

THE FLASH



Laurie Peyton Crane

A Message from the President

Greetings to each of you from the School Nutrition Association, Iowa! What an exciting year lies ahead of us,

and what an exciting year we just had! At this time, I want to thank my predecessor, Virginia Bechtold. Besides the new name and logo from our national headquarters, Virginia has paved the way for a more effective and streamlined Executive Board in our state.

Iowa's SNA has a reorganized and more manageable executive board and an association manager to assist the Board and members with the routine tasks of a professional organization of over 800 members. Even our name and tag line changed (November 2004) to better reflect our image as the child nutrition experts - School Nutrition Association - Making the right food choices, together. We are also proud to have the new Midwest Regional Director for SNA from our own state - Teresa Nece, FSD in Des Moines, will be responsible for helping members and officers in eight states - Nebraska, North and South Dakota, Minnesota, Wisconsin, Illinois, Missouri and Iowa for the next two years. The challenges faced by our state and national association are outlined in the FLASH article "Key Leaders for SNA Iowa Meet".

Our strategies for the year will focus on member services, cultivating leaders, and childhood obesity. The changes noted above will enhance SNA Iowa's ability to focus on these issues. For members, our

strategies and activities will improve communications, networking, and training opportunities. We also intend to improve response time and service to members. Lastly, our goal is to increase membership. YOU, as existing members, are the best recruiters! With less than 900 members, there are many more in Iowa who work in child nutrition services who are not yet members. We want to continue to identify those people, support them in our good works in child nutrition, and encourage them to join SNA.

Childhood obesity is a huge public concern. This presents a wonderful opportunity for child nutrition professionals to promote nutrition integrity. School nutrition programs have been adhering to the nutrition standards set forth in Breakfast and Lunch programs for years - so we are a part of the solution, rather than the problem. As Wellness Policies are developed across the nation (by July 1, 2006), SNA will be able to help its members with information and services. It is our time!

Don't miss our Nutrition Seminar on Oct. 29 in Johnston! SNA recognizes the challenges of being a leader in a state and local organization. We intend to make it easier with the hiring of our association manager, Norma LaMantia. She will manage the daily business operations and function as a support person for our board. SNA also plans to cultivate and mentor potential leaders and provide them the training and support they need.

As we kick off this exciting new year, I want to thank each of you for allowing me the opportunity to serve as your state president. Thanks also to the Executive Board members, for saying YES when asked to serve!



Making the right food choices, together.

There are many new responsibilities. I will do my best to serve you. Please feel free to phone or e-mail me if you have questions or concerns and I'll do my best to help. Also, call on your own chapter officers, regional (District) representatives, or other state officers. The list of officers and executive board members is included in this issue of the FLASH for you to call on when needed. I look forward to meeting as many of you as possible. Never forget what a powerful influence you can be to a child (or a co-worker). Your smile or words can mean so much to a child in your school. You can make a difference!

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Legislative Corner

Welcome to the Legislative Corner for the 2005-06 school year. If this year is anything like last school year, it will be exciting both at the state and National level. I would like to thank Teresa Nece for her leadership as Iowa's Legislative Chair during the previous years and wish her well as the Midwest Regional Director on the School Nutrition Association's (SNA) Executive Board.

Currently, there are no active bills on Child Nutrition in the Iowa Legislature or in Congress. Watch for information about future legislation. Where will you be able to find this information? First, visit SNA's Web site www.SchoolNutrition.org and checkout Tuesday Morning, an e-newsletter published weekly to keep SNA members up-to-date on legislative activity. The Child Nutrition and WIC Reauthorization Act of 2004 (Public Law 108-265) had several very important sections. First, it required all school districts to develop a HACCP (Hazard Analysis Critical Control Point) program. How is your District's plan coming?

Secondly, it required all school districts to implement a Wellness policy addressing nutrition education, physical activity, and nutritional guidelines for all foods available on each school campus by fall 2006. A healthy lifestyle and maintaining a healthy weight require a combination of healthy food choices and an appropriate amount of physical activity. All foods made available on school campuses should offer children nutritious choices, and physical activity should be incorporated into the school day as often as possible. Three conferences in the fall 2005 offer the opportunity to learn more about nutrition education, food and nutrition policy and food security efforts.

- Nutrition Connections: People-Programs-Science-Community, sponsored by USDA Food and Nutrition Service will be held from September 12-14, 2005 at the Hyatt Regency Crystal City in Arlington, Virginia.
- 28th Annual National Food Policy Conference, sponsored by the Consumer Federation of America will be held from September 19 & 20, 2005 at the National Press Club in Washington, DC.

- The 9th Annual Food Security Coalition, sponsored by the Community Food Security Coalition on October 6 - 9, 2005 at the Westin Peachtree Plaza, Atlanta Georgia.

SNA's President Ruth Jonek extended condolences to the victims of Hurricane Katrina. Our prayers go out to all who are affected, and we join with the nation in sorrow over the loss and suffering. We also pledge our support to the children and families in Louisiana, Mississippi, Alabama and Florida. Many members of the SNA have already generously pledged their support and can now contribute to a relief fund established by SNA and its sister organization, the Child Nutrition Foundation. SNA's Hurricane Katrina Relief Fund will funnel all donations to our affected state affiliate associations to assist school nutrition professionals who have been impacted by this terrible disaster. Our thoughts and prayers are with the victims in the Gulf Coast states, those providing aid in the relief efforts and those nationwide who are desperate for news of family and friends.

*Elizabeth (Beth) Hanna, RD
SFNS Legislative Chair, SNA Iowa*

Those wishing to contribute to the SNA's Hurricane Katrina Relief Fund may send a check to:

SNA's Hurricane Katrina Relief Fund

c/o School Nutrition Association/CNF
700 S. Washington Street, Suite 300
Alexandria, VA 22314



From the desk of the SNA Midwest Regional Director

Greetings from Des Moines, I will be serving as your SNA Midwest Regional Director for the next two years. I am so excited about assuming these responsibilities. I would like to take this opportunity to thank Peggy Eller from Wisconsin for serving the Midwest in this role for the past two years. She did an outstanding job as our representative. Below you will find the names of the Midwest Region winners announced at ANC in Baltimore:

State	Thelma Flanagan Award of Excellence	Louise Sublette Award	Heart of the Program Awards	Outstanding Director of the Year
IL	Mary Idleman			
IA	Virginia Bechtold			
MN	Annette Hendrickx Derouin	Mary Fish		
MO	Brenda Leach	Alma Cundiff		
NE	Shirley Nelson			
ND	Joyce Gortmaker			
SD	Marlys Lueth			Joni Davis
WI	Carol Kuatek	Susan Stanelle		Judi Smith

(**Bold** indicates Regional Winner)

Kudos to all in the Midwest for their participation in all of SNA's programs! Congratulations to Virginia Bechtold for receiving the Thelma Flanagan Award of Excellence Award. The 2005 Election Slate was announced at ANC. Katie Wilson from WI is on the ballot for Vice President. Carol Klitzke from WI is on the ballot for Nutrition Committee Chair. Virginia Bechtold from IA and Carmella Schmidt from WI are on the ballot for the MW Representative on the Nominating Committee. Leah Schmidt from MO is on the ballot for Member Services Chair. Be sure to watch for the election information in the School Food & Nutrition Magazine. Be sure to dial in and vote! Don't forget that the SNA Fall Membership Drive. "Harvest Your Membership" has started and will end on October 21, 2005. Our SNA President Ruth Jonen has issued a challenge for a 4% increase this year. Let's try to better that and really shine at ANC 2006 in Los Angeles! The Child Nutrition Foundation has many brochures and information that members can download from the SNA Web site. The revised and updated Healthy Edge: Building Healthy School Meals is available online at Child Nutrition University. I look forward to serving as you Midwest Regional Director. Have a great school year.

Teresa Nece, SFNS
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New Association Manager

The board of directors as a part time Association Manager recently hired Norma LaMantia of Davenport, Iowa. Norma works out of her home, but she travels around the State to meetings, conferences and other Association related activities. Her most important goal is to bring consistency to the business details and give the board assistance with their many tasks during the year. Norma is your contact person for information, meetings, materials and general questions. She has been busy this first few months becoming acquainted with SNAI goals, financial data, newsletters and, of course, meeting many of the members. She recently attended a conference at the SNA headquarters in Alexandria, VA for State Association Managers. She returned with a briefcase of material and her head is still swimming with data. Norma's contact information is:

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Treasurer's Report

Nancy Hogstad has assumed the duties of Secretary-Treasurer. The new Association Manager, Norma La Mantia, will assist Nancy. With Norma's experience as a CPA, we expect a smooth transition. To improve efficiency and accountability, accounting software and a laptop computer have been purchased. The SNAI budget will be published in the Winter Issue of the FLASH.



You could attend the Legislative Action Conference!

The Legislative Action Conference is scheduled for March 12-15, 2006 in Washington D. C. at the Renaissance Hotel. Each year, SNA Iowa sends the President, President-Elect, Vice-President and the Legislative Chair to the LAC to meet personally with their Iowa legislators to enlist their support for Child Nutrition Programs. SNA Iowa also sends a "member-at-large." If you would like to be considered, simply write a short letter requesting that position, and send to the state president, Laurie Peyton Crane, by December 15, 2005.

The new look of the FLASH

Your comments and suggestions are very important and welcomed. Please contact Suzy Ketelsen at sketelsen@cr.k12.ia.us

National Certification

Why Should I be certified and how do I become certified?

Purpose and Meaning:

- Recognition
- Credibility
- Self-esteem and Pride
- Continuous Improvement – skills and knowledge

Requirement for Certification:

- Safety and Sanitation Course
- Practical Nutrition Course
- Additional 10 hours of related coursework
- You have 5 years to complete your 30 hours

Continuing Education:

- Must be job related
- Must have SNA or SNAI approval
- One credit for each full hour of instruction
- Attendance must be verified at each educational activity

Recertification (renewal) process:

- Must take a minimum of 15 CEUs in a 3-year period
- SNA will send a renewal notice to you
- Complete renewal application along with supporting documentation of approved courses or workshops you have attended.

If you have questions about certification you may contact the SNAI Vice President or visit the SNA's Web site www.SchoolNutrition.org

Membership Report

SNA Iowa membership has increased to 909 members in August! SNA Iowa's 2005-06 goal is 889! A big thanks to the Des Moines Public Schools, they have a 4.2% increase this year. Des Moines submitted 45 new certified members in June. The Fall Membership drive targets 2-4% growth by the end of the calendar year. The challenge for each member in Iowa is to sponsor one new member – perhaps a co-worker or someone from another school or district. Enclosed in this FLASH issue is a membership form. You can photocopy this form to share with others and always have a spare on hand. Directions are on the backside of the form. Most members pay \$25.00 plus \$5.00 for state dues totally \$30.00. Have you ever considered "affiliate membership?" If you work less than 4 hours per day, you may consider a more economical membership for only \$10.00 plus \$4.00 for state dues totally \$14.00. Affiliate members will not receive the wonderful magazine though – "School Foodservice & Nutrition" or the right to vote in national elections. Membership in the State and National School Nutrition Association for only \$14.00! What a deal!

DON'T
Miss Out



NATIONAL AND STATE NEW MEMBER APPLICATION

Member ID

① Have you ever been an SNA (formerly ASES) Member before? Yes No

② First Name M Last Name

③ Job Title

④ School District

⑤ School Name Chapter No.

⑦ Who introduced you to SNA? First Name Last Name

⑧ Home Phone Business Phone Extension Fax Number

⑨ Preferred Mailing Address Home Work (Check only one)
Address Suite/Apt

City State Zip

⑩ Secondary Address Home Work (Check only one)
Address Suite/Apt

City State Zip

National Membership Categories and Dues (Select one only)* (See back for description)

⑪ School Foodservice <input type="checkbox"/>	Child Care <input type="checkbox"/>	Dues Amt
<input type="checkbox"/> Employee	<input type="checkbox"/> Student	\$25
<input type="checkbox"/> Assistant Manager	<input type="checkbox"/> Retired	\$27
Director/Supervisor/Specialist:		
<input type="checkbox"/> District	<input type="checkbox"/> Major City	\$90
<input type="checkbox"/> Child Care Director	<input type="checkbox"/> State Agency	
<input type="checkbox"/> Other (Principals, Superintendents, Teachers, etc.)		
<input type="checkbox"/> Nutrition Educator (College/University Level)		
<input type="checkbox"/> Affiliate Retired	<input type="checkbox"/> Affiliate Part-Time	\$10

⑫ Employed by? Public School Day/Family Home Care
 Private School
 Private Management Company

⑬ Does your employer pay your dues? Yes No

⑭ Are you the District Director of foodservice operations? Yes No

E-mail

⑰ Your state dues are: (Record state dues paid in the space provided on right) Choose only one.*

\$4.00 RET/AFR/AFE/
\$15.00 SDS/OTH/MCD/EDU/DDC/CCD/

\$5.00 STU/SFM/FNE/CCM/CCE/

⑯ NATIONAL DUES \$

IA ⑰ STATE DUES \$

⑱ TOTAL DUES \$

⑲ Please make your check payable to:

⑳ Mail application and check to SNA

Foundation (Funds/Scholarships for members)
\$5 \$10 \$15 Other \$

Other Contributions \$

㉑ TOTAL PAYMENT \$

SNA
PO BOX 791004
BALTIMORE, MD 21279-1004

㉒ Signature _____

Date / /

Return form with your check. See reverse side for important information.

*DUES SUBJECT TO CHANGE.

SNA National and State Membership Application Guidelines
(formerly American School Food Service Association)

Please print clearly. Complete all appropriate items.

1. Have you ever been an SNA member before? Check yes or no, whichever applies to you.
2. Print legibly your full name as you would like it to appear in the membership record and on your membership card.
3. Print your current job title.
4. Print your current school district.
5. Print your current school name.
6. If you know your local chapter number, please fill in.
7. Full name of sponsor who introduced you to SNA.
8. Enter your home, business, and fax number.
9. Full mailing address (address abbreviations listed below). Check the appropriate box.
10. Full secondary address (address abbreviations listed below). Check the appropriate box.
11. Please review the membership categories listed. Check one that best describes your position and the dues amount.
12. Please check if you are employed by public school, private school, or private management company.
13. Does your employer pay your dues? Check yes or no, whichever applies.
14. Are you a director of foodservice operations? Check yes or no, whichever applies to you.
15. Enter your e-mail address (if you have one).
16. Record your national dues based on membership category checked.
17. **Record your state dues based on the state dues listed on left side of application under your "state dues are."**
18. Please add National and State dues amounts. This is the total dues to be paid.
19. Please make your check payable to the name printed on the left. Do not send cash.
20. Mail your application and payment to address printed on the bottom left side of form under "please make your check payable to."
21. **Add National and State dues and any optional contributions. This is the total payment.**
22. Please sign and date your completed application.

Membership dues cover a full year of membership benefits. Processing of applications takes approximately two to four weeks from date of receipt. Members will receive an SNA membership card within two weeks once application has been processed. If you have any questions regarding this application, please call the SNA Service Center at 800-877-8822.

Standard Address Abbreviations:

Avenue - Ave Circle - Cir Lane - Ln Road - Rd Street - St
Boulevard - Blvd Drive - Dr Highway - Hwy Route- Rte

State Dues Category	Description	Used For	National Membership Dues
FNE	Foodservice/Nutrition Employee	Cooks, bakers, bookkeepers, technicians, assistants, etc.	\$25
CCE	Child Care Employee	Child / Day / Family / Home Care Center Providers.	\$25
STU	Student	Full-time students enrolled in college/university foodservice, nutrition or dietary program.	\$25
RET	Retired	Retired school foodservice workers.	\$25
SFM	Foodservice/Nutrition Manager	Managers, head cooks, assistant managers.	\$27
CCM	Child Care Manager	CACFP Supervisory Staff.	\$27
DDS	Foodservice/Nutrition Directors, Supervisors, Specialists	Working in the foodservice program at the school district level.	\$90
MCD	Foodservice/Nutrition Directors, Supervisors, Specialists (Major City)	Working in a foodservice program where the school district enrollment is 40,000 or more or city population is 200,000 or more.	\$90
SDS	State Agency Directors, Supervisors, Specialists	Working in state office for child nutrition programs, including nutrition education.	\$90
CCD	Child Care Director	CACFP Sponsor.	\$90
EDU	Foodservice/Nutrition Educator	Faculty or foodservice directors working in a college/university setting.	\$90
OTH	Other	Principals, Superintendents, Teachers, etc.	\$90
AFE	Affiliate Part-Time Staff (less than 4 hours daily)	Optional membership category for retired or part-time foodservice staff. Does not include a subscription to SF&N magazine or the right to vote in the annual SNA election.	\$10
AFR	Affiliate Retired		\$10

Note: Contributions or gifts to SNA are not deductible as charitable contributions for federal income tax purposes. Contributions to the Foundation are deductible for IRS purposes. \$2.00 of your national dues is used for your subscription to the SF&N magazine.

School Nutrition Association * 700 South Washington Street Suite 300 * Alexandria, VA 22314


Phone: 800-877-8822 * Fax: 703-739-3915 * Web site: <http://www.schoolnutrition.org> * E-mail: membership@schoolnutrition.org

SCHOOL NUTRITION ASSOCIATION

DATES TO REMEMBER

Date	Events and Meeting	Location
October 10-14	National School Lunch Week	
October 14	SNA Fall Executive Board Meeting	West Des Moines
October 29	Statewide Nutrition Seminar	Johnston High School
November 17	School Board Convention	Des Moines
January 15-17	SNA Industry & Technology Conf.	Orlando Florida
February 10	SNA Executive Board Meeting	Des Moines Central Kitchen Facility
March 6-10	National School Breakfast Week	
March 12	Legislative Action Conference	Washington D. C.

Date	Association Deadlines	Contact
December 1	Letters of Intent for Louise Sublette Award due	Laurie Peyton-Crane
January 12	Winter FLASH report deadlines	Suzy Ketelsen
March 1	Heart of the Program entries due	Laurie Peyton-Crane
March 1	Outstanding Director of the Year entries due	Laurie Peyton-Crane
March 1	Louise Sublette Entries due	Laurie Peyton-Crane
March 15	Heart of the Program state winner due	Teresa Nece
March 15	Louise Sublette state winner due	Teresa Nece
March 15	Outstanding Director of the Year state winner due	Teresa Nece
March 17	Spring FLASH report deadlines	Suzy Ketelsen



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MDC

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Statewide Nutrition Seminar
For All School and Community Personnel
Involved in writing The Local Wellness Policy

Sponsored by: School Nutrition Association Iowa (SNAI), The Midwest Dairy Council, and The Bureau of Nutrition Programs and School Transportation, Iowa Department of Education

LOCAL WELLNESS POLICIES:
Your Leadership Impacts the Well being of Children
Saturday, October 29th, 2005 -8:00 am to 3:00 pm
Johnston High School – 6501 NW 62nd Ave.
Johnston, IA 50131

8:00-9:00 Registration and Complimentary Continental Breakfast
9:00-10:30 Welcome and Background – Challenges and Solutions
10:30-10:45 Break
10:45-12:30 Local Wellness Policy-Goals and Measurements
12:30-1:30 LUNCH – Provided
1:30-2:30 Writing Guidelines-Implementation and Partner Identification
2:30-3:00 Questions and Answers
3:00 Adjournment – Have A Safe Trip Home!

Registration cost is the same for SNAI members and non-members:
\$15.00 per person if received before October 20th
\$25.00 per person if received after October 20th

Please mail checks payable to SNAI
Mail to:
Norma LaMantia, Assoc. Manager
3232 Fernwood Court
Davenport, Iowa 52807
sna Iowa@msn.com

To have your questions answered please call or email:
Diana Weber – Education/ Nutrition Chair
515-382-3521, ext. 251 or cell no. 515-291-8717
dweber@mail.nevada.k12.ia.us

You will receive 5 CEUs (Continuing Education Units) for attending this Seminar
Presenters for this seminar are: Kristin Frank, Midwest Dairy Council and Marilyn Hurt, SNA Past President and member of the Child Nutrition Foundation.

*****cut here and mail bottom portion*****

REGISTRATION FORM

Name: _____ Please list others attending:
School: _____

Address: _____
City: _____
Phone: _____
Email: _____

\$15.00 per person X _____ = \$ _____
#attending amount enclosed

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FLASH Deadlines

Please submit your articles or photos for publication in the next FLASH:

Electronic submissions are preferred. Please send to sketelsen@cr.k12.ia.us

Otherwise:

Food and Nutrition Department
615 G Avenue NW
Cedar Rapids, Iowa 52405

Deadlines are:

Winter Issue – January 12, 2006
Spring Issue – March 17, 2006

Mark your calendars for the School Nutrition Association’s 49th Annual Conference “School Meals: Serving up Good Health” June 20 – 21, 2006 in Des Moines.



**Continuing Education
Prior Approval Chairperson Changes**

After many years of service to SNA/ISFSA, Becky Ballantyne, Prior Approval Chair (and former ISFSA President) retired in June. Thank you Becky, and best wishes!

The new Prior Approval Chair for SNA, Iowa, is Cheryl Spring, Johnston Schools. Contact Cheryl for prior approval on continuing educations sessions. Forms are available on the web, or contact her.

PRIOR APPROVAL

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cspring@johnston.k12.ia.us



SNA Iowa - Key Leaders Meet

The annual Leadership Team Training was held in West Des Moines at Valley Southwoods Freshman High School. Every summer, the School Nutrition Assn. Executive Board and the President and Vice-President of all the local chapters meet to learn how to do their jobs, do them better, share ideas, and focus on state and national goals, and enjoy the support and camaraderie of fellow members. Last year's Executive Board "turns over the reins" to the new Executive Board.

West Des Moines Schools and the Heartland Inn hosted the group July 27-28, 2005. Wednesday afternoon was spent primarily with chapter sharing. Individual SNA chapters around the state shared how they recruit and keep members, program ideas, challenges and successes. Much of Thursday morning was a time reviewing the Leadership Handbook and for sharing national and state goals and challenges. The primary challenges faced by SNA, both within Iowa and nationally are:

- Active membership - reaching food service professionals with products and services that support their needs and advances SNA and its mission.
- The lack of volunteers at the state level to be leaders in SNA.
- Childhood obesity

The Leadership Handbook is a guide for chapters and state officers. It contains every- thing one needs to know for operating the state and local chapters in the coming school year – contact information, dates and events, scholarship information, etc. Handbooks were mailed to any leaders who could not attend the training. For fun, Hockenbergs-Newburg Brokerage hosted dinner for everyone Wednesday evening followed by Wellness Walking at the new Jordan Creek Mall.

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SNAI Conference 2005

Hope everyone had a great relaxing summer and that you are already "Reaching your Peak"? What a wonderful conference we had in Council Bluffs! It was filled with many great sessions from Women's Health Issues, Offer verses Serve, Web Based Technology, Wellness Updates, Marketing School Meals, Childhood Obesity and Cooking a World of New Taste to name a few! We had an opportunity to tour interesting places such as Rotella's Bakery, ConAgra's Research and Development kitchen, Offutt Air Force Base and the Convention Center. A Banquet with entertainment was hosted at the Henry Doorly Zoo where the attendees could take in an IMAX Theater production of a Safari or they could walk around the incredible zoo. It was a very warm day and I hope everyone had a great time, mingling with friends, eating good food and having fun. I know I did! Some facts about conference: we had 250 attendees, with 100 exhibitors, 16 sessions to attend and choice of 2 Tours out of 4. I think the best thing about attending conference is being able to see and talk to fellow food service employees. Some we only get to see once or twice a year and it is hard to catch up in such a short time! I hope to make time in the next conference for being able to network each other and building a bond with more people. We hope to see everyone at next conference June 2006 in Des Moines!



Vickie McVey, Conference Chair and Diana Weber, Conference Co-Chair

