

JULY 2011

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U.S. Foodservice and
Mary Ann Johnson

MSNA Thymes

Minnesota School Nutrition Association

National Recognition for Local School



South Education Center Alternative Program (SECA), based in Richfield, is one of 15 semifinalists nation-

wide in the *Recipes for Healthy Kids* Contest sponsored by First Lady Michelle Obama and the USDA.

The team recently received a visit from a panel of judges, whose decisions, along with online voting results, will determine the three finalists to participate in a national cook-off event later this summer. (Finalists were not yet announced when this issue went to print.) MSNA President Deb LaBounty, who was invited to sit in during the session, reported, "It was a really fun experience."

Local chef Todd Bolton, from Parásole Restaurants, helped develop the recipe with student team members Dominique Lembo, Adelline Dominguez, Dolores Popescu and Chris Dykes, as well as Family and Consumer Science Education teacher Terry Guthrie, School Lunch Supervisor Wanda Nickolai and the school nurses.

Their recipe, Porcupine Sliders, is a pair of mini turkey burgers made with spinach, dried cranberries and brown rice, served on toasted multigrain rolls with lettuce and tomato. The team says, "This turkey burger is high in protein, with just the right amount of spices and a kick of sweet cranberries."

The team's teacher, Terrie Guthrie, received a grant from SHIP to put in a garden, and heard about the contest from her SHIP representative. She brought the idea to her students, who committed to the project. Terry contacted Chef Bolton, who worked with the students



Left: South Education Center Alternative Program recipe contest team members. Above: School Lunch Supervisor Wanda Nickolai and MSNA President Deb LaBounty pose with Porcupine Sliders.

to develop the recipe and submit their entry. Chef Bolton has arranged to feature the Porcupine Sliders on the menu at the Good Earth Restaurant in Edina.



Upcoming Events

July 31 - Aug. 3: MSNA Annual Conference, St. Cloud

October 29: Nutrition Conference

President's Message



Stay Connected!

Find out more at mnsna.org or visit us on Facebook

It's finally warm and summer is here! School's out for the summer, although some of you might be working summer feeding programs. If you are not working over the summer, this might be the time to take advantage of those training opportunities you've been interested in.

Not sure what's being offered right now? Go to the MSNA website and click on *Directory* under the *Training* tab. Every trainer in the MSNA Trainer network is listed, along with contact information, location and Key Areas taught. Many of these trainers are now teaching the new "Farm to School" curriculum. If you haven't taken this class yet, it is a must do. Did you know that Minnesota is celebrating

Farm to School the entire month of September?

If you continue under the *Training* tab and click on *Classes* just below *Directory*, you will see lists of classes currently being offered. The last item listed under training is *Resources*. The first resource listed is The National Food Service Management Institute (NFSMI). The institute takes its programs and services nationwide through seminars and workshops, satellite presentations, teleconferences, participation at professional meetings and conferences and via the NFSMI Website.

Most of us find it empowering to learn new tasks and techniques. Enhanced knowledge

increases self-esteem and self-worth, which leads to improved attitudes and a greater appreciation of career choice. I also think learning new things can really get you motivated and energized for the coming school year.

For those of us lucky enough to work in School Nutrition, this is a great time to be in our profession. This is my last President's Message, and I am so honored to have served as President of our great organization. I hope to see you at the 2011 MSNA State Conference this summer in St. Cloud, as we prepare to navigate the waves of change.

Deb LaBounty



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Navigating the Waves of Change

In our fast-paced world, we all need to slow down a bit to take care of ourselves, learn something new and have fun with colleagues. Roxann Roushar and Mary Paula Deane, this year's annual conference co-chairs, want to share this preview of what will be happening July 31 - August 3 in St. Cloud, MN.

How Do I Register?

Visit mnsna.org to register.

What Will We Do?

There is a full schedule of general sessions and workshops, with opportunities to be inspired, encouraged and educated. Pre conference, there are ServSafe and MN Fundamentals classes for level 1 certification. (Good news: Our 2010 purse raffle proceeds reduced the tuition for

these classes.)

Where Will I Stay?

While two of the hotels blocked at the MSNA rate are already fully booked, there are still spaces available at the Holiday Inn & Suites, 320-253-9000 (\$79.95 + tax/night). Additional St. Cloud hotels are listed on the website.

Will it Be Fun?

There will be top-notch entertainment all three nights, including the always fun band Slip Twister on Tuesday night (replacing Bobby Vee).

Anything Meaningful?

The *Birthdays Bash Bag* is a complete party in a bag to be used by families in need. We'll fill the bags with cakes mixes, frosting, candles, wooden mixing spoon, paper plates,

napkins, party favors, birthday card and a gift. You may fill a "real" birthday bag or make your own with a recycled bag. Bring all the supplies you need to decorate your bag, including colored paper, glue, scissors, etc. To learn more, check out the PowerPoint presentation at mnsna.org.

Anything Glamorous?

If you're feeling lucky, you can participate in the purse raffle, or enter the sweepstakes to win a Lunch Lady Makeover, including new outfits and hair styling for two lucky winners, chosen at random from the submitted entries.

Good Food?

Of course. We are "foodies," after all, so bring along your appetite to conference.



Slip Twister will be our high-energy entertainment on Tuesday night. Visit glberg.com/slip_twister to learn more about this band, whose motto is "Slip Twister is not having fun until you're having fun - and you WILL have fun!"

Better Together at Industry Conference

The 2011 Industry Conference, "Better Together," was held at beautiful Ruttger's Bay Lodge, giving attendees a chance to enjoy the rustic Minnesota North Woods setting while reconnecting with colleagues.

There were 60 directors and 50 industry representatives in attendance at the conference, many of them for the first time.

During the conference, the group explored how to become better communicators, team players, organizers and planners, and how we can all work together to improve foodservice for Minnesota schools.

Conference highlights included Robin Getman on networking, Kim Ratz on elevating customer service to new levels of excellence, Jeanette Johnson-Reed on

"Commodities 101" and Susan Bishop on Great Trays.

Finally, "Chuck Roast" made another Industry Conference appearance, hosting a special edition of Family Feud, with an MSNA twist.



Industry Conference participants include (clockwise from above): Heidi Krabbenhoft and Jackie Uselding, Pepsico. (L to R) Committee members Sharon Maus, Jill Ponder, Wendy Knight and Debbie Harrod. Enjoying a meal together are Guy Gelakoski, Tom Pellegrino, Jim Groskopf and Jeanette Johnson-Reed.



And the Winner is ...



Above: Heart of the Program Award winner Cindy Gray from Dover-Eyota. Below: Tonja Cunningham, Hibbing, Innovation Award winner.



Mentorship Opportunity

MSNA is seeking Directors, Assistant Directors, Supervisors and Cook Managers who have been MSNA members at least one year to share their expertise with fellow school nutrition professionals. It's challenging to be just starting out, and you can help a new person learn the ropes. You must commit to the program for at least one year.

Most mentoring can be done over the phone and by email, with no travel required.

Visit mnsna.org to learn more or to apply.

Who needs the Oscars or the Emmys when you we have the Heart of the Program, Innovation and "E" Team awards? This year, our winners represent different schools and districts, but they all have one thing in common - they care about providing kids with nutritious school meals.

The **Heart of the Program Award** recognizes the valuable and outstanding contributions of school foodservice and nutrition employees who work to serve nutritious, appetizing meals to our students. **Cindy Gray** from **Dover-Eyota Elementary** won this year for Minnesota and at the Midwest regional level.

Some comments about Cindy have included, "She is a team player, friend and co-worker to her peers, encouraging them to stretch their abilities. She would never ask her co-worker to take on a duty that she herself would not do. Her customer service skills shine with her willingness to take the time to display food in an appealing way on students' trays.

"Cindy always has a smile on her face, and makes a point of getting to know all of the students' names. Cindy is truly loved by all students and staff. Her willingness to see the big picture and understand how it benefits the students, staff and community is one of her highest qualities."

Cindy makes it a point to change decorations regularly. As an example, this past January she decorated with teddy bears. Her enthusiasm to "dress-up" on special days such as Halloween and at the annual year-end Luau has spread to other employees,

who enjoy getting in on the fun. She also supports "Farm 2 School" by taking the time to promote the local foods with signs such as, "Try the Squash! It's Local" or "These Delicious Veggies Were Grown Here in Eyota."

Cindy is always willing to do whatever it takes to get the job done, even if it means extra time needed to prepare additional local fruits and vegetables. She says, "I love seeing the children's excited reactions as we wash, peel and chop local, fresh produce." Cindy, a 20-year food service employee, is an SNA member certified at level 1, and holds a Minnesota Department of Health Food Managers' Certificate.

The **Innovation Award** was won by **Tonja Cunningham, Hibbing Public Schools**. After a discussion at the Lucky Seven local chapter meeting about the negative comments on local school food service programs by people like chef Jamie Oliver, Tonja created a visual portfolio of school kitchens, serving areas, and healthy food items. She organized the pictures for the chapter members and forwarded the information to the local public TV station, which plans to air it.

In addition, she and Laura Schaffer prepared an article that was featured on the front page of the local newspaper,

with the caption, "These Kids are Lucky."

Tonja also suggested that one of the chapter's schools hire a Test Cook. Members collected healthy, delicious recipes and forwarded them to the Test Cook.

The **"E" Team Award** winner was **Bendix Elementary School** and the **Cardinal Café Team** of **Laurie Anne Gross, Cathy Segner, Judy Huikko** and **Jessica Scott**. Their *Razzle Dazzle Reading Lunch* is a program to reward students for reaching their reading goals for the month.

The team says, "When classes reach their weekly reading goals, they receive a drawing entry. Monthly, one name is drawn and that class is allowed to choose the day's lunch menu. Since starting the *Razzle Dazzle Lunch*, we are proud to say that our school reading monthly average has not fallen below 85%."

To publicize the program, a cafeteria banner announces the winning class each month, and the class' menu choice is included in take-home materials. Parents, grandparents and other relatives are invited to share lunch and celebrate the students' hard work.

Below: "E" Team winners: Jessica Scott, Laurie Anne Gross, Cathy Segner and Judy Huikko.



SNAC Bites

Welcome new CEO

For the first time in nearly 20 years, the School Nutrition Association (SNA) has a new Chief Executive Officer. Frank DiPasquale will take over for Barbara Belmont, who is retiring on July 31 after 18 years with the association.

DiPasquale, most recently the Executive Vice President of the National Grocers Association (NGA), has extensive experience in association management and specializes in food and nutrition advocacy.

During his 14 years with NGA, DiPasquale developed the *Farmer Goes to Market*

Program, a model for the U.S. Department of Agriculture's local and sustainable food initiative, *Know Your Farmer, Know Your Food*. He was also a co-developer of the PBS series *Food Sense*.

Marketing 101: Build a Better Marketing Plan

The School Nutrition Foundation's online course, Marketing 101, provides instruction on how to develop and implement marketing plans, create training for staff members and run a successful school nutrition program. It's approved for four hours in Key Area 4 - Communications/Marketing for SNA Certification Pro-

gram. This course also qualifies as four Continuing Education Units (CEUs), which may be used toward certification renewal. The course is available for purchase at School Nutrition University (SNU): snuniversity.org.

MSNA Lip Synchers

If you're heading to ANC this month, you can cheer on your friends from the MSNA lip-synching team, *Minnesota Nice?*, which will perform at the School Nutrition Foundation's (SNF) fundraiser, *Puttin' on the Glitz*. The event will be held the evening of July 12 at Opryland. Break a leg, team!



SNA's new Chief Executive Officer, Frank DiPasquale.

Proposed Bylaw Amendments

These proposed amendments will be discussed and voted on at the House of Delegates on July 31, 2011 in St. Cloud, MN.

To amend Section I-Article I ~~The registered address of the association is: 22663 Kirk Ave, Scandia MN 55073~~ **"Official registered association address to be kept on file by Executive Director."**

To amend Section II-Article II-Section E

A list of newly-elected officers of local chapters shall be sent to the ~~Administrative Coordinator~~ **Executive Director** of MSNA within 15 days.

To amend Section II-Article IV-Section A

I. The voting delegates shall consist of members of the Executive Board, five immediate Past State Presidents, the Presidents and Presidents Elect of affiliate chapters. Each chapter shall send two representatives which shall include

the president, president elect or their alternates. Each Chapter is allowed two votes. ~~The Administrative Coordinator~~ **Executive Director** shall be a non-voting member.

To amend Section II-Article VI-Section A

~~The School Foodservice and Nutrition~~ **School Nutrition** magazine, produced by the School Nutrition Association shall be the official publication of the Association.

To amend Section II- Article VI- Section B ~~The journal of Child Nutrition & Management shall be the preferred research journal of the Association.~~

To amend Section II-Article VI-Section D

The Board shall authorize other publications and electronic media and establish such procedures as necessary. ~~"The Processor" is the State Association publication.~~ **MSNA will maintain a state publication.**

Nutrition Conference will be Saturday, Oct. 29

Save the date for this conference, which is always educational, fun - and delicious! More details, including location, will be available during the annual conference in St. Cloud and on the website.

Some of the recipes that were submitted in *Challenge to Change* may be included in the conference lunch menu, with contributors available to describe their creations.

A full line-up of speakers is planned, including dietitians from local grocery stores and industries.

Another featured speaker will be Marjorie Johnson, also known as the *Blue Ribbon Baker*. Marjorie, a Robbinsdale resident, has been a guest on *The Tonight Show* with Jay Leno, and she is sure to be very entertaining.

MSNA in D.C.



In March, incoming MSNA President Allison Bradford and other members attended the National Legislative Conference in Washington, D.C. Bradford posed with Senators Amy Klobuchar (above) and Al Franken (below).



Chapter Chatter



Above: Sue Pye and Nancy Hansen create herb planters during Chapter Nine's greenhouse visit.

Below: Chapter 35's year included a January "soup and slippers" meeting, where warm, comfy clothes and mugs of soup were the order of the day.

Keeping Busy with 35

It was a very active year for River Valley Chapter 35, focusing on topics including health & safety, free-range meats, volunteering at *Feed My Starving Children*, a *Biggest Loser* challenge and a tour & annual bash at Mystic Lake Casino. In January, the chapter warmed up with a "Soup and Slippers" meeting that had everyone feeling cozy, despite the chilly weather.

Chapter Nine Goes Green

Just in time for spring planting season, North Suburban

Chapter Nine held an "herby" chapter meeting at Lynde Greenhouse & Nursery in Maple Grove, with nearly 100 attendees. After some education about herbs, the group made individual planters for Salsa Mix, Sauce Mix or Turkey Mix, using their choice of chive, cilantro, parsley, English thyme, rosemary, sage and tomato plants.

Installation Memories

Incoming MSNA President Allison Bradford was present to take part in the officer installation ceremony for



Chapter Five, Lucky Seven in Hibbing. Officers pictured at the installation include: (L-R) President Esther Hoganson, Allison Bradford, Secretary Shelly Schwartz and Treasurer Debbie Guertin. (Not pictured here: President-Elect Sue Wicklund.)

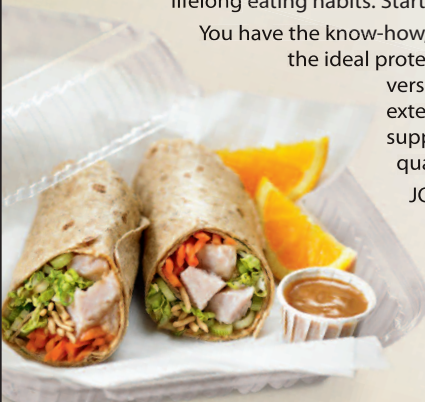


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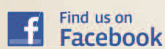
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Industry Spotlight: U.S. Foodservice



"I was totally shocked; it was a big surprise!" That's the reaction from Mary Ann Johnson, School Account Executive for U.S. Foodservice and winner of this year's Industry Award.

Johnson said that when MSNA President Deb LaBounty began her presentation during the recent Industry Conference, "She was talking about 'this person' and all they'd done, and I thought, 'Wow, that's great; I wonder who it is?'"

When Johnson's name was announced, "People have told me the look on my face was priceless!"

Johnson confided that LaBounty later told her, "I kept glancing over, but you were just reading your agenda, not realizing I was talking about you!" Finally, when Johnson's name was announced, "People have told me the look on my face was priceless!"

After that initial astonishment, Johnson has adjusted to the honor, and her award is resting in a place of honor on her desk. "It's significant to be recognized for efforts in partnering with MSNA, and that

means a great deal to me," she said. As the only Account Executive devoted solely to the school market at her 350-person, Plymouth-based division, she has responsibility for 12 school districts. The Minnesota division of this broad-line distributor, with \$450 million in sales annually, is one of 62 divisions nationwide.

After 15 years on the job, Johnson has developed a strong relationship with what she refers to as "an outstanding association. The folks in Minnesota do a great job, one of the best in the country. They do so much to provide education, conferences, seminars and communication to members; it's a great source of information."

She remains a tireless booster for the group. "The fun part of my job is getting out and calling on customers. When I visit schools, I always talk about MSNA and urge Foodservice Directors to join. Because it's such a tight community, they don't compete, they collaborate."

Johnson has been very involved in MSNA volunteering over the years. "I was on the Industry Conference committee for three years, and I chaired it for two years. When my term was over, I had a year of not being involved, and I truly missed it," she said. "I went back to Sharon Maus, MSNA's Executive Director, and said, 'I really miss it, do you think I could still be involved?' She told me they were looking for an industry rep for the annual conference. Now I'm in my second year of doing that."

Johnson cites some of the benefits of MSNA member-

ship as "a sense of belonging, being connected, meeting new people and building relationships." She appreciates that membership is also a good way to "get the U.S. Foodservice story out there and convey that we are a committed partner to the school food-service community."

"Because it's such a tight community, MSNA members don't compete, they collaborate."

As an industry member, Johnson is aware of her responsibility to her colleagues. "I feel honored to represent our voice and the industry side of things. It's really important to have committed industry manufacturers, brokers and other distributors. We really need a voice with schools."

Johnson is a recent empty nester. Her daughter was married last September, and her son, who just bought a house, was recently engaged. She's a dedicated runner who tries to work out at least four times a week. In addition, she's a fervent supporter of "anything maroon and gold," and she holds season tickets to Gopher men's basketball and football games.

She's been passionate about the Twins her whole life, remembering visits to the old Met stadium with her dad, and also buying \$2 tickets with friends to sit out in the sun in left field. "We just baked, but it was fun."



Industry Award winner Mary Ann Johnson shows off her award and poses with MSNA President Deb LaBounty.

Welcome to
41 new MSNA Members
and to these
new Industry Members:

*American Foods Group
National Food Group, Inc.*

MSNA Board Members

Welcome to new board members Brenda Braulick, Vice President, Melissa Anderson, Nutrition and Nicole Barron, Education

The board will be installed during the annual conference. Returning members are:

Allison Bradford
President

Janeen Peterson
President-Elect

Amy Thering
Secretary/Finance

Mary Fish
Member Services

Laurance Anderson
Industry Allied Chair

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