

# THE FLASH

## A Message From Our President



Kathy Simmerman

CHANGE—it’s in the air again!!! I am sure everyone has had a very busy summer trying to understand all the new Meal Pattern Requirements that went into effect on July 1, 2012. I know that I have been working on menus and re-writing them several times to try and get all the correct number of servings of vegetables (the dark greens, red/orange, beans/peas, starchy and other) and then there is the bread and grains requirements. I could go on for pages but I think that is enough for now.

Looking ahead this year for SNAI the theme will be “Transforming School Meals one Step at a Time”. With all the changes coming in the next several years it makes good sense to take them ‘one step at a time’.

This year’s SNAI executive team that will assist me is Suzy Ketelsen, President-Elect, Laurie Lawson, Vice President, Julie Hauser, Secretary/Treasurer, Ann Feilmann, Immediate Past President and Norma Adams, Association Manager (the glue that keeps the organization together). To round out the membership of the executive board are all the District chairs and co-chairs. Together we are all here to represent the School Nutrition Association of Iowa.

I am currently working on the Fall Nutrition Workshop that will be held on October 6, 2012 (site to be announced) featuring speaker, Gay Anderson, the SNA Midwest Regional Director.

Thank you for allowing me to serve as SNAI president for the coming year and I am confident we will get through it ‘one step at a time’.

Kathy Simmerman, SNAI President



## Iowans at National Conference

Honored at the SNA Annual National Conference in Denver, CO in July are Diane Duncan-Goldsmith for the Iowa Director of the Year, and Ann Feilmann for The Thelma Flannigan Gold Award of Service.

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## National School Lunch Week – October 15-19, 2012

“School Lunch – What’s Cooking?” is about celebrating the positive changes that have been made in school lunch programs across the country. This campaign runs from July 2012 to October 2012, culminating in National School Lunch Week, October 15-19, 2012.

By participating in NSLW 2012, you can share your stories and increase community awareness of all the benefits of a healthy school lunch. SNA has several ideas to get you started on your district’s celebration – visit [www.schoolnutrition.org](http://www.schoolnutrition.org) for details on these resources:

NSLW Toolkit

Recipes

Sweepstakes

Merchandise

National Take Your Parents to Lunch Day

Embrace this week as a way to promote your program and be sure to share your NSLW celebration stories with your colleagues – submit a story to SNA, or to SNAI for the Winter FLASH!!!



## National Leadership Conference

The 2012 National Leadership Conference was held in Louisville, Kentucky April 26-28. This conference is designed to train state leaders, aid in building strong networks and assist with membership growth. In attendance from Iowa were Kathy Simmerman, President, Laurie Lawson, President-Elect, Suzy Ketelsen, Vice-President, and Judy Lubben.



Laurie Lawson and Judy Lubben receiving their Future Leaders certificates

## Louise Sublette Award of Leadership Excellence in School Nutrition

The Louise Sublette Award of Excellence recognizes child nutrition managers who take a special idea, develop it into goals and use the goal to help their school's nutrition program grow.

The award is named in memory of Louise Sublette, a leader in school nutrition programs in Tennessee and in SNA. Her name is given to this high award because throughout her life, Louise Sublette emphasized that the success of school nutrition depends upon those professionals who work in school nutrition programs.

To be considered for this award, a Letter of Intent must be received by Kathy Simmerman, President no later than December 1, 2012. There is a form that can be used for this purpose at [www.snaiowa.org](http://www.snaiowa.org) on the forms page.

For more details about the award, entry requirements and official entry forms please visit [www.schoolnutrition.org](http://www.schoolnutrition.org) on the Membership page under Awards.



### Your District Chairs

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## SCHOOL NUTRITION ASSOCIATION

### Important Dates to Remember

Date	Events and Meeting
October 5, 2012	Fall Board Meeting
October 6, 2012	Fall Nutrition Workshop
October 15-19	National School Lunch Week
November 6, 2012	Election Day
December 1, 2012	Letters of Intent for Louise Sublette Award
December 1, 2012	Winter FLASH report deadlines



## Chapters:

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SNA is offering members a brand new personal wellness program, created just for school nutrition professionals!

SNA President Sandra Ford said it best at the Final General Session of the Annual National Conference when introducing the program - "Many of us struggle with making time to exercise and devoting ourselves to our overall well-being. Dedicating time and effort to our health can be a balancing act, but what better motivation than serving as role models for students?"

Eating better, exercising more and making healthy choices doesn't have to be complicated. Sign up for the STEPS Challenge and you'll get healthy recipes, simple fitness tips, and wellness advice delivered right to your inbox. After you register, you can also participate in monthly health challenges for a chance to win special prizes all year long.

The STEPS Challenge is 100% free for SNA members. To sign up, visit: [www.schoolnutrition.org/steps](http://www.schoolnutrition.org/steps)

## SNAI Scholarships

Each year our organization awards scholarships to many deserving applicants. A small portion of each registration fee you pay for workshops and conference goes toward this worthwhile fund. The 2011-12 SNAI Scholarship recipients are as follows:

STUDENT	MEMBER
Samantha Sparrow SNA Certification	Samantha Sparrow Davenport Schools
Sharon Deyo SNS Exam	Sharon Deyo Davenport Schools
Stephanie Buse	Brett Buse Dubuque Schools
Sarah Kathleen Olson	Judi Olson Harlan Schools
Sara Stegemann	Jo M Stegemann Sheldon Schools
Josh Richardson	Jean Campbell Central Decatur Schools
Kayleen Mahlstedt	Connie Mahlstedt Marshalltown Schools

A scholarship application for 2012-13 can be found on the SNAI web page at [www.snai.org](http://www.snai.org) on the forms page.

## Training Opportunities

September is a busy month for training opportunities!

**Meal Pattern 101** is a repeat of the information provided last spring and summer by the Bureau of Nutrition and Health Services. The purpose is to inform SFAs of the basics of the new meal patterns, and guide them through the first steps. Three separate sessions are offered at the following locations:

September 4, 2012	Remsen-St. Mary's High School	1:30 p.m. – 4:00 p.m.
September 5, 2012	Algona Middle School	1:30 p.m. – 4:00 p.m.
September 11, 2012	New Hampton-St. Joseph School	1:30 p.m. – 4:00 p.m.

You may register on the Iowa Department of Education website at [www.educateiowa.gov](http://www.educateiowa.gov) through the Calendar tab.

## Webinars

### 6-cent Lunch Certification

September 10, 2010 1:00 p.m. – 3:30 p.m.

The webinar will include information on how to fill out the USDA Menu Worksheet, the USDA Simplified Nutrient Assessment and how to submit these materials. You may register on the Iowa Department of Education website at [www.educateiowa.gov](http://www.educateiowa.gov) through the Calendar tab.

### Verification Training 2012-13

September 20, 2012 1:00 p.m. – 3:30 p.m.

This webinar will cover all aspects of the verification process from selecting a sample, sending letters, meeting deadlines, and recording results on CNP 2000. You may register on the Iowa Department of Education website at [www.educateiowa.gov](http://www.educateiowa.gov) through the Calendar tab.

## Fuel Up to Play 60 Sweepstakes

**Fuel Up to Play 60** is a program founded by the National Dairy Council and NFL, in collaboration with USDA that empowers students to take charge in making small, everyday changes at school.

From June 1, 2012 – December 31, 2012, when you register for Fuel Up to Play 60 and link to a school or district, you will automatically be entered for a chance to win a free registration to one SNA conference of your choice. SNA will randomly draw eight winners to receive their free conference registration.

For more information about the program and to sign up, visit [www.FuelUptoPlay60.com](http://www.FuelUptoPlay60.com) and select 'SNA' from the dropdown menu when prompted to indicate where you heard about Fuel Up to Play 60.



## Chapters:

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5D - Okoboji Community Schools  
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---

## **ONE VOICE for School Nutrition**

### ***Dear SNAI members,***

As President-Elect, I have the privilege of leading our membership campaign this year. The Membership drive runs from August 1 through October 31, 2012 and results will be announced mid-November.

### ***SNA MEMBERSHIP - A GREAT INVESTMENT***

Membership in SNA, and SNAI of course, provides many benefits. Have you shared this with a co-worker?

Especially now with the new meal pattern requirements, access to training, networking, and reliable resources are very valuable.

How do I recruit new members?

First step - Make a list of why you invest in membership. Did you include?

1. **Information and knowledge** – through the magazine, state and national websites, email newsletters, and resources keep up to date on the latest issues affecting school nutrition and the job you do every day.
2. **Education and Training** – certification and credentialing program, conferences, workshops, webinars and on-line coursework to expand your expertise and recognize professionalism.
3. **Networking opportunities** – Anytime several child nutrition professionals get together great ideas are shared. I bet you have carried home some new ideas after conference or workshops!
4. **Advocacy** – Every day SNA is the voice of Child Nutrition on Capitol Hill, sharing the valuable role we have in the students' day and gathering support for school nutrition programs.
5. **Research** – reports trends and influences which enable members to plan for the future.
6. **Grants and Scholarships** through SNA's sister organization, School Nutrition Foundation.

Step two – Ask your co-workers if they are members and tell them about your favorite reason above.

Step three – Give them a membership form (be sure to show them where to **list your name** as referring member)

Step four – Make plans to attend the next event together and meet some of the other 960+ Iowa members.

This is an excellent opportunity for you to promote and strengthen child nutrition programs in our State.

STAR CLUB – Have you heard about this, perhaps seen members recognized at State Conference?

The STAR Club is a way of recognizing and thanking members who are working hard to ensure the future of SNA by recruiting and retaining members. Each time a member's applications lists you as their sponsor, the information gets entered into SNA's database. You accumulate credits. Earn three credits within one membership year...You receive one STAR credit.

With your help I think we can make it to 1000 members this year! In addition to your grassroots efforts, I will attend the School Board, Superintendent, and Business Officials conferences this year to spread the word about SNA and SNAI.



*2011-12 Star Club at SNAI Conference in Dubuque*

Please help me reach our membership goal to make SNA Iowa a strong VOICE in Child Nutrition!

Have a great year,

Suzy Ketelsen



## WHOLE GRAIN BEEF ENCHILADA

### Beef Enchilada

- Whole Grain Tortilla
- 0 Trans Fat
- 593.41mg of Sodium
- 5 oz. / 24 per Case
- Item #107125

### Child Nutrition Contribution

1½ oz whole grain equivalent  
1 oz m/ma equivalent



**TasteTraditions**  
of Omaha

Dee Felici  
Taste Traditions  
402 339-7000

Beth Wick  
Broker - FMS  
515-556-0023

# SCHOOL NUTRITION ASSOCIATION IOWA

## “Carrots of Change – Overcoming Challenges”

Dubuque, IA  
June 19-20, 2012

### A BIG THANK YOU FROM JUDI OLSON

For all of you who helped with the 2012 Summer Conference, “Carrots of Change”, in Dubuque, I wish to extend a HUGE thank you!! As the first conference I have done, everyone was wonderful and pitched in where they were needed. The overall feeling of the conference was that it went well. Lots of comments on the comment sheets with great ideas for next year. I look forward to planning for Ames next year!

### Conference Goers Give Feedback on 2012 SNAI Conference in Dubuque

- 🥕 Good keynote speakers
- 🥕 Theme conference a great idea
- 🥕 Loved the orange bags
- 🥕 Food exhibit area was great with the bright colors
- 🥕 Food show – Awesome!
- 🥕 Loved the chocolate party and cartoon artists
- 🥕 Like the clickers – involves everyone
- 🥕 Good Conference – great content and great speakers
- 🥕 Felt that my job is important and I can make a difference
- 🥕 It was a good blend of information and fun
- 🥕 Location was beautiful

*It wouldn't  
be Conference  
without a  
chocolate bar!*







Speaker Maureen Gail Mulvaney (MGM) inspiring some "feel-good moments" for conference attendees



Iowa Districts recognized as meeting the HealthierUS School Challenge  
 Left to Right: Donna Roush - Norwalk CSD,  
 Connie White - Davis County CSD,  
 Stephanie Hawkins - Davis County CSD,  
 Pam Moore - St Augustine School, Joanne Robinson - Gilbert CSD



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School Nutrition Association Iowa

## FALL NUTRITION WORKSHOP

OCTOBER 6, 2012

CLARKE HIGH SCHOOL, 800 NORTH JACKSON, OSCEOLA, IA

REGISTRATION 7:45 am  
PROGRAM 8:30 AM – 2:30 am

### ***HELP! MY PLATE IS FULL!!***

#### **SPEAKERS**

Gay Anderson, Child Nutrition Director for Brandon, South Dakota  
School Nutrition Association Midwest Regional Director gives practical tips on  
how to manage the New Meal Pattern requirements on the front lines

Bureau of Nutrition and Health Services Consultants  
Bureau Updates and News

**Other important information:**

Lunch will be provided

Make Checks payable to: SNAI

Mail to:

Norma LaMantia  
3143 West 34th St  
Davenport, Iowa 52806  
(563) 349-3215

**???????Questions:**

Call or email: Laurie Lawson  
Spencer Community School  
712-264-3423 or 712-346-8240  
llawson@spencerschools.org

Complete and return this portion with payment:

School District: \_\_\_\_\_

Please list those attending

School Building: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\$25.00 per member X \_\_\_\_\_ # attending = \$ \_\_\_\_\_ amount enclosed

\$40.00 per non-member X \_\_\_\_\_ # attending = \$ \_\_\_\_\_ amount enclosed

REGISTRATIONS AFTER 10/1: \$30.00 PER MEMBER AND \$45.00 PER NON MEMBER

F



# 100% Whole Grain Products – portion costs and *nutrition* that meet school standards

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[www.fosterfarmsfoodservice.com](http://www.fosterfarmsfoodservice.com)



ITEM	SIZE	AVG. COST PER SERVING
Foster Farms Corn Dog	4.0 oz	\$0.25
Foster Farms 100% Whole Grain Lower-Fat Corn Dog	4.0 oz	\$0.34
Breaded Chicken Nugget	5/1.65 oz	\$0.35
Pizza Pocket	4.0 oz	\$0.59
Mandarin Chicken	3.92 oz	\$0.67
Turkey, Ham & Cheese Sandwich	5.0 oz	\$0.77

Source: School Lunchline Survey, 2008



## Claim Your Perks — Become a Program Advisor

### Sign up to be a Program Advisor today!

**Fuel Up to Play 60**, the in-school nutrition and physical activity program from National Dairy Council, local Dairy Councils and National Football League, in collaboration with United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country.

As Program Advisor, you're the program champion. You engage and empower students as they help implement **Fuel Up to Play 60**, and you encourage other adults to get involved, too.

You also give your school a chance for rewards and recognition. In fact, only schools with Program Advisors can apply for Funds for **Fuel Up to Play 60**! Plus, special perks are available this school year, and they're for Program Advisors only!

Make **Fuel Up to Play 60** happen in *your* school. Join **Fuel Up to Play 60** today — or log-in to your Personal Dashboard if you're already enrolled — and sign up to be a Program Advisor today, at [FuelUpToPlay60.com](http://FuelUpToPlay60.com).



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## Legislative Corner

Meet our new Midwest Public Policy and Legislation (PPL) Representative, Barb Mechura! Below are excerpts from her introductory message to attendees of the 2012 Legislative Action Conference:



*HELLO! Midwest PPL Group and WELCOME BACK to the 2012-2013 school year.*

*I am currently the Director at Hopkins Public Schools, which is a mid-size suburb in the first urban ring around Minneapolis. Hence, we have a very diverse district population of race, religion, socioeconomic background, etc. I have always enjoyed learning about government and social/civic issues and have been politically active. But it wasn't until I recently learned more about the state of our country's health and food systems through a two-year long nutrition course, and then became involved in our own State's legislative process, that I found my passion to work in - and influence - school nutrition and food policy at the national level. If you are interested about finding out more about what we have been doing at our district, you can follow this link: <http://www.hopkinsschools.org/servicesdepartments/student-nutrition-services-royal-cuisine>*

*I am honored and excited to represent the Midwest Region - our nations breadbasket - on the SNA Public Policy and Legislative Committee. Please let me know how I can help represent you and your great state in the public policy arena. I would love to learn more about you and your District throughout the fall - please send emails when you can! Please keep my contact information below and call or email me should you need anything. Have a great school year!!*

*P.S. Don't forget, October is National Farm to School Month and National School Lunch week... it would be a great time to start planning your events now and send invitations to to your US Congress men and women to join you and your students for a breakfast or lunch - show off your "upgrades & improvements" from the HHFKA and all of the creative ways you are motivating and inspiring children to take/eat fruits and vegetables! It would be a good time to ask for their support in the areas where the new act needs shoring up and modification - real life stories and experiences make a huge impact and can greatly influence future decision-making and votes. After the fall elections, all eyes are going to be on our nation's deficit, and no program will be held safe from potential cuts in the 2013 Legislative session. We need to bring our programs to life and educate, educate, educate our Senators and Representatives on our programs and why the funding and financial support is so desperately needed to support the health of our children and the future of our nation!*

Barb Mechura  
Director of Royal Cuisine  
Hopkins School District  
1001 Highway 7  
Hopkins, MN 55305  
Phone - 952-988-4063  
Fax 952-988-5310

## Did You Know.....

Several Iowa schools have received the HealthierUS School Challenge award?

The Healthier US School Challenge (HUSSC) is a voluntary certification initiative established in 2004 to recognize those schools participating in the National School Lunch Program that have created healthier school environments through promotion of nutrition and physical activity.

Many schools find that applying for the Challenge is a valuable learning process that helps their school wellness team focus on areas needing improvement. There are four award levels; Bronze, Silver, Gold and Gold Award of Distinction.

Iowa currently has three schools that have achieved that highest Gold Award of Distinction:

- Norwalk Community School District (6/12-6/16)
  - Lakewood Elementary School
- Knoxville Community School District (9/11-9/15)
  - Knoxville Middle School
- St. Augustin School District (9/11-9/15)
  - St. Augustin School

For a complete list of Iowa Award Winners and details of the application criteria visit [www.fns.usda.gov/tn/HealthierUS](http://www.fns.usda.gov/tn/HealthierUS).

Will you take the Challenge?!



We wrote the book on turkey and gravy.

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School Nutrition Annual Conference

# Explore New Horizons

Denver, Colorado  
July 15-18, 2012

Highlights of the conference held in Denver, Colorado on July 15-18 included keynote speakers Denise Austin, America's Favorite Fitness Expert during the 1<sup>st</sup> General Session; White House Assistant Chef and Senior Policy Advisor for Healthy Food Initiative, Sam Kass and Phil Lempert, Food Advocate & Media Personality at the 2<sup>nd</sup> General Session; and an inspiring Ali Vincent, Biggest Loser Champion, to start out the Final General Session.

There were numerous educational sessions centered on the four key areas of the Association's Keys to Excellence and Certification programs.

- Operations
- Nutrition
- Administration
- Communications & Marketing



In addition to these areas, the School Nutrition Association introduced their "New Meal Planning Guidelines: A Companion Guide" developed as an aid to districts as they implement the new USDA Meal Pattern. The session reviewed many of the Q&A's pertaining to the New Meal Patterns. The entire companion guide as well as numerous PowerPoints presented at the conference can be found on SNA's website at [www.schoolnutrition.org](http://www.schoolnutrition.org) Resource Center.



*Some of the group enjoying the Denver sites*



*Kathy, Laurie and Jean visiting the Exhibit Hall at the Colorado Convention Center*



*Annual National Conference attendees from Iowa take time from a busy schedule to pose for a group photo*

Cedar Rapids Community Schools  
**School Nutrition Association - Iowa**  
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The **FLASH** - Comments and suggestions are welcomed. Contact Kala Constant at [kconstant@cr.k12.ia.us](mailto:kconstant@cr.k12.ia.us)