



A GUIDE TO SNA INDUSTRY REWARDS PROGRAMS

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OVERVIEW

The School Nutrition Association (SNA) has teamed up with several industry partners to allow you to use reward points (or dollars) earned through these programs towards SNA memberships, certifications, conference registrations as well as purchases in the SNA bookstore and Emporium. The purpose of this guide is to provide an overview of each program, how to get started and how to obtain and use rewards points/dollars for SNA products and services. The table below provides a brief breakdown *:

REWARD PROGRAM	MEMBERSHIP/ CERTIFICATION	SNA CONFERENCES	EMPORIUM/ BOOKSTORE	AIRFARE (FOR SNA CONFERENCES)	HOTELS (FOR SNA CONFERENCES)
Schwan's Branded Concept Rewards Program	YES	YES	YES	YES	YES
Campbell's Triple Choice Rewards	YES	YES	YES	YES	YES
Domino's Smart Slice Rewards Plus Program	YES	YES	YES		
Cool School Cafe and Cafe Fuel	YES	YES	YES		
Step Up To The Plate	YES	YES			
Foodservice Rewards	YES	YES	YES		

****PLEASE NOTE: The above programs are not owned by SNA and are subject to change at any time. This list is not all-inclusive. Other programs may exist that allow you to use reward points/dollars towards SNA products and services.***

Please note that you should only redeem and use reward points (dollars) in accordance with the policies of your school district and of your state.

BECOME AN INDUSTRY REWARDS PARTNER:

If your company would like more information or would like to start a rewards program with SNA, please contact:



SCHWAN'S FOOD SERVICE BRANDED CONCEPT REWARDS PROGRAM

Through the Schwan's Branded Concepts Rewards Program, you earn points to purchase SNA memberships, conference registrations, airfare and hotel accommodations to SNA conferences as well as various other items needed for your operation.

How the Program Works:

1. Receive points for every case of qualifying product purchased.
2. Points get "banked" in an online account at www.schwansbc.com.
3. The online account allows you to view:
 - a. Accrued points
 - b. Qualifying products and point values
 - c. Online rewards catalog and point values
 - d. Current promotions
4. Points can be redeemed online.

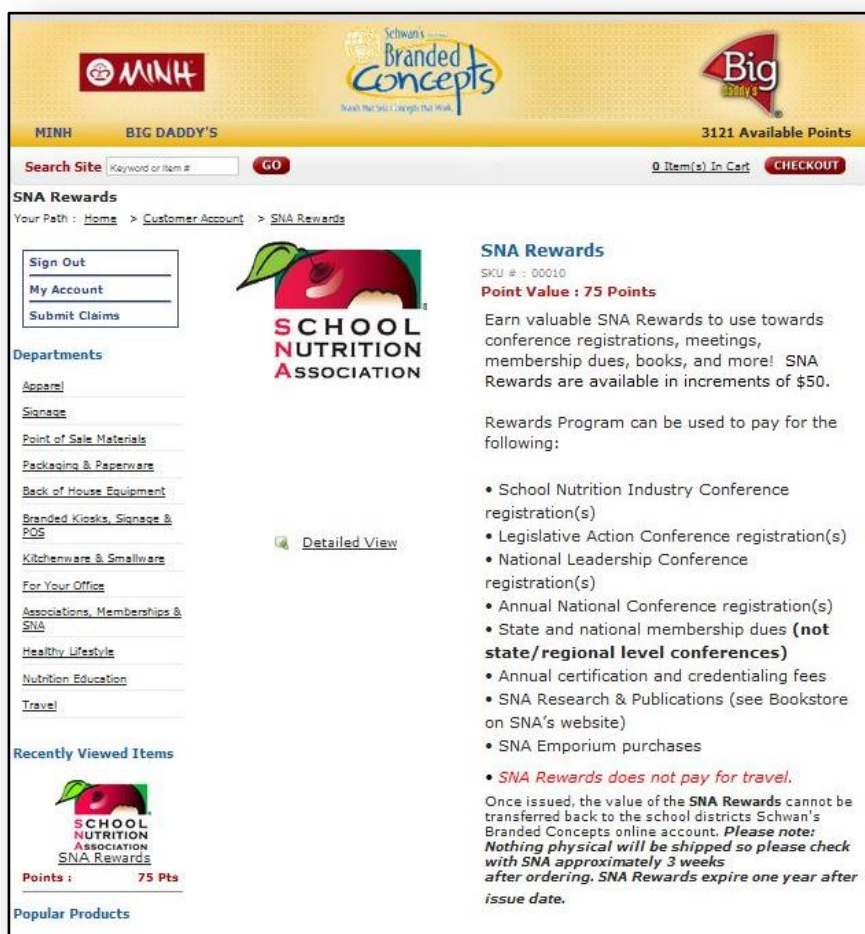
How to Sign-up:

1. From the homepage (www.schwansbc.com), select [Become a Member](#) and complete account registration.
2. New customers will automatically receive bonus points after registering.
3. Schwan's Food Service will send a user ID and password via email within 4-6 days of registration.
4. Once your user ID and password have been received, you can sign in via the homepage by clicking [Sign In](#).

How to Accrue and Redeem Points:

1. Purchase qualifying Schwan's Food Service products.
2. To have points deposited into your account, you will need to submit purchase information via a claim. Then, fax or mail distributor invoice(s) or velocity reports to Schwan's Food Service. Schwan's Food Service will approve the reports and points will be deposited into your account. **This generally takes approximately 3 weeks after ordering.**
3. Throughout the year, additional opportunities will be available to earn bonus points with Schwan's Food Service promotions.
4. Unused points expire after two years from date of purchase.

To find out more or to register, please visit www.schwansbc.com, call (866)827-8534 or email brandedconcepts@schwansfs.com.



The screenshot shows the School Nutrition Association website interface. At the top, there are logos for MINH, Schwans Branded Concepts, and Big Daddy's. Below the logos, there are navigation links for MINH, BIG DADDY'S, and 3121 Available Points. A search bar and a cart icon (0 Item(s) In Cart) are also visible. The main content area is titled 'SNA Rewards' and includes a 'Sign Out' button, 'My Account' link, and 'Submit Claims' button. A 'Detailed View' link is present. The product description states: 'SNA Rewards' (SKU #: 00010) with a 'Point Value : 75 Points'. It explains that these rewards can be used for conference registrations, meetings, membership dues, books, and more. A list of eligible uses includes: School Nutrition Industry Conference registration(s), Legislative Action Conference registration(s), National Leadership Conference registration(s), Annual National Conference registration(s), State and national membership dues (not state/regional level conferences), Annual certification and credentialing fees, SNA Research & Publications, and SNA Emporium purchases. A note specifies that SNA Rewards do not pay for travel. The page also mentions that the value of the rewards cannot be transferred back to the school districts' Schwans' Branded Concepts online account and that nothing physical will be shipped, with rewards expiring one year after the issue date.



CAMPBELL'S TRIPLE CHOICE REWARDS

Earn points for purchasing eligible Campbell's products including Pepperidge Farm, V8, Campbell's frozen soups, Campbell's shelf stable soups, Pace and Prego. School Districts can earn up to 5,000 points (dollars) that can be redeemed for SNA Points, ANC Hotels and Southwest Airlines Rewards as well as Renovation Rewards for cafeterias or Student Power Plays to build lunch room participation.

To find out more or to register, please visit rewards.campbellfoodservice.com.

How to Get Started:

1. **Register** – Sign up by clicking [here](#) or going to: rewards.campbellfoodservice.com/register.
2. **Point Estimator** – Click [here](#) or visit rewards.campbellfoodservice.com/point-estimator to view how many points you can earn by menuing eligible Campbell's products.
3. **Redeem** – After you register, you can use the redemption wizard to create your redemption form. Forms can be sent either in the mail or by email along with proof of purchase. Redemption forms are generally processed in 4 to 6 weeks and the resulting points will be credited to your Campbell Triple Choice account.
4. **Get Your Rewards** – Once you receive your points, you can use them for rewards from the Campbell Triple Choice Rewards [catalog](#) (rewards.campbellfoodservice.com/rewards-catalog).

1-800-TRY-SOUP (879-7687)

Campbell's
FOODSERVICE

Register | Login

HOME

REGISTER

POINT ESTIMATOR

REDEMPTION FORM

REWARDS CATALOG

TERMS & CONDITIONS

Triple Choice REWARDS

WELCOME

It's never been more rewarding to offer the nutritious, great-tasting brands that kids love. Earn points for purchasing eligible Campbell's® products, then choose rewards to make your school even cooler.

Follow these easy steps to get started.

1. Register – Sign up today and begin earning points
2. Point Estimator – See how many points you can earn by menuing eligible Campbell's products
3. Redeem – Complete the redemption form and submit
4. Get Your Rewards – Use the points you've earned to shop for awesome rewards for your school

Already a member? [Login here.](#)

[Click here for complete rules and regulations.](#)

Campbell's V8 PEPPERIDGE FARM Pace Prego

Campbell's Foodservice | About Us | Contact Us | Contact Sales Rep | Privacy & Legal Notices | Allergen Labeling

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DOMINO'S SMART SLICE REWARDS PLUS PROGRAM

Every time you purchase Domino's Smart Slice products you'll earn Rewards Plus Points that can be used to redeem a variety of items to support your schools.

For every \$100 spent on Domino's Pizza Smart Slice products your school district will receive 10 rewards points.

Points can be used to purchase:

1. SNA memberships, certifications and conference registrations
2. Items for sports and physical education programs
3. Items for school kitchens
4. Items for school classrooms

Points are tracked automatically and redeemed online at www.dominosrewards.com.

To find out more or to get started, please visit: www.schoolnutrition.dominos.com or schoolnutritioninfo@dominos.com.

ESPAÑOL

ABOUT DOMINO'S | CAREERS | FRANCHISE | INTERNATIONAL | INVESTORS

SCHOOL LUNCH PROGRAM

School Lunch Home | Nutrition | It's Easy | Giving Back | Learn More | Partners | Other Programs

A revolution in school pizza!

This line of delicious, nutritious pizzas created specifically for schools is delivered hot and fresh from your local Domino's Pizza store. Domino's Pizza Smart Slice is the nutritious food that kids will actually EAT and LOVE!

Program Overview:

- Goal: Provide added nutrition benefits to the most popular entrée served in schools to help give kids energy to learn, grow and play
- Helps schools not just meet, but exceed nutrition requirements and goals
- Maximize school district profitability by:
 - Encouraging student participation on main lunch line
 - Offering affordable, nutritious, delivered pizza
- Wholesome ingredients available just for schools
- Customized recipes for your students' taste buds
- Rich loyalty program that gives back to your district by providing equipment for schools, kitchens and sports
- Community partnership – keep it local!

Program available at participating locations nationwide. © 2010 Domino's IP Holder LLC. Domino's®, Domino's Pizza® and the modular logo are registered trademarks of Domino's IP Holder LLC. "Coca-Cola", "Coca-Cola Zero", "Diet Coke", "Sprite" the Contour Bottle design, the Dynamic Ribbon are registered trademarks of The Coca-Cola Company.

We're making lunchtime a little smarter with the Domino's Pizza Smart Slice Program. Here's how:

- ✓ The crust is made with 51% white whole-wheat flour
- ✓ 35% less sodium than our traditional pizza sauce
- ✓ Reduced sodium by 100mg per serving in our Lite Mozzarella cheese
- ✓ Customizable, nutritious toppings available
- ✓ The goal is to help you increase participation and profitability

www.dominos.com - Order Online | Locations | Business Orders | School Lunch | America's Dairy Farmers | Suppliers | Terms of Use | Contact Us



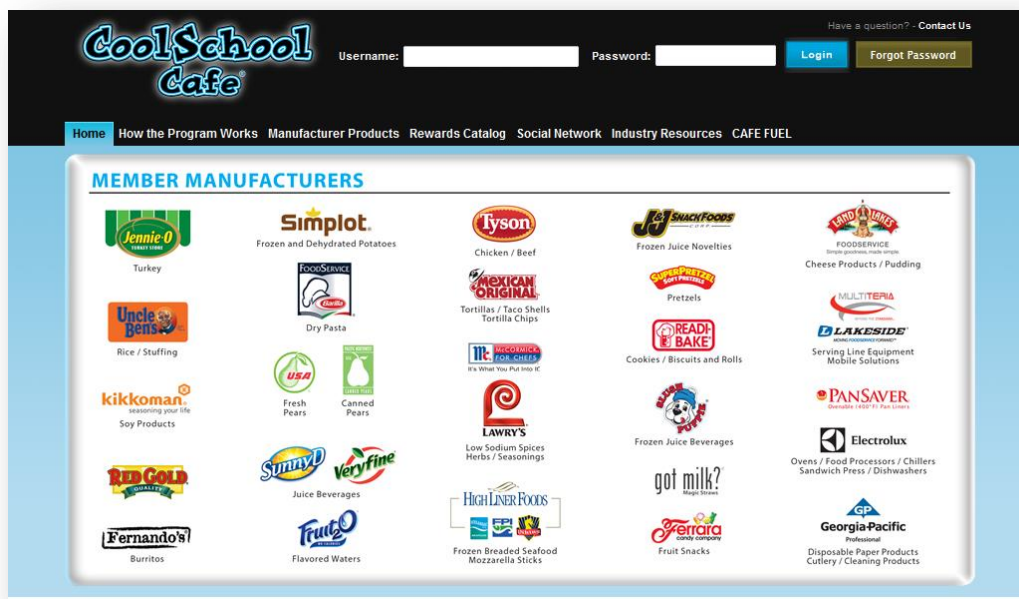
COOL SCHOOL CAFE AND CAFE FUEL

Cool School Cafe and Cafe Fuel are industry-leading loyalty programs offering school districts the ability to earn FREE rewards that support their school meal program by purchasing qualified products from Member Manufacturers. Sample rewards include SNA memberships and registrations for SNA events such as ANC and SNIC as well as equipment, small wares, training resources and giveaways.

For more information on how to participate, and a complete listing of qualifying manufactures, please visit www.coolschoolcafe.com.

How to Enroll and Redeem Points:

1. **Purchase** qualifying manufacturer products. Save purchase verification for all qualifying product purchases from July 1st-June 30th.
2. **Submit** your points. Complete and mail or email your Points Summary Sheets along with purchase verification to: Cool School Cafe, P.O. Box 535, Becker, MN 55308 or support@coolschoolcafe.com.
3. **Shop** with your points. Redeem points for a variety of school foodservice specific rewards. To view the complete catalog, please visit www.coolschoolcafe.com or call (800) 468-3287.



STEP UP TO THE PLATE

Step Up To The Plate allows you to earn points for qualifying product purchases. Points can be redeemed for SNA memberships and conferences.

How to get started:

1. **Create an account** – Go to www.stepuptotheplate.net to open an account for reward points. Points you earn for qualifying purchases will be placed into your password-protected account. When you log in, you can quickly check your point balance, purchases recorded, redemption history and update your account as needed.

2. **Earn and deposit points** – No need to collect labels, enter codes or tabulate points. Just send us your usage or velocity reports for qualifying purchases:

- a. Email:
mitch@stepuptotheplate.net
- b. Fax: (312) 707-8869
- c. Regular Mail:
Mitch Salzstein
Step Up To The Plate
305 Lee Road
Northbrook, IL, 60062

Each sponsor product has a corresponding point value that is automatically deposited by Step Up To The Plate into your account. The more sponsor products you buy, the more points you earn.



The screenshot shows the Step Up To The Plate website homepage. At the top, there is a navigation bar with links for Home, Benefits To You, Our Sponsors, Points & Awards, Continuing Education (CEU'S), Balanced Lifestyle Education, and Participation/Merchandising Ideas. A search bar is also present. Below the navigation bar, the main content area features a large banner for 'THE MAX!' with the tagline 'Step Up to the Plate™...proud to recognize and reward America's School Foodservice Professionals.' To the right of the banner is a 'Click here for Sponsor Product Information' link. Below the banner, there are four featured sections: 'FREE ONLINE CEU'S' (Earn C.E.U. credits right from your desk), 'INCREASED PARTICIPATION' (Customizable programs to drive participation), 'PROFESSIONAL DEVELOPMENT & MERCHANDISE AWARDS' (Earn points on products you may already be purchasing!), and 'BALANCED LIFESTYLE EDUCATION' (Help educate students about healthy lifestyle choices). At the bottom of the page, there is a footer with links for Home, Benefits To You, Our Sponsors, Points & Awards, Continuing Education (CEU'S), Balanced Lifestyle Education, and Participation/Merchandising Ideas, along with a copyright notice for 2009 Step Up To The Plate.

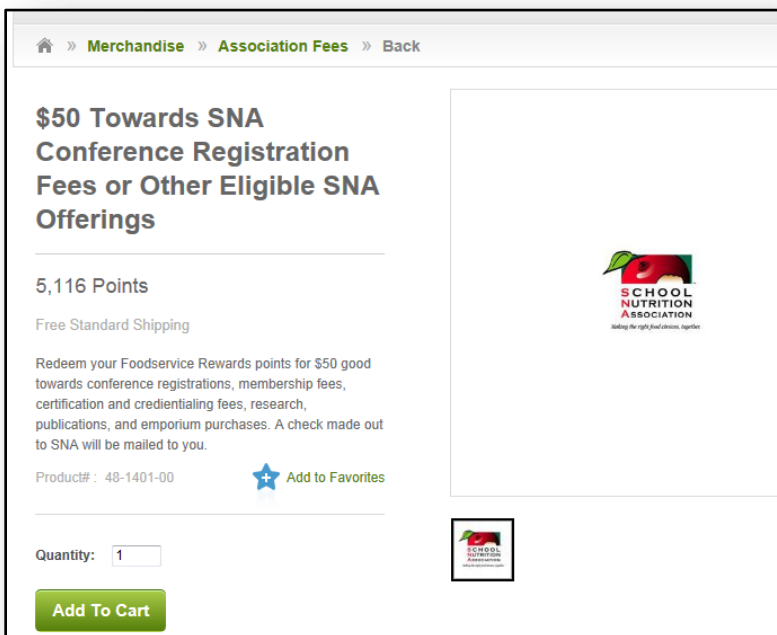
3. **Redeem points** – Log in anytime to view your point balance online. To redeem all or part of your points, select the professional development (and/or merchandise) award you would like based on your point balance. Enter a quantity, confirm your shipping address, and click submit. Your order will automatically be processed and redeemed points will be subtracted from your account balance. You will receive an order confirmation number that can be printed and saved for your records.

For questions or more information, please contact info@stepuptotheplate.net or (312)707-8870.

FOODSERVICE REWARDS

Foodservice Rewards (www.foodservicerewards.com) lets you earn rewards just for buying quality products from leading foodservice manufacturers and service providers. It is free and reward points can be used towards SNA products and services such as memberships, certification and credentialing fees, conference registrations as well as purchases in the SNA Bookstore and Emporium.

1. **Get Started:** To get started and create an account, go to www.foodservicerewards.com and click on [ENROLL NOW](#).
2. **Earn Points:** Eligible products are sent with yellow reward code labels on the packaging. Peel and enter the 12-digit codes online to earn points. Build up your points quickly by purchasing all of your food and beverages from participating brands. Earn additional points for purchasing related services from participating service partners
3. **Redeem:** Points can be redeemed and used towards purchases such as SNA membership(s), certification and credentialing fees, research publications as well as items from the SNA Emporium. A check made out to SNA will be mailed to you.



Home » Merchandise » Association Fees » Back

\$50 Towards SNA Conference Registration Fees or Other Eligible SNA Offerings

5,116 Points



Free Standard Shipping

Redeem your Foodservice Rewards points for \$50 good towards conference registrations, membership fees, certification and credentialing fees, research, publications, and emporium purchases. A check made out to SNA will be mailed to you.

Product#: 48-1401-00 [★ Add to Favorites](#)

Quantity:

[Add To Cart](#)



For questions or more information, contact customerservice@foodservicerewards.com or (888) 674-2872.

HOW TO USE YOUR REWARD POINTS/DOLLARS WITH SNA

Reward Points/ dollars earned from the aforementioned programs can be used to pay for some or all of the following:

- National membership dues → **including School District Owned Memberships (SDMs)**
- Annual certification and credentialing fees
- Annual National Conference (ANC) registration(s)
- School Nutrition Industry Conference (SNIC) registration(s)
- Legislative Action Conference (LAC) registration(s)
- SNA research and publications (click [here](#) or see bookstore on SNA's website)
- SNA [Emporium](#) purchases

There are a few different ways to use your redeemed points or reward dollars with SNA:

1. Redeemed Points:

Once you have redeemed your points, please send in a copy of the reward order confirmation along with your completed SNA meeting registration form(s) or SNA membership, certification or credentialing application/renewal notice(s) to: **SNA, 120 Waterfront Street, Suite 300, National Harbor, MD 20745**. Points can be used for full or partial payments. If you do not have enough points to pay in full, you can pay the balance by check, credit card or purchase order.

2. Checks Made Out to SNA:

Reward points that are in the form of a check made out to SNA can be sent along with your completed SNA meeting registration form(s) or SNA membership, certification or credentialing application/renewal notice(s) to the mailing address above. Checks can be used for full or partial payments. If you do not have enough to pay in full, you can pay the balance by another check, credit card or purchase order.

3. SNA Emporium:

To use points (or reward dollars) for SNA Emporium purchases, make a note on the order form that you would like to use your points (or reward dollars) and include your SNA member ID and school district. If you do not have enough points (or reward dollars) to cover everything, you can pay any additional amount via check, credit card or purchase order. Orders should be sent directly to the Emporium along with your reward order confirmation to: **SNA Emporium, 5515 Cherokee Avenue, Suite 300, Alexandria, VA 22312**.

FOR QUESTIONS OR MORE INFORMATION, CONTACT US AT:
MEMBERSHIP@SCHOOLNUTRITION.ORG OR (800) 877-8822

FAQS

Can I use my points (or reward dollars) to pay for School District Owned Memberships (SDMs)?

Yes. You can use your points (or reward dollars) to pay for school district owned memberships (SDMs). If you do not have enough to pay in full, you can pay the balance by check, credit card or purchase order.

Can I use my points (or reward dollars) to pay for new memberships or new certifications?

Yes. You can use points (or reward dollars) to pay for new memberships as well as new certifications.

What happens if I don't have enough points (or reward dollars) to cover my membership(s), registration(s) or certification(s)?

If you do not have enough points (or reward dollars) to cover everything, you can pay any additional amount via check, credit card or purchase order.

What happens if I have more points (or rewards dollars) than I need to cover my membership(s), registration(s) or certification(s)?

Any unused points (or reward dollars) will sit under your member account as a credit and will be available to use towards any future SNA products or services.

I just redeemed my points online and sent the order confirmation along with my membership renewals to SNA. How long will it take for SNA to process everything?

Generally, it takes about two (2) weeks for SNA to receive the dollar value for your points and another two (2) to three (3) weeks to allow for processing and new membership cards to be mailed out. SNA will only process memberships, certifications or conference registrations once the full payment amount has been received.

How do I use my points (or reward dollars) to make purchases in the SNA Emporium?

To use points (or reward dollars) for SNA Emporium purchases, make a note on the order form that you would like to use your points (or reward dollars) and include your SNA member ID and school district. If you do not have enough points (or reward dollars) to cover everything, you can pay any additional amount via check, credit card or purchase order. Orders should be sent directly to the Emporium along with your reward order confirmation:

**SNA Emporium
5515 Cherokee Avenue, Suite 300
Alexandria, VA 22312**

Who should I contact if I am having trouble redeeming my points (or reward dollars) to use towards SNA products and services?

First, we recommend that you contact the specific rewards program (i.e. Schwan's, Campbell's, Domino's, etc.). For any further assistance, please contact membership@schoolnutrition.org.



Can I view my points (or reward dollars) in MySNA?

You can view any redeemed points (or reward dollars) by logging into your MySNA account.

Who do I contact to find out how many points (or reward dollars) I have on my SNA account?

If you would like to know how many points (or reward dollars) are available under your SNA member account, please contact membership@schoolnutrition.org. Please note that we will only have points (or dollars) that have been redeemed from the specific industry rewards program and sent to SNA.

Do points (or reward dollars) expire?

Redeemed points (or reward dollars) must be used within five (5) years.

Will SNA notify me of any unused points (or reward dollars)?

Yes. At least once a year, you will be sent an email detailing any unused points (or reward dollars) that have been redeemed and are still available to use.

FOR QUESTIONS OR MORE INFORMATION,
CONTACT US AT:
MEMBERSHIP@SCHOOLNUTRITION.ORG OR
(800) 877-8822