



SNAC Bites

November 2017 Edition

Welcome to the November 2017 issue of SNA Communication (SNAC) Bites! SNAC Bites highlights new SNA programs and provides content for your state association publications, chapter meetings, & social media. In some cases, the content will need to be customized for your state association's needs.

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1. Plan Now to Attend #SNIC18 Pre-Conference Workshops—Early Registration Closes November 10

SNA's upcoming [School Nutrition Industry Conference](#) (SNIC) joins together more than 500 school nutrition operators and industry representatives for three days of unparalleled learning and networking to explore innovative solutions in the business of school nutrition. **Save \$50 off conference registration when you register by November 10!** [Register now.](#)

At #SNIC18, you can choose from four [pre-conference workshops](#) for in depth-learning on topics designed to help you solve your "school nutrition puzzle." Join us for a new pilot of the official SNS exam preparation course, a two-hour complimentary brainstorming session on Breakfast in the Classroom, a three-hour session on collaborative purchasing models, and a three-hour panel discussion on procurement and administrative review. Explore the [education sessions](#) and general session [keynote speakers](#).

Put your pieces together and plan now to attend this high-level meeting. To learn more and register, visit www.schoolnutrition.org/snic.

2. Let's Recruit and Win! Join the 2017 Back to School Membership Drive

Our state association is participating in this year's [Back to School Membership Drive](#), and we could win big! This drive began on September 1, 2017 and will end on November 30, 2017. Our state association could win a free registration to SNA's 2018 National Leadership Conference in Long Beach, CA—so, help us recruit more members.

You could be a winner, too! Recruit five or more new members between **June 1, 2017** and **May 31, 2018** and you will be automatically entered into a drawing to win 1 of 5 VIP registrations to SNA's 2019 Annual National Conference (ANC) in St. Louis, MO.* Let's [recruit](#) and win together! Visit



www.schoolnutrition.org/membership/recruitment/2017-18-annual-membership-campaign for more information and complete rules.

**VOID WHERE RESTRICTED OR PROHIBITED BY LAW.*

3. Nominate Someone You Admire for an SNA Award

Are you inspired by your school nutrition colleagues, friends and mentors? Nominate someone you admire for an SNA Award for the 2017-18 school year. [Nominations](#) for the Employee, Manager and Director of the Year awards are now being accepted online by SNA. Being nominated for an SNA Award is a great honor. All state, regional and national winners will be recognized at the Red Carpet Awards Ceremony at SNA's 2018 Annual National Conference in Las Vegas, Nevada.

4. Giving Thanks for SNA's Webinars!

It's time to gobble up November's webinar before it's gone! Earn CEUs that meet Professional Standards and can be used towards the Certificate and Credentialing programs. Don't miss the opportunity to participate in this upcoming webinar.

- Wednesday, November 8, 2017, 2:00 pm EST: [Best of #ANC17: Offer Vs. Serve Simplified](#)

5. SNA Election Slate Candidates Announced

The Leadership Development Committee met at Fall Committee Days last month in Alexandria, Va., to review nominations for the 2018 election slate. After studying the biographical information on each candidate, as well as supporting documents such as the candidate's goals and the recommendations submitted by colleagues on their leadership experience and competencies, the committee selected the following [slate of candidates](#) to fill the open positions on the Board of Directors and the Leadership Development Committee.

Biographies of these candidates will be available to view online in early January 2018. The election will take place in February 2018, using a secure online voting website. Voting will be open for two weeks, February 15-28, 2018. Stay tuned for further updates. Congratulations and good luck to all the ballot candidates!

6. Save the Date: SNA's Virtual Expo Launches on February 6, 2018

Get ready...SNA's Virtual Expo launches on February 6, 2018. This free, virtual trade show will be accessible to attendees from February 6 –March 16, 2018.

This unique experience is open to all SNA members, and it will provide access to content twenty-four hours a day, seven days a week. Going virtual allows you to visit as often as you'd like from the comfort of your own computer. A few conference highlights include:

- Virtual Exhibit Hall: Explore products and services from up to 60 exhibitors
- Learning Center: Access education sessions you may have missed from SNA's Annual National Conference in 2017
- Networking Lounge: Meet and chat with other attendees and easily exchange contact information
- Free registration opens January 2018.



Be on the lookout for the registration link on the SNA website and other Association communication outlets.

7. STEPS November Challenge: Say Yes to Veggies!

Give veggies some love this month. Bring fresh veggies to that mid-day snack, choose salads (or at least side salads) during dinner or sneak some spinach into a morning smoothie. Award yourself one (1) point for each time you consume one serving of vegetables. At the end of the month, be sure to add up your points and enter them online at www.schoolnutrition.org/STEPS – you could win a prize!

8. SNA's 2017 School Nutrition Trends Report

SNA released its [2017 School Nutrition Trends Report](#), a summary of findings from a survey conducted with SNA members. The report contains information on menu trends related to student customization, flavor trends and clean label ingredients. 60% of responding districts are offering new menu items that feature international flavors, 56% report serving cleaner label choices and over half offer made-to-order or self-serve entrée bars! The survey also revealed that school nutrition professionals have employed a wide range of tactics to meet sodium and whole grain regulations, but continue to face challenges and express concerns about meeting those particular mandates. For more information, check out SNA's [press release](#) on the report, or read the [report summary here](#).

9. SNA and ACDA Support Healthy Breakfasts Help Kids Learn Act

SNA and the American Commodity Distribution Association (ACDA) teamed up to send a [letter of joint support](#) for H.R. 3738, or the Healthy Breakfasts Help Kids Learn Act of 2017. The bill was introduced by Congressmen Jim McGovern (D-MA) and Rodney Davis (R-IL) and provides an additional 6 cents in commodity support for the School Breakfast Program (SBP). Commodity support for breakfast was one of the goals on SNA's *2017 Position Paper*, and was a top priority for the ACDA as well. It's important to garner support for the bill in Congress, so we urge you to contact your congressional representatives and ask them to join Congressmen McGovern and Davis as cosponsors of H.R. 3738, or thank them if they already are a cosponsor! Go to SNA's [Action Network website](#) and type in your zip code to send a letter to your representatives today!

10. Submit Your Comments on Program Simplification!

SNA is collecting your ideas on how to simplify school nutrition program regulations. The U.S. Department of Agriculture (USDA), in a [Federal Register notice](#) posted on June 17, 2017, asked how they can remove barriers to participation in programs, and are specifically asking for your ideas on regulations, guidance documents, or policy documents that are in need of streamlining, modification, or repeal. [Visit this page to submit your ideas](#).

11. #GivingTuesday – November 28, 2017

#GivingTuesday, the **first Tuesday after Thanksgiving**, was established a few years ago to counter all the attention on Black Friday and other retail spending based observances by encouraging generosity and the spirit of giving back. Along with hundreds of other non-profit organizations throughout the world, the School Nutrition Foundation (SNF) will celebrate #GivingTuesday on **November 28, 2017**, with a special campaign to promote support of the Annual Fund. Mark your calendar and make an [online gift](#). Your contribution will help your state meet its Annual Fund giving goals!