

SNAC Bites – January 2012

Welcome to the January 2012 issue of SNAC Bites, or SNA Communication Bites. The aim of this monthly e-mail is to help highlight new SNA programs and provide topics and content for your state association newsletters and chapter meetings.

This issue contains:

- 1. Enter to Win a Free Registration to ANC 2012**
- 2. Does SNA have your correct email?**
- 3. National School Breakfast Week 2012 Resources**
- 4. Be Sure to Solicit SNA Award Nominations in Your State!**
- 5. New Tray Talk Tools and Resources**
- 6. Legislative Action Conference 2012 – Registration NOW OPEN!**
- 7. School Nutrition Goes Digital!**
- 8. SNF Scholarships**
- 9. Lyman Graham to be awarded Director of the Year at the “A Possible Dream” Gala**
- 10. The Beyond Breakfast Blog**

1. Enter to Win a Free Registration to ANC 2012

What exciting change(s) are you going to make to your school nutrition program in the coming year?
What do you think the impact is going to be on your students, staff or program?

Tell us what you think is on “the horizon” for school nutrition and be entered into a sweepstakes to win one of three (3) free ANC 2012 Denver registrations!*

Examples of what could be on the horizon include:

- Meeting criteria for the new meal pattern regulations or HealthierUS School Challenge
- Expanding school breakfast
- Introducing new menu items/ Taste tests
- Promoting locally grown/ sourced foods
- Working with chefs or other partners in the community
- Try new marketing strategies to build participation or community support
- Introducing new wellness initiatives including meeting personal wellness goals

Enter to win today at www.schoolnutrition.org/ancsweeps.

(*Prize includes one (1) annual conference registration fee only and does not include land transportation, airfare, meals, hotel accommodation or any other expenses. No purchase necessary. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Visit www.schoolnutrition.org/ancsweeps for complete rules and regulations.)

2. Does SNA have your correct email?

Connect with SNA and Enter to Win!

Stay connected by email for timely updates on school nutrition-related news, trends, legislative updates, upcoming meetings, webinars and other essential resources from SNA.

Stay connected by simply submitting or verifying your email address on “My SNA”, and you will be entered into the “Connect with SNA” sweepstakes to win one of five (5) SNA Emporium Gift Certificates worth \$25.00.

Enter to win today at www.schoolnutrition.org/connect.

(*Prize includes one (1) \$25.00 SNA Emporium Gift Certificate. No purchase necessary. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Visit www.schoolnutrition.org/connect for complete rules and regulations.)

3. National School Breakfast Week 2012 Resources

National School Breakfast Week (**March 5-9, 2012**) is a couple of months away, and “School Breakfast – Go for Gold” is the perfect campaign to help your breakfast program succeed. SNA has many tools and other resources available to help you get started including menus, activity sheets and “School Breakfast T-shirt” contest forms. Also available are logos, banner ads, press releases and much more. Visit the resource website www.schoolnutrition.org/nsbw today.

National School Breakfast Week – March 5-9, 2012

4. Be Sure to Solicit SNA Award Nominations in Your State!

It’s time to begin the nomination process for the SNA awards program. The deadline for submitting a nomination for the Louise Sublette Award of Excellence, the Heart of the Program and the Outstanding Director of the Year awards is March 1, 2012. Be sure your state has nominations in each award category. The awards ceremony is going to be bigger and better than ever this year at ANC. National, regional and state awards will be presented. The Regional Directors are planning a fun and exciting program and you want to be sure your state participates by having state winners. Award information can be found on SNA’s website under Membership, then Awards. For any questions, call Ellen Wilson at 800-877-8822 x 119.

5. New Tray Talk Tools and Resources

To help you educate and inform parents, teachers, and the community about Tray Talk and the benefits of healthy school meals, SNA has updated a number of the tools available for you at www.schoolnutrition.org/traytalk (member login required).

Included in the updated tools and flyers are:

- [A new downloadable backpack brochure](#) - includes information on MyPlate.
- [School milk resources](#) - provided by Milk Processors Education Program and the National Dairy Council these tools help explain the important nutritional benefits of milk to parents, reporters and other members of your community.
- [Handouts](#) - Customizable flyer for parents about the benefits of school meals in English and Spanish.

6. Legislative Action Conference 2012 – Registration NOW OPEN!

Plans are underway for the 40th Annual Legislative Action Conference which will be held in Washington, DC on March 4-7, 2012. The Opening General Session and keynote address will include an insider's look at Washington from Charlie Cook, one of the nation's top political analysts. Following the Charge to the Hill on Tuesday, the LAC Annual Reception and Banquet will be held that evening at the J.W. Marriott with a special performance by the Capitol Steps. For the Banquet in 2012, SNA is scheduling a "General Election Special Evening of Entertainment." Mark your calendars as registration and housing are now open!

Visit www.schoolnutrition.org/LAC to find out more.

7. School Nutrition Goes Digital!

Can't wait until your issue of *School Nutrition* magazine arrives in your mailbox each month? Starting January 2012, you now have a *new* way to access your favorite professional development magazine. *School Nutrition* has launched a digital edition, available through the web at SchoolNutrition.org. This additional service—you will still receive your print magazine each month—is being made available to SNA members at no charge. The digital edition is a complete replica of the print issue—cover to cover.

Why digital? SNA knows that its members find *School Nutrition* to be one of the most valuable benefits of your national membership, and we want to ensure that it's available to you in multiple formats to best meet your reading needs and preferences. Maybe you want to start reading an article at home in your living room, but finish it up at a computer at work. Can't wait for the mail to deliver your print copy? Read the magazine online first and then save your print edition for future reference.

School Nutrition's new digital edition also offers some fun features. For example, a search function allows you to type in a key word or phrase—say, "low-sodium"—and instantly see a list of live links to every reference found throughout the issue, including advertisements. This could be helpful if you are trying to do a quick search for available products to meet certain nutrition specifications, as well as to find editorial content on a hot topic! Indeed, all the web links in the magazine will be live. Want to check out a research report mentioned in a NewsBites item? No need to carefully type out long web addresses filled with random letters and symbols; simply click and you are there. And if you want to bring an article or ad to the attention of a colleague or supervisor? Bypass the copy machine; you can turn to an easy e-mail function.

At this time, the digital edition is available via web browsers; a mobile app is under consideration for the future. Each issue will be available to all visitors to SchoolNutrition.org for two months; after that time, SNA members will have exclusive access to the archives. Take some time this month to visit www.schoolnutrition.org/snmagazine and give the digital version of *School Nutrition* a test-drive.

8. SNF Scholarships

SNF Scholarships will be open on February 1. SNF is updating the website with updated information and will be sending out email updates closer to February 1. Questions, email: scholarships@schoolnutrition.org.

9. Lyman Graham to be awarded Director of the Year at the “A Possible Dream” Gala

The 2011 SNA Director of the Year is Lyman Graham, Director, Roswell Independent School District, Carlsbad Municipal Schools and Dexter Consolidated Schools, New Mexico. With 20 years of experience as a school nutrition director, Graham oversees three school districts with a combined 38 schools and 16,500 students in rural New Mexico. Graham’s efforts to improve food quality, add salad bars and implement breakfast in the classroom programs helped him raise student participation in one of his district’s school meal programs from 35% to 95%; in another, he grew participation from 15% to 97%. Graham has also added after-school snack and summer feeding programs to his districts, providing students with access to high quality, low cost food all year. Graham’s efforts to promote school nutrition programs expand beyond the districts he operates. Recognizing his success in developing breakfast in the classroom programs, state administrators asked Graham to conduct presentations on the program to districts across the state. Graham has served as President of the New Mexico School Nutrition Association and has sat on a number of SNA committees, including the Public Policy and Legislative Committee and the Professional Standards Taskforce. Graham most recently served on a National Academy of Sciences Panel on a potential Provision 4 income eligibility category.

Graham will be awarded as the 2011 SNA Director of the Year at the Global Child Nutrition Foundation’s “A Possible Dream” Gala on Monday, March 5, 2012 at the Ronald Reagan Building and International Trade Center in Washington, DC.

For more on the Gala, please visit: <http://www.gcnf.org/events/a-possible-dream-gala/>

10. The Beyond Breakfast Blog

SNF is committed to helping spread the word about the importance of nutritious school meals. Through the Beyond Breakfast blog, SNF shares news from school districts around the country about the changing face of school meals; we are always looking for new success stories and resources for the blog! Join the thousands of visitors on the Beyond Breakfast blog (www.beyondbreakfast.org) and continue the conversation beyond breakfast!

We hope you find SNAC Bites a useful tool. If you have any questions or feedback about SNAC Bites, please contact Laura Maynard at lmaynard@schoolnutrition.org or (301) 686-3120.