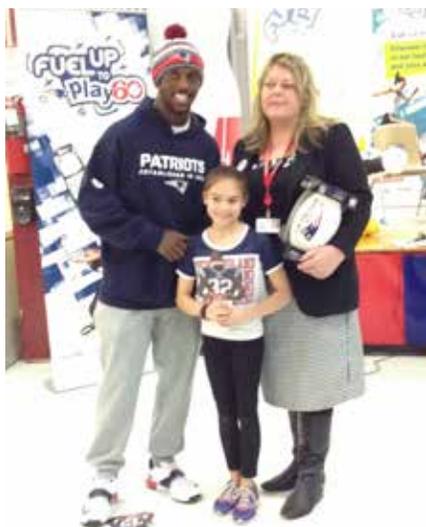


Internal Dialogue

by Kristin Morello, SNS, SNA of Mass. President

As I begin this article, it is the holiday season and again, I find myself thinking about how thankful I am and how blessed I am to be a member of the School Nutrition Association of Massachusetts (SNA of Mass.). Throughout the first half of my term as President, I have been inspired by so many of our members and the positive work that they do.

The Fall Conference and Food Show was a huge success. Pictures can be found in this issue and on the website: www.schoolnutrition.info. If you had your professional picture taken by David Fox, don't forget to post it on your SNA of Mass. profile page, your website and any other professional accounts. Check out the Board's professional pictures on the website, it's always great to put a name and a face together!



Tewksbury Wins Breakfast in the Classroom Challenge.

Visiting school districts that are achieving great success is my favorite part of being your President. I had the pleasure of representing SNA of Mass. at the New England Dairy and Food Council's celebration of Tewksbury's Trahan Elementary Schools breakfast in the classroom program. Deb Mugford, and

her team, have done an amazing job inspiring students to eat healthy and get fit.

Each New Year brings new opportunities and challenges. As I headed to Phoenix to represent SNA of Mass. at the School Nutrition Industry Conference (SNIC), I started reading the book *Unbreakable* by Thom Shea. I found inspiration in this book because it was all about this man leaving his life lessons, for his children, on the pages of a book in case he didn't make it back from a mission. The main concept he wanted to pass to them was that they needed to learn about their Internal Dialogue and how they can use it to achieve all that they dreamed.

"Internal Dialogue is a trait common to all successful people, whether they know it or not. In fact, the practice of Internal Dialogue is the single-most important factor in bridging your genetic gifts, passions, and dreams" He was most impacting to me with these two quotes..."don't fear the need to achieve anything, and never give up...NEVER. All great accomplishments, all earned awards, start with an Internal Dialogue that needs to be fulfilled." And "We cannot achieve success without first enduring countless hours of practice." This book has been a new light by helping me to listen to, and edit, my inner voice or Internal Dialogue, and focusing my attention on the goals we have identified so that hard work and practice will be the keys to achieve them.

Inspiration comes from so many sources and as I arrived at SNIC, I found myself in a room of dedicated professionals who were tasked with evaluating the current national governance structure of how we manage and worked, to create a plan to re-structure. Creating a current, effective, and nimble way for our board to lead our association was the goal. Participating at that



Kristin Morello, SNS, SNA of Mass. President

level was educational and informative. SNIC also offers directors the opportunity to meet and network with our patron members. As we are finding ourselves with such a tumultuous year, with regard to food supply and demand, it was enlightening to hear from manufacturers, brokers, and distributors about their thoughts for the future and ways directors could make a difference and help with solving problems.

As we push into the second half of the school year, my wish for you is that you are motivated to succeed at your goals and inspire those around you to be energized and inspired for your guests every day.

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SNA celebrates members who work every day to ensure well-nourished students across the country are prepared for success!

Do you know a school nutrition employee who is friendly, creative, and dedicated to professional growth and the children they serve?

Peers, staff, colleagues, or supervisors may nominate individuals for these awards. All nominees must be SNA members who are SNA certified throughout the entire awards nomination and judging process.

APPLICATIONS DUE March 1 either online at: <https://schoolnutrition.org/Awards/>

or hard copy to: State President Kristin Morello

Email: Kristin.Morello@reading.k12.ma.us

Mail: SNA of Mass., 6 Boston Road, Suite 202, Chelmsford, MA 01824

Fax: 978-250-1117

As an SNA member we encourage you to nominate a fellow member deserving of one of these awards

The **Employee of the Year** award recognizes non-managerial school nutrition employees for the contributions they have made throughout their school nutrition career.



The **Manager of the Year** award, in honor of Louise Sublette recognizes school nutrition managers for the contributions they have made throughout their school nutrition career.



The **Director of the Year** award recognizes school nutrition directors for the contributions they have made throughout their school nutrition career.

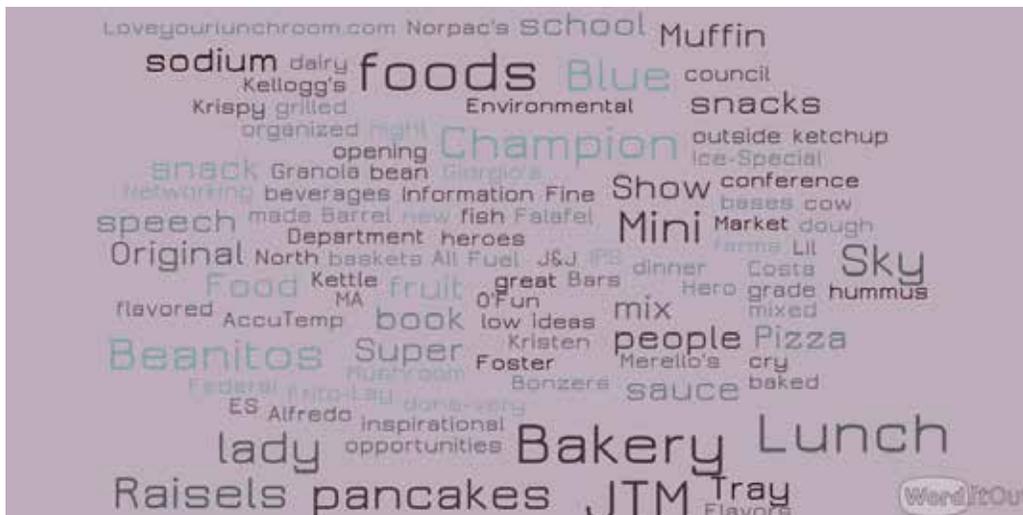


My Three Favorite Things

Thank you all for your input on your three favorite things from the Fall 2014 exhibit floor. Congratulations to Lucinda Ward for winning a free conference registration to the Fall 2015 conference during the drawing held at this year's SNA of Mass. annual meeting.

We may decide to do this again next year with a more formal approach to allow for publishing the results with more detail as SNA national does with their secret shoppers at their Annual National Conference. Below is a graphic of your replies.

Thank you for your support and save the date for next year's conference October 27-28 2015!



Update from the Board

by Janice Watt, Vice President, SNA of Mass.

As we approach the middle of the school year, the SNA of Massachusetts Board wants to let our valuable members know that we are working hard, behind the scenes, to make improvements that will better serve our members and keep our association strong.

Like any effective organization does, we have our own “rule books”, otherwise known as our Policy and Procedures Manual, as well as a set of By-laws, both of which guide the association. Annually, the board reviews both documents to see if there are any areas that need to be added, improved upon, or deleted. This constant evolution keeps the association functioning at a high level.

SNA of Massachusetts members are eligible to vote on proposed By-law changes; every member has a voice in how our association is run. The proposed changes are read and rationales are explained to our members at our Fall Conference, in the spirit of full disclosure. A vote is taken, and changes are made, if approved by a quorum of members. Conducting these votes at the Fall Conference is a fairly new practice for us; for many years, this vote has taken place at the summer meeting.

Since our attendance at the Fall Conference is greater, as well as the recent discontinuation of summer trainings by the Department of Elementary and Secondary Education, and the John Stalker Institute, the Fall Conference is the perfect time and place to decide on the by-law changes.

The Policies and Procedures that we follow are much more fluid, and changes are decided upon by the entire board, throughout the year, after thoughtful discussion and consideration. Often, there is overlap between what is considered a policy or a procedure, and what is included in by-laws. Some are simple decisions, others require “mega discussions” of the board to make sure that a consensus is reached which best serves our membership.

This year has presented many issues for us to consider. Some of the changes are related to our recent transition of bringing McKenna Management, an association management company, on board. They handle much of the “nuts and bolts”, or operations of the association, so we are addressing shifting some responsibilities to them, specifically in the areas of financial management. The language in our guidebooks

needs to reflect these changes accurately as we move forward.

We are also considering such topics as offering a variety of rates at conferences, such as student rates, and special exhibitor rates, as well as registration cancellation policies. Slight changes to scholarships and grants are being explored and considered this year. The board will also consider “tweaking” existing policies regarding board travel.

As you can see, there is a good deal of work done by the board, behind the scenes. Our loyal and dedicated, all-volunteer board takes their roles very seriously. As members, we encourage you to become more involved with the SNA of Massachusetts, by participating in the voting of our by-laws, as well as volunteering in some way. And, of course, there is always the “ultimate” in volunteering: serving on the board! If you have any questions about the association or volunteering, please visit our website, www.schoolnutrition.info, or contact our many board members. We are here to serve you!

LAC Update

SNA of Mass is delighted to announce that Tom Houle, the FSD of Nashoba Regional School district, is this year's LAC First Timer Grant recipient. Tom will be joining the Mass delegation in Washington DC in early March to charge capitol hill on behalf of our association. With over 20 years in the child nutrition industry, we feel Tom will bring a great deal of experience and knowledge to strengthen our Congress visits. We hope that this experience will be a highlight of Tom's career and we know his expertise will be an asset to our team.

Please join us in congratulating Tom on his award and commitment to feeding hungry children.



SNA of Mass Board of Directors

First row, left to right: Judy White, Jeanne Sheridan, Mary Leslie, Janice Watt, Kristin Morello, Sylvana Bryan, Catherine Donovan, and Heather Brunette.

Second row, left to right: Maura Crowley, Maria Hall, Jill Lucius, Janelle Madden, Deb Mugford, Katie Millett, David Nichols, Lucinda Ward, Kim Smyth, Diane Zak, Susan Pretola, and Susan Sacks.

Missing: Melody Gustafson, Tom Houle, April Liles and Heather Torrey.

Chapter Happenings

by *Sylvana Bryan, SNS, President-elect, SNA of Mass.*

Happy 2015. With the first half of the year over, we are looking forward to continuing to offer educational sessions in your area. The SNA Delegate and Delegate-Elects have been working hard to schedule informative and exciting educational Chapter and Director Meetings. Save the date for the following professional development opportunities!

CHAPTER DIRECTOR:

Keys to Excellence & Roundtable Discussion

Learn what to expect during the new DESE Administrative Review. Hear from directors in your area that have gone through the process. Included in this session is information about the SNA Keys to Excellence and how to achieve it. Very interactive, bring your questions and get answers

Chapter, Date, Time & Location

1, 2 & 3 TBD

4 Thursday April 2, TBD

5 TBD, 3pm N. Attleboro

CHAPTER MEETINGS:

Professional Communication

Our Partner in education, The John Stalker Institute of Food and Nutrition at Framingham University (JSI) brings us this exceptional educational session. Enhance your communication skills, practice handling sensitive topics and discover strategies to strengthen communication within your school nutrition program. Directors, Managers and Line staff can learn proper communication with School Staff and parents. Specifically focusing on how to handle situations involving students' confidentiality; proper conversation topics in a school setting; tone and demeanor as it relates to customer service.

Chapter, Date, Time & Location

1 Thursday March 26, 4pm Chicopee

2 TBD

3 Completed on Nov. 3, 2014

4 Completed on Dec. 4, 2014

5 Completed on Nov. 19, 2014

Gluten - Free at School

Again, JSI brings another important educational topic. This session will focus on the special dietary needs for students who suffer from Celiac Disease, Gluten Sensitivity and other food allergies. Learn about gluten, food sources, how to identify gluten using the food label and strategies to meet the special dietary needs of students on a gluten-free diet.

Chapter, Date, Time & Location

1, 2, & 3 TBD

4 Tuesday March 10, 3pm Braintree

5 Wednesday, March 18, 3:30 pm
Plymouth

Please join us in participating in these exceptional educational sessions. We hope they will meet your needs and we look forward to your feedback. Contact us at info@schoolnutrition.info to provide feedback and to provide any suggestions on future Chapter or Director training sessions.

For more information on Chapter Happenings check out the SNA of Mass. website at www.schoolnutrition.info under Member Services.

Does your school have a Super School Nutrition Employee???

If so, we want to hear about him or her.....

The School Nutrition Association has named May 1, 2015 as Super Lunch Hero Day, to kick off Child Nutrition Employee Week, which is the week of May 4, 2015.

School nutrition employees are often the unsung heroes of the school community. There are so many individuals in our state who do wonderful and amazing things for the students and staff; we're sure that every district has at least one very special employee like this!

SNA of Massachusetts would like to celebrate these "Super Heroes" by holding an essay contest describing your extraordinary food service employee. We would love to see letters from students, parents & administrators describing their favorite lunch employee.

So, brighten someone's day and please nominate your outstanding food service employee by April 15, 2015.

Nominations may be:

- faxed to Diane Zak, S.N.S. Public Relations Chair at 413-582-6455
- emailed to dzak@hadleyschools.org
- or mailed to Diane Zak, S.N.S., Food Service Director, Hadley Public Schools, Hadley, MA 01035

Essays need only be 1 page or less, describing why you think this employee is a "Super Lunch Hero". Please include the district name, school name, school address and grade level which this employee serves.



Competitive Food Regulations - What's New in Mass.

by Maria Hall, MSRD, SNS, SNA of Mass. Nutrition Committee Chair

The new Federal Smart Snacks in School rules require that all competitive foods and beverages sold or offered at any school that participates in the National School Lunch Program must comply with specific nutrition standards. These federal regulations were designed to provide a minimum standard for states to follow.

Prior to the publishing of the Smart Snacks rule, 39 States including Massachusetts already had nutrition standards in place. It should be noted that the Massachusetts 105 CMR 225.000, Nutrition Standards for Competitive Foods and Beverages in Public Schools regulations exceed in most cases, the minimum federal standards. In all instances, whichever regulation is stricter, federal or state, that is the regulation that must be followed. The fact that the standards were different federally and locally lead to proposed regulatory amendments being presented to the Massachusetts Public Health Council which will be referred to as (DPH).

On August 13, 2014 proposed regulatory amendments were presented to the DPH. These proposed amendments were offered to bring the state requirements in line with the federal interim final regulations for foods sold in schools.

After careful consideration of the public comment received the DPH implemented revisions to its original regulations. These revisions help bring the Massachusetts 105 CMR 225.000, Nutrition Standards for Competitive Foods and Beverages in Public Schools regulations closer to alignment with the federal standards while still maintaining Massachusetts' high standard of promoting and protecting the health of its students.

Summary of and Rationale for Revisions

BEVERAGES

DPH Ruling: DPH has chosen to retain the restriction to 22 grams of sugar per 8oz portion of flavored milk. DPH has revised the restriction to allow the following: Juice may or may not be diluted with water or carbonated water. Servings of juice shall be no more than eight ounces.

DPH Rationale: The current active regulation in schools is that flavored milk shall not contain more than 22 grams of sugar per 8oz. Given that the industry has already responded with products that meet the 22-gram restriction, it would not place undue burden on the schools to maintain this cap and would ensure that there would be no increases in the amount of sugar in flavored milk going forward.

TOTAL SUGARS

DPH Ruling: DPH has determined that it is an appropriate change to the existing regulation to allow calculation of total sugar in a product by weight rather than by calories.

DPH Rationale: Changing the calculation of total sugar in a product by weight rather than by calories does result in a wider variety of food products being made available to students for sale. These products will still be required to comply with the other competitive foods standards.

The requirements in this case work together to promote access to healthy meal and snack options for students that they will find appealing and satisfying. Although more products will be available under this revised standard, particularly those with a high water content such as pudding and frozen dairy items, calculating sugar by weight rather than calories has become the recognized standard (as evidenced by its adoption by the USDA).

TIMING

DPH Ruling: DPH has elected to comply with the USDA standards which require that the competitive food standards apply "from midnight before to 30 minutes after the end of the official school day" as well as to allow for a special exemption from these standards for "the purpose of conducting an infrequent school-sponsored fundraiser."

DPH Rationale: The American Heart Association/Stroke Association provided testimony that encouraged DPH to extend the standards "beyond the school day to cover after school activities (except where there are a majority of adults present)" as well as to "ensure

that the nutrition standards cover all in-school fundraisers and celebrations, with the ability to allow for exemptions up to two times per year only."

ALA CARTE ENTREES

DPH Ruling: DPH has chosen not to create an exemption for a la carte entree items.

DPH Rationale: Entree items are designed to be part of a complete, nutritionally balanced meal and do not always meet the standards for a healthy snack.

ARTIFICIAL SWEETENERS AND CAFFEINE

DPH Ruling: DPH has chosen to maintain this prohibition not to allow artificial sweeteners or caffeine in any grade level.

DPH Rationale: The school nutrition standards are designed to assure that the foods and beverages that schools sell to students are healthy and nutritious in order to both promote and model healthy habits. Although students may purchase coffee off site and bring it into schools, that is no less true of unhealthy snacks such as chips or snack cakes. Additionally, given that, under the USDA standards, accompaniments must be included in the nutrient profile, cream, sugar and artificial sweeteners will not be available for use in caffeinated beverages such as coffee and tea, reducing the likelihood that these would be popular items for sale.

Source: Final Public Health Council Memo: <http://www.mass.gov/eohhs/gov/laws-regs/dph/proposed-regulations/school-nutrition-standards.html>

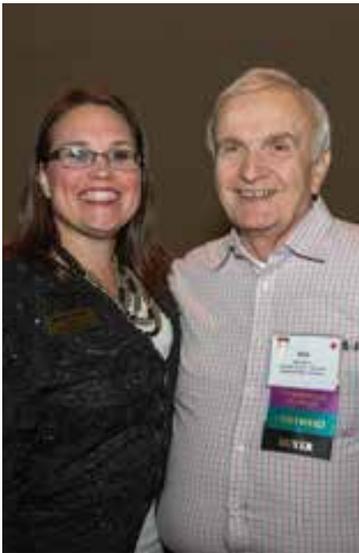
To view the regulations in their entirety visit: <http://www.mass.gov/eohhs/docs/dph/legal/school-nutrition/final-regulations-as-approved-by-phc-11-12-14.doc>

See Who Attended the 2014 Fall Conference!

See more Fall Conference photos on our website www.schoolnutrition.info



Food for Thought



Special thanks to each of these companies listed below that generously donated items or funds to our auction during the Fall 2014 SNA of Mass. Conference. We appreciate your support!

Auction Donors

AJ Letizio
Allergen Saf-T-Zone System
Barilla
David Fox Photography
Foster Farms
General Mills
Kittredge
Mansfield Paper
Multiteria
New England Ice Cream
Pepsico
Perdue
Polar Beverage
Ruiz
SNA of Mass.
Sunny Fresh
Trident

Café Sponsor

LoveYourLunchroom.com

Bag Sponsors

Thurston Foods
LoveYourLunchroom.com
Peterson Farms

Latte Station Sponsor

New England Dairy and Food Council

Save the Date!

SNA Legislative Action
Conference (LAC)
March 1st – 4th, 2015
JW Marriot Hotel, Washington DC

SNA Annual National
Conference 2015(ANC)
July 12-15, 2015
Salt Lake City

SNA of Mass. 64th Annual Fall
Conference and Food Show
October 27-28, 2015
DCU Center, Worcester, MA

SNA USDA Foods
Conference and Exhibits
(Tentative)
January 27, 2016
Boxborough Holiday Inn,
Boxborough, MA



This year vote in the SNA of Mass. elections via an electronic/web ballot. If we have your email address, you will receive an email linking you to the electronic ballot early April. You can also log on to www.schoolnutrition.info and follow links to place your vote. The following executive board positions are on the ballot: Vice President and Chapter Delegates-elect. If you have any questions or problems voting, please contact the SNA office 617-734-8822 or by email info@schoolnutrition.info

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