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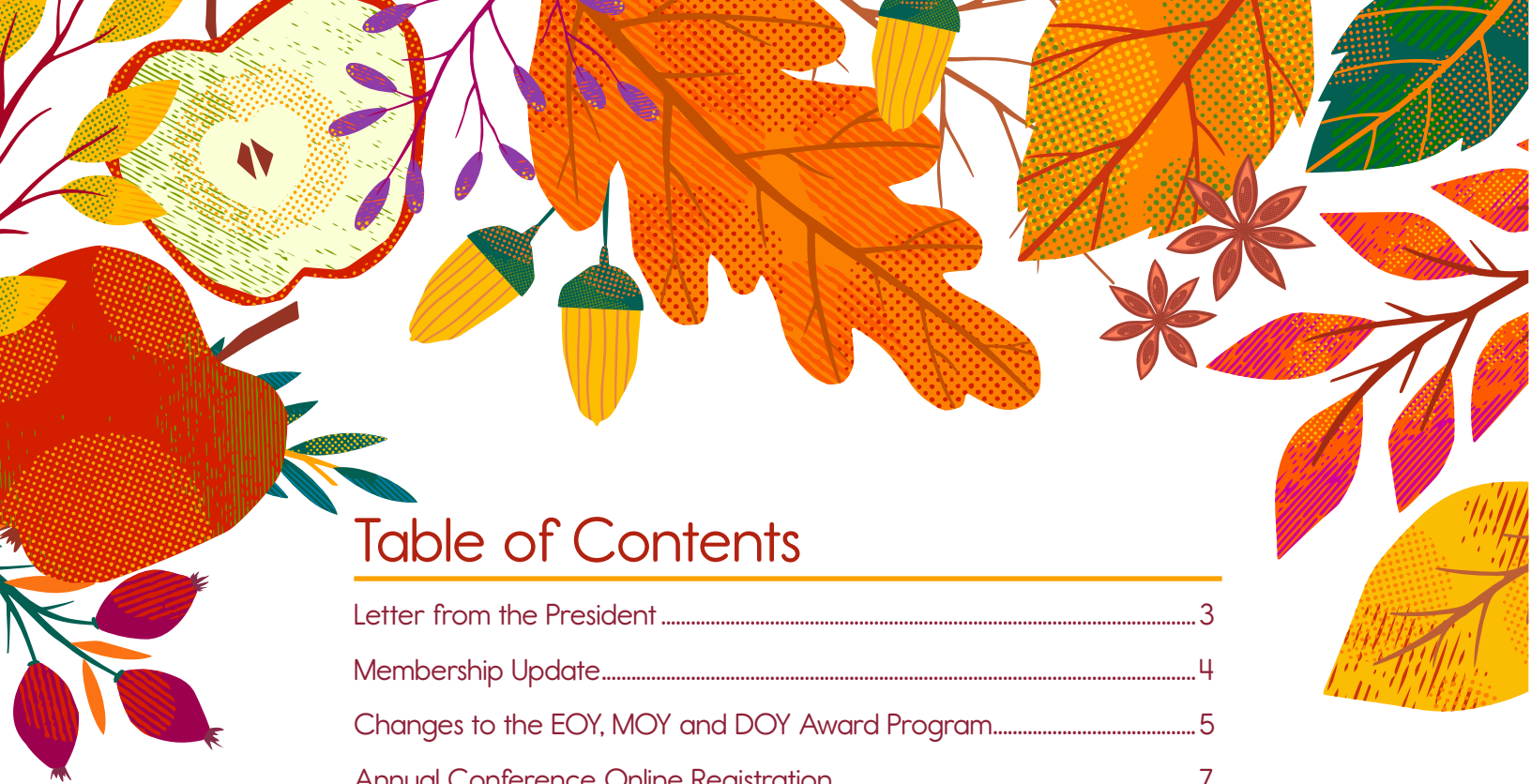
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Missouri School Nutrition Association

# MESSENGER

The Voice of Child Nutrition in Missouri

FALL 2021



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## Letter from the President

---

I sit at a blank page and wonder yet again... what can I possibly say to our membership? Whether appropriate or not, I told our Administrative Team prior to school starting that we thought the 2020-21 school year was rough... until 2021-22 came along and said, "Hold my beer!"

What a heavy, heavy year it has been. Distribution issues, manufacturing backlogs, commodities delayed – let alone being able to staff our kitchens! Whoever said last year, "It can't get worse," cursed us all! Is it just me? Or does it feel like it should be April and October just started!

I commiserate with you. Things are hard, very hard and no foreseeable end in sight. It is more important than ever that each one of us know our "Why?"

"Whys" are the reason we get up every day. "Why" is what makes us continue to do what we do, day in and day out – in not just the good times, but the bad too. During times of struggle, staying focused on your "why" will provide the motivation needed to keep going.

"Whys" are very personal. They should excite you. They should be meaningful to you, as it is YOUR reason for focusing on and accomplishing your goals. Your "why" provides a compass in the mess and can even provide a north star to guide your decision-making.

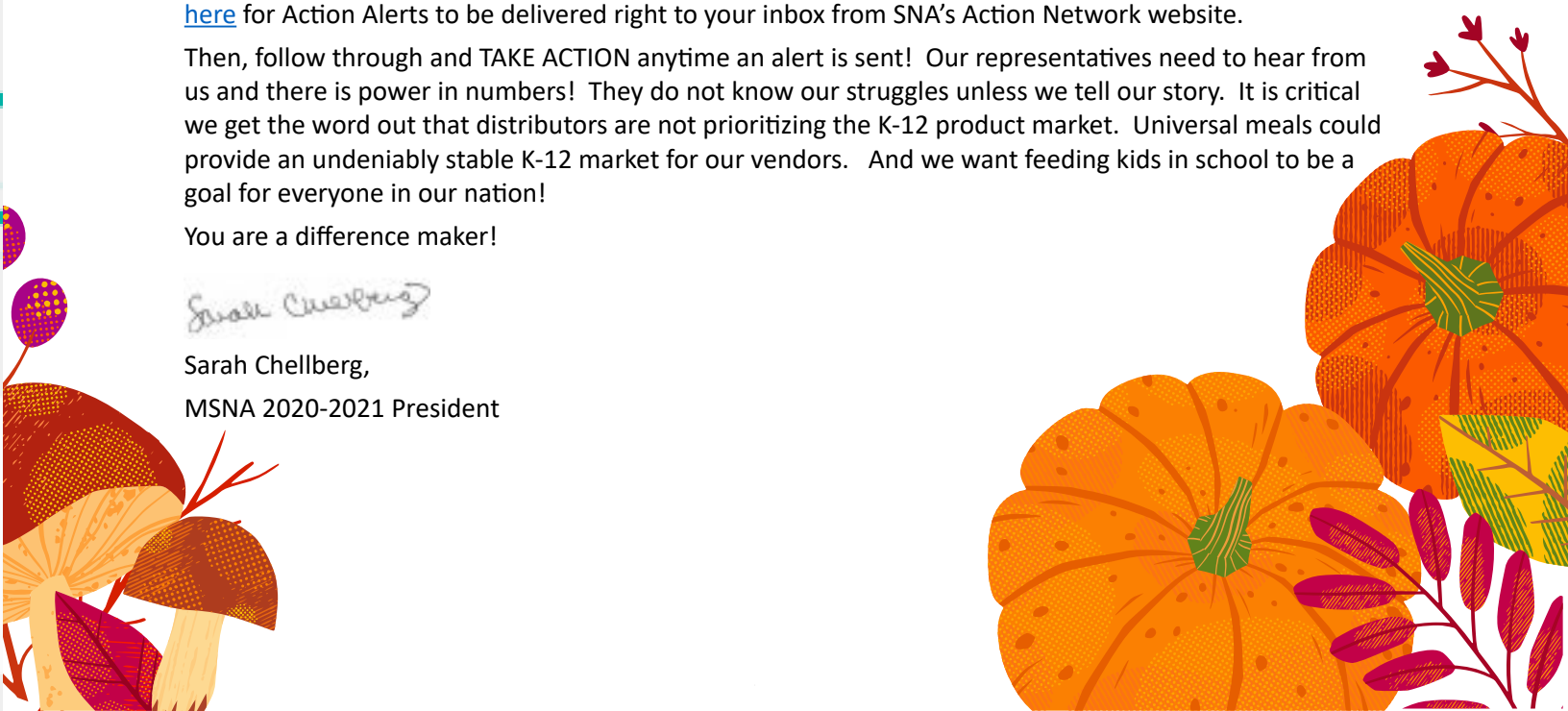
My experience is that many of us in this industry have servant hearts. We are driven by a need to serve. Our motivation is knowing children had great meals to eat thanks to us. Daily we are granted the opportunity to make an impact on student's day. Overall, we assist our kids in getting an education! That's powerful. Children all over Missouri are learning each day because our food fuels them. I sure hope feeding children gives you a sense of purpose, because it does me. So, I encourage you to know your "why". Use it to motivate you and stay on course.

There still are tangible things we can do. And if you're like me and want to 'fix it' then doing something is better than nothing! I encourage you to [subscribe](#) to SNA's Tuesday Morning newsletter. This will keep you updated on federal and state policy issues. Also, SNA makes it easy to send personalized letters directly to your federal and state representatives, through their Take Action e-mail notifications. Sign-up [here](#) for Action Alerts to be delivered right to your inbox from SNA's Action Network website.

Then, follow through and TAKE ACTION anytime an alert is sent! Our representatives need to hear from us and there is power in numbers! They do not know our struggles unless we tell our story. It is critical we get the word out that distributors are not prioritizing the K-12 product market. Universal meals could provide an undeniably stable K-12 market for our vendors. And we want feeding kids in school to be a goal for everyone in our nation!

You are a difference maker!

Sarah Chellberg,  
MSNA 2020-2021 President





## Membership Update

Thank you for being an MSNA member! We appreciate your support in furthering our endeavors for continuing education and promotion of your hard, essential work at the local, state, and federal levels.

If you are not a member, this is the perfect time to participate. This year's membership campaign is called "Membership starts with ME #ISupportSNA." Once a month, there will be a prize drawing for all current members employed by a school district/school nutrition operation/state agency that sign up a new member during that month. The current member must be listed as the "Referrer" to be eligible. Prizes can include a free SNA membership, SNA Shop gift card, or a free Training Zone Class.\*

For more details, please visit: <https://schoolnutrition.org/membership/recruitment/membership-starts-with-me-i-support-sna/>

Don't forget to check out our educational scholarships, available to members. Visit [www.mosna.org/awards](http://www.mosna.org/awards) for more information.

\*Prizes subject to change



Irene Wan  
Membership  
Chair



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# Changes to the EOY, MOY and DOY Award Program

Effective September 2021, the School Nutrition Association has made some major changes to the SNA Awards Program so all members can be recognized for their hard work to ensure well-nourished students across the country are prepared for success.

**Nominations must be submitted online by Monday, March 1, 2021.** There are SNA awards to recognize every member type:

- [Employee of the Year Award](#)
- [Manager of the Year Award](#), in honor of Louise Sublette
- [Director of the Year Award](#)

## What's Changing?

When you nominate for an award, there will be many new changes we hope you'll enjoy! You will notice that the applications are now all digital and are supported through the awards platform, Submittable. This new platform will now give you as a nominator the:

- Ability to nominate an individual without completing the entire application;
- Ability to collaborate with your nominee(s) on the application (optional);
- A streamlined application form(s); and
- The timeline of activities for nominees and state affiliates.

We have also made some changes to make the awards more inclusive and accessible, so with that we are excited to announce we:

- Allow self-nominations.
- Will use an ad-hoc committee of volunteers for regional judging.
- Removed certificate requirement for the Employee of the Year (EOY) and Manager of the Year (MOY) Awards, and will use points in the scoring rubric to give the nominee credit for having the certificate.
- Removed requirements for a certificate or credential and service on state or national committee or board for the Director of the Year (DOY) Award, and use points in the scoring rubric to give the nominee credit for having these qualifications.
- Shortened the membership requirement to three (3) years for the DOY Award.



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# Annual Conference Online Registration

To register, please go to the MSNA website, [www.mosna.org](http://www.mosna.org) home page. Scroll down to the Upcoming Events section and click on MSNA 2021 Annual Conference. There you will find an Attendees section with the links to this brochure, the attendee registration link for credit card registration and the attendee registration link for check registration, the hotel property online reservations link, and the pre-conference and keynote speakers' information.

You will receive an emailed confirmation after you complete the registration process. The check registration confirmation will contain the mailing instructions for payment. If you have any questions, please contact the MSNA office at 1-573-445-0929 or email [msna@mosba.org](mailto:msna@mosba.org).

Pre-Conference \$50.00 (includes lunch on Friday)

Conference registration includes breakfast Saturday & Sunday and banquet Saturday evening

Conference – Member \$130.00

Conference - Non-Member \$180.00

Conference Registration Cutoff – Friday, October 29, 2021

Hotel Reservation Cutoff – Monday, October 18, 2021

# Annual Conference

Holiday Inn KCI Airport & KCI Expo Center, Kansas City, MO

November 19 - 21

2021



IT'S ALL ABOUT THE JOURNEY,

**Don't Stop Believing!**

Register online at [www.mosna.org/event/msna-annual-conference/](http://www.mosna.org/event/msna-annual-conference/).



# GUEST SPEAKERS

## PRE-CONFERENCE SPEAKER

### Scott Lesnick

Scott Lesnick is a Global Keynote Speaker who is motivational, instructional, and educational in style and tone. He presents powerful keynotes and interactive breakout sessions, webinars at 60+ events a year, and is a consultant and author. Also, Scott earned his Certified Speaking Professional designation from the National Speakers Association. Only 12% of speakers worldwide have this designation! Scott is also a Certified Virtual Presenter.



Scott's motivational, educational, and inspirational presentations center around topics including personal and professional growth, leadership, HR, generational and cultural inclusion excellence in leadership, project and change management excellence, healthcare professional development and increasing productivity. Plus, maximizing performance, maximizing operational performance and excellence and managing change through great leadership.

## OPENING KEYNOTE SPEAKER



### Kay Frances

Motivational humorist, Kay Frances, has shared her message to "lighten up, stress less and take care of ourselves" in 40 states and Canada for over 30 years. She holds a master's degree in Business Administration, a

degree in Health and Physical Education and a 4th degree black belt in karate. She was also a family caregiver for seven years.

Kay is the author of "The Funny Thing about Stress; A Seriously Humorous Guide to a Happier Life."

When it comes to humor, Kay is the "real deal" having performed as a professional standup comedian for many years and appearing on several national television and radio programs including Lifetime Cable's "Girls Night Out" and NBC's "America's Funniest People." She also lived and performed in New York City where she appeared at the nation's top comedy clubs such as "The Improvisation" and "Catch a Rising Star."

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## ***CLOSING KEYNOTE SPEAKER***

### **Patrick Henry**

Customers stay loyal when the business they're working with creates an emotional connection. That's the message Patrick Henry, former Nashville songwriter and featured performer on the SiriusXM Radio Family Comedy Channels, wants his audience to take home with them.

Customer loyalty, Henry stresses, is fragile and customers will be loyal to those whom they are emotionally connected. "If you can make them feel, you can make them buy."

Growing up in the football town of Auburn, Alabama, Patrick saw firsthand how fans are made. His background, in part, led to the realization that engagement is the foundation for loyalty, and loyalty is the foundation for emotional and financial buy-in.

Henry often says, "we learn best when we are being entertained," which is why Patrick's audiences can look forward to humor, guitar playing, and original songs during his presentation "Becoming Remember-able." Many of the concepts you will hear can be found in his book "The Pancake Principle: Seventeen Sticky Ways to Make Your Customers FLIP For You," which can be found on Amazon.com. When not traveling, Patrick loves spending time with his wife Lesley and three children and trying to get his golf handicap under 20.



## ***BREAKOUT SESSION SPEAKER***

### **Joe Pettit**

Joe struggled with substance abuse for much of his teenage and adult life. Drug-free and alcohol-free since 2016, he refocused his life placing family, sobriety, and leading others above all else. He speaks to groups about how they hold the key to unlock success if they'll just believe and put in the work.

In his inspiring and life-changing talks, Pettit connects with audiences, teaching them that it is never too late to battle back from adversity and make dreams a reality.

He and his wife have been married for 11 years and live in Charleston, SC with their three children – Lexxie (16), Valdo (14), and Isabella (1).







Missouri School Nutrition Association

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FALL NEWSLETTER

[www.mosna.org](http://www.mosna.org)