

# THE FLASH

## A Message From Our President



Ann Feilmann

Here we are on the brink of summer! While summer may bring more relaxation time and more sunshine, there are two events in the summer I always get revved up for: SNAI State conference and SNA's Annual National Conference (ANC).

In June 2012 SNAI will meet the 19th and 20th in Dubuque. The conference center there is a wonderful location on the river. If that isn't enough water for you the connecting hotel has a water park for after meeting relaxation! The conference committee this year is organizing some great speakers! Dr. Keith Ayoob has been a speaker at ANC and recently was a part of a panel discussing diets in an article in Real Simple magazine. We thank Midwest Dairy for their support in bringing this speaker to Iowa. Dr. John White will discuss the "Science of Sweetness". I'm pretty sure he is talking about food but speaker Maureen G. Mulvaney brings a fun approach to help us keep our cafeterias a positive spot and keep our sweetness overcoming challenges. To add to the mix we have Comedian Tim Bedore after dinner Tuesday and will finish the evening in the beautiful glass

walled room overlooking the river for the Chocolate party with hostess Elizabeth Klingman from Wolff Group. Exhibit reservations are coming in as we speak – always informational and yummy! There will be a surprise premier! And saving the best for last, the stars of our conference – you, the members! One of my favorite parts is seeing everyone again!

If you have not attended ANC may I urge you to give it a try because it is in driving distance – Denver, July 15-18. It is like state conference times 10 or maybe even 25!

Before I sign off I want to thank the members of SNAI for the opportunity to serve the association! And to thank the members of the Board of Directors for all the hard work and support they have provided me this year. Gosh how many events were you at? Fall Nutrition Seminar with Chef Cyndie, State Legislative Breakfast, Director's Meeting, six Spring District Workshops..... As I reflect back on all the things we have accomplished I know we could not have done it without each other – THANKS. If you haven't been a part of the Board yet and want to get involved in good times for a good purpose, contact me!

P.S. And I heard we are having carrots on the menu in Dubuque! Yipee!

Thanks for all you do for the students of Iowa!

Sincerely,  
Ann Feilmann  
SNAI President



*Making the right food choices, together.*



### SNAI Board Election Results for 2012-13

Congratulations to all!

Vice President – Laurie Lawson, Spencer CSD  
Secretary/Treasurer – Julie Hauser, College Community School District  
District I Co-Chair – Kimberly Walter, Davenport CSD  
District II Co-Chair – Janell Stratton, College Community School District  
District III Co-Chair – Sandy Huisman, Des Moines Independent School District  
District IV Co-Chair – Nancy Hogstad, Waukee CSD  
District V Co-Chair – Tery Marlowe, Glenwood CSD

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*LAC – Delegates Beth Hanna, LaRae Doll, Kathy Simmerman, Kala Constant, Suzy Ketelsen and Diane Duncan-Goldsmith met with Representative Dave Loeb sack in his Washington D.C. office*



*SNAI Members along with Dan Walgren of Asian Food Solutions with Senator Chuck Grassley in Washington D.C.*



*SNAI Board Members in Des Moines for the Legislative Breakfast*



*LAC – Iowa attendees heading to the Global Child Nutrition Foundation's annual "A Possible Dream" Gala at the Ronald Regan Building and International Trade Center*

## Legislative Corner Update Spring 2012

The 3<sup>rd</sup> Annual Legislative Breakfast was held Wednesday, February 1 at the state capitol where SNAI board members offered a healthy school breakfast in a bag to the many legislators and state pages interested in learning more about Iowa's School Nutrition Programs.

School Nutrition Association's Legislative Action Conference was held March 4-7 in Washington D.C. Representing SNAI were Beth Hanna, Legislative Chair; Kathy Simmerman, President Elect; Suzy Ketelsen, Vice President; Ann Feilmann, President and Kala Constant, At-Large delegate. It was an informative and action packed three days as attendees heard about the latest in child nutrition policy while preparing to lobby Iowa's elected officials on behalf of the School Nutrition Association. The 2012 Legislative Issue Paper included five areas identified by SNA as issues of concern in regards to strengthening nutrition programs for school children through the Healthy, Hunger-Free Kids Act of 2010.

Visits were made to the offices of all Iowa's Senators and Representatives to discuss the 2012 SNA Issue Paper. Topics covered included the growing concern for unpaid meal charges owed to districts; equitable sharing of costs associated with income data collection; ten cents per breakfast in USDA commodities to support the School Breakfast Program; standardization of food service management company contracts and USDA oversight authority for bid and contract compliance; and the need for clear guidance on indirect costs charged to the school food service account.

### USDA Releases interim Rule Regarding \$.06

USDA has published an interim rule that amends National School Lunch Program regulations to conform to requirements contained in the Healthy, Hunger-Free Kids Act of 2010. The interim rule is regarding performance-based cash assistance for school food authorities certified compliant with meal pattern and nutrition standards. This rule requires State agencies to certify participating school food authorities (SFAs) that are in compliance

With meal pattern and nutrition standard requirements as eligible to receive performance-based cash assistance for each reimbursable lunch served (an additional six cents per lunch available beginning October 1, 2012 and adjusted annually thereafter). More specifics on documents required and the process in Iowa will be coming soon from the Bureau of Nutrition, Health, and Transportation at Iowa Dept. of Education. It will also be posted on this web page: <http://tinyurl.com/NutritionStds2012>.

This rule also requires State agencies to disburse performance-based cash assistance to certified SFAs, and withhold the performance-based cash assistance if the SFA is determined to be out of compliance with meal pattern or nutrition standards during a subsequent administrative review.

The intended effect of this rule is to provide additional funding for SFAs to implement new meal pattern requirements, thus increasing the healthfulness of meals served to school children.

This interim rule is effective July 1, 2012.

Comments regarding rule provisions will be accepted until June 26, 2012.



## Your District Chairs

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## Don't miss the show!

The 2012 SNAI Conference Food Show promises to be a great experience this year. What a great chance to see many school appropriate menu possibilities in one place, at one time!

The show will be held on Wednesday, June 20th, from 10:00-1:30. We have designated one hour for buyers to attend the show (10:00-11:00 AM) after which time the show will be opened up for all attendees.

When visiting the food show, conference attendees will receive a game card as incentive to visit **all** booths. Completed forms will be entered in a drawing for **BIG** prizes. Vendors have committed to making great donations that will be used for this purpose. We are eliminating the traditional silent auction and will be using vendor donations for prize drawings to reward conference attendees who visit all exhibitor booths. Since contributed items are valued over \$50.00, you won't want to miss a booth. If you have attended conference before, you know that we've had some great items in past years...weekend shopping trips, beautiful mixers, exciting gift baskets stuffed with goodies and fabulous gift cards. All it takes to be eligible for the prizes is to check out the booths!

If there are potential vendors in your area who have not been involved in our show, please contact Susan Knight (319) 447-3302, Mike Carlson (319) 895-4363 or Norma LaMantia (563) 349-3215 to share their contact information. The more exhibitors we have – the more successful our show!

**DON'T**  
*Miss Out*



## Iowa Districts in the News



To subscribe to SNA SmartBrief, visit <https://www.smartbrief.com/sna>. You will be added to the subscriber list and begin receiving the e-newsletter each weekday. To

learn more about SNA SmartBrief, you may view the archive of previous issues.

In each issue of this free e-newsletter, news articles regarding a variety of topics in school nutrition are compiled and summarized from publications from across the country and around the world. Whether you use this resource to stay on top of the latest trends impacting the industry or to learn more about the critical issues affecting school nutrition professionals from coast to coast, SNA SmartBrief will save you time and keep you current.

Below are a few of Iowa's districts that have made the newsletter:

- Davenport – Iowa high school removes it's deep fryers; Quad-City Times; February 7, 2012 Brief
- Sioux City – Iowa district cuts costs with switch to plastic trays; Sioux City Journal; February 20, 2012 Brief
- Southeast Polk – Iowa district cracks down on unpaid meal debt; The Des Moines Register; March 16, 2012 Brief
- Council Bluffs – Student creates app to view school menu; The Daily Nonpareil; March 22, 2012 Brief

## Rachael Ray's Yum-o! Healthy School Meal Contest



### Calling All School Nutritional Professionals!

We are searching for innovative, delicious, healthy school lunches. Build a healthy tray and have a chance to win a trip to New York City to see a taping of the Rachael Ray Show and be featured in School Nutrition Magazine.

The Alliance for a Healthier Generation, the School Nutrition Association, and Rachael Ray's Yum-o! are joining efforts to spotlight creative meals from school nutritional professionals across the country.

#### Grand Prize

- Win a Trip to New York to Watch a Taping of the Rachael Ray Show!
- Airfare for two to New York
- Two nights at Midtown Hotel
- Two tickets to the Rachael Ray Show
- \$100 meal stipend
- One-year membership to the School Nutrition Association
- Free registration to SNA's 2013 Annual National Conference in Kansas City, Missouri

Build your healthy tray—including meat/meat/alternate, bread/grain, vegetable and fruit—and have a chance to win a trip to New York City. Meals will be judged on nutrition, appeal to students, ease of replication in schools and presentation.

*All submissions must be on the Alliance for a Healthier Generation website by June 15, 2012.*

Visit [www.healthiergeneration.org](http://www.healthiergeneration.org) for complete contest details.

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President Elect- Kristy Schulz  
5B - Jolly Cookers - Creston  
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5C - Tender Loving Cooks Chapter-not active  
5D - Okoboji Community Schools- Not Active

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## LAC First Timers



Kathy Simmerman, SNAI President – Elect and Kala Constant, At-Large Delegate had the chance to gain firsthand knowledge of the inner workings of the democratic process and learn about the legislative and regulatory issues facing school nutrition programs both locally and nationally. As

first-timers, it was a great introduction to the chain of events that has to take place in order to affect change. Conference attendees definitely gain a sense of responsibility to the Association and the Child Nutrition Profession as a whole so plan to attend next year – SNAI sponsors one at-large delegate so remember to submit your name for consideration to LAC 2013!

## Diane Duncan-Goldsmith Receives Dairy Award



The Iowa Dairy Nutrition Advisory Committee has presented Diane Duncan-Goldsmith its Midwest Dairy Council Service Award. The award is given annually to a person who is committed to dairy nutrition education.

As a former state president of the School Nutrition Association of Iowa, she served as the liaison for Iowans Fit for Life and Iowa Action for Healthy Kids. She is also the current chair-elect of the Academy of Nutrition and Dietetics School Nutrition Services practice group. Congratulations, Diane!



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## FLASH SUBMISSIONS:

**Promote your chapter, share your school's success, and submit articles and photos!**

Electronic Submissions are preferred. Otherwise submit your photos or articles to:

Food and Nutrition Department –  
Kala Constant

Educational Leadership and Support Center  
2500 Edgewood Rd NW  
Cedar Rapids, Iowa 52405-1015



## Stop the Brain Drain!



Tuesday, April 24, 2012 Prairie Crest Elementary had an informational event for parents and students called, Stop the Brain Drain. Stop the Brain Drain originally was scheduled to

give parents ideas how to keep their students thinking throughout the summer. As part of the HealthierUS School Challenge (HUSC), the Prairie Crest Energy Balance Team requested that our Nutrition Program sample foods that are new this school year. We sampled five menu items. Black Bean Cuban Salad, Cherry Sauce, Sweet Potatoes and Apples, Fresh Broccoli tossed in Italian Dressing, and Garbanzo Beans with Reduced Fat Ranch Dressing. Volunteers from Prairie High School's Key Club worked as servers for the elementary students and their parents.

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## SCHOOL NUTRITION ASSOCIATION

### DATES TO REMEMBER

Date	Events and Meeting	Location
June 19-20	SNAI Conference	Dubuque, IA
July 15-18	Annual National Conference	Denver, CO



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### Vendor Zone

When you hear the catch phrase “Hardest Working Man in Show Business” do you think of James Brown? In his over his 40+ years in show biz, he had numerous Billboard top 40 hits and made many appearances on TV and in movies. When I change the catch phrase to “Hardest working person in School Nutrition”, who comes to mind?

Foodservice Directors?  
Cooks?  
Bakers?  
Managers?  
Dishwashers?  
Sales Person (Certainly Not)?

We could make a legitimate argument for anybody in the kitchen or the office, anybody on our team may qualify as “Hardest Working” on any given day. I know that even I go home tired at the end of the day and I am very confident that each and every one of you does also. I would suggest that a very compelling argument could be made that the “Hardest Working” person in school foodservice is.... drum roll please—**your Delivery Driver**. I know it is not the obvious choice, but as I look out my window and see snow and freezing rain, it is hard not to think about the drivers out delivering. Their day starts anywhere from midnight to 4:00 in the morning. They come in and get all their paperwork, do their pre-trip inspections and are handed the keys to an 80,000 lb. vehicle that has about 20,000 lbs. in freight. Then the driver gets to lift the freight one case at a time on to a two wheel cart. Once the driver loads a cart with about 300 lbs. of groceries they get to wheel it across the parking lot, up the steps, down the hall to the delivery area and unload and help check it in. When they are done with that first load they might have a couple of hundred more trips up and down the ramp with more loads and more stops. All this happens whether it is raining, there are 6 inches of new snow to drag the cart through or it is 100 degrees and 90% humidity. An average day for your driver may include:

- 15 to 20 Stops
- 15,000 to 20,000 LBS
- 200 to 400 Miles
- 500 to a 1000 cases



I know we all work hard. As an Industry Representative on the SNAI Board, I thought I would give you a view from a different perspective. I have respect and admiration for the drivers, they have a hard job and the good ones really do excel and customer service. If you would like to nominate your own candidate for “Hardest Working”, please do. I would encourage you to tell your staff and co-workers that you recognize and appreciate their hard work. When we do go home tired, it really helps to know we are appreciated.

*Submitted by: Jeff Udelhoven, Industry Representative*



**School Nutrition Association of Iowa  
55<sup>th</sup> Annual Conference Registration Form  
"CARROTS OF CHANGE"  
OVERCOMING CHALLENGES**

**June 19 and 20, 2012**

*Please Print Clearly:*

Name: \_\_\_\_\_ School Name: \_\_\_\_\_ Town Located \_\_\_\_\_  
Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Summer Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_ SNA Membership # \_\_\_\_\_

**CONFERENCE HIGHLIGHTS TO DATE INCLUDE:**

- \*\* Keynote Speaker nationally known - Dr. Keith Ayoob, "Child Wellness and Health"**
- \*\* Additional Keynote Speakers and Breakout Sessions**
- \*\* Exhibits**
- \*\* After Dinner Entertainment- Tim Bedore, Comedian**
- \*\* Door Prizes**

**CONFERENCE REGISTRATION FEES:**

(Registration is non-refundable, but is transferable to another person unless the event is cancelled by SNAI)

	SNA Member	Non- Member	Amount
Tuesday (only) June 19	\$65.00	\$95.00	_____
Wednesday (only) June 20	\$45.00	\$75.00	_____
Full Conference (Food Service Personnel/Manager)	\$70.00	\$130.00	_____
Full Conference (Food Service Director)	\$105.00	\$135.00	_____
LATE FEE APPLIES AFTER JUNE 10	\$20.00	\$ 20.00	_____
		<b>TOTAL</b>	_____

*\*For special needs or requests contact Norma LaMantia 563-349-3215*

**Make check or purchase order payable to SNAI and mail to:**

Norma LaMantia  
SNAI  
3143 West 34 St  
Davenport, Iowa 52806  
snaiaowa@msn.com  
\*563-349-3215

One Person per Registration Form – PLEASE MAKE COPIES

**Grand Harbor Resort & Convention Center  
500 Bell Street  
Dubuque, Iowa  
Phone 563-690-4500**

- ✓ *Mention that you are attending the School Nutrition Association conference to receive a special rate*
  - ✓ *Reservations must be secured with a credit card or advanced prepaid*
- \$99.00 for single \$109.00 for double, plus tax  
**Register by May 31<sup>st</sup> for special rate**

---

# SCHOOL NUTRITION ASSOCIATION IOWA

## “Carrots of Change – Overcoming Challenges”

### Conference Schedule at a Glance

#### Monday, June 18, 2012

9:00 am – 1:00 pm	SNS Credentialing Exam
3:00 pm – 5:00 pm	SNAI Executive Board Meeting

#### Tuesday, June 19, 2012

7:00 am – 11:00 am	Registration & Breakfast
8:00 am – 9:00 am	Early Bird Session 1 – First Timer Welcome Diana Weber
	Early Bird Session 2 – Get on the Energy Bus Dr. Heather Ludwig
9:00 am – 12:00 pm	1 <sup>st</sup> General Session – Dr. Keith Ayoob & BNHT
12:15 pm – 1:00 pm	Lunch
1:00 pm – 2:00 pm	More information from the BNHT
2:15 pm – 4:15 pm	2 <sup>nd</sup> General Session – Maureen G. Mulvaney “Success Recipe with Scoops of Love to Create a More Positive, Productive, & Profitable Cafeteria”
5:15 pm – 7:00 pm	Social Hour & Dinner
7:00 pm – 9:00 pm	Entertainment – Tim Bedore, Stand-up Comedian
9:00 pm	Chocolate Party!

#### Wednesday, June 20, 2012

7:00 am – 9:00 am	Registration & Breakfast
7:00 am – 8:00 am	Breakout Session 1 – House of Delegates
	Breakout Session 2 – Maureen G. Mulvaney
8:15 am – 9:45 am	3 <sup>rd</sup> General Session – Maureen G. Mulvaney “Carrots of Change – Overcoming Challenges”
10:00 am – 11:00 am	Exhibits – Buyers Only Session – Dr. John White – “Science of Sweetness”
11:00 am – 1:00 pm	Exhibits – Everyone
1:30 pm – 3:00 pm	Final General Session – Premier Video & Celebrity Interview, Officer Installation, Door Prizes

For registration forms visit [www.snaiowa.org](http://www.snaiowa.org)



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- Playbook with more than 60 Healthy Eating and Physical Activity strategies
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School Nutrition Annual Conference

# Explore New Horizons

Denver, Colorado  
July 15-18, 2012

## **General Sessions – Keynote Speakers**

- Denise Austin – America's Favorite Fitness Expert
- Sam Kass – White House Assistant Chef and Senior Policy Advisor for Healthy Food Initiatives
- Phil Lempert – Food Advocate & Media Personality
- Ali Vincent – Biggest Loser Champion

## **Education Sessions**

- Operations
- Nutrition
- Administration
- Communications and Marketing

## **Exhibit Hall**

## **School Nutrition Foundation – Puttin' on the Glitz!**

## **Final Event Concert**

- The Beach Boys

For more information and Registration Forms please visit [www.schoolnutrition.org](http://www.schoolnutrition.org)

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Mini Cinnis	72/2.29 oz	33686
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## 2012 SNAI District Workshops

SNAI sponsored six meetings around the State of Iowa. Meetings were held in Bondurant, Boone, Waterloo, Muscatine, Harlan, and Spencer. The workshops were well attended and the agenda focused on topics members recommended during last year's workshops:

**Final Rule on New Nutrition Standards** – Consultants from the Bureau of Food and Nutrition, Health and Transportation presented the new meal pattern guidelines and shared helpful tools and great resources for better understanding and implementation.

**Bullying** – Local counselors/experts shared how to recognize signs of bullying, knowing the difference between conflict/bullying, technique to appropriately intervene or report, tips to resolve. The topic included scenarios for student-student, adult-student, and adult-adult situations.

**Fish Philosophy** – Participants watched a video about the popular fish market in Seattle Washington that is an example of how you can have fun at work even if you work in a fish market. The four concepts key to their success and popularity: Play, Make their day, Be there, and Choose your Attitude. (Insert Pix 8, wrap text)

The new format of starting at 8 am and concluding by 12:15 pm proved to be popular with participants again this year. Each person was presented a bright colored fish shaped key chain and Fish Philosophy card as gifts for attending and daily reminders to have fun each day...and when you "choose" your attitude, make it a positive one!!!

I would like to extend a special thank you to our SNAI District Chairs and Co-Chairs for their time, talents, and efforts in hosting a beneficial event that was worth attending.

Submitted by: Suzy Ketelsen



# NEWS

## 4th Annual Directors Meeting

In February, SNAI and the Bureau of Food and Nutrition, Health and Transportation Services sponsored the 4th Annual Directors meeting in Iowa City. Consultants from the Bureau presented the newly released Final Rule on Nutrition Standards. Breakout sessions allowed directors to discuss new guidance and brainstorm ways to implement. Threatening weather was a factor, attendance was compromised somewhat. Attendees enjoyed a great lunch, working together with peers and an inspiring final message on making a commitment to "Grow as a Professional" presented by Ann Feilmann.

## Summer Training Opportunities



Serv Safe®	June 11, 2012
HACCP Workshop	June 12, 2012
Manager's Update Workshop	June 13, 2012
First Choice Procurement Workshop	June 26-28, 2012
Financial Management Workshop	July 9-10, 2012
Healthy School Meals Workshop	July 24-25, 2012
New Manager Orientation	July 26-27, 2012

Take advantage of the workshops offered this summer by the Bureau of Nutrition, Health and Transportation Services and Iowa State University Extension. All classes will take place in the Scheman Building on the campus of Iowa State University. For more information and registration visit [www.ucs.iastate.edu/mnet/schoolfoods/home.html](http://www.ucs.iastate.edu/mnet/schoolfoods/home.html)

# This is a Hot Potato... Pass it On!



## **Nevada Community School District Submitted by Candy Anderson**

At a recent webinar I mentioned that we use the Kansas white wheat recipes for breads, rolls, pizza crusts, cinnamon rolls etc. I have had several districts contact me wondering where the flour for those recipes can be purchased and also, where they can find those recipes. Check with your distributor(s) to see if they carry 100% white wheat flour or if they can special order it for you and what your bid price would be. My distributor had the best price and has now brought it in as a stock item because we use so much of it. The link for the recipes is: [http://www.kn-eat.org/SNP/SNP\\_Menus/SNP\\_Resources\\_Healthier\\_Kansas\\_Menus.htm](http://www.kn-eat.org/SNP/SNP_Menus/SNP_Resources_Healthier_Kansas_Menus.htm). This link is also found on the nutrition bureau site. Here is a recipe we created this year using the basis bread recipe. We have had rave reviews from our students and have continued to menu it this year.



## **Chicken Foccacia Sandwich**

(Serves 64 – Meets 2.5 whole grain bread, 2 oz. Meat/meat alternative, & ½ c. veg.)

White Wheat Bread Dough for 100 servings.

1 ½ c. olive oil

4 oz. Garlic Bread Sprinkle

Prepare White Wheat bread dough per recipe. Divide dough into 1# 11oz. balls. Brush a thin layer of olive oil on 8 full-size sheet pans. Put two balls on each full pan and flatten into a disk about 10" in diameter. Let rise until double.

Before baking, make indentations with index figure all over dough. Drizzle with remaining olive oil and sprinkle with Garlic Bread sprinkle. Bake at 350 degrees convection until middle of dough tests at 190 degrees (15-20 minutes). Cool.

Filling:

2# oz. fresh spinach leaves, washed, trimmed & dried.

64 thin slices of ripe tomato

1 Qt. lite Italian dressing

8# Fajita chicken strips

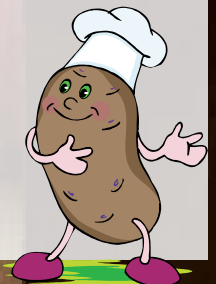
4# Shredded Mozzarella Cheese

64 Cherry or grape tomatoes

64 Club Frill picks.



Split each bread round in half diagonally. Top the bottom of each bread with 4 oz. spinach, 8 tomato slices, 1# of chicken and ½# of cheese. Drizzle with 1 oz. Italian dressing. Top with remaining bread. Spear grape tomatoes with club frill picks and push into sandwich, dividing it into 8 equal portions. Cut between picks and hold for cold service.





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### ***Great Attendance at the District Workshops***



### ***and Director's Meeting!***



The **FLASH** - Comments and suggestions are welcomed. Contact Kala Constant at [kconstant@cr.k12.ia.us](mailto:kconstant@cr.k12.ia.us)