Change Happens…
One Step at a Time

2012 Summer Institute
August 14-16, 2012
Best Western Royal Plaza Hotel and Trade Center
181 Boston Post Road West, Marlborough, MA

2012 Conference Highlights

Day 1 | August 14
New Directors Orientation
SNA Credentialing Exam

Day 2 | August 15
Keynote Address by Katie Wilson, PhD, RD
The Power of One: One Step at a Time

Day 3 | August 16
Keynote Address by Christine Wallace, SNS
Designing a Smarter Lunchroom—Step by Step

SNA Annual Summer Meeting and Reception
Stepping Into the New School Nutrition Regulations

The 2012-2013 school year is expected to be exciting and challenging as schools strive to meet federal and state regulations targeting healthy students and healthy schools. Discover steps to make this journey smoother, strategies to move your program forward, and resources to help ease the process of change. Register today for the 2012 Summer Institute.

Please visit www.johnstalkerinstitute.org/si to view and print handouts to bring with you to your sessions.

Sponsored by the Massachusetts Department of Elementary and Secondary Education, in cooperation with the John C. Stalker Institute of Food and Nutrition and the School Nutrition Association of Massachusetts.

The John C. Stalker Institute of Food and Nutrition is a partnership of the Massachusetts Department of Elementary and Secondary Education and Framingham State University. This institution is an equal opportunity provider and employer.
**Day 1, August 14**

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:30 A.M.</td>
<td>Registration and Continental Breakfast</td>
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| 9:00 A.M. – 3:30 P.M. | New Directors Orientation  
This small group session is designed for directors new to child nutrition programs this year, or within the last few years. Education specialists from the Office for Nutrition Health and Safety Programs will provide an introduction to USDA program requirements such as meal benefit issuance, record keeping, USDA Foods and school food safety plans. This full-day program provides an essential foundation for other Summer Institute sessions. For questions, please contact Diane Sylvia, School Nutrition Programs Coordinator at 781-338-6464. Handouts for Day 1 will be provided. |
| 9:30 A.M. – 1:30 P.M. | SNS Credentialing Exam  
Registration requires a 2-step process:  
1. Register for the exam directly with the School Nutrition Association at www.schoolnutrition.org/sns Fee payable to SNA: $190 for SNA member; $285 SNA non-member. Registration period for the SNS exam is June 16 - July 24, 2012.  
2. Check off SNS Credentialing Exam box on the attached registration form. |

**Day 2, August 15**

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<td>7:30 A.M.</td>
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| 8:00 A.M.     | Welcome  
Katie Millett, LDN | Executive Director, NHSP, Massachusetts Department of Elementary and Secondary Education  
Pam Luoto, EdD, RD | Director, John C. Stalker Institute of Food and Nutrition |
| 8:30 – 9:30 A.M. | Keynote Address  
The Power of One: One Step at a Time  
Katie Wilson, PhD, RD | Executive Director, National Food Service Management Institute  
Take one step at a time and multiply the power of one to create a school nutrition program that meets the new meal pattern requirement while exceeding customer expectations. Find PRIDE in your stride! Key Area 4 |
| 9:30 – 9:45 A.M. | Break |
| 9:45 – 10:45 A.M. | One Giant Step: The New Meal Pattern and the 6 Cents Certification Process  
Katie Millett, LDN and Linda Fischer, RD, LDN | Massachusetts Department of Elementary and Secondary Education  
Many changes to the School Nutrition Program are being introduced this year. ESE will address these changes in this session. Key Area 3 |
| 11:00 A.M. – 12:00 P.M. | Breakout Session  
Marlboro Room  
Directors/Managers  
All About Verification Reports  
Diane Sylvia, MAT, SNS and Kevin Dawson | ESE  
Take a refresher course of the Verification process including selecting the sample size, using the Virtual Gateway for verification, and how to accurately complete the required Verification Summary Report. Key Area 3 |
| 11:00 A.M. – 12:00 P.M. | Breakout Session  
Seminar Room  
Directors/Managers  
Financial Management Tools for Program Accountability and Effectiveness  
Robert Leshin, MBA and Amanda Chisholm, MBA | ESE  
Capitalize on this presentation covering cash management regulations, reporting and strategies that focus on tracking revenue and expenditures. Key Area 3 |
| 11:00 A.M. – 12:00 P.M. | Breakout Session  
Princess Room  
Managers/Nutrition Assistants  
Customer Service  
Cindy Sanupas and Elizabeth Battisti | ESE  
Good customer service is vital to your program and students are key “customers” for school nutrition programs. Learn and share smart strategies to help you to respond to changes in the expectations and level of sophistication of today’s youth. Key Area 4 |
### Day 2, August 15 (CONTINUED)

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:15 – 1:15 P.M.</td>
<td><strong>Lunch</strong> Greetings from Gail Koutroubas</td>
</tr>
</tbody>
</table>
| 1:15 – 2:15 P.M. | **Breakout Session**  
**Marlboro Room**  
Directors/Managers  
**ALL NEW Meal Benefit Issuance Topics and Tools**  
Doreen Iovanna, DT, LDN and Bridget Ziniti, MEd | ESE  
Changes in the National School Lunch Program are occurring everywhere—even in providing meal benefits. This workshop will explain updated information as outlined in the USDA's new *Eligibility Manual for School Meals*. **Key Area 3** |
| 2:30 – 3:30 P.M. | **Breakout Session**  
**Seminar Room**  
Directors/Managers  
**Preparing for a Review**  
Ebonique Faria, MEd and Katina Kefalas, MS | ESE  
With Child Nutrition Reauthorization, the ESE review schedule will now be revised to transition from a 5-year cycle to a 3-year cycle. This session will review documentation you will need as you prepare for a scheduled review. **Key Area 3** |
| 4:00 – 6:00 P.M. | **SNA Meeting and Update**  
(no cost to attend the meeting)  
· President’s Welcome  
· SNA 2011-2012 in Review  
· Award Recognition  
· SNA 2012-2013 Overview  
· SNA Committee Meetings |
| 6:00 P.M. | **Reception and Dinner**  
**2012-2013 Board Installation**  
*Pre-registration and an additional registration fee for the reception/dinner event are required. Please register on the 2012 Summer Institute Registration Form.* |

### Join your colleagues for the SNA Annual Summer Meeting and Reception on Wednesday evening, August 15.

**Cost for Reception and Dinner:**  
- SNA Members $35 per person  
- Non-members $45 per person

### Day 3, August 16

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| 8:00 – 9:15 A.M. | **Keynote Address**  
**Designing a Smarter Lunchroom—Step by Step**  
Christine Wallace, SNS | Director of Food Services, Education Connection, Connecticut  
Discover how behavioral economics can help you understand your customers AND make positive changes in your operation while meeting new meal pattern regulations. **Key Area 4** |
| 9:15 – 9:40 A.M. | **Stepping Forward with Behavioral Economics**  
*Lucinda Ward, RD, SNS | Director, Triton Regional School District  
Lisa Beaudin | Director of Nutrition Services, Ashland Public Schools  
Nancy Hasselman | Manager of Food Services, Wachusett Regional School District  
School nutrition directors share real world stories of how behavioral economic strategies were applied to their lunch line re-design. **Key Area 4** |
Day 3, August 16 (CONTINUED)  

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakout Session</th>
<th>Exhibits 10:30 A.M. – 1:00 P.M.</th>
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</table>
| 9:40 – 10:30 A.M.     | **2 Steps for 2012**  
Christine Wallace, SNS | Director of Food Services, Education Connection, Connecticut  
Transform your cafeteria into a smarter lunchroom with proven strategies and case studies using the behavioral economics theory. Results include happy students making healthier choices! Key Area 4 |
| **Ballroom**          |                                                                                                                       |                                 |
| 10:30 – 10:45 A.M.   | **Breakout Session**  
Princess Room  
Directors/Managers/Nutrition Assistants  
The New A-List and MassNETS  
Karen McGrail, MEd, RD, LDN and Karen Alarie, SNS | JSI  
Learn about two resources from JSI to make it easier to find products that meet the new Massachusetts School Nutrition Standards for Competitive Foods and Beverages. Key Area 3 |
|                       | **Breakout Session**  
Seminar Room  
Directors/Managers  
Financial Management Tools for Program Accountability and Effectiveness  
Robert Leshin, MPA and Amanda Chishohn, MPA | ESE  
Capitalize on this presentation covering cash management regulations, reporting and strategies that focus on tracking revenue and expenditures. Key Area 3 |
|                       | **Breakout Session**  
Marlboro Room  
Managers/Nutrition Assistants  
Stepping into Farm to School  
Tracey Burg, RD | JSI  
Emily French | Technical Assistance Coordinator, Mass Farm to School Project  
Are you knee deep in the Farm to School program or just thinking about stepping into it? Discover tips for utilizing and handling farm fresh produce and streamlining production including a food demonstration on how to make the most of seasonal fruits and vegetables. Key Area 1 |
| 10:45 – 11:45 A.M.   | **Breakout Session**  
Marlboro Room  
Managers/Nutrition Assistants  
JSI Samplers  
Tracey Burg, RD and Karen Alarie, SNS | JSI  
Sample three of the most popular JSI workshops: Back to Basics: Fresh Vegetables and Fruits, Healthy Breakfast for Kids, and Prep Up to the New Nutrition Guidelines. Key Area 1 |
| 11:45 A.M. – 12:45 P.M. | **Lunch**  
Food Day Update                                                                                                     |                                 |
|                       | **Breakout Session**  
Seminar Room  
Directors  
Navigating the Security Portal  
Kevin Dawson | ESE  
Take advantage of all the features of ESE’s security portal. Learn how to complete the online school lunch renewal application packet, add and change contacts, obtain or change a password, add and close schools as well as when and how to complete Accuclaim, and the Food Safety Inspection Report forms. Tour the Document and Reference Library and ESE’s “To Do List.” Key Area 3 |
|                       | **Breakout Session**  
Princess Room  
Directors/Managers  
Step Up Your Menu Appeal  
Suzanne Vieira, MS, RD | Johnson and Wales University  
Menu writing is a juggling act: balancing student preferences, attitudes and guidelines with the visual attractiveness of both the menu copy and the plate presentation. Discover how to step up your program’s menu appeal to both students and parents. Key Area 1 |
|                       | **Breakout Session**  
Marlboro Room  
Managers/Nutrition Assistants  
JSI Samplers  
Tracey Burg, RD and Karen Alarie, SNS | JSI  
Sample three of the most popular JSI workshops: Back to Basics: Fresh Vegetables and Fruits, Healthy Breakfast for Kids, and Prep Up to the New Nutrition Guidelines. Key Area 1 |
| 1:00 – 2:00 P.M.     | **Breakout Session**  
Marlboro Room  
Managers/Nutrition Assistants  
JSI Samplers  
Tracey Burg, RD and Karen Alarie, SNS | JSI  
Sample three of the most popular JSI workshops: Back to Basics: Fresh Vegetables and Fruits, Healthy Breakfast for Kids, and Prep Up to the New Nutrition Guidelines. Key Area 1 |
| 2:15 – 3:30 P.M.     | **Tools You Can Use**  
John C. Stalker Institute of Food and Nutrition  
A preview of JSI’s programming initiatives.                                                                 |                                 |
| **Ballroom**          |                                                                                                                       |                                 |
|                       | **Stepping Out with Nutrition News You Can Use**  
Katie Millett, LDN | Executive Director, NHSP, Massachusetts Department of Elementary and Secondary Education  
A preview of JSI’s programming initiatives.                                                                 | Key Area 3 |
This year's SNA Annual Summer Meeting will be held in conjunction with the 2012 Summer Institute on Wednesday, August 15. All are welcome to come and attend the first committee meetings of the new school year. If you do not yet belong to a committee, this is the perfect opportunity to learn more about opportunities in SNA and to share your expertise. This coming year will be an exciting year and we hope you will consider the various committees and projects that are planned to empower and benefit our members. Take advantage of the many ways you can be involved, as we look forward to another spectacular year in SNA!

After the meetings, join us for a reception and dinner to include the installation of the 2012-2013 Board of Directors.

Accommodations
For overnight accommodations, call the Royal Plaza Hotel and ask for Reservations. A block of rooms is being held under John Stalker Institute. Cutoff date for the special room rate is August 1.

Questions?
(508) 626-4756
johnstalker@framingham.edu

Yes, I want to attend.

Register by August 1

☐ $45  Day 1, August 14 (New directors only)
☐ $45  SNS Credentialing Exam (Registration with SNA is required)
☐ $45  Day 2, August 15
☐ $45  Day 3, August 16
☐ $80  Both Day 2 & 3, August 15 and 16
☐ $35  Dinner Reception, August 15 (SNA member)
☐ $45  Dinner Reception, August 15 (Non-member)

Enclosed is my check for $___________.

Make checks payable to Framingham State University and mail check or PO and registration form to:
John C. Stalker Institute
Framingham State University
PO Box 9101, 100 State Street
Framingham, MA 01701-9101

Registration forms and POs may also be faxed to (508) 626-4018.