A new year, new beginnings…

We have a unique opportunity in school nutrition to have many new beginnings. As each school year comes to an end, we soon look forward to another new year beginning. With each new beginning come new ideas, new energy and excitement. As my staff returns from summer vacation, I see their eagerness and anticipation to start a new school year. They see a chance to put all those thoughts for program improvements and all the ideas learned over the summer into action.

Since our last newsletter, the association has had its own new beginnings or “firsts” if you will. The School Nutrition Association unveiled its new tagline, “Feeding Bodies, Fueling Minds.” This tagline promotes the important role school nutrition professionals and school meal programs play in fostering healthy, successful students. You will soon see this new tagline on our Missouri logo as well.

The bylaws committee has worked with Dr. Leonard Young, PRP, to update the association’s bylaws into a more efficient, functional document and to align it with SNA’s bylaws. Revisions will be discussed and voted on during the November membership meeting.

The association hosted its first Managers’ Retreat in June 2016. This training was directed specifically to kitchen managers who lead the day-to-day operations at a individual schools. The training was a success and we hope to continue this program for managers.

I want to thank the association for the opportunity to represent Missouri at ANC 2016 in San Antonio, TX. It was an honor to accept the Membership Goal Award during the Red Carpet Ceremony. Missouri had an astonishing 14% increase in membership and we are well on our way to reaching a record 1000 members!

I hope to see each of you at our State Conference, November 4-6, at Stoney Creek Hotel & Conference Center in Independence. You will find the conference schedule and registration information in this issue. We have many exciting networking and educational opportunities planned. Be sure to mark your calendars!

Dawn Matthews
President, Missouri School Nutrition Association
Dear Superintendents,

School nutrition is a complex and challenging business with many changing regulatory processes and professional standards that are now required for school foodservice staff. School districts do not have to do it alone. Membership to the School Nutrition Association can benefit school foodservice staff at all levels by providing the training to aid program management, job knowledge and be ready for professional standards.

Membership in the School Nutrition Association (SNA) is a smart investment for your school meal programs. Membership provides:

- Updates, guidance and resources for successful implementation of federal regulations.
- A national certificate and credentialing program to help members become trained professionals, bringing expertise to their programs. Missouri SNA provides scholarships to members for certificate fees and credentialing exam fees.
- Access to resources related to program management, cost-cutting, marketing and PR, budgeting and more.
- Free educational webinars and newsletters.
- SNA rewards excellence in school nutrition with various award programs for professionals nationwide. There are state and national award categories for school nutrition directors, cafeteria managers and employees too.

The support and engagement of school administrators like you is essential for successful school meal programs. We hope you take a few minutes from your busy schedule to glance through this issue to see what our association has to offer. Please encourage your staff to join or continue their membership.

Dawn Matthews
President, Missouri School Nutrition Association
Your Broadline Foodservice Distributor

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**Contacts:**

- **Aaron Kerkhoff, Director of Sales**  
  800.245.5645 ext. 2177  
  aaronk@kohlwholesale.com
- **Susan Kidwell, RD, LD, SNS**  
  800.245.5645 ext. 2717  
  susank@kohlwholesale.com
- **Rebecca Shinn, RD, LDN**  
  800.245.5645 ext. 2155  
  rebeccas@kohlwholesale.com
- **Ted Meyer, Industry Member**  
  800.245.5645 ext. 2122  
  tedm@kohlwholesale.com

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Today started for me like it does most weekday mornings. I made my breakfast and coffee and read the day’s version of news and election coverage. On the same morning, millions of kids across America went to school without breakfast.

In Missouri, approximately 50 percent of our students come from low-income and food-insecure households; those whose families struggle to get food on the table and make ends meet. Of those kids, less than half of them are eating breakfast at school. If these kids are in need of a free or reduced price meal, it’s not difficult to imagine that there may not be enough food at home. This is a solvable problem!

No Kid Hungry partnered with Deloitte to conduct a social impact analysis which found that kids who eat breakfast at school are more likely to graduate from high school…20 percent more likely to graduate!

School breakfast is important for all kids regardless of their economic situation, and the best way to increase participation in school breakfast is by switching to a “breakfast after the bell” service model. Whether it’s “Breakfast in the Classroom” for elementary kids, “Grab-n-Go Breakfast” for middle school students, or a “Second Chance Breakfast” for high school students, “breakfast after the bell” makes sense. It leads to better health and educational outcomes for kids, and it means healthier budgets for schools.

One school in southeast Missouri went from 17 to 86 percent participation in breakfast within 60 days of implementation – a 69 percent increase in two months! Imagine what a similar increase in participation rates could do for your nutrition programs and your revenues. More breakfasts served equals lower per-unit costs and greater reimbursement income.
Continued from Page 4

The No Kid Hungry Breakfast Challenge offers funding to qualified schools to help offset the costs of making the switch. Schools with a free and reduced eligible population of at least 60 percent can apply for funding up to $3,000 to cover the cost of equipment like rolling carts, kiosks and insulated bags. Applications are due no later than September 30, 2016. You can learn more about the Breakfast Challenge and complete your application by visiting us at http://dss.mo.gov/NoKidHungryMO.

Thanks to our partnership with the Midwest Dairy Council and Share Our Strength, we are happy to offer incentives to the highest performing schools. As part of the Breakfast Challenge, participating schools that see the highest increases in breakfast participation over the school year will be eligible for awards of up to $1,000.

I want to end childhood hunger in our great state. I hope you will join me.
Keynote Speaker

Roxanne Evans
Marketing Director, Chick-fil-A

Roxanne Evans officially became a Missourian in 1995. She completed her BSSE at CMSU after starting her higher education in her home state at Oklahoma State University. Roxanne taught in the Lee’s Summit School District as a 3rd and 4th grade teacher piloting the “Looping” program at Highland Park Elementary. She chose to stay at home after her first son was born. Roxanne has four boys, Mitchell 16, Dylan 14, Ryan 12 and Spencer 9. She is a law enforcement wife and has been married to her husband for 19 years. He is currently the Special Operations Sergeant for the LSPD. Roxanne has assisted several friends in organizing and establishing their businesses in the medical field and sports travel industry. She served as the Curriculum/Sunday School Director for her church and sang with a Christian mixed quartet. She returned to the work force as the Marketing Director of Chick-fil-A Independence Center over 6 years ago. She has been the ambassador of the brand and has shared the Chick-fil-A story in the community. Roxanne has been called upon to teach the leadership and customer service best practices as demonstrated through Chick-fil-A corporate wide.
### Friday, November 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 - 8:00 am</td>
<td>Check In for SNA Credentialing Exam</td>
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<td>(Pre-Registration &amp; payment with SNA required)</td>
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<tr>
<td>8:00 am - 12:00 pm</td>
<td>SNA Credentialing Exam (Pre-Registration &amp; payment with SNA required)</td>
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<tr>
<td>8:30 am - 5:00 pm</td>
<td>Registration for Conference</td>
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<td>9:00 am - 2:30 pm</td>
<td>Exhibitor Set UP</td>
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<tr>
<td>9:00 am - 12:00 pm</td>
<td>Pre-Conference Workshop – Open to All – Pre-Registration and Payment Required – Includes Lunch – See Conference Registration Form</td>
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<td>2. “Simplifying the USDA Procurement Guidelines” –</td>
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<td>Chuck Ainsworth, SFSpac Division Manager</td>
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<td>3. “Writing to Win: Formulating and Writing Bid Specifications for Food Service Equipment” – Mike Burke, CFSP, SNS, ServSafe Certified, Vulcan Equipment</td>
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<tr>
<td>12:00 - 1:00 pm</td>
<td>Pre-Conference Workshop Lunch</td>
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<td>(Only open to those registered for the Pre-Conference Workshop)</td>
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<tr>
<td>1:00 - 3:00 pm</td>
<td>Innovative Solution Session - Open to All</td>
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<td>Hear presentations and learn about new products from representatives from Cybersoft Primero Edge, Heartland School Solutions, Kohl Wholesale and Springfield Grocer Company.</td>
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<tr>
<td>2:00 - 3:00 pm</td>
<td>Vendor Hospitality – Vendors Only – Lunch Provided</td>
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<tr>
<td>3:00 - 5:00 pm</td>
<td>Vendor Hall – Directors Only</td>
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<td>4:30 - 5:00 pm</td>
<td>First Timers Meet &amp; Greet</td>
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<tr>
<td>5:00 - 8:00 pm</td>
<td>Vendors Hall – Open to All</td>
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<tr>
<td>8:00 - 10:00 pm</td>
<td>“Viva Las MSNA” – A Networking Reception</td>
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<td>Sponsored by Springfield Grocer Company</td>
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Saturday, November 5

6:30 - 8:00 am  Wellness Walk

6:30 - 9:30 am  Breakfast Available for Hotel Guests Only

7:00 - 11:00 am  Conference Registration

8:00 - 9:00 am  Regional Directors & Chapter Presidents Planning Session Breakfast

9:00 - 10:30 am  Opening Ceremony
“Creating a Culture of Service”
Presented by Roxanne Evans, Marketing Director, Chick-fil-A

10:45 - 11:45 am  First Breakout Sessions

1. “Customer Service”
   Roxanne Evans, Marketing Director, Chick-fil-A

2. “Tossing Together a Safe & Tasty Salad”
   Lisa Farmer, Nutrition Specialist, Missouri Department of Health & Senior Services

   Chuck Ainsworth, SFSpac Division Manager

4. “Tips & Tricks For Keeping Your Equipment Season Ready!”
   Mike Burke, CFSP, SNS, ServSafe Certified, Vulcan Equipment

5. “Don’t Roll the Dice on Food Safety”
   Center of Excellence for Food Safety Research in Child Nutrition Programs, Kansas State University

12:00 - 1:30 pm  Lunch – Provided for Registered Attendees
Annual Membership Meeting

1:45 - 2:45 pm  Second Breakout Sessions

1. “Professional Standards in Child Nutrition Programs”
   Lauren Sciacca, Nutrition Program Specialist, DESE

2. “Tossing Together a Safe & Tasty Salad” – Repeat Session
   Lisa Farmer, Nutrition Specialist, Missouri Department of Health & Senior Services

3. “Sanitation” – Repeat Session
   Chuck Ainsworth, SFSpac Division Manager

4. “Don’t Gamble on Food Safety”
   Center of Excellence for Food Safety Research in Child Nutrition Programs, Kansas State University
3:00 - 4:00 pm  Third Breakout Sessions

1. “No Kid Hungry – Missouri”
   Jonathan Barry, Director, No Kid Hungry – Missouri

2. “Tips & Tricks For Keeping Your Equipment Season Ready! ” – Repeat Session
   Mike Burke, CFSP, SNS, ServSafe Certified, Vulcan Equipment

3. “Boosting Meal Participation Through Menu and Service Enhancements”
   Bridget Sheehan, RDN, LD, MS, Director, Health & Wellness, Midwest Dairy Council

4. “Take Your Fist Step Towards Achieving the SNS Credential”
   Lori Danella, SNA Midwest Regional Director & Nutrition Coordinator, Lee’s Summit R-7

4:00 - 6:30 pm  Free Time

6:30 pm  Awards Banquet, Banquet Attire: Semi-Formal
   Installation of Officers

8:00 pm -12:00 am  Rockin’ Reception – Get Up and Boogie, Synergy Style!
   Featuring Open Bar and Live Music with Gorilla Dance Club
   Sponsored by Synergy Food Sales (costumes are optional)

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**Generations Gaps**

9:00 am - 11:00 am

Will Wooten & Paul Larimore

Will Wooten and Paul Larimore, veteran Sales Trainers for Shelter Insurance Companies have enjoyed training, entertaining and performing for many years. Their interactive program, designed to highlight the 4 Generations (Traditionalist, Baby Boomers, Generation X, and Millennials) at work will entertain attendees during the closing session on Sunday, November 6. The program, Generations Gaps is based on human behavioral studies explores the characteristics of each generation at work and offers practical approaches to working more effectively with generational influences.
7:00 - 10:00 am  Breakfast Available for Hotel Guests Only

9:00 - 11:00 am  “Generations Gaps”
Will Wooten & Paul Larimore, Training and Development Specialists, Shelter Insurance Company
Immediately following the final general session:
Special Recognition & Announcements
Purse Raffle Winners Announcements and Adjournment

11:30 am  2016 - 2017 Executive Board Meeting

Managers’ Retreat
The MSNA Managers’ Retreat was held June 23-25 in Jefferson City. We were pleased with the turnout for this event! To assist members working towards the SNA certificate program, Nutrition 101 was offered as a pre-retreat training. We had 38 members attend Nutrition 101. The Managers’ Retreat included classes on financial management, leadership, customer service and food enhancement. There were 42 engaged members in attendance for the retreat. The Institute of Child Nutrition provided knowledgeable instructors for both Nutrition 101 and the Financial Management course. MSNA recognizes the importance of kitchen managers when it comes to the day-to-day operations in the kitchen and plans to continue this individualized training for them.

Dawn Matthews, President
Missouri School Nutrition Association

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Going All In!

2016 MSNA ANNUAL CONFERENCE
NOVEMBER 4-6  Stoney Creek Hotel & Convention Center, Independence, MO

Please register by Friday, October 14, 2016. Use a separate form for each person.

Name: ____________________________________________
Title: ____________________________________________
School District: ____________________________________
School Address: ____________________________________
City: _____________________________________________ State: _________ Zip: __________________
Work Phone: __________________________ Fax: _________
Email: __________________________________________

First Timer: ○ Yes ○ No  Buyer: ○ Yes ○ No

○ Pre-Conference Workshop (Open to all)  $50.00 __
   Friday, November 4, 2016  9:00 am - 12:00 pm
   12:15 pm – 1:00 pm - Lunch (provided to those registered for Pre-Conference Workshop)
   1:00 pm – 3:00 pm - Innovative Solutions Sessions

○ Regular Full Conference Registration (Includes All Meetings, Meals, Exhibits and Entertainment except
   Pre-Conference Workshop)
   Member  $125.00 _____  Non-Member  $175.00 _____
   Banquet Meal Choice: ○ Plated Dinner  ○ Vegetarian Plate
   Additional Banquet Tickets  ________ @$60.00________
   Additional Breakfast Buffet Tickets ________ @$30.00_
   TOTAL AMOUNT DUE: ______
   TOTAL AMOUNT ENCLOSED: ______

P.O. Number or Credit Card Number: _______________________________ Exp. Date: _____ / ______

Signature (Signature Required For All Attendees): ____________________________ Security Code: ________

Make checks payable to: Missouri School Nutrition Association (MSNA)  Fax form to: 573-446-8589
   2100 I-70 Drive Southwest, Columbia, MO 65203

For room reservations: 1-800-659-2220
   Ask for our group by name. Reservations must be
   made by October 14, 2016 to receive the MSNA
   reduced rate of $99.00-$129.00 + applicable taxes.

No refunds after October 14, 2016.

MSNA does not issue receipts.
Please make a copy of this form to serve as your receipt.

Questions? Call MSNA at 573-445-0929 or 888-276-4307, or
email msna@msbanet.org.
National #SchoolLunch Week Kicks Off in October!

Be sure to mark your calendars! National School Lunch Week (NSLW) 2016 kicks off on October 10. This year’s theme, “School Lunch: Show Your Spirit,” challenges students, staff and school officials to come together to show how much spirit they have for school lunch. SNA provides many resources to help you promote your program: activity sheets for students, infographics for parents, customizable menu and press release templates, and much more. To learn how your school can join the celebration, visit www.schoolnutrition.org/NSLW.

Have You Heard? There is a new Professional Standards Hub!

Looking for information about professional standards? In need of training hours or looking for resources for your staff? Then look no further! The new Professional Standards Hub has the relevant information that you are looking for conveniently located in one place, including:

- Training tracking tools
- New learning plans for school nutrition staff
- Guidelines for coding training

Track Your Training with the Professional Standards Learning Plan

The Professional Standards Learning Plan has been developed in direct response to member feedback. The learning plan provides a method of tracking for supervisors and managing staff. The learning plan comes prepopulated with links to 36 free online trainings based on job level and can be customized to include in-school trainings as well. Visit the Professional Standards Hub and click on Learning Plan to see more information and download the learning plan for use in your school.
Value Added School Services

- FOOD COST ANALYSIS REVIEW
- SHOWS AND BUYING OPPORTUNITIES
- KNOWLEDGEABLE SUPPORT STAFF
- MENU SERVICES PROGRAM
- SERVSAFE® CERTIFICATION TRAINING
- COMPLETE CHEMICAL PROGRAM
- COMPLETE BEVERAGE PROGRAM
- FRESH PRODUCE
- A LA CARTE PRODUCTS
- EQUIPMENT & SUPPLIES
- ONLINE ORDERING
- BACKPACK PROGRAM

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Dear MSNA Members and Industry Members,

We are looking for donations of NEW purses, briefcases, wallets, wristlets and laptop bags for men or women to be raffled off at the 2016 MSNA State Conference. Designer bags such as Coach, Fossil, Nine West, etc. are welcomed along with those that are fun to carry or are designed for the children in our lives.

Generate some excitement and make your purse fun. Feel free to stuff the purse with a fun surprise. Show your creativity creating a one-of-a-kind gift. Anything inside the purse will be kept secret until the winner opens the bag.

Chelsey Triplett was the recipient for the 2015 “Pursuing Excellence in Child Nutrition” Scholarship. Chelsey received a full scholarship to the MSNA Annual Conference in Branson. She is completing her degree in Nutrition and Food Systems Management at the University of Central Missouri. This year’s raffle proceeds will fund scholarships to our members that complete their SNA Certification or their Credentialing Exam. In addition to the Certification and Credentialing Exam scholarships, proceeds will enable MSNA to continue to award six scholarships to the Missouri Culinary Skills Institute annually.

Members will be able to purchase tickets to enter for a chance to win. Tickets will be sold six for $5.00 or a baker’s dozen (13) for $10.00. A random drawing will be held and the winners announced at our Sunday, November 6th morning session. Cash and checks will be accepted.

You must be present to win. We will plan to have enough table space for the purses to be displayed. Please contact Brad Kramer at 1-816-521-5371, ext. 14021 or email brad_kramer@isdschools.org by Friday, October 14th indicating your interest in donating a purse for the raffle.
Please plan to attend the 2017 Missouri SNA Jefferson City Legislative Day to be held on Tuesday, January 17, 2017. Our goal will be to enlighten our senators and representatives about how the NSLP and SBP serve the students of Missouri and highlight some of our program achievements.

Participants will drop off the SNA issue paper and other pertinent information regarding Missouri School Nutrition Programs. We want to share with our legislators our successes and make them aware of current challenges within the meal programs.

**Legislative Day Agenda**

10:30 a.m.  Assemble and Discuss Packet Information  
Governor’s Office Building, Room TBD  
200 Madison St., Jefferson City, MO 65101

11:30 a.m.  Learn and Go Lunch

12:30 p.m.  Short Walk to State Capitol to Distribute Information

2:30 p.m.  Feedback from Visits and Program Wrap Up

**RSVP to Beth Stocksisck at msna@msbanet.org by January 6, 2017.**
Missouri School Nutrition Association
2100 I-70 Drive Southwest
Columbia, Missouri 65203

Missouri School Nutrition Association
The Voice of child Nutrition in Missouri

Fall NEWSLETTER

In this issue:

• Breakfast After the Bell: Healthier Kids and Healthier Budgets
• Keynote Biography: Roxanne Evans
• It’s in the Bag!
• National #SchoolLunch Week Kicks Off October!
• Conference Schedule

www.mosna.org