

THIS IS THE

**SPRING
2021**

President's Message

Jennifer Hirsch, SNS, President, SNA of Ohio



As I sit here writing this, the temperature in Northeast Ohio has reached 65 degrees, the skies are blue, the sun is shining and the birds are chirping. Spring is here and that means the end of the school year is right around the corner! WOW- Where has this year gone?! While some days were long (or VERY long), the year was short!! If your district was like mine, we found ourselves getting very creative and feeding students in a multitude of ways. As my term as SNA Ohio President is coming to an end, I want to acknowledge that while this year has been like no other, I have both enjoyed the year and learned a lot!

A wise woman, Mrs. Nancy Rice once said "Always, always, ALWAYS celebrate your accomplishments". And that is exactly what I want to do!! While many states and similar associations shared their frustrations with providing members opportunities because of COVID, our board worked hard to make sure we found opportunities to keep both food service members and industry members engaged. Some of this year's accomplishments include:

2020/2021 Accomplishments

Emergency Preparedness Webinar-Institute of Child Nutrition

Special Dietary Needs Webinar- Institute of Child Nutrition

"You, only more professional"- JoAnne Robinett

"Virtually, anything is possible"- Jon Colby

Virtual Expo & Taste T.V.

1st ever Education & Expo Event in April

Annual Conference in June

Host of SNS Exam in June

Legislative Action Conference- first ever virtual with 34 attendees and 43 members zooming the hill with 2 Senators and 14 Congress persons! We were also introduced to the new Secretary of the USDA Tom Vilsak.

Thanks again to all the speakers and presenters for working with us to keep our members involved. I also want to thank my board- what an amazing group of individuals!! I am proud to have worked with each of you!! Lastly, I want to thank Tracey Hogan. She truly is the backbone of this association and I never could have done this without her!!

In closing, it has been an honor to serve as your president! SNA Ohio is progressively moving forward, setting new goals and continuing to accomplish great

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"...SNA Ohio is progressively moving forward, setting new goals and continuing to accomplish great things!!"

SNA Ohio 2020 – 2021 Executive Committee

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President's Message

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things!! I am so excited for your president elect- Tiffany McCleese to take the reigns!! I know the association will be in the very capable hands of a wonderful woman with a kind heart!!

I also have a hope for each of you, school staff and industry alike. I hope each of you have the opportunity to look at yourself and think about this past year. Think about how amazing you are, how resilient you are and how important the work is. This year was something none of us were trained on. There was never a "Global Pandemic 101" course in college or a "How to rise to the challenges of feeding our school children during COVID" course offered at the last conference. We had to make quick, fast decisions and continually change and adapt. This year was one of the greatest challenges some of us have had in our entire school nutrition career. So congratulate yourself, pat yourself on the back, take a deep breath and be reminded of how truly amazing you are!! What you do, every single day, is so important!! You are passionately fueling America's future!!

Chapter Chat

SNA Chapter 2 held a zoom meeting March 10, 2021

- 28 food service supervisors attended.
- Officers were selected for the 2021-2022 school year.
- SNA Expo in April and SNA conference in June were promoted.
- AR, procurement and financial reviews were discussed.

Another meeting is being planned for late April to wrap up the year.

Lori McKean-Brace
Northwest Regional Director

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2021 SNA OF OHIO ANNUAL CONFERENCE



Are you passionate about food service?... about child nutrition?... about making a difference in the lives of the students, parents and communities of Ohio? Then you've come to the right place! Please register to join us for the first ever stand-alone SNA of Ohio Annual Conference June 15th-17th at the Marriott Columbus University Area in Columbus! ***This year's Conference is separate from the School Nutrition Expo, and the focus of the Conference is education and networking for BOTH school district and industry members in Ohio!***

You don't want to miss this awesome opportunity to attend an event that has been created with **YOU** in mind – what **YOU** want and need to help your program not only grow but flourish – what **YOU** need to reinvigorate your passion to serve – what **YOU** need... to network with colleagues in an effort to establish the relationships **YOU** need to help make it all happen! Come ready and excited to learn and hear stories from around Ohio that will serve to inspire and educate so we can get back to what we do best... nourishing and preparing **OUR** students to perform their best everyday so they're prepared to meet and exceed in their future!

Although the 2021 SNA conference isn't going to look like the conferences of the past... be assured, SNA is working hard to ensure we provide you with the best overall conference experience possible! We have been in constant communication with the facility to ensure we provide the safest measure that will allow us to be together once again and will continue to 'keep our finger on the pulse of things' as things continue to evolve.

Space is limited, so register today at
<https://snao.formstack.com/forms/2021annualconfreg!>

We cannot wait to see you (in-person!) in Columbus!

SNA OF OHIO 66th ANNUAL CONFERENCE

Marriott Columbus University Area – Columbus, OH

Registration Options

Please note that seating is limited due to pandemic restrictions, so please register early! The registration deadline (unless we reach capacity before the deadline) is June 7th. Online or in-person registrations cannot be accommodated after June 7th. We understand that some districts may have had travel budget cuts this year, but you are encouraged to register for one day of the conference and drive in for the day if possible! We have structured our schedule to maximize education each day, and our registration rates are economical!

1. **\$225 - School District Attendees** – includes June 16-17 not including OSU tours (1st registrant). **A discounted rate of \$175 is available for additional registrants from the same school district.** (Before choosing this option, please confirm that someone else from your district is already registered).
2. **\$225 - Current SNA of Ohio Industry Members** – full conference June 16-17 not including OSU tours
3. **\$125 - one-day registration for school district attendees and industry members** (choose June 16 or 17 – not including OSU tour on June 16)
4. **\$100 - students and retirees** – full conference June 16-17 not including OSU tours

For pre-conference events on June 15 and OSU tours on June 16, select any/all as optional additional events as detailed.

Conference Presenters/Speakers – please note:

Presenters will be contacted in early May by the SNA of Ohio office regarding conference registration and other logistics surrounding their session(s).

Award & Scholarship Winners, Retirees (2020 & 2021), and Current Chapter Presidents – please note:

Our office is finalizing the award program logistics and will be in touch by early May with notifications and full details about the luncheon recognition program on June 17th.

Industry Members – please note:

You must be an employee of a current SNA of Ohio industry member company to register for the 2021 Annual Conference. You may view the industry member directory at <https://www.snaohio.org/protected/vendorlist.aspx>.

Current Platinum and Gold Industry members will be contacted via email by early May by the SNA of Ohio office with information to register for complimentary conference registration(s) included with membership, as well as additional information regarding the Industry Information Station (Platinum only, as well as current members unable to participate as an exhibitor at the April Expo). Please note that only the current industry membership contact on file will receive this information.

Event Safety Protocols

Visit <https://www.snaohio.org/AnnualConference.aspx> to view safety protocols for this event.

Justification Letter Templates

Visit <https://www.snaohio.org/AnnualConference.aspx> for an industry or school district justification letter template. You may customize to present to your leadership to assist with approval in attending this event.

CEU Information – EARN UP TO 13 CEUS!

SNA's Certificate in School Nutrition and School Nutrition Specialist (SNS) Credential are aligned with USDA Professional Standards. For more information, visit www.schoolnutrition.org/certificate. Annual training for USDA Professional Standards counts toward continuing education requirements for maintaining the SNA certificate and credentialing status. 1 SNA Continuing Education Unit (CEU) = 1 hour of training for USDA Professional Standards.

Mid-Ohio Food Bank Donations!

Let's pay it forward and help those in need! Please bring one (or more!) non-perishable food item or personal care item to benefit the Mid-Ohio Foodbank. Donations will be collected June 15-17 (until 11:00 a.m.) at the SNA of Ohio Annual Conference check in/registration area, located in the Scioto B meeting room. **Most needed/essential items for donation maybe be found at <https://www.midohiofoodbank.org/wp-content/uploads/2016/09/MOF-Food-Drive-Most-Needed-Food-Items.pdf>.**

SNA of Ohio 2021 Annual Conference Photo Highlights

Please submit your photo to highlight a successful, uplifting moment from your district this past school year! We want to highlight these moments via a slide show throughout the conference! **Please submit your photo by June 1st at https://snao.formstack.com/forms/2021_conf_uplifting_photos.**

Raffle Tickets

You may purchase raffle tickets at the conference by cash or check payment.

SCHEDULE OF EVENTS – JUNE 15-17, 2021

Tuesday, June 15th - Pre-Conference Sessions/Events

- | | |
|--------------------------|--|
| 7:00 am – 6:00 pm | Conference Registration/Check In
Location: Scioto B Meeting Room |
| 8:00 am – Noon | SNS Exam
Location: Ohio AB Meeting Room
<i>You may register for the SNS exam by May 25th at https://schoolnutrition.org/certificate-and-credentialing/credentialing-program/. You may register for the exam only, if you are unable to attend the conference.</i> |
| 1:00 – 4:00 pm | SNA of Ohio Leadership Academy, led by Linda Eichenberger, SNS
Location: Scioto A Meeting Room
3 hours CEU 3000 Administration & 4000 Communications and Marketing
<i>A favorite recognized leader in school nutrition, Linda Eichenberger will lead this session to provide guidance to anyone that aspires to achieving a role in leading a group. Linda will inspire and provide useful information as you begin your journey as a future leader. This workshop is recommended for anyone that is an incoming chapter president or aspires to be a future board member of SNA of Ohio. Lunch provided at Noon, and pre-registration is required (no additional charge).</i> |

**10:00 am – Noon &
1:00 – 3:00 pm
(select one)**

Ohio State University Dining Services Tours

2 hours CEU 2640 Food Safety Culture

Take a glimpse of the world of College and University Dining through the lens The Ohio State University Dining Services. Tour the various facets of dining operations including full service, fast-casual, quick service, food truck, culinary production kitchen, coffee shops, and more. Learn about how Dining typically operates on campus, overall philosophy, strategic directions, staffing, nutrition, menu management, and Dining Plans. Learn how Dining adjusted to offer services during the COVID-19 crisis and how they are planning on moving past the crisis. You will have time to ask questions during the tour and find more specific information based on your curiosity.

Additional charge of \$10 per person. Tours are limited to 15 participants per timeframe. (Confirmed registrants will be sent additional details regarding tours, including the tour meeting location and parking information at OSU.)

5:30 – 8:30 pm

SNA of Ohio Board of Directors/Industry Advisory Council Meeting/Dinner

Location: Olentangy AB Meeting Room

Invitation only

Wednesday, June 16th

7:00 am – 5:00 pm

Conference Registration/Check In

Location: Scioto B Meeting Room

7:00 am – 5:00 pm

Industry Information Station

Location: Franklin Ballroom Foyer

New this year! Check out marketing information from our current Platinum Industry Member companies!

7:45 – 8:45 am

Moderator Training/Breakfast

Presenter: Chris Burkhardt, SNS, Executive Director, School Nutrition, Cleveland Metropolitan School District

Location: Scioto A Meeting Room

Invitation only

9:15 – 10:15 am

COVID-19 Response Panel: Feeding the Future in a Pandemic

Presenters: June Wedd, Vice President of School Wellness, American Dairy Association Mideast; Jessica Shelly, MBA, Student Dining Services Director, Cincinnati Public Schools; Brian Davis, Assistant Director, Food and Nutrition Service, Ohio Department of Education

Location: Franklin Ballroom

1 hour CEU 3240 Emergency Plans

Join a panel of school nutrition professionals as they discuss the challenges and successes of feeding students during COVID-19. Topic discussions will include partnership opportunities, innovative service models and state-wide data on meals during COVID-19.

10:15 – 10:45 am

Snack and Refreshment Break

Location: Franklin Ballroom Foyer

Take this opportunity to grab a snack, network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!

- 10:45 – 11:30 am** **Show Your Heart: How to Share Your Story on Social Media**
Presenter: Mary Beddell, Public Relations Director, Plain Local Schools
Location: Franklin Ballroom
.75 hours CEU 4150 School & Community Communication
We all know that serving meals day in and day out to students (especially during a pandemic) requires a certain amount of heart...but how do you share your Food Service department story with your community? Mary Beddell, PR Director from Plain Local Schools (Stark County) shares her favorite tips and tricks for keeping your community informed using social media. Whether you are a large district with a full-time communications department or a small district with limited resources Mary will walk you through tangible options to help share your heart with your community through social media.
- 10:45 – 11:30 am** **Cafeteria Visits 101**
Presenter: Tamara Earl, SNS, Child Nutrition Supervisor, Mason City Schools
Location: Olentangy A&B Ballroom
.75 hours CEU 4140 Communication Skills
This session will help you learn how to connect with lawmakers in your community! Highlights include going over the purpose of a Cafeteria Site Visit, how to conduct a visit, and provide you with a checklist to plan your own visit!
- 10:45 – 11:30 am** **Equipment: The Heart of it All**
Presenters: Kevin Leonard, President, Specialty Equipment Sales Co. (SESCO) & Josh Monohan, Service Manager, Commercial Parts and Service
Location: Ohio A&B Meeting Room
.75 hours CEU 2140 Use & Care of Equipment
Equipment is the heart of your kitchen. We will take an in-depth look at how to strengthen that heart, maintain that heart and insure your heart stays healthy for years to come.
- 10:45 – 11:30 am** **Clean Labels and Buying Locally-How to Refocus Your Menu**
Presenters: Lauren Marlow, Supervisor of Nutrition, Cincinnati Public Schools & Eric Zacarias, Manager of Student Dining Services, Cincinnati Public Schools
Location: Scioto A Meeting Room
.75 hours CEU 2430 - Purchase Food, Supplies & Equipment
This session will help you to understand key factors in adopting clean label and local buying practices in your district with examples of successes and challenges that CPS had. This session will also help you to increase awareness of these programs and how they benefit the students.
- 11:30-11:45 am** **Break**
Location: Franklin Ballroom Foyer
Take this opportunity to network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!
- 11:45 am – 12:30 pm** **Processes and Places for New & Renovated Spaces**
Presenter: Scott Reitano, Principal, Reitano Design Group
Location: Franklin Ballroom
.75 hours CEU 3510 Facility & Equipment Planning
This presentation and discussion is geared toward providing foodservice directors with a better understanding of the design and construction process for a kitchen renovation or new-build project within their school corporation. Through education and understanding, the foodservice director will be better equipped (pun intended) to navigate the process, to be confidently involved and influential, and to ultimately provide an appropriate foodservice venue. We will also identify the various players in the foodservice equipment distribution channel and their roles in providing information and services to the school corporation in this process and in general.

- 11:45 am – 12:30 pm** **Menu Transparency; the good, the bad, and the ugly but necessary truth of why you need to commit and clearly market your meals!**
Presenters: Maureen Pisanick, CEO & Sarah Carlson, COO - Pisanick Partners
Location: Olentangy A&B Ballroom
.75 hours CEU 4120 Program Promotion
Is your menu transparent? Do you know why this is important? In a world where knowledge is at our fingertips, your families want access to virtual menus, allergens and attributes. This session will focus on the importance of virtual menus along with allergy information and attributes such as local, farm to school and made from scratch, just to name a few.
- 11:45 am – 12:30 pm** **Is it allowable? Using Documentation to Ensure Creditability**
Presenter: Charity Blair, Education Program Specialist, Office of Integrated Student Supports - Ohio Department of Education
Location: Ohio A&B Meeting Room
.75 hours CEU 2150 CN Labeling, Crediting
This session will discuss the documentation required to verify the creditability of food items. We will discuss Child Nutrition Labels (CN) and Product Formulation Statements (PFS), how often these records should be updated by Operators, and the role of these documents during the Administrative Review.
- 11:45 am – 12:30 pm** **Easy Steps in Updating and Maintaining an HACCP Food Safety Plan**
Presenters: James Bannerman & Jason Miller - SFSPac/Innovative Solutions Group, Inc.
Location: Scioto A Meeting Room
.75 hours CEU 2610 HACCP
After learning these simple steps, SOP's, logging, etc. in updating district Food Safety (HACCP Plan), employees will have a better understanding in compliance and receive tips on avoiding accidents/ Worker's Comp claims.
- 12:30-12:45 pm** **Break**
Location: Franklin Ballroom Foyer
Take this opportunity to network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!
- 12:45 – 2:00 pm** **Lunch & Updates from ODE and SNA National**
Presenters: Jill Riggs, SNA Mideast Regional Director & Brian Davis, Assistant Director, Food and Nutrition Service, Ohio Department of Education
Location: Franklin Ballroom
- 2:00 – 2:15 pm** **Break**
Location: Franklin Ballroom Foyer
Take this opportunity to network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!
- 2:15 – 3:00 pm** **Enticing Children to Eat Healthier - Why it is important and How to Accomplish it**
Presenter: Scott Reitano, Principal, Reitano Design Group
Location: Franklin Ballroom
.75 hours CEU 2240 Serving Lines
It is one thing to serve a "healthier" school lunch and it is quite another to offer food in such a way that our children choose to eat with us. In this interactive session, we will gain a better understanding of the role food can play in today's changing educational model, the impact it can have on student behavior, their academic performance, and their overall well-being for a lifetime. Session participants will come away useful information and research to advocate for their program along with practical insight as to how to translate the information into an action plan with impactful results.

2:15 – 3:00 pm

Understanding the Complex Infrastructure of the Food Industry

Presenters: Alison Powers, JTM Food Group; Pam Reitz, Rizwitsch Sales; Dan Moss, National Food Group; Laura Lazor, Ruiz Foods; Patrick Clemens, Heartland Solutions; Renee Bowen, Descon Signage Solutions

Location: Olentangy A&B Ballroom

.75 hours CEU 2440 Food & Supplies Orders

Are you new to K12 School Nutrition? Or perhaps you are a seasoned veteran and want to have a better understanding of who to call and when. Learn details about the roles industry members play in the various segments of our industry. Panelists will discuss the best practices for going to market in the areas of procurement of food products, equipment & supplies, software programs, signage and customized marketing materials. When do you deal with the broker, (middleman) direct representative or distributor? Join us to learn more about who does what, when and how it all works together.

2:15 – 3:00 pm

Farm to School: Leveraging Buying Coops & Regional Partnerships

Presenters: Alison Patrick, Program Manager, Feed Our Future, Cuyahoga County Board of Health & Anne Schneider, Farm to School Coordinator, Greater Cincinnati Regional Food Policy Council, Green Umbrella

Location: Ohio A&B Meeting Room

.75 hours CEU 2450 - Cooperative Purchasing Groups

Alison Patrick, the Program Manager for Cuyahoga County Board of Health's Feed Our Future Program, and Anne Schneider, the Farm to School Coordinator for Green Umbrella's Greater Cincinnati Regional Food Policy Council, will provide turnkey solutions on farm to school procurement and supporting program resources. The two organizations are currently partnering to pilot the expansion of the Northeast Ohio based Feed Our Future program to Southwest Ohio. The Feed Our Future program offers comprehensive and cohesive marketing materials for telling the story of F2S in cafeterias, classrooms, and to the broader community while also providing technical assistance to schools and food buying coops to increase the purchasing and serving of local produce in school meals.

2:15 – 3:00 pm

Showcasing Your Farm to School

Presenters: Stacey Bettis, Food Service Director, Minerva Local School District & Tina Reynolds, SNS, BS, School Nutrition Specialist /Nutrition Services Assistant, Milford, Madeira, Wyoming, Finneytown & Williamsburg Districts

Location: Scioto A Meeting Room

.75 hours CEU 1130 Local Foods – Farm to School

This session will help you identify easy recipes to utilize with your harvest of the month that are kid friendly and compliant. You will also hear a variety of ideas and concepts that will help elevate your Farm to School programs, or start one if you do not have one. Let us show you how simple it can be and how much fun you can have in your cafeteria, classroom, and community just with a few simple pivots.

3:00 – 3:15 pm

Snack and Refreshment Break

Location: Franklin Ballroom Foyer

Take this opportunity to grab a snack, network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!

3:15 – 4:45 pm

Variety is the Spice of Life...and in Your Kitchen!

Presenters: Maureen Pisanick, CEO & Sarah Carlson, COO - Pisanick Partners

Location: Franklin Ballroom

1.5 hours CEU 3440 Retention, Promotion & Recognition

In any given work environment we have a dynamic melting pot of personalities: "the salt of the earth", "the sassy and spicy", "the sweet and helpful", and the "bursting intensely energetic". This session will help you understand what each flavor contributes to the overall success of the recipe - the recipe for successful teamwork!

Wednesday Evening

Conference attendees are encouraged to enjoy dinner and an evening on their own! Take in the sights around Columbus and enjoy time in small groups with your Ohio colleagues!

6:30-8:30 pm

Ohio State University Dining Services Tours

2 hours CEU 2640 Food Safety Culture

Take a glimpse of the world of College and University Dining through the lens of The Ohio State University Dining Services. Tour the various facets of dining operations including full service, fast casual, quick service, food truck, culinary production kitchen, coffee shops, and more. Learn about how Dining typically operates on campus, overall philosophy, strategic directions, staffing, nutrition, menu management, and Dining Plans. Learn how Dining adjusted to offer services during the COVID-19 crisis and how they are planning on moving past the crisis. You will have time to ask questions during the tour and find more specific information based on your curiosity.

Tours are limited to 15 participants per timeframe. Additional charge of \$10 per person.

(Participants will be sent additional details regarding tours, including the tour meeting location and parking information at OSU.)

Thursday, June 17th

7:00 am – 4:00 pm

Conference Registration/Check In

Location: Scioto B Meeting Room

7:00 am – 4:00 pm

Industry Information Station

Location: Franklin Ballroom Foyer

New this year! Check out marketing information from our current Platinum Industry Member companies!

7:45 – 8:45 am

Breakfast and SNA of Ohio Annual Business Meeting

Location: Franklin Ballroom

8:45 – 9:00 am

Break

Location: Franklin Ballroom Foyer

Take this opportunity to network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!

9:00 – 9:45 am

Learning Something New Every Day

Presenters: Laura Lazor, Associate Business Development Manager Great Lakes, Ruiz Foods; Sam Chin MS, RDN, LD, Food Service Director, Olmsted Falls City Schools; Alison Powers, MBA, RDN, Regional Sales Manager, JTM Food Group; Deanne Pastva, RD, LD, Nutrition Services Supervisor, Amherst Exempted Village School District

Location: Franklin Ballroom

.75 hours CEU 2000 Operations

*This session is geared toward new school and industry employees, but all are welcomed to attend/participate, because we are all constantly learning! You are encouraged to submit questions for the panelists to answer during the session at the link below. Even those who are unable to attend the session can submit questions, and a summary of the questions/answers will be sent to all SNA of Ohio school and industry members after the conference. **Submit your questions for this session by June 10th at https://snao.formstack.com/forms/2021_conf_learning_something_new_questions.***

9:00 – 9:45 am

A Tale of Two Journeys...

Presenters: Jennifer Rex, Director of Food Services, Plain Local Schools & Lincoln Yee, MBA, Co-Founder, Asian Food Solutions and International Food Solutions

Location: Olentangy A&B Ballroom

.75 hours CEU 3210 Leadership Principles

All leaders have a journey - every journey is a story waiting to be shared. Please join us as we learn about the amazing leadership journeys of the Director of Food Services for Plain Local Schools (Ms. Jen Rex) and the Co-Founder of Asian Food Solutions and International Food Solutions - formerly Comida Vida (Mr. Lincoln Yee). Join us as they share their stories with us... this is an experience you don't want to miss!

9:00 – 9:45 am

Effective Communication Tools to Increase Meal Participation

Presenter: Ashley Morena, Food Service Director, Canton Local School District

Location: Ohio A&B Meeting Room

.75 hours CEU 4150 School & Community Communication

Have your reimbursable meals decreased during the pandemic? This session will give you practical concepts on how to effectively communicate to your ideal customer and drive participation. We will take a deep dive into upward and downward communication and why the continuous flow is important.

9:00 – 9:45 am

Free Digital Tools to Bring Your Marketing to Life

Presenter: Liz Roesel, Owner, SEA Level Social

Location: Scioto A Meeting Room

.75 hours CEU 4140 Communication Skills

This is a crash course of nine marketing tools that will help you better market your program and engage customers. You will see how to easily create professional graphics, videos, memes, and gifs in minutes using these tools: Texting Story, Talking Pet, meme generators, Giphy, Boomerang, iMovie (iOS), Photo Slideshow (Android), screen recording and Canva. We move fast, but have a lot of fun!

9:45 – 10:00 am

Break

Location: Franklin Ballroom Foyer

Take this opportunity to network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!

- 10:00 – 10:45 am** **Leadership and Teamwork: How our differences give us power and our power is in our differences.**
Presenter: Joe Pettit – www.joepettitinspires.com
Location: Franklin Ballroom
.75 hours CEU 3210 Staff Management
Highly successful School Nutrition leaders recognize that in order to achieve their goals and minimize conflict among team members, it's important to understand how to create unity and teamwork. Regardless of age, race, work history, or birthplace we have more in common than what meets the eye. In this session, Joe will equip leaders with the insights they need to identify personality strengths, blind spots, communication preferences, and internal motivators. Attendees will walk away with clarity on how to boost teamwork and understand why people from all walks of life have power when differences unite.
- 10:00 – 10:45 am** **Innovative Ways to Increase your Revenue Stream**
Presenters: Tascin Brooks, Assistant Director, Youngstown City School District; Bethany Lenko, Supervisor of Food Service, Olentangy Local SD; Carrie Beegle, Food Service Director, Cloverleaf School District; Megan Grippa, Assistant Child Nutrition Coordinator, West Clermont Local Schools
Location: Olentangy A&B Ballroom
.75 hours CEU 2150 CN Labeling, Crediting
This session will discuss the documentation required to verify the creditability of food items. We will discuss Child Nutrition Labels (CN) and Product Formulation Statements (PFS), how often these records should be updated by Operators, and the role of these documents during the Administrative Review.
- 10:00 – 10:45 am** **Recruiting, Hiring and Retention**
Presenter: Courtney Morabito, Supervisor of Operations- Student Dining Services, Cincinnati Public Schools
Location: Ohio A&B Meeting Room
.75 hours CEU 3310 Meal Counting, Claiming, Managing Funds
Hear from a panel of school nutrition operators as they discuss their best practices for increasing revenue. Panelists will present on strategies such as implementation of BIC, smart menu planning, use of integrated vending machines and much more. Find out what works as the 2021-2022 school year approaches. Following a year of lost revenue, you won't want to miss this session to gain ideas for invigorating your program and getting back to being "in the black".
- 10:00 – 10:45 am** **Create Content Like a Pro: Graphic Design and Videography Tools and Tricks**
Presenter: Liz Roesel, Owner, SEA Level Social
Location: Scioto A Meeting Room
.75 hours CEU 4140 Communication Skills
Our attention spans are getting shorter, so if you want to effectively market your program you have to create eye-catching promotions. In this session, you'll see how Canva can help you create logos, flyers, posters and social media graphics with little to no graphic design experience. (And best of all, it's free!) You'll also see how to boost your marketing even more with Ripl, a low-cost tool that lets you create professional-looking videos in minutes.
- 10:45 – 11:15 am** **Snack and Refreshment Break**
Location: Franklin Ballroom Foyer
Take this opportunity to grab a snack, network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!

11:15 am - Noon	<p>Be that One Person</p> <p>Presenter: Stas Georgiadis, President, Advanced Purchasing</p> <p>Location: Franklin Ballroom</p> <p>.75 hours CEU 3420 Policies & Procedures</p> <p><i>We all come from different places: physically, emotionally and generationally. Our shared experiences are not universal. In this session, we will discuss how to get benefit from all of our interactions. We will explore our emotions with those interactions and discuss signs and responses.</i></p>
11:15 am - Noon	<p>The Importance of Menu Planning, Forecasting and Procurement in COVID and Non-COVID Times</p> <p>Presenters: Tascin Brooks, Assistant Director, Youngstown City School District; Lisa Hamrick, Director Food Services, South-Western City School District; Natalie Winkle Supervisor, Boardman Local School District; Sheri Petrich Regional Sales Manager, Country Pure Foods, Lori Mattingly Key Account Manager, Rich Products</p> <p>Location: Olentangy A&B Ballroom</p> <p>.75 hours CEU 1120 Cycle Menus</p> <p><i>A panel of Food Service Directors and Manufacturers will discuss the ongoing importance of menu planning as it relates to proper forecasting and procurement practices. The panelists will explain the importance of communication and offer simple suggestions and techniques for effective forecasting to manage inventory levels as well as controlling costs in your school district.</i></p>
11:15 am - Noon	<p>How Video Will Become Your New Best Friend</p> <p>Presenters: Chris Burkhardt, SNS, Executive Director, School Nutrition & Leilah Absi, Project Manager, School Nutrition - Cleveland Metropolitan School District</p> <p>Location: Ohio A&B Meeting Room</p> <p>.75 hours CEU 4120 Program Promotion</p> <p><i>In this session, you will learn about producing videos from selecting equipment to filming, editing and platforms to host the videos. If you are new to video training or just admire Steven Spielberg, this session is for you.</i></p>
11:15 am - Noon	<p>Legislation 101</p> <p>Presenters: Michael Collins, President, MCG Strategies Deanne Pastva, RD, LD, Nutrition Services Supervisor, Amherst Exempted Village Schools/SNA of Ohio Legislation & Public Policy Chair</p> <p>Location: Scioto A Meeting Room</p> <p>.75 hours CEU 3320 Compliance with Regulations/Policies</p> <p><i>This session will offer a review of what issues/policies need to be highlighted in support of the delivery of School Nutrition services. We will discuss actual issues at hand and processes that help or prevent an issue from becoming a piece of legislation. A recap of the 2021 Legislation Action Conference will also be discussed, as well as the collaborative efforts between SNA of Ohio and OASBO to "Rally The Statehouse."</i></p>
Noon – 12:15 pm	<p>Break</p> <p>Location: Franklin Ballroom Foyer</p> <p><i>Take this opportunity to network (socially distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!</i></p>
12:15 – 2:15 pm	<p>2020 & 2021 Annual Awards Recognition Luncheon</p> <p>Location: Franklin Ballroom</p> <p><i>Join us to celebrate SNA of Ohio's 2020 <u>AND</u> 2021 Award and Scholarship winners, School and Industry Retirees, and Chapter Presidents from around the state!</i></p>

2:15 – 2:30 pm

Break

Location: Franklin Ballroom Foyer

Take this opportunity to network (social distanced, of course), visit the Industry Information Station tables, and purchase raffle tickets!

2:30 – 3:30 pm

Dishing Up LEADership in a VUCA World

Presenter: Bob Pautke, President and Executive Director, LEAD Academy

Location: Franklin Ballroom

1 hour CEU 3440 Retention, Promotion & Recognition

Our world is an increasing swirl of Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) - increasingly so. So what's a LEADer to do? What's a student to do? What's a nutritionist to do. This requires more than a teacher's apple, it requires courage. So what's the recipe? It requires a diet of embracing change, continual learning, a focus on people... it takes a servant's heart... it takes embracing true LEADership.

3:30 – 3:45 pm

Annual Conference Closing Remarks/Raffle Drawing

Location: Franklin Ballroom

Space is limited, so register today at

<https://snao.formstack.com/forms/2021annualconfreg!>

Annual Conference Host Site Information



This year's host site for the conference and hotel rooms is the **Marriott Columbus University Area, 3100 Olentangy River Rd, Columbus, OH 43202**. Complimentary parking is available onsite.

Hotel Room Reservations:

A limited number of discounted hotel rooms are available for the nights of June 14, 15, 16, and 17. The conference block rate is \$156 (plus taxes) per night for single and double occupancy.

To reserve your hotel room, visit <https://www.marriott.com/event-reservations/reservation-link.mi?id=1607527206765&key=GRP&app=resvlink> by May 20th.

Tax Exempt Credit Card or Check Payments to Marriott Columbus University Area

Tax Exempt/Credit Card Authorization Payments: If you will make your reservation by credit card, please **make your reservation online at <https://www.marriott.com/SNA2021> with a credit card**. To receive the credit card authorization link you must email Casey.Neal@concordhotels.com with your request, confirmation number(s) to be covered, and tax exempt forms. Please note that the credit card will need to be in the same school districts name that the tax exempt form is under. **Credit card authorization forms must be on file with the hotel one week prior to arrival.**

Please note that you are required to provide a credit card at check in for incidental charges, including any parking charges billed to your room (if your credit card authorization does not include incidentals to be charged to that card).

Tax Exempt/Check Payments: If you make your reservation by check payment, please **make your reservation online at <https://www.marriott.com/SNA2021> with a credit card** and bring check payment at check in for your room and tax. Your credit card will not be charged for your online reservation once your check payment is received at check in. Please note that you will be required to provide a credit card at check in for incidental charges, including any parking charges billed to your room. Your check payment should be made payable to the Marriott Columbus University Area Hotel. If you have any questions or need assistance, contact Casey at casey.neal@concordhotels.com.

- Tax Exempt Form – complete at https://www.tax.ohio.gov/portals/0/forms/fill-in/sales_and_use/exemption_certificates/ST_STEC_U_FI.pdf - one form for EACH reservation.

PLEASE NOTE: TAX EXEMPTION WILL NOT BE GRANTED UNLESS A TAX EXEMPT FORM IS PRESENTED FOR EACH TYPE OF TAX AND THE ROOM IS PAID FOR BY A FORM OF PAYMENT FROM THE EXEMPT ORGANIZATION. (i.e., organization check, credit card or credit card authorization) The Marriott Columbus University Area Hotel will not accept a purchase order as a form of payment.

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PRODUCT CODE	DESCRIPTION	SERVINGS PER CASE	PACK SIZE	MEAL CREDITING
18510	Cornbread Poppers (3-piece)	128	384/0.51 oz.	1 oz. grain eq.
20215	WG Stackables Flatbread	288	144/4 oz.	8 squares = 2 oz. grain eq.
18524	WGR Cinnamon Ring	84	84/2.5 oz.	2 oz. grain eq.
19402	WG Chocolate Chip Cookie, IW, Nut Free	126	126/1.55 oz.	1 oz. grain eq.
18110	Pork BBQ Slider with Traditional Sauce on WG Bun - COMMODITY	32	32/5 oz.	2 oz. grain eq./2.0 M/MA
28110	Pork BBQ Slider with Traditional Sauce on WG Bun - COMMERCIAL	32	32/5 oz.	2 oz. grain eq./2.0 M/MA
18111	Pulled Pork BBQ in Traditional Sauce - COMMODITY	80	4/5 lb.	2.0 M/MA
18112	Pulled Pork BBQ in Western Sauce - COMMODITY	80	4/5 lb.	2.0 M/MA

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Legislative Action Conference 2021

The Legislative Action Conference (LAC) is a favorite event for many SNA of Ohio members. We get to enhance the efforts that SNA Lobbyists work on all year long. It is so exciting to have meaningful conversations with our Congressmen and Congresswomen about how our operations help our students and provide jobs in our communities.

This year's LAC was all virtual, including our Capitol Hill visits. We even had a surprise visit from actor Matthew McConaughey! He thanked all of us for our tireless efforts to feed America's children.

On March 10, 2021, our group of delegates had either Zoom meetings or phone conferences with our Congressional Representatives to discuss the SNA Position Paper, which included many pertinent topics that could have very beneficial impacts for our operations. Several SNA of Ohio members, as well as one high school student, just Zoomed the Hill since our visits were all virtual or phone conferences. The Amherst Exempted Village Schools Freshman, James P'Simer, attended the meeting with Congressman Jim Jordan's legislative aide to represent students across Ohio to discuss the SNA Position Paper! Many of the Delegates who just Zoomed the Hill now want to attend LAC 2022 in person!

The topics we discussed with our Congressional Representatives include:

- 1) Permanently expand the National School Lunch and School Breakfast Programs to offer all students meals at no charge as an integral part of the educational experience.
- 2) Provide emergency financial relief directly to School Food Authorities (SFAs). We understand we are to receive Emergency Operating Cost reimbursement, but we need additional funding to support increased costs of food, supplies and labor.
- 3) Preserve USDA Foods entitlements and State Administrative Expense (SAE) funds, impacted by COVID-19. We asked for Congress to direct the USDA to utilize Fiscal Year 2019 participation data for our future Entitlement calculations.
- 4) Reduce regulatory and administrative burdens. Congress should direct the USDA to implement the recommendations of the congressionally-mandated Child Nutrition Reporting Burden Analysis Study, and preserve flexibilities on whole grains, sodium and milk regulations.

Thank you to all of the following Ohioans who were part of this wonderful LAC 2021 Team!

James Bannerman	Paul Gosiger	Ron McWhorter	Tracy Rusch
Carrie Beegle	Megan Grippa	Andrew Mendez	Jessica Shelly
Stacey Bettis	Lisa Hamrick	Jason Miller	Lori Tontimonia
Emilia Bires	Tina Hastings	Ashley Morena	Jennifer Vargo
Winnie Brewer	Jackie Hess	Emily Neu	Kelsey Warren
Jennifer Bujak-Hirsch	Krys Hess	Wendy Novotni	Beverly Wasserbeck
Tina Bulle	Brigette Hires	Leah Olex	June Wedd
Jared Copeny	Brian Hunt	Deanne Pastva	Doug Weil
Brian Davis	Tina King	Maureen Pisanick	Kathryn Wilburn
Jan Diamond	Jill Lauter	Dorie Pullen	Jan Williams
Carole Erb	Laura Lazor	Sally Rathje	Lincoln Yee
Marsha Escola	Lauren Marlow	Jennifer Rex	Eric Zacarias
Adriana Flener	Tiffany McCleese	JoAnne Robinett	

Legislative Action Conference 2021

continued from page 23



◀ Congressman Jim Jordan's Delegates
3-10-21

Congressman Gonzalez's Delegates 3-10-21 ▶



◀ Matthew McConaughey



Congressman Davidson's Delegates 3-10-21 ▶



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Premium Queso Blanco Sauce

72 trays per case | 4.0 oz tray provides 2.0 M/MA

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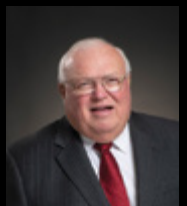


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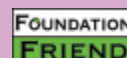
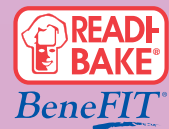
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9554	Bavarian Style Soft Pretzel Twists	2.2 oz.	100	2 Grain
9555	Bavarian Style Soft Pretzel Twist - I/W	2.4 oz.	100	2 Grain
SUPERPRETZEL® 51% Whole Grain Soft Pretzels				
30115	Soft Pretzel Sticks	33 oz.	381	2 Grain
READI-BAKE® 51% Whole Grain BeneFIT® Breakfast Bars				
40407	Maple Brown Sugar Bar	2.5 oz.	48	2 Grain
40408	Chocolate Cream Chip Bar	2.5 oz.	48	2 Grain
40409	Celebration Bar	2.5 oz.	48	2 Grain
READI-BAKE® 51% Whole Grain BeneFIT® Mini Bar				
40457	Chocolate Cream Chip Mini Bar	1.25 oz.	96	1 Grain
40458	Celebration Mini Bar	1.25 oz.	96	1 Grain
READI-BAKE® Crunch n' Crave Crackers				
2049190	Spicy Queso	1.6 oz.	100	2 Grain
2049191	Pizza	1.6 oz.	100	2 Grain
2049192	Original	1.6 oz.	100	2 Grain
2049193	Churro	1 oz.	160	1 Grain
2049194	Original	1 oz.	160	1 Grain

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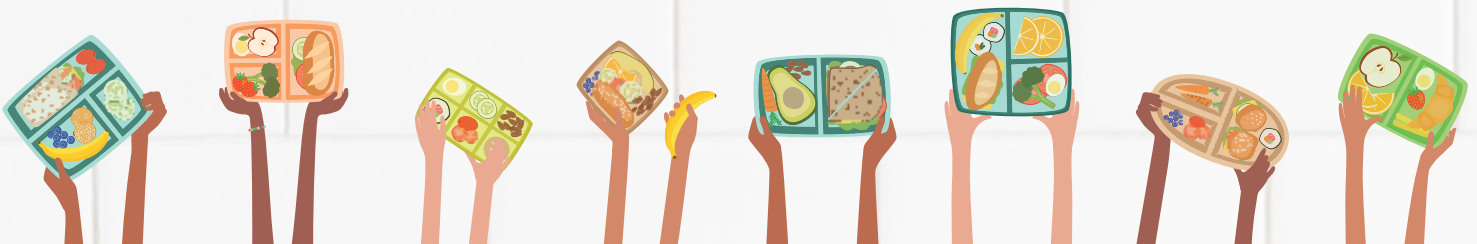
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Leadership Journey of *Jennifer Hirsch*

Current Position on the Board: President

Title: Director of Nutrition Services

How many years have you worked in child nutrition? 13 years

What's your favorite thing about being involved in SNA?

My favorite thing about being involved in SNA is the networking. I have met so many amazing people and learned so much that I would not be in this leadership role if not for those special people. I also love the interaction with other nutrition professionals, both school professionals and industry, not just from Ohio but all over the U.S.

What are you most passionate about professionally?

I am most passionate about my interaction with the students. My Superintendent David Toth is constantly reminding his team "it's all about the kids" and it most certainly is. Whether we are feeding them in the classroom, in our cafeterias, our communities, our school nutrition programs would not exist without them.

My Favorites:

School Lunch: Creamed turkey over biscuits (my grandma was the cook!)

Music: Lynyrd Skynyrd, Queen, Eagles, Steve Miller band, Foreigner, Journey, Heart (all the music I listened to with my parents growing up)

Vacation: Disney World Parks & Resorts

Hobby: Watching my children play sports & dance, traveling with the family, weekend trips to Lakeside, OH and trips to Cedar Point.

Quote: "Your life is made up of two dates and a dash. Make the most of the dash."



My leadership journey starts with changing career directions. I was employed in the corporate world prior to me changing paths to school food service. My degrees included a BA in Criminal Justice and Psychology with minors in Social Work and Sociology, and eventually obtaining my Master's degree in Business. All my life, I knew I wanted to help people but I also had the passion for the foodservice industry that I obtained working at SeaWorld through college. When I left the corporate world and ventured into the schools, I really did

not know what to expect. When I started my career in school nutrition, I was hired, given an office, a title and wished good luck. I was also left a one-page note from the previous director that included a short introduction and several bullet points. One of the bullet-points read:

- "Join SAND 43 and SNA-- these are a MUST" (I of course had no idea what SAND 43 even meant, let alone what SNA stood for.)

With a little digging I learned SAND was a chapter of SNA (School Nutrition Association). So, I joined both the SNA and SAND Chapter 43. I paid my dues, attended meetings and found the information provided both useful and beneficial. I can remember vividly that during one of the fall meetings my life would forever change. Stacey Bettis announced several openings on the board. I was a bit intrigued about the prospect of being on the board. By this time, I was more comfortable with my role as a Nutrition Director and decided to submit my letter of interest for the Membership Chair position. At the next meeting Stacey had announced there were multiple applicants for the position and asked if "Jennifer Hirsch" would please stand. I was very excited but also very nervous. This was going to be a new, defining moment in my career! In the past, I have always preferred to blend in with the crowd and not take on any leadership roles. As a result of my defining moment, I spent several years on the SAND leadership board in many different capacities such as Membership Chair, Vice-President and President.

I was later encouraged to apply for the leadership academy, which was a 4 hour academy at the beginning of the SNA Ohio annual conference. The maximum number that was eligible to attend the academy was 50. As you can imagine, I was deeply humbled when I was one of 50 applicants chosen. I was very excited but apprehensive at the same time since I was managing two very unique and different school districts. Dealing with the all the complexities that each district offered, made me ponder the question, 'Do I really belong in school nutrition.' I ended up attending the academy and it has forever changed my perspective on school nutrition. Nancy Rice was the academy instructor and she was amazing. During her lecture she stated something so profound, that I knew from that moment that I was not going anywhere and

continued on page 38

Leadership Journey of Jennifer Hirsch

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school nutrition was definitely where I needed to be. Shortly thereafter, I was asked to help plan the SNA Ohio annual conference. Again, I was both excited and apprehensive in helping to plan such a large event. It made for a long day, but with all brainstorming, collaborating and networking opportunities, I could not ask for a better moment in time. In addition, I was asked to be a conference moderator. I had to force myself out of my 'box' since I particularly do not like to engage in public speaking. It does matter if I am speaking in front of 15 colleagues from my administration team or a room full of people. I still become a nervous wreck! However, I was extremely blessed to be a part of so many wonderful moments and the numerous learning opportunities that were afforded to me. From this point, my involvement with SNA kept developing. I received a scholarship to attend the SNA Nationals Leadership Academy in Baltimore. This was an AMAZING experience. I was the only person from

Ohio in the academy and met other future leaders from all over the country. I also had the opportunity to listen and meet Dr. Lynn Harvey. Dr. Harvey had stated several things that were so captivating that it touched me deeply. I introduced myself after her presentation and had a pleasant conversation with her. In the end, I was asked to consider running for the SNA Ohio board. I agreed to this new role and held the position of Vice-President, President-Elect and now President. (On a side note, I still dislike public speaking and fight it every step of the way!) So, if you are a person who feels nervous or anxious about holding a board position for your chapter or the state- I suggest you consider it. None of this was in my comfort zone, however what does not challenge you does not change you!!

Lastly, I believe in the power of appreciation, and always find myself saying it because someone may never know how much they impact your life. So, I want to personally thank Stacey Bettis, Nancy Rice and Dr. Lynn Harvey. You have been such an inspiration to me and a huge part of my leadership journey and my continued passion for school nutrition! Thank you again from the bottom of my heart!

SNA 2021 Important Dates

- School Lunch Hero Day – May 7, 2021
- SNA of Ohio Annual Conference – June 15-17, 2021 – Columbus, OH
- 2021 Annual National Conference (ANC) – July 11-13 – Chicago, IL
- SNA of Ohio Expo & Education Event – October 2021 date TBD – Columbus, OH



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