

# THE FLASH

## A Message From Our President



Suzy Ketelsen

Did you think winter would never end? Despite all the weather challenges our amazing SNAI STAR Board planned important events this year. The Directors Meeting held in West Des Moines this past October was a great success and well attended. The event was moved to the fall based on member feedback. Members felt if the Annual Directors Meeting was held earlier in the school year; information would be more timely and beneficial, and would allow more time to implement what they learned.

In January, the SNAI Board met in Des Moines. As president I challenged the board to make several changes in programming, marketing efforts, getting industry members more involved, modifying board position responsibilities, Bylaws, and the House of Delegates meeting. This Board worked very hard to reach our goals and I find myself amazed at all they accomplished!

The Nutrition Seminar moved to February and Kelley Lavelly, Vice President planned a fabulous event. Attendees enjoyed the "Chopped" presentation along with an update from the Bureau of Food and Nutrition. We are so fortunate to have the State Department as strong partners, thank you

Ann Feilmann and your Bureau team.

March 2-5, 2014 a small group from the Board traveled to Washington DC to the Legislative Action Conference. This important event allows the Iowa delegation to participate in training sessions and visit US. Congressmen about local and national issues. Representatives seemed very interested in the data presented and personal stories. Follow-up letters and dialog with representatives continue as a result of our visit.

Have you ever heard the saying "third time is a charm", well the proverb held true for SNAI's Day at the Capitol event. The event was originally planned for February 20th but finally happened on Tuesday April 2, 2014. LaRae Doll, our Co-Legislative Chair (for State initiatives) was put to the challenge and successfully planned an event that allowed SNAI members to visit with state legislators about SNAI, child nutrition programs. Des Moines Schools prepared a delicious meal. We had an amazing turnout which provide us an opportunity to introduce ourselves, the organization and educate state representatives about child nutrition issues. Following the event, SNAI Board members took advantage of the time together and met as a Board.

Susan Knight, Exhibits Chair and Industry Board Members Beth Wick and Jeff Udelhoven helped me create SNAI Partnership Program which is designed to enhance relationships between child nutrition professionals and industry representatives. Their dedication and created efforts made it possible implement the program this year in time for the 2014 State Conference. Thank you!!!

Be sure mark your calendar for June 17 and 18th for a trip to SNAI's Annual State Conference in Cedar Rapids. Judi Olson has done a great job as Conference Chair, and she has allowed me to give lots of input into the conference. We have wonderful speakers, fun-filled educational sessions, a tour, and filled exhibit hall. Should prove to be a professionally beneficial conference. Cedar Rapids is proud of the newly remodeled downtown area after the flood of 2008 and we are excited to host this event.

A special thank you to Kala Constant for serving as Publication Chair and producing another amazing edition of the FLASH. As Kala leaves the SNAI Board, we thank you for your dedication and creative talents. You successfully published a professional newsletter worth reading time and time again!

Julie Hauser has served in many different SNAI leadership roles but most recently as Secretary/Treasurer. As she finishes her last few months on the board, please know Julie, you did an incredible job and our organization is better because of your efforts. Thank you!

Dr. Elizabeth Hanna, Legislative Chair, retired from West Des Moines in January. SNAI has greatly benefited from her service over the years, she has served in many different state and national



*Continued on page 2*

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## A Message From Our President Continued

leadership roles. Beth has been a great mentor to me! I have enjoyed working with her, grateful she is my friend, and thankful for all she has done for this association and children in Iowa. Best wishes!

With Professional Standards, Smart Snack, New Health Codes it is so important to stay involved and connected to other child nutrition professionals. Reach out to your co-workers, friends and colleagues to tell them about the benefits of belonging to SNAI and how this professional organization continues to prepare school nutrition professional for their positions and to advance school nutrition programs.

Writing this final President's letter reminds me, my leadership journey will soon come to an end, and this brings to mind the image of a setting sun. That time of day I find myself reflecting on the day's events and unwinding, finding peace. As I complete my final months as SNAI President, I look back what made this amazing journey possible: SNAI Board members, SNA representatives, Industry partners, my dedicated office team and wonderful family. All of my life I've been fascinated by the beauty of sunsets....and this journey is ending with the most beautiful one of all. Side note: my daughter and I capture and share sunsets through Snapchat.

Finally, when I think of the theme: SNAI signifies a galaxy of amazing STARS, each one helping to create a bright future for school nutrition professionals around the State. I think of my supportive office team: Diana Nissen, Kala Constant, Denise Roberts, Amanda Brown and Karen James, who made it possible for me to serve. I feel confident that I'm leaving the association with a great leader and friend Laurie Lawson. Best of luck to you and the new board.

And to all the members, I wish to thank all of you for allowing me to serve this great organization and for the work you do to serve children in Iowa.

I look forward to seeing you at State Conference in Cedar Rapids.

Best wishes,  
Suzy

## Celebrating School Nutrition Super Hero at State Conference

School nutrition professionals work hard every day to prepare and serve delicious meals to students. Every school cafeteria across Iowa is staffed by passionate people who go above and beyond typical job responsibilities to provide students with a wonderful experience. The second annual **National School Lunch Hero Day** is **May 2<sup>nd</sup>** as the kickoff to School Nutrition Employee Week (SNEW) May 5-9, 2014. Across the country, this week of recognition highlights the important work of school cafeteria employees.



**Did you nominate someone or team for Iowa's Super Hero Award?** This year the School Nutrition Association Iowa in partnership with the Iowa Department of Education's Bureau of Nutrition and Health Services shall **recognize IOWA'S Super Heroes** at our Annual State Conference in June.

Members will vote during School Nutrition Employee Week in May, winners will announced by Jarrett J. Krosoczka June 18<sup>th</sup> during the Annual State Conference in Cedar Rapids.

Suzy Ketelsen, SNS  
President

## **SNAI Winter Nutrition Seminar Held February 8th, 2014**

SNAI's Winter Nutrition Seminar was held at Hoover High School in Des Moines on Saturday, February 8th. Our theme this year was a "!!Let's Get Chopped!!" competition. Despite a few inches of snow that morning, there were over 200 School Nutrition Association members/professionals in attendance!! SNAI appreciates all those who could attend. Thank You!!

Our feature presenter and judge was Miss Cindy Tinnel from Tennessee. Cindy is the winner of the Food Networks Chopped television series "School Nutrition Association Chefs"- "Class Acts Too" episode. Cindy shared with us her experiences with the "Chopped" competition and also the challenges and successes that she has as a Nutrition Programs Director within her school district. Cindy truly is a "Class Act!!"

Our "Chopped" competitors were Kohl Wholesale's superb staff members, Chef Brad Darnell and Miss Susan Kidwell, K-12 SNS, RD, LD. Brad and Susan graciously donated their time, resources and vast knowledge to SNAI. These professionals definitely made the seminar a huge success. Special thanks to Kohl for sharing their staff, resources and also for their generous donations of product to the School Nutrition Association of Iowa.

Presenting for Team Nutrition was Miss Carrie Scheidel. Thank you Carrie for sharing with us Team Nutrition's current information and updates. Amanda Brown, consultant with the Bureau of Nutrition/ Dept. of Ed., shared the latest information/updates with SNAI attendees. Amanda also did a great job of commentating for the "Chopped" competition!!

SNAI President, Miss Suzy Ketelson, shared with attendee's upcoming events and educational opportunities including the Annual SNAI Conference to be held in Cedar Rapids this June. Check out the SNAI web page for further information. SNAI Pres-Elect, Laurie Lawson, shared information for membership and updates.

A hearty thank you to Miss Tina Lawrence and the wonderful, efficient staff at Hoover High School for providing accommodations and preparing a great lunch and to Miss Beth Wick, Food Marketing Services for the gift bags and supporting SNAI. Thanks to everyone for their attendance, contributions and support of SNAI's Winter Nutrition Seminar!!

Note: SNAI Spring District Workshops have been moved to the early Fall of this year (2014). SNAI will provide us with the latest updates and information to ready us for the new school year.

Submitted By: Kelley Lavelly SNAI Vice President



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## Legislative Corner

### 42nd Annual Legislative Action Conference

March 2-5, 2014, a delegation of School Nutrition Professionals from Iowa joined approximately 1000 school nutrition professionals from across the country to urge congress to protect school meal programs as part of the Child Nutrition Reauthorization 2015. Delegates had the opportunity to learn from Washington insiders and hear from Members of Congress and representatives from the U.S. Department of Agriculture on the issues that matter most to children's nutrition.

LAC comes at a crucial time as school nutrition professionals struggle to manage the costs of meeting new nutrition standards for school meals. Since the standards were implemented in 2012, more than 1 million fewer students chose school meals each day and meal programs have experienced rising food costs with declining program revenue.

On Tuesday attendees "Charged to the Hill" and went to the US Capitol to meet their members of Congress and ask them to send a letter to Secretary of Agriculture, Tom Vilsack requesting the following improvements to the current requirements:

- The new meal pattern all grains offered through the school lunch and breakfast programs must be *whole grain* rich by July 2014. The transition to whole grains has resulted in increased costs, plate waste and participation declines. We ask that USDA formally and permanently cap the whole grain requirement at 50%, which follows the Recommended Dietary Allowances and was the initial HHFKA requirement.
- The requirement that all students take a ½ cup serving of *fruits* or *vegetables* as part of a reimbursable meal is significantly increasing plate waste and costs, and is reducing participation rates. We urge USDA to revise this requirement to offer, but not force students to take ½ cup, especially for secondary students and reduce the minimum to ¼ cup for elementary students.
- The new meal pattern requires dramatic reduction in *sodium content*. The "Target 2" level sodium reductions have the potential to further reduce participation rates – and more importantly, are not yet supported by sufficient scientific research. We ask USDA to suspend "Target 2" sodium levels until there is sufficient scientific support of such reductions.
- At this time, a very limited number of schools are able to offer nutrition education in the classroom for students. We ask that USDA develop a coordinated strategy with the Department of Education to integrate nutrition education into the core curriculum. Nutrition education must promote behavioral changes that encourage students to live a healthy productive life.
- We ask the Department to simplify child nutrition programs by easing the administrative and paperwork burdens on SFAs. To be successful, Child Nutrition directors need a lean efficient business approach in order to focus on providing nutritious appealing meals that students will eat.

Respectfully submitted by  
LaRae Doll, SNS DTR  
SNAI Legislative Co-Chair



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## **SNAI delegates 2014 Pictured at Senator Grassley's Office:**

Elizabeth Klingman, Wolff Group Inc  
Robert Shade, Winston Industries LLC  
Suzy Ketelsen, President  
Senator Charles Grassley  
Laurie Lawson, President Elect  
Kelley Lavelly, Vice President  
LaRae Doll, Legislative Co-Chair  
Elizabeth Hanna, Legislative Chair  
Tom Jensen, Foster Farms



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## **The Vendor Zone**

Our day in day out duties require us to juggle a lot of task. We must assign a priority to all of them and determine where they will fit in to our always full days. I would argue that no matter how busy we are nothing is more important than food safety and sanitation. Below is a list to help us break down running a safe operation into 9 manageable steps.



1. **Receive;** inspect all products during deliveries from approved suppliers to ensure expectations are met, including food temperature, packaging, and quality.
2. **Store,** Keep food safe and preserve quality by following good storage guidelines. Proper labeling, temperature control, placement, and rotation will ensure fresh, safe food.
3. **Prepare,** Make good food-prep choices by avoiding cross-contamination and time-temperature abuse. It is important to use the right thawing methods and special handling procedures. Always wash hands before and after food preparation.
4. **Cook,** food is safely cooked when it reaches a high enough internal temperature to kill the harmful bacteria that can cause illness
5. **Hold,** Foods held properly ensure food safety and quality. Foods must be held at the right temperature and covered appropriately using equipment and tools for their designated purpose.
6. **Cool,** food that is not going to be served immediately must be taken out of the temperature danger zone as soon as possible. Ice-water bath, ice paddle, or blast chiller are effective methods for proper cooling.
7. **Reheat;** ensure previously cooked foods are rapidly and thoroughly reheated through the danger zone to a proper holding/serving temperature.
8. **Serve,** Contamination is the biggest threat to food that is ready to be served. Clean and sanitized utensils, along with a trained staff, will help minimize cross-contamination.
9. **Clean,** Bacteria can be spread throughout the kitchen and get onto hands, cutting boards, utensils, countertops and food. Ensure hands, surfaces, and equipment are properly cleaned and sanitized.

The best way to keep our staff on task is to have a well-documented program to monitor and track or food production. There are many tools available to help you with the process, do not hesitate to ask suppliers for assistance.

Submitted by:  
Jeff Udelhoven  
SNAI Industry Representative  
US Foods



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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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## Family Wellness FUN

Recently three school districts took advantage of Team Nutrition sub-grants to add a wellness twist to their school's Family Night events. The grants were available to offer taste testing of fresh fruits and vegetables as healthy snack options and to feature school menu items.

**Waverly-Shellrock** held two taste testing opportunities. One was during the March middle school Family Fun Night. There were different opportunities for physical activities during the night along with the opportunity to hear Becky present information about the school meal programs. She featured the salad bar and had it set up for parents to see what students have access to each day. The other event was during the December Family Fun Night. The fifth grade Kids in the Kitchen cooking club prepared samples of school menu items to be sampled. They included Black Bean Salad and Fresh Granola.

Food Service Director: Becky Prostine



**Centerville** held a taste testing event during the school day in the cafeteria. All students were apart of event along with school staff, administration, and parent guests. The samples included: Spicy Hummus with fresh veggie dippers, Marinated Fresh Vegetable Salad, Hawkeye Salad, and Cyclone Salad. The biggest question was, "When can we do this again?" It was a POSITIVE food service experience!



Food Service Director: Holly Hutton



**Algona** held taste testing during a basketball game and had approximately 250 participants. The samples included: edamame beans, cold green peas, whole grain pizza, whole grain fruit crisp, whole grain pancakes, homemade whole grain hoagie buns, low calorie ranch, and fruit dip. They stated the event was a great opportunity to connect with parents and students to let them know why we do what we do and let them voice their opinion through voting and it was FUN!

Food Service Director: Kathy McGuire



**School Nutrition Association of Iowa  
57<sup>th</sup> Annual Conference Registration Form  
Cedar Rapids Convention Complex  
Cedar Rapids, IA  
June 17 and 18, 2014**

*Please Print Clearly:*

Name: \_\_\_\_\_ School Name: \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email address \_\_\_\_\_ School Location \_\_\_\_\_

Summer Phone \_\_\_\_\_ Email Address \_\_\_\_\_ SNA # \_\_\_\_\_

**CONFERENCE HIGHLIGHTS INCLUDE:**

- \*\* Keynote Speaker – Joy Long, Cedar Rapids, Iowa
- \*\* Keynote Speakers – Jim Ott and Erimina Soler
- \*\* Keynote Speaker – Jarret Krososzka – Author of the Lunch Lady Books
- \*\* Tour of Remodel – Jefferson High School
- \*\* Exhibits
- \*\* After Dinner Entertainment – Deuces Wild! – Dueling Pianos
- \*\* Door Prizes

**CONFERENCE REGISTRATION FEES:**

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

	<b>SNA Member</b>	<b>Non- Member</b>	<b>Amount</b>
Tuesday (only) June 17	\$65.00	\$90.00	_____
Wednesday only June 18	\$45.00	\$100.00	_____
Full Conference ( <b>FS Personnel/Manager</b> )	\$70.00	\$105.00	_____
Full Conference ( <b>FS Director</b> )	\$105.00	\$140.00	_____
LATE FEE APPLIES AFTER JUNE 6, 2014	\$20.00	\$20.00	_____

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

**TOTAL** \_\_\_\_\_

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

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3232 Fernwood Ct.  
Davenport, Iowa 52806  
(563) 349-3215  
[snaiowa@msn.com](mailto:snaiowa@msn.com)

One person per Registration Form – PLEASE MAKE COPIES

Doubletree by Hilton  
Cedar Rapid Convention Center  
350 First Avenue NE  
Cedar Rapids, IA 52401  
319-731-4444

<Mention that you are attending the SNAI conference for a special rate.

<Reservations must be secured with a credit card or pre-paid. *\$129.00 plus tax*

**Register by May 23, 2014 for the special rate.**



## CONFERENCE AT A GLANCE

### Monday, June 16, 2014

9:00 am – 1:00 pm	SNS Credentialing Exam
3:00 pm – 4:00 pm	SNAI Executive Board Meeting
4:00 pm – 5:00 pm	SNAI House of Delegates Meeting

### Tuesday, June 17, 2014

7:00 am – 11:00 am	Registration & Breakfast
7:30 am – 8:15 am	Early Bird Session - First Timer Welcome
8:30 am – 10:30 pm	Opening Ceremony & 1 <sup>st</sup> General Session: Point Me in Right Direction
10:45 am – 11:45	Bureau Update
11:45 pm – 12:00 pm	Load buses for lunch at Jefferson HS
12:15 pm – 1:30 pm	Lunch and 2 <sup>nd</sup> General Session
	Load Buses back to Convention Complex
2:00 pm – 4:30 pm	3 <sup>rd</sup> General Session: Beyond the Surface
	Free Time
4:30 pm – 6:00 pm	Platinum STAR Vendors Meeting with Directors (Invitation Only)
5:45 pm – 6:30 pm	Pre-Dinner Social Hour
6:30 pm – 8:00 pm	Dinner
8:00 pm – 10:00 pm	Evening Entertainment: Deuces Wild! – Dueling Pianos

### Wednesday, June 18, 2014

7:00 am – 10:00 am	Registration & Breakfast
7:00 am	Morning Walk – All are Welcome
8:00 am – 8:45 am	Welcome and Awards Presentations
8:45 am – 9:45 am	4 <sup>th</sup> General Session – Jarret Krososzka
10:00 am – 1:15 pm	Exhibits Open for <b>Directors</b> Only
10:00 am – 11:30 am	Interactive Work Safety Session – EMC
	What's In Your Bag: Jarret Krososzka and Micheline Piekarski
11:30 am – 1:15 pm	Exhibits – Everyone
1:30 pm – 2:30 pm	Crowning of Iowa's Super Hero and Closing Ceremony
2:30 pm	Door Prizes

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## More On Conference . . .

### **New SNAI Partnership Program**

A new *Partnership Program* was created by the School Nutrition Association Iowa to enhance relationships between child nutrition professionals and industry representatives, helping advance child nutrition programs throughout the state of Iowa. Together with SNAI's Industry Board members, the Partnership Program was designed to increase industry's interaction with school nutrition professionals and allow for greater product exposure statewide. The program offers a broad range of sponsorship opportunities so industry members may select partnership levels that best meet their needs and goals. It is important to take time to recognize our industry partners and thank them for their ongoing support. I wish to thank Beth Wick, Jeff Udelhoven, and Susan Knight for their work and creative "out-of-the-box" thinking!

Respectfully,

Suzy Ketelsen, SNS

President



### **PARKING DIRECTIONS**

#### **Cedar Rapids Convention Complex**

350 1st Avenue NE, Cedar Rapids, IA 52401

**Self-Parking:** Guests may self-park in either the Convention Center Parking Garage on 1<sup>st</sup> Avenue, across from the Hotel or in the Five Seasons Parkade Garage, located next to the hotel at the corner of 1<sup>st</sup> Avenue and 5<sup>th</sup> Street. Both Garages attach to the Doubletree by Hilton Cedar Rapids Convention Complex by skywalk on the third level of the garages. The skywalk enters the hotel on the second floor, near the U.S. Cellular Arena. Guests should take the elevator at the end of the Skywalks to the lobby of the hotel and proceed into the Convention Center.

Self-Parking Charges: \$.75 per hour (first hour free) with a daily maximum of \$12

**Valet-Parking:** Guests may valet park their cars from the front drive of the hotel, on 1<sup>st</sup> Avenue. When assisting guests with their parking, our Valet team will also direct them to their destination inside the hotel.

Valet-Parking Charges: \$10 for events, \$20 for overnight.



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### **Deuces Wild! Dueling Pianos**

#### **That's Entertainment!!!!**

After a busy day of training, idea sharing, touring, and meeting new people, you deserve a fun night of entertainment. Join us as we welcome back the men of Deuces Wild! Dueling Pianos - Ted Manderfeld and Dave Eichholz. For those who have been with us before when they have been our entertainment, you know the treat you are in for. All newcomers, hold onto your hat and join in the fun. The show features a surprising mix of music, classic rock, country, rap, pop....they do it all in a marathon of musical comedy where audience participation is enviable!

You can preview their show online line: Deuces Wild on Facebook or [wildpianos.com](http://wildpianos.com)



## School Nutrition Association – National Leadership Conference 2014

SNA's 2014 National Leadership Conference was held April 10-12 at the Hilton St. Louis at the Ballpark. This conference plays a critical role in training state leaders, building strong networks and assisting with membership growth. The NLC program is designed specifically for incoming state leaders and representing Iowa this year were Kelley Lavelly, Laurie Lawson, Judy Lubben and Julie Evans. Below is first-timer Julie Evans account of her conference experience.



### Learning Much More Than Leadership

*I'd be lying if I said I wasn't nervous flying out of Des Moines heading to St. Louis, Missouri for the National Leadership Conference for the School Nutrition Association. I wasn't sure what to expect as a future leader and I knew I would be traveling with the Future President, Future President-Elect, and Future Vice President. WOW!!! It was an intimidating feeling to say the least. These are strong, amazing women who have been with the association for many years and I am a relatively new member, relatively new in food service industry even. Would they welcome me, would they help guide me? YES! YES! YES!*

*I learned so much going through the Future Leader program. I learned about becoming a leader, the traits a leader should exhibit, the different styles of leadership, and being an effective coach and communicator. These things will help me, not only in the association, but with my employees and co-workers, and my family and friends. But truly, the greatest leadership lessons I learned were from our Iowa leaders. I can tell you going forward that we have an amazing group of people to lead our association into the coming years. They are smart, funny, friendly, and knowledgeable. I feel very comfortable saying that I left that conference with far more knowledge and confidence than I expected to.*

*As the Iowa team, we figured out an impressive strategic plan, discussed bylaws, laughed until we cried, agreed to disagree, compromised, learned new things, and learned about our roles in the National and State associations. We are going to have some great years of change coming toward us and I feel very lucky to have been a witness to it.*

Submitted by:

Julie Evans, SNAI Region IV Chair

### SNAI Board Meeting

The SNAI Board meeting in April, work on Bylaws, House of Delegates meeting, conference and finances.

A special thank you to the dedicated STARS that said YES when asked to serve on the Board.



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## **Day at the Capitol – Huge Success**

Weather played a huge factor in scheduling SNAI's 2014 Day at the Capitol event. The event was originally planned for February 20th but after several postponements, the event finally took place Tuesday April 2, 2014 in Des Moines at the State Capitol. LaRae Doll, our Co-Legislative Chair (for State initiatives) planned a wonderful event. LaRae and I wanted to expand and reach more legislators so she scheduled a larger room and moved the event time so now we offered a school lunch instead of a breakfast. Sandy Huisman, Director and Emily Ehlers, Child Nutrition Manager with Des Moines Schools led the team in preparing a delicious lunch! Other key players included the team in Des Moines Central Nutrition Center and warehouse staff. Legislators and state pages were offered: chicken wrap, fresh fruits, fresh vegetables and milk. Guests enjoyed the healthy option and were very complimentary. The guests were most impressed by the fact this same meal was offered that day in schools.

With legislators in session, the event was well attended. The room was big enough board members could spend time visiting with representatives. To help illustrate critical issues we face, large banners lined the room, each with the headings "Key Ingredients to Operating School Nutrition Programs". Legislators were also presented a brochure with information about Iowa programs and SNAI. Red was selected as our theme color to visually suggest unity. The goal of the event is to build relationships and educate representatives. LaRae did an amazing job and the event proved to be a huge success. Thank you!

Also a big shout out to our dedicated Industry Board members Beth Wick and Jeff Udelhoven for their dedication and continued support of SNAI. A special thanks to Linda Norton and Bryan Larson for taking time to attend and making a difference that day.

Suzy Ketelsen, SNS  
President



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## **Summer Meals Summit – Under Secretary USDA Key Note Speaker**

In an effort to bring awareness and collaboration to community members, United Way of East Central Iowa held a Summer Meals Summit on Tuesday February 18<sup>th</sup> in Cedar Rapids. USDA Under Secretary Kevin Concannon and Regional Division Director at Food and Nutrition Services Darlene Sanchez attended the summit, Under Secretary Concannon was the key note speaker. I took this opportunity to not only attend the event as a promoter of summer meals but also to advocate for school nutrition programs. The event proved to be very beneficial in identifying unserved areas and potential sponsors. I had the privilege to sit and visit with Concannon and Sanchez during lunch and afternoon meeting. It allowed me to share Iowa successes, for example how the Cedar Rapids Community School District partners with the Boys and Girls Club to provide hundreds of meals daily in the summer and because of a strong partnership, services have been expanded to an evening meal program. It's a perfect example, when people/business combine strengths and join forces, you can offer high quality sustainable services. Our partnership with the Boys and Girls Club sparked others to join efforts and now evening meals are offered at six different locations. We also talked at length about challenges facing school nutrition programs: need for meal pattern flexibility, financial burdens with high food prices and added regulations, and the need to simplify programs. As School Nutrition professionals we need to tell our story. Remember, if presented with the opportunity to meet with local, state or national representatives, take the time to tell our story. You know your program better than anyone!



Submitted by;  
Suzy Ketelsen, SNS  
President

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## Child Nutrition Programs – Behind the Scenes

With the recent changes to school meal regulations, the spotlight seems to be shining brightly on the contents of the lunch tray. But like any big production, the work that takes place to make this daily show a success involves a whole cast of people who are dedicated to students' health, well-being and their ability to learn.

As with any federal program, Child Nutrition Programs must adhere to numerous regulations in order to receive funding. State Agencies are charged with the task of monitoring school nutrition programs to ensure compliance with federal law and regulations. With the passage of the Healthy, Hunger Free Kids Act of 2010 a new administrative review structure was developed by USDA which involves combining elements of the Coordinated Review Effort (CRE) and the School Meal Initiative (SMI) review to create a unified monitoring process on a three year review cycle.

The structure of the new Administrative Review process focuses on five key areas:

### Critical Areas of Performance

- Meal Access & Reimbursement
- Nutritional Quality & Meal Pattern

### General Areas of Performance

- Resource Management
- General Program Compliance
- Other Federal Program Reviews



One big change in the process is the off-site assessment. The State Agency will collect information and materials to begin evaluating your program and to identify areas of risk before coming to visit in person. The on-site portion of the Administrative Review is intended to validate the information collected off-site and provide an opportunity to observe the operation of the school nutrition program in selected schools. The objectives of the new Administrative Review are the same as the prior review process; determine whether the SFA meets program requirements, provide technical assistance, secure any needed corrective action, and assess fiscal action, if applicable.

As the USDA continues to modify the script, the cast of characters must adapt to the revisions. Only the plot remains the same; students' health, well-being and their ability to learn. It is hard to remain positive when the critics show mixed reviews but perhaps with dedication and perseverance, we will one day get that standing ovation!

Respectfully submitted by:

Kala Constant, SNS  
SNAI Publications Chair  
Cedar Rapids Community Schools

After three years as your SNAI newsletter editor, it is time to pass the torch! **Willow Dye, Foodservice Director at West Des Moines Public Schools** has agreed to serve as **Publications Chair** on the SNAI Board and take over the duties as editor. I have enjoyed the past three years serving as Publications Chair and hopefully you have enjoyed reading the FLASH! Please help Willow by submitting your stories and photos for next fall to [dyew@wdmcs.org](mailto:dyew@wdmcs.org).

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## Chapter News

The Cedar Rapids Area School Nutrition Association held their annual Christmas Party on December 3rd 2013. The Butcher Block Restaurant catered a wonderful meal, everyone raved about the food. The staff were amazing they went above and beyond for the Association. Two of our members made all the table decorations then gave them away as door prizes. We raised around \$400.00 in new unopened toys and money for Toys for Tots. We enjoyed guitar music performed by one of our local high school students during dinner. A good time was had by all that attended.



## District Celebrations



Students at Linn Grove Elementary at Linn-Mar Community Schools were recently rewarded for positive behavior as a part of their Positive Behavioral Interventions and Supports (PBIS) program. It was still frigid outside when the school participated in their school wide Beach Day in celebration of reaching the halfway mark on their PBIS red ticket tank!

On Beach Day the entire school geared up for warmer temperatures, sand and sun. Staff incorporated the beachy themes into their lesson plans. And the kitchen and lunchroom was transformed into a

tropical paradise - The students had tons of fun with their beach picnic lunch - even though many of them had to bundle up in snow pants and boots for their recess afterwards!

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)