

Spring 2026



MESSENGER

Feeding Bodies. Fueling Minds.™



The Voice of Child Nutrition in Missouri



MISSOURI SCHOOL NUTRITION ASSOCIATION - MOSNA.ORG



TABLE OF CONTENTS



- 3 President's Corner
- 4 Industry Newsletter
- 5 3% Participation Award
- 6-7 2026 MSNA Awards
- 8-9 2026 MSNA Annual Conference



Kansas
City

Jefferson
City

Wright
City

Show me Missouri!



JUMP START



Jo Haraldson

School Nutrition Manager
jharaldson@goldstarfoods.com
D: (417)908-8024



Julie Evans

School Nutrition Manager
juevans@goldstarfoods.com
D: (712) 310.3351



Josh Winters

Inside Sales Rep
jwinters@goldstarfoods.com
D: (573) 353-4680

Contact your School Nutrition Team TODAY to learn more about our Jump Start Program, and find out why Gold Star Foods truly is

THE School Nutrition Supply Chain™

(800) 540-0215 | goldstarfoods.com | [f](https://www.facebook.com/goldstarfoods) [i](https://www.instagram.com/goldstarfoods) [@goldstarfoods](https://www.twitter.com/goldstarfoods)



GOLD STAR FOODS



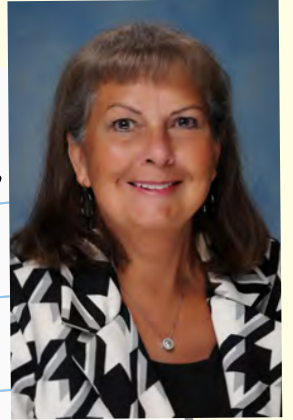
A GS Foods Group
Company



President's Corner

Greetings MSNA Members,

It is my absolute honor and privilege to serve as your President. I am committed to representing this incredible community of professionals who work every day to make a real difference in children's lives by nourishing students to learn—one meal at a time.



If you are new to school nutrition—welcome! We are excited to have you join us. If you are a seasoned professional, thank you for your continued leadership and dedication. I encourage each of you to reach out, uplift someone new, share your wisdom, and invite others into this rewarding profession.

It is hard to believe we are coming to the end of the 2025–2026 school year and are already preparing for the start of summer school. This year has likely brought good days, challenging days, frustrating moments, and maybe even a few tears—but through it all, we regroup, refocus, and show up the next day. That is who we are. We are dedicated professionals who carry our students' well-being in our hearts. We do what it takes to ensure they are nourished, cared for, and ready to learn each and every day. Our commitment goes far beyond serving meals—we provide consistency, compassion, and support for the students who count on us. You continue to show up, push forward, and make a difference. The work you do matters, and the impact you make is felt far beyond the cafeteria.

Congratulations to Jennifer Holbert (Lee's Summit R-7), recipient of SNA's Employee of the Year Award, and Barbie Doyle (Lee's Summit R-7), recipient of SNA's Manager of the Year Award. Both will be recognized this summer at SNA's National Conference. They are shining examples of the dedication, passion, and excellence our members bring to serving students every day.

Together, we can keep the spirit of MSNA strong as we continue to strengthen and elevate school nutrition across the great state of Missouri. Across our state, school nutrition professionals are making an incredible impact each day—feeding minds, fueling bodies, and shaping futures. Our association remains committed to supporting you through meaningful professional development, strong advocacy, innovative training, and opportunities to connect, grow, and lead.

This year, the Missouri School Nutrition Association proudly celebrates its 80th anniversary—marking eight decades of supporting school nutrition professionals and advancing student health since its founding in 1946. The 2026 Annual National Conference, July 12–14 in Charlotte, North Carolina, will be a major celebration of 80 years of "Showing Up." I hope to see many of you there!

I encourage you to stay engaged, stay inspired, and stay bold. The work you do matters. The leadership you bring matters. And the difference you make every day in the lives of our students is powerful and lasting.

Thank you for your dedication, professionalism, and unwavering commitment to the children of Missouri. I am proud to serve as your president and excited for all we will continue to accomplish together.

Lori Danella

Lori Danella, MS, SNS | 2025-2026 MSNA President



Industry Newsletter

Andy Dudenhoeffer, MSNA Industry Partners Committee Chair
& Central Division Director of Sales, Synergy Food Sales



Dear School Foodservice Professionals and Industry Partners,

Time continues to move at an astonishing pace—another school year has passed so quickly! Spring has arrived, and I hope you have had the opportunity to enjoy some of the beautiful weather we have been experiencing.

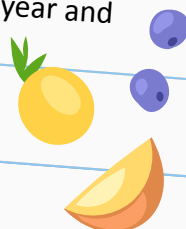
This time of year represents both an ending and a beginning in our annual cycle. For those of us in school food service, we are wrapping up the current academic year while already preparing for the next. It truly is a season of “overlap.” Our industry rarely experiences downtime, and very few foodservice sectors complete budgeting, approvals, forecasting, and planning as far in advance as K-12 foodservice does. It is so impressive that every year, all these tasks get completed (along with potential state audits), and the new school year begins seamlessly. Each one of you are truly outstanding food service professionals and we appreciate you!

That level of preparation takes tremendous effort, and I know this season can be challenging. The 2025–2026 school year brought many new products and manufacturers into the K-12 market, which is an encouraging sign that our industry is continuing to grow, recover, and move forward. On behalf of our industry partners, thank you for your dedication to restoring, strengthening, and advancing K-12 foodservice across the great state of Missouri.

Looking ahead, I encourage you to attend the Missouri School Nutrition Association Annual Conference on November 6–8, 2026, at Chateau on the Lake in Branson, Missouri. We had strong attendance in the vendor hall in 2025, and our goal is to exceed that in 2026.

It is never too late to join our association of K-12 foodservice professionals. If you know school districts or industry colleagues who have not attended before, please extend an invitation. We greatly value our current members, and we are always excited to welcome new participants.

Wishing you a successful close to the school year and a wonderful summer. On behalf of the industry, best wishes for an excellent 2026–2027 school year!



3% PARTICIPATION AWARDS



MSNA continues our celebration of member school districts who have increased their participation this school year. To see if your school qualifies, please visit www.mosna.org/awards to download the forms for Breakfast and Lunch. The deadline for submission is **August 1, 2026**.

Submit completed forms to msna@mosba.org.



IT'S ALWAYS HOT AND DELICIOUS RIGHT OUT OF THE BOX.

Domino's Smart Slice is handmade in a local Domino's and delivered hot — right to your school. Plus, it can meet all USDA requirements for the National School Lunch Program.



Andrea Hougaard - andrea.hougaard@dominos.com - (414) 551-0189

Program available at participating locations nationwide. ©2024 Domino's IP Holder LLC. Domino's®, Domino's Pizza® and the modular logo are registered trademarks of Domino's IP Holder LLC.





2026 MSNA Awards



Jennifer Holbert

**Nutrition Administrative Assistant
for Lee's Summit R7 School District,
MO, has earned the national
Employee of the Year award!**

A compassionate and dedicated member of her district's nutrition team, Jennifer Holbert's efforts have boosted employee support and morale and strengthened parent and community relations. As leader of the district's monthly cooking club, Holbert also supports students by teaching essential kitchen and safety skills with hands-on lessons. She encourages teamwork, problem-solving and vocabulary development while exploring new foods and recipes to boost confidence, collaboration skills and pride in their shared accomplishments.

Holbert utilizes her business degree and extensive experience conducting focus groups to identify opportunities for team improvement. Through the department's Facebook page, Holbert also improved community support and generated positive feedback about the nutrition program, posting photos to highlight menu items and special events and increasing parent involvement through her Question of the Day prompts.

Jennifer was also selected as the Missouri SNA 2026 State Employee of the Year and SNA Mountain Plains Regional 2026 Employee of the Year!

MISSOURI SCHOOL NUTRITION ASSOCIATION | SPRING 2026 NEWSLETTER | PAGE 6



**ADD TO YOUR
ASIAN
MENU DAY!**



**CJ Schwan's offers a full
portfolio of exciting,
delicious Asian-Style items
that are both student
favorites and easy to prepare.**



Student favorite
flavors



Simple back of
house preparation



Customize with
different sauces and
combo meal variations

**Contact your CJ Schwan's sales representative today or call 1-888-554-7421
to learn more about our easy grab & go meals.**



2026 MSNA Awards

If you have an admirable employee, a commendable manager, and/or an exemplary director, nominate them for the MSNA State Awards. Nominations will be opening this fall.



Barbie Doyle

Nutrition Manager at Pleasant Lea Elementary in Lee's Summit R7 District, MO, has earned the national Manager of the Year award!

Through Barbie Doyle's innovation and commitment to healthy eating, Pleasant Lea menus feature many fresh, local foods in recipes, including spaghetti squash, purple sweet potatoes, green beans and zucchini. Doyle goes above and beyond to make the cafeteria welcoming and enjoyable, creating catchy signage and displays for the garden bar and spotlighting local farmers for students to learn more about the foods they're eating.

Understanding the importance of connecting with families, Doyle implements several special events to welcome the community, including a Thanksgiving candlelight luncheon. She also voluntarily launched the Tiger Cafe Club as an option for students interested in cooking to learn fun nutrition facts, create simple recipes and participate in events.

Doyle is a hands-on manager and works side-by-side with staff to train them, instilling a sense of caring and pride. When faced with challenges, she remains calm, focused and positive. Her resilience and problem-solving skills keep staff motivated and on track.

Barbie was also selected as the Missouri SNA 2026 State Manager of the Year and SNA Mountain Plains Regional 2026 Manager of the Year!

MISSOURI SCHOOL NUTRITION ASSOCIATION | SPRING 2026 NEWSLETTER | PAGE 7

PETERSON FARMS
fresh

Trio Twist counts as a red/orange veggie!

NEW! Juice Boxes, Juice Pouches, Cartons & Flavors!
All PF Treats, Cool Tropics and most Side Kicks products are Buy American Compliant.

For more information or samples contact:
Jill Conover - Regional Sales Manager, Central
jconover@petersonfarmsinc.com 913-620-0278 www.petersonfarmsinc.com

Saddle Up for School Nutrition

WRANGLING UP WELLNESS &
SPICING UP SCHOOL MEALS



Feeding Bodies. Fueling Minds.™

NOVEMBER 6 - 8, 2026
CHATEAU ON THE LAKE | BRANSON, MO



Ashley Morena

Opening Keynote Speaker



Ashley Morena is a keynote speaker, entrepreneur, and the Founder and CEO of Project School Nutrition, a nationally recognized company supporting school districts across the country. With more than a decade of experience in K-12 school nutrition leadership, Ashley has overseen multi-million dollar program transformations and is known for helping organizations lead with clarity, confidence, and purpose.

Ashley's work sits at the intersection of leadership, wellness, and sustainable impact. She speaks candidly about the realities of leadership, burnout, and growth, drawing from her own journey as a working mom, business owner, and former school nutrition director. Her talks are practical, relatable, and deeply human, equipping audiences with tools they can actually use, not just inspiration they forget.

Whether she's speaking to frontline teams, managers, or executive leadership, Ashley's message is grounded in one core belief: the life you want starts with I AM. Her keynotes challenge audiences to reconnect with their why, lead with intention, and build cultures that support both performance and people.

Ashley is also the host of The Ash to Dusk Podcast, where she shares honest conversations about leadership, wellness, identity, and navigating the messy middle of growth. She is known for her warm, grounded presence on stage and her ability to make every audience feel seen.



Register Your School Nutrition Team Today!
MSNA Annual Conference - Saddle Up for School Nutrition!
November 6 - 8, 2026 / Branson, MO

Willie Spears

Closing Keynote Speaker



Willie Spears is a highly sought-after speaker, critically acclaimed author, educator, and coach known for his passionate, energetic, and often hilarious approach to teaching life management skills. A former student-athlete, Spears holds a bachelor's degree in Communications from Northwestern Oklahoma State University and a master's degree in Education from Troy University.

Through a powerful social media presence and an average of 20 live presentations per month across multiple states, The Willie Spears Experience has become a trusted source of motivation, leadership development, and personal growth. In 2025 alone, Spears delivered more than 260 presentations across over 25 states, impacting audiences nationwide.

As the Lead Servant of The Willie Spears Experience, LLC, Coach Spears—alongside his dedicated team—has added meaningful value to hundreds of organizations, schools, colleges, universities, and athletic programs. His influence extends to Fortune 500 companies such as State Farm, McDonald's, and Southern Company, as well as programs including Clemson University, the University of Florida, and the University of Oklahoma.

Spears is the author of 20 books, using his voice both on stage and on the page to inspire action and lasting change. Known for his engaging, interactive presentations, he captivates audiences around the world with messages centered on motivation, leadership, professional development, and intentional living.

At its core, The Willie Spears Experience is driven by one mission: to create impact by adding value to the lives of others.

Learn more about the 2026 MSNA Annual Conference and register at mosna.org.

A FULL LINEUP OF

☒ K-12 REGULATION READY

SMART SNACKS COMPLIANT

NO THAWING OR PROOFING!

MEETS CEREAL REGULATIONS

CACFP ELIGIBLE

Visit our website to learn more about our new K-12 products designed to help you meet USDA regulations.

General Mills FOODSERVICE