** and **CORE** together. We share tremendous cultural alignment and are confident that this acquisition will enhance our vision of providing unmatched execution for our clients and customers. **Because...BETTER MATTERS!**

EXECUTION IS EVERYTHING!

www.coregroupsales.com



The SNAPa Board of Directors have approved a proposed amendment to our governing Bylaws. The proposed new language is posted on our website for you to review. You may direct any comments or questions to any member of the SNAPa Board.

The essence of the proposed amendment will change the SNAPa fiscal year from August 1 (to July 31) to July 1 to June 30. This will allow the Board and our CPA to have a clearer understanding of all revenues and expenses associated with our Annual Conference which now usually takes place in August, with a majority of the revenue and expenses being realized in the previous fiscal year.

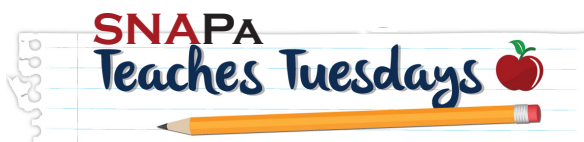
Without objections from the membership, it is anticipated that the Board will “vote” in April at their meeting at The Kalahari to implement this amendment.



SNAPa continues to accept applications for “speakers” for our “Speakers Bureau” which serves as a pool of educational speakers for “SNAPa Teaches Tuesdays,” chapter meetings and other SNAPa meetings.

As we look toward the next school year, we are hopeful of expanding the number of free webinars offered each month and encourage SNAPa school nutrition members to present topics for consideration for the webinars.

Please contact Chris Dunn (Chris_Dunn@co-calico.org) if you would like to be considered.



2017 Awards include the prestigious **2017 Director of the Year** who will be invited to attend SNA’s ANC in Atlanta this summer ... and the Awards for **Manager of the Year**, **Employee of the Year** and **Nutrition Educator of the Year**. *Diane Ruff chairs the Scholarship & Awards Committee and you should follow the instructions to submit all nominations to her for review by her and her Committee ... which includes all 8 SNAPa Regional Representatives.*

In addition, there are **8 Regional Awards** available to attend our 2017 Annual Conference at The Kalahari ... one Award per Region.

And, we will once again award the **E.J. Schindel Scholarship** to a graduating senior planning on a career in school nutrition.

W "SECRET SANTA" PAYS OFF SCHOOL LUNCH DEBT

by Colin Deppen, cdeppen@pennlive.com, December 9, 2016

An elementary school in western Pennsylvania is reporting an unusual gift from an anonymous donor, or "secret Santa," who showed up at the school asking to settle all unpaid meal accounts belonging to students. Principal Amy Larcinese at H.W. Good Elementary School (*Missy Troxell, Food Service Director*) in Herminie said the donor also "paid for the lunches for one child for the rest of the month after learning that pupil had an especially large account balance." Larcinese told KDKA-TV that some students can't afford to keep their cafeteria accounts up to date for the two meals they receive in school each day.

It wasn't immediately clear how much the donor paid to help settle those accounts.

As for the donor's identity, Larcinese said she's been sworn to secrecy. The principal only revealed the donor as someone who used to have a child in the school and "just wanted to give back to the district." Elsewhere on Friday, another secret Santa donation was being reported, this time at an elementary school in Wilmington, Delaware. According to Newsworks.org, that gift involved a check for \$1,283.07 that will also be used to clear all outstanding meal account balances at the school.



John Purcell, K12 Services, addressed the participants at SNA's Northeast Regional Leadership Conference, hosted by SNAPa in Philadelphia in December. Leaders of the nine states in SNA's Northeast Region in addition to Delaware's SNA were invited to attend this annual gathering along with SNAPa's Platinum Business & Industry Partners.

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USDA RELEASES WEB-BASED SCHOOL MEALS APPLICATION PROTOTYPE

*New Application Designed
to Save Time & Money!*

USDA's Food and Nutrition Service

has introduced its first ever web-based school meals program application prototype to streamline the process of applying for school meals and improve the user experience. The prototype – which combines research-based best practices, feedback from application users, and innovative user-experience design solutions submitted via a USDA-administered public contest – is specifically designed to address common issues and minimize the potential for errors in the application process.

The web-based prototype is primarily intended to serve as a functional model representing best practices in web-based application design. States and schools may also choose to adapt it for their own use, and USDA strongly encourages software vendors that serve the school market to incorporate the prototype's integrity features into their own products.

Previously, USDA provided a paper application prototype that schools and states can choose to adopt or adapt to best serve their needs. However, research shows that web-based applications can help reduce error rates by providing prompts and feedback to the applicant throughout the process. Therefore, as part of its commitment to enhancing integrity across all school meal programs, USDA developed a web-based application prototype as well.

The new web-based prototype is just one of several major steps USDA has taken to reduce errors and enhance

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integrity. USDA recently overhauled its paper application prototype combining the best elements of applications already in use around the country with that latest research on human centered design. It also promotes the use of direct certification, a process which relies on existing sources of information to certify eligible children for free school meals without the need for a household application, thereby reducing the possibility of errors. This new prototype application leverages technology and makes it easier for all concerned.

USDA has worked to strengthen its core nutrition programs that support the nation's vulnerable populations while, at the same time, putting in place strategies that improve the nutritional quality of the foods we provide. Since 2009, 7.9 million fewer people are struggling to provide enough food for themselves or household members and food insecurity for children is at the lowest level on record. USDA has led the effort to implement the historic Healthy, Hunger-Free Kids Act of 2010, which ensures that more than 50 million children have a healthier food environment at school.



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Email: Pat Logan - plogan@diversifiedfoods.com
Jack Leigh - jack@ocsservicefactor.com

*No significant difference has been shown between milk derived from rbST treated and non-rbST treated cows.

Dietetic Interns

by Lori McCoy, SNS
Food Service Director, Colonial School District



It is not uncommon to have intern students in your organization, but have you ever worked specifically with *dietetic* intern students? Perhaps you have met dietetic intern students working with the Food Service Department in your own district or at neighboring districts, but are not familiar with the role they play. Or perhaps you have never come across a dietetic intern student at all. Due to the broad range of experience dietetic interns need as well as the important role nutrition is playing in school operations, don't be surprised if you are approached by a dietetic intern looking to complete specific rotations at your facility. This article is meant to help identify the pros and cons of agreeing to act as a preceptor for dietetic interns, as seen through both sets of eyes.

Dietetic internship programs consist of varied supervised practice experiences, along with rigorous online coursework. The programs can range anywhere from 9 months to a year on average. Successful completion of these programs allows the students to sit for the Registered Dietitian exam. There are many different dietetic internship available, including distance education programs. Specific rotations where School Food Service Directors could become involved in precepting include Food Service, Food Service Management or Community rotations.

From the eyes of a preceptor:

Drawing from my experience, both as a former intern and working with intern students over the past 10 years, I realize that interns and preceptors have an interdependent relationship. Precepting offers many advantages to the operation as well as the intern. Some typical projects interns assist the district with include analyzing menus for nutritional content, calculating return on investments for equipment, teaching nutrition education to students, conducting taste testing and sampling with students, developing promotions, revising job descriptions and more. If you are a Food Service Director, you can understand how this would be an immense help to you and benefit to the district as a whole. As a fresh set of eyes, they are also great at identifying ways to improve your operations. Simultaneously, interns gain invaluable hands on learning experiences to help them reach their future career goals.

However, precepting is definitely a time commitment. Before the intern can jump in with these projects, they need to be oriented to your facilities and sometimes require training with different programs, etc. There are evaluations that must be completed for each project and assignment the intern fulfills. As a preceptor, the interns solely depend on your expertise, advice and mentoring skills, so you need to be prepared to give them the attention they need. Many dietetic internship programs are in need of preceptors. Please note it is not always necessary to be a Registered Dietitian in order to be a preceptor. You should carefully weigh the benefits and time commitment necessary to step up to the plate.

To sum it up from my perspective, I personally find it both challenging and rewarding to know you are helping a student reach their professional goals. After all, isn't part of PASBO's mission to help develop the next great leaders in school business?

And from the eyes of a past intern, Angela Green:

My five week rotation in School Food Service has been exhilarating. Before starting this rotation, I did not know what to expect. Starting this rotation I was unsure what a Food Service Director job entails. After spending time at Colonial, I have learned an extensive amount of the aspects of being a Director within the Food Service world. There is a lot of time and dedication that Directors put into menu planning and making sure the foods they choose are not only enjoyable to the students, but also meet the federal guidelines for a reimbursable meal.

This is only one aspect of food service; another aspect is being a savvy business person. You have to be able to sell your products to make enough funds to cover all expenses. School Food Service is a business that is meant to be self-sufficient within the school. You have to make enough money not only to purchase food, paper, and cleaning supplies, but also to pay labor and any other expenses that accumulate throughout the year. Being a School Food Service director is a tough job, but it can be fulfilling at the same time. I have also come to learn that once a Food Service Director finds the school district they love they rarely leave, because even though it can be stressful, it is rewarding in the end.



SNAPa's E.J. Schindel Scholarship was created by the family of Ed Schindel (*Concept Food Sales*) who provided a bequeath to SNAPa. A scholarship is awarded annually to a graduating senior who plans to study nutrition in an institution of higher learning.

Recently, SNAPa received a generous check and this note from Ed's daughter, Jan: *"Please apply this to the E.J. Schindel Scholarship Fund. Ed is my father & I know your organization does much to keep his memory alive. Thank you."*

SNAPa thanks Jan and her husband, Ron, for their generous contribution and greatly appreciates all that Ed did during his many years as a SNAPa industry partner ... and how his legacy continues to serve.



Toni Baca-Eike (J.R. Simplot) and John Foster (Waypoint) enjoyed the SNAPa Business & Industry Partners Reception at NERLC in Philly.



Elected leaders of the Massachusetts SNA paused for a moment at the Wyndham Philadelphia during SNAPa's NERLC in December. Massachusetts will host this year!

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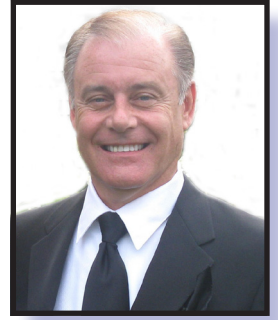
Are you concerned about preparing for the Federal Administrative Review?



Dr. Robert Murray of The Ohio State University presented an informative session at NERLC. Dr. Murray was sponsored by the generosity of the American Dairy Association Northeast, a SNAPa Platinum Partner!

RICK'S CORNER OF THE WORLD ...

"Can you help me find a job? I want to move." A simple request that I have heard a number of times in my nearly four years with SNAPa. A food service director in the western part of Pennsylvania wants to move "back home" to be closer to her family. Someone in the Harrisburg area wants to re-locate to the Pittsburgh area. The fluid movement of one school nutrition professional from a large school district in the east to a more rural district in the west is quite common.

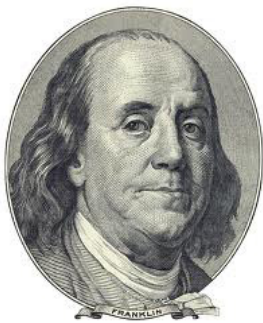


The job is essentially the same. While the employee brings a unique perspective and a unique background to the new position, the values and the standards remain rather consistent. We are truly a diverse population in Pennsylvania, embracing the beauty of Presque Isle to the dramatic views of the Horseshoe Curve to the aroma that is Hershey and Lancaster's whoopee pies to the fun that we all experience in the Poconos this summer to the majesty of our national cities of Philadelphia and Pittsburgh. This is Pennsylvania. A state of diversity.

And no, we don't all sing the same note ... we are in harmony when we sing together. We are considerate of the views of another region and what that director did in one western school district transfers easily to her new home in the east. SNAPa is the "statewide association for all school professionals" simply because we are able to bring all diverse regions of this great Commonwealth under one all encompassing umbrella, working tirelessly for each diverse community in the state.

As we move forward this year and next, exploring the jungle of food service initiatives this summer and crossing the many bridges that span our school food service initiatives next summer, we will continue to build bridges that span the entire state. We will continue to work on behalf of all sections and sectors of school nutrition in Pennsylvania. Join us in this journey.

Rick Slight.



Poor Richter's Almanack

"There is nothing so stupid as the educated man if you get him off the thing he was educated in." - Will Rogers

Its weird that we cook bacon and we bake cookies.

**"We may have
all come on
different ships,
but we're in the
same boat now."**

Martin Luther King Jr.

"If we cannot now end our differences, at least we can help make the world safe for diversity."

- John F. Kennedy Commencement Address at American University, June 10, 1963



"You never really understand a person until you consider things from his point of view."

- Harper Lee

"You don't get harmony when everybody sings the same note." - Doug Floyd

"Build bridges, not walls."





SNAPa's Region 7 Representative Joyce Weber hosted the Al-O-Mar Chapter meeting in November. SNAPa's Chapter Challenge Certificate and "cash award" were presented to the Chapter with a special thanks for making it happen for **Al-O-Mar**.

Chapter members were treated to a holiday dinner, raffles and a presentation on SNAPa's new website. The presentation highlighted the resource links, awards and scholarships, professional development links and tools, and the overall user-friendly layout of the new website.



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Why? When? & Where?

Why?

- 36 virtual exhibitors offering solutions for school nutrition programs
- Network with colleagues & industry representatives
- Access recorded education sessions to earn CEUs

When?

- The show is open January 31 thru April 30, 2017
- The first 3 days (January 31 – February 2) will be “live days” where exhibitors

Where?

- Right from the comfort of your own computer!

To register for SNA's Virtual Expo 2017:
<https://engage.vevent.com/index.jsp?eid=6981&seid=14>



Platinum Marketing (Amy Hofmann), a SNAPa Platinum Business & Industry Partner, was a sponsor of our Northeast Regional Leadership Conference held in December in Philadelphia. SNAPa thanks Amy and Platinum Marketing for their continuing support of school nutrition in Pennsylvania.

Professional Development Scholarships

Achieve your educational dreams with an education scholarship from the School Nutrition Foundation! Education scholarships provide SNA members with funding for tuition and books for the following school year.

Who can apply?

To be qualified to receive an education scholarship, you must be:

- An active SNA member, who has been a SNA member for at least one year (since at least January 1, 2016)
- Currently employed in school foodservice as an operator/state agency (Industry and student members are not eligible.)
- Enrolled (or will be enrolled) in a degree program at a vocational/technical, undergraduate, graduate or post-graduate level in the United States in a program of study which falls into one or more of the [USDA Professional Standards](#) subject areas.

Please note that children of SNA members are no longer eligible to apply for scholarships. To confirm your SNA membership status, please call (800) 877-8822.

To Apply . . .

Visit the SNA website: <https://schoolnutrition.org/Membership/Awards/SNFScholarships/>

Download the Common Application Preparation Worksheet. You may copy and paste your responses from the worksheet into the online application.

Scholarships . . .

• **SNA Professional Development Scholarship:** The SNA Professional Development Scholarship is funded by a donation from the School Nutrition Association. Scholarships of up to \$2,500 each are awarded.

• **Schwan's Food Service Scholarship:** Schwan's Food Service, Inc., makes an annual donation to offer multiple scholarships of up to \$2,500 each.

• **SNF Professional Growth Scholarship:** The SNF Professional Growth Scholarship is funded by SNA members through past special events. Scholarships of up to \$2,500 each are awarded.

• **Sandi Brooker Scholarship:** The Sandi Brooker Scholarship is a way to ensure that Sandi's positive impact on so many people is continued by helping others achieve the dream of continued education. Two scholarships of \$1,000 are awarded each year.

• **Nancy Curry Scholarship:** The Nancy Curry Scholarship is funded by Handgards, Inc., and friends of Nancy. One scholarship of \$500 is awarded each year.



The NERLC also offered SNAPa the opportunity to showcase our best to our guests from SNAs in the Northeast!

SNA PR Campaign: New Emporium Posters & Shareable Content

Since the launch of SNA's PR campaign in September, there has been a high demand to turn the fun puns into posters. You ask ... SNA delivers! Four of the designs have been converted to posters and are now available for sale in the SNA emporium - a great way to brighten your cafeteria!



Also, as part of this ongoing public awareness campaign, SNA continues to develop new resources for you - the SNA / SNAPa members - to share and use to help spread the word about the power of school meals. For example, for the holidays, a new set of winter shareable content was added to the website. Be sure to check out the latest posters and check back regularly so that you can refresh your social messages and tie them to seasonal events. Spring is in the air ... soon!

KNOUSE FOODS KICKS OFF 2ND MUSSELMAN'S® BRIGHT APPLES SWEEPSTAKES

Knouse Foods is starting the new year with its second Musselman's® Bright Apples Sweepstakes for kindergarten through 12th grade schools. Participating K-12 schools will receive fun, educational posters that depict famous historical figures and promote the goodness of healthy snacking with apple sauce. Knouse will include a create-your-own Bright Apples poster, new to the 2017 sweepstakes, to inspire a learning opportunity for teachers and students. To earn a bonus entry, schools may submit a photograph of their completed poster.

Sweepstakes participation requests are encouraged January 1 through March 31, 2017. When the sweeps period is finished, Knouse will choose five winners from a random drawing. Each of the winning schools will receive a \$500 AMEX gift card to use for school improvements and a choice of an apple tree seedling or a case of Musselman's Squeezables.

[Learn more about Musselman's Single-Serve Apple Sauce products.](#)

SNA Webinars

Learn about hot topics in school nutrition and earn Continuing Education Units (CEUs) with SNA's popular professional development webinars.

WEBINAR WEDNESDAYS. Webinar Wednesdays™ are held on Wednesdays and cover a host of school nutrition best practices, hot topics and provide concrete ideas to benefit your program.

TALK TUESDAYS. Talk Tuesdays® are held on Tuesdays and are designed to help you take advantage of the many benefits of being a SNA member, including like new programs and services, and new educational and promotional tools you can use to enhance your school nutrition program.



Closed Captioning for SNA eLearning Webinars

SNA is pleased to announce the addition of real-time text streaming for all live webinars. This ensures that the hearing impaired can fully participate in SNA e-learning events. SNA provides this service to allow all participants the opportunity to achieve their learning goals. *In compliance of the ADA, Section 508.*



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In order to qualify for the incentive, the qualifying purchase for the K-12 foodservice account must result in an incremental purchase increase during the promotion period as compared to the same period the year prior. Maximum number of rewards that can be earned for each participating K-12 school district is twenty four (24) movie rewards.

Also, receive a digital poster and social media assets to excite your students about the promotion. Ask your Kellogg's® sales representative for additional details.

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*Additional items may be eligible. Ask your Kellogg's® representative for the list of eligible items.

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Keebler® Scooby-Doo!™ Graham Cracker Sticks Cinnamon 1 oz.



Kellogg's® Nutri-Grain® Cereal Bars Strawberry 1.55 oz.

Let The CHAPTER CHALLENGE *Begin!*

Submit your documentation to your Regional Representative by June 15, 2017 for review by the SNAPa Executive Committee.

PLATINUM CHAPTER

Complete ALL 4 Challenges
\$200 for your Chapter

GOLD CHAPTER

Complete 3 Challenges
\$125 for your Chapter

SILVER CHAPTER

Complete 2 Challenges
\$100 for your Chapter

Completing all **FOUR Challenges** will mean an additional \$200 for your Chapter! Document what you have done, beginning with your First Chapter Meeting of the new school year!

Yes ... It's that easy!

The 2016-2017 Chapter Challenges are in the Association Guide on our website: <https://www.snapa.org/cat/resources/association-documents>

VISION

SNAPa is the authority and resource for school nutrition programs in Pennsylvania.

MISSION

SNAPa is the statewide organization of school nutrition professionals committed to advancing the quality of child nutrition programs through education and advocacy.

GOALS

PROFESSIONAL DEVELOPMENT

The premier provider of professional development opportunities for all school nutrition employees in Pennsylvania.

ADVOCACY & PUBLIC IMAGE

The primary advocate for Child Nutrition Programs in Pennsylvania.

COMMUNITY

Strengthen collaboration with Industry Partners and Chapter Affiliates.

INFRASTRUCTURE

Be an effective, efficient and financially stable organization.



SNAPa's New Capital Area Chapter 6 is becoming a reality! **Region 5 Representative Karin Marlin (Mechanicsburg Area School District)** and **Jace Cameron, Board Chair of Membership Service & Nominating**, have announced the formation of our newest Chapter . . . with the kick-off meeting of Chapter 6 to take place on Tuesday, March 7 in the Mechanicsburg Area School District.

Invitations to participate will be sent to all school district school nutrition employees in the Capital Area ... members and non-members!

**Watch your e-mail for the invitation
or contact Karin, Jace or SNAPa!**

PUBLIC-PRIVATE AG BOARD TO TACKLE ECONOMIC DEVELOPMENT

Roger DuPuis, Central Penn Business Journal

Panel include a broad cross-section of business interests

Removing barriers to growth in the state's food and fiber sectors is the goal of a new public-private agricultural board that met for the first time in January.

The 25-member panel arose from a partnership established last year between the Pennsylvania Department of Agriculture and Team Pennsylvania.

Executives on the board represent elements of the industry from the field to the point of retail sale, including seed sellers, farmers, port officials and a major supermarket chain.

Team Pennsylvania, meanwhile, is a non-partisan, nonprofit group created in 1997 to forge closer links between the public and private sectors.

Among the ag board's initial priorities is identifying needs and opportunities to develop a trained workforce that can fill an estimated 75,000 expected vacancies in the food and fiber industries by 2025.

"These are extraordinary times in agriculture — full of opportunities and challenges," state **Agriculture Secretary Russell Redding** said. "But as we seek to capitalize on those opportunities and mitigate those challenges, we must be mindful that we are in the midst of a changing landscape."

The board also will address the agriculture department's ongoing work to develop a 10-year strategic plan for the industry, as well as assessing inhibitors to growth and reviewing economic development practices and strategies in other states.

Redding will serve as co-chairman of the new advisory board, along with Scott Sechler, who is the chairman and president of poultry processing company Bell and Evans, which is a major employer in Lebanon County.

Sechler also serves on the board of directors for the Team Pennsylvania Foundation.

Board Members include:

Jim Adams, CEO and chief marketing officer,
Wenger Feeds
Bill Beam, owner, Beam Farms
Mike Brownback, farmer, Spiral Path Farms
Mike Brubaker, CEO and chief marketing officer,
Blackford Ventures
Tom Clemens, senior vice president,
Hatfield Quality Meats
Darrell Curtis, president and CEO,
AgChoice Farm Credit
Taylor Doebler, president, TA Seeds
Calvin Ernst, president, Ernst Seeds
Daniel Eichenlaub, president, Eichenlaub Landscaping
Joe Fox, marketing representative, Port of Philadelphia
Chad Geise, president, Furmano Foods
Scott Hauseman, senior vice president,
Agricultural Financial Services, Fulton Bank
Don Hoover, president, Binkley and Hurst
Peter Hughes, president, Red Barn Consulting
David Jandl, owner and president, Jandl Companies
Mike John, COO, Milk Marketing,
Maryland & Virginia Milk Producers Cooperative
Association
David Masser, president, Stermann Masser
Mario Mazza, general manager and vice president,
Mazza Vineyards
John McDonald, director of marketing and planning,
Ahold USA
Alan Novak, President and Founder,
Novak Strategic Advisors
Mike Peachey, partner, Ag and Agribusiness Services,
Acuity Advisors and CPAs
Chris Pierce, president,
Heritage Poultry Management Services Inc.
John Rice, vice president, R&L Orchards
Scott Sechler, chairman and president, Bell and Evans
Gary Smith, president and CEO,
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Kalahari.

Sue Eichelberger (*Hempfield School District*), SNAPa's Employee Manager/Representative, is looking for suggestions ... AND volunteers!

What kinds of CEU programs would a manager or line staff employee like at our 2017 Annual Conference?

Would YOU like to serve on Sue's statewide committee to bring the needs and concerns of school nutrition managers and line staff to a discussion by the SNAPa Board?

Contact Sue: 717.898.5627 OR
Sue_eichelberger@hempfieldsd.org

SAVE THE DATE

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JUNGLE

OUT THERE

NAVIGATING YOUR SCHOOL FOODSERVICE PROGRAM



FOLLOW US TO THE POCONOS - AUGUST 7 - 10, 2017