



Feeding Bodies. Fueling Minds.™

2019-2020

MdSNA

Chapter Handbook

MdSNA Leadership Workshop

October 25, 2019

Hunt Valley, Maryland





Feeding Bodies. Fueling Minds.™

Fall 2019

Dear MdSNA Chapter President:

Congratulations on your election to the prestigious office of President of your local Chapter. It is an honor and a privilege to serve in this capacity.

MdSNA is pledging to support your presidency and the success of your chapter by providing you with this handbook as well as other resources including the MdSNA website and *Serving Spoon* magazine.

The handbook contains support documents to answer your questions about your responsibilities as well as information on how to plan and run interesting, effective meetings that will help you to accomplish your goals.

Our website is kept current with information of importance to leading and inspiring a successful chapter. Many topics are included on the website for your use and perusal. See the attached screen shot of the website homepage. There are links to multiple other websites on topics of interest to our profession. We hope you will avail yourself of the wealth of information contained on the MdSNA website, especially our *News* page which contains current breaking news and events. We also publish the *Serving Spoon* quarterly containing current information about topics of interest as well as information on what other chapters are doing to fulfill their goals. The magazine is a good source of ideas that are being shared around the state. Be sure to send a report on your chapter activities to the editor for each edition.

Best Wishes for a very successful year as Chapter President and leader. We are here to help and support you. Please do not hesitate to contact us. We hope you find the contents of this handbook useful. We always appreciate your feedback.

Call or email us for help and with any suggestions for additions to the handbook, website or magazine.

With appreciation,

Maryland School Nutrition Association



The screenshot above is of association website: www.mdsna.org. We invite you to check it frequently for association news and events.

The screenshot below is an image of the front cover of our quarterly *Serving Spoon* magazine. Keep your membership current to receive your four annual issues, packed with association news and events.



Chapter Plan of Work Reporting

Each chapter president is responsible for completing a Chapter Plan of Work Report by May 15, 2020. MdSNA recommends that chapters update their progress on the plans throughout the course of the year, but this report in its entirety is due all at once to MdSNA in May.

Secondly, please fill out and submit via email your Chapter President's Checklist.

These two submissions will complete your Annual Plan reporting requirements for the year!

There's a copy of the Chapter President's Checklist in this book and you can also find it on the MdSNA website.

Email Report and Checklist by May 15, 2020 to:
admin@mdsna.org

or

Mail Report and Checklist by May 15, 2020 to:
MdSNA Chapter Quarterly Updates
21912 Goshen School Road
Gaithersburg, MD 20882



Making the right food choices, together.

**Chapter President's Checklist
for 2019-2020 Strategic Plan, Due May 15, 2020**

Chapter Name _____

President's Name _____ President-Elect's Name _____

Attendance at the following:

	President	President-Elect
MdSNA Leadership Conference, October 25, 2019	<input type="checkbox"/>	<input type="checkbox"/>
Convention at Delta Marriott Hunt Valley, October 25, 2019	<input type="checkbox"/>	<input type="checkbox"/>
House of Delegates Meeting at Delta Hunt Valley, October 25, 2019	<input type="checkbox"/>	<input type="checkbox"/>
MdSNA Legislative Workshop, Spring 2020.....	<input type="checkbox"/>	<input type="checkbox"/>
MdSNA Spring Education Workshop 2020.....	<input type="checkbox"/>	<input type="checkbox"/>
MdSNA Executive Board Meetings (<i>attendance at a minimum of two meetings is recommended</i>)		
• January 2020	<input type="checkbox"/>	<input type="checkbox"/>
• March 2020	<input type="checkbox"/>	<input type="checkbox"/>
• May 2020.....	<input type="checkbox"/>	<input type="checkbox"/>
• September 2020.....	<input type="checkbox"/>	<input type="checkbox"/>
Submission of the following by May 15, 2020		
• Chapter Annual Plan of Work Report.....	<input type="checkbox"/>	<input type="checkbox"/>
• Chapter President's Checklist	<input type="checkbox"/>	<input type="checkbox"/>
Four (4) Chapter News Briefs for <i>Serving Spoon</i> (<i>recommended</i>)		
• Winter 2019 Edition (December 15 deadline)	<input type="checkbox"/>	<input type="checkbox"/>
• Spring 2020 Edition (February 1 deadline)	<input type="checkbox"/>	<input type="checkbox"/>
• Summer 2020 Edition (May 1 deadline)	<input type="checkbox"/>	<input type="checkbox"/>
• Fall 2020 Edition (August 1 deadline)	<input type="checkbox"/>	<input type="checkbox"/>

This Checklist is due to MdSNA President on or before May 15, 2020.

Mail to: MdSNA, 21912 Goshen School Road, Gaithersburg, MD 20882 or email to
admin@mdsna.org.

Thank you for your continued support and participation in MdSNA activities.

Maryland School Nutrition Association, Chapter: _____ 2019-2020 Plan of Work

GOAL 1 - PROFESSIONAL DEVELOPMENT

STATE OBJECTIVE:

CONTINUALLY WORK WITH ASSOCIATION MEMBERS TO EXPAND KNOWLEDGE AND SKILLS RELATING TO SCHOOL NUTRITION.

State Strategy 1: Develop and implement MdSNA Leadership Academy.



- *Year 1:* Determine membership training needs.
- *Year 2:* Develop task force, create curriculum and research material.
- *Year 3:* Train the Trainers. Create an application/selection process.
- *Year 4:* Implement MdSNA Leadership Academy.

Chapter Strategy 1: *Identify chapter training needs.*

Plan to identify chapter training needs:

List how chapter training needs were identified (survey, association meeting, etc.):

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

Chapter Strategy 2: *Communicate chapter training needs to MdSNA.*

List key training needs identified for local chapter (minimum 2):

Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

State Strategy 2: Encourage MdSNA members to actively participate in professional development opportunities.



- Publicize SNA's live Webinar Wednesdays, SNA training zone and additional online training available to association members.
- Advocate SNA Certificate program to association members who do not meet SNS academic requirements to enhance knowledge and/or prepare for future career advancement.
- Promote the School Nutrition Specialist (SNS) Credentialing program and provide opportunities for members to prepare for the exam. Continue to offer scholarships for examination fees.
- Offer SNS exam at annual state convention.

Chapter Strategy 1: Promote SNA online training tools and webinars to local association.

Describe plan to promote online training tools to local members.

Explain how chapter strategy was achieved. Provide examples of training, delivery and numbers of members who participated.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

Chapter Strategy 2: *Promote SNA Certificate and School Nutrition Specialist (SNS) Credentialing programs to local members.*

Explain how chapter strategy was achieved and information was shared with membership.

Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____ 2019-2020 Plan of Work

GOAL 2 – ADVOCACY AND PUBLIC IMAGE

STATE OBJECTIVE:

TO INCREASE EFFORTS TO EDUCATE POLICY MAKERS AND ENHANCE PUBLIC PERCEPTION OF SCHOOL NUTRITION PROGRAMS AND PROGRAM PROFESSIONALS.

State Strategy 1: Continue advocacy efforts through federal legislative action:
Increase membership involvement in the SNA Legislative Process.



Chapter Strategy 1: Discuss the SNA Position Paper at chapter meeting utilizing SNA Talking Points provided by MdSNA.

Date strategy achieved. Submit copy of agenda with report.

Chapter Strategy 2: Advocate issues addressed in SNA Position Paper.

- Communicate congressman and/or senators.
- Convey information to state officials.

Explain how strategy was accomplished, providing examples.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____ 2019-2020 Plan of Work

Chapter Strategy 3: *Send 1-2 members of local association to participate in MdSNA Legislative Action Conference. Information will be provided by MdSNA.*

List members who attended conference.

State Strategy 2: *Provide association response addressing regulatory issues and testimony advocating for school nutrition as requested by appropriate entities (SNA, USDA, Maryland House of Delegates).*



Chapter Strategy 1: *Provide testimonial and/or information to MdSNA to be included in state association response to appropriate entities.*

Provide copy of testimonial and/or information sent to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____
2019-2020 Plan of Work

Chapter Strategy 2: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____
2019-2020 Plan of Work

GOAL 3 – MEMBERSHIP AND COMMUNITY

STATE OBJECTIVE:

TO INCREASE MEMBERSHIP AND MEMBER RETENTION WHILE INCREASING PATHWAYS FOR INVOLVEMENT AMONG DIFFERENT DEMOGRAPHIC SEGMENTS OF MDSNA.

State Strategy 1: Continue to develop NextGen Task Force to promote the profession and to increase membership engagement in SNA among emerging professionals. Provide professional development by sending members to SNA National Leadership Convention.



Chapter Strategy 1: *Discuss ways to increase membership within the local association and identify members with potential leadership in the county.*

Explain how strategy was accomplished, providing examples.

Chapter Strategy 2: *Provide MdsNA with names of chapter members identified.*

List of names and date information sent to MdsNA:

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

State Strategy 2: Promote participation in SNA Awards Program to increase state nominations



- Replicate SNA Star Program at the state level recognizing achievement at annual state convention.

Chapter Strategy 1: Advertise SNA awards to local association members and discuss at chapter meetings.

Explain how strategy was accomplished, providing examples.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

Chapter Strategy 2: *Collaborate with Food and Nutrition Director and/or Supervisor to continually promote awards and criteria to staff.*

Explain how strategy was accomplished, providing examples.

Chapter Strategy 3: *Complete appropriate award nomination and submit to Awards Chair.*

Provide award type and date submitted below:

Chapter Strategy 4: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

State Strategy 3: Utilize SNA membership resources to increase individual membership and school district owned membership:



Chapter Strategy 1: Utilize resources available on MdSNA and SNA website to encourage new county members to join.

List resources used and how chapter plans to incorporate.

Chapter Strategy 2: Promote local, state and national association within the county.

- Presenting information at meetings
- Advertising local fundraisers and/or drives

Explain how strategy was accomplished, providing examples.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____
2019-2020 Plan of Work

Chapter Strategy 3: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____
2019-2020 Plan of Work

GOAL 4 – GOVERNANCE AND OPERATIONS

STATE OBJECTIVE:

TO ALIGN MDSNA STATE GOVERNANCE WITH SNA NATIONAL GOVERNANCE.

State Strategy 1: Review MdSNA governance to check for alignment with SNA governance.



Chapter Strategy 1: Fill all vacant positions on the chapter executive board.

Please explain what your chapter did and your results.

Chapter Strategy 2: Hold regularly scheduled meetings with chapter officers in attendance.

Provide meetings dates and copy of 1 attendance roster.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____

2019-2020 Plan of Work

Chapter Strategy 3: *Hold chapter meetings that follow Roberts Rules of Order that are used at the MdSNA House of Delegates meeting (refer to the agenda for MdSNA House of Delegates meeting as an example).*

Please explain what your chapter did and your results.

Chapter Strategy 4: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.

Maryland School Nutrition Association, Chapter: _____ 2019-2020 Plan of Work

State Strategy 2: Promote initiatives to support leadership development of MdSNA Board and committee members.

- Onboarding procedures for new board and committee members.
- Support ongoing growth of SNA Future Leader graduates within MdSNA.



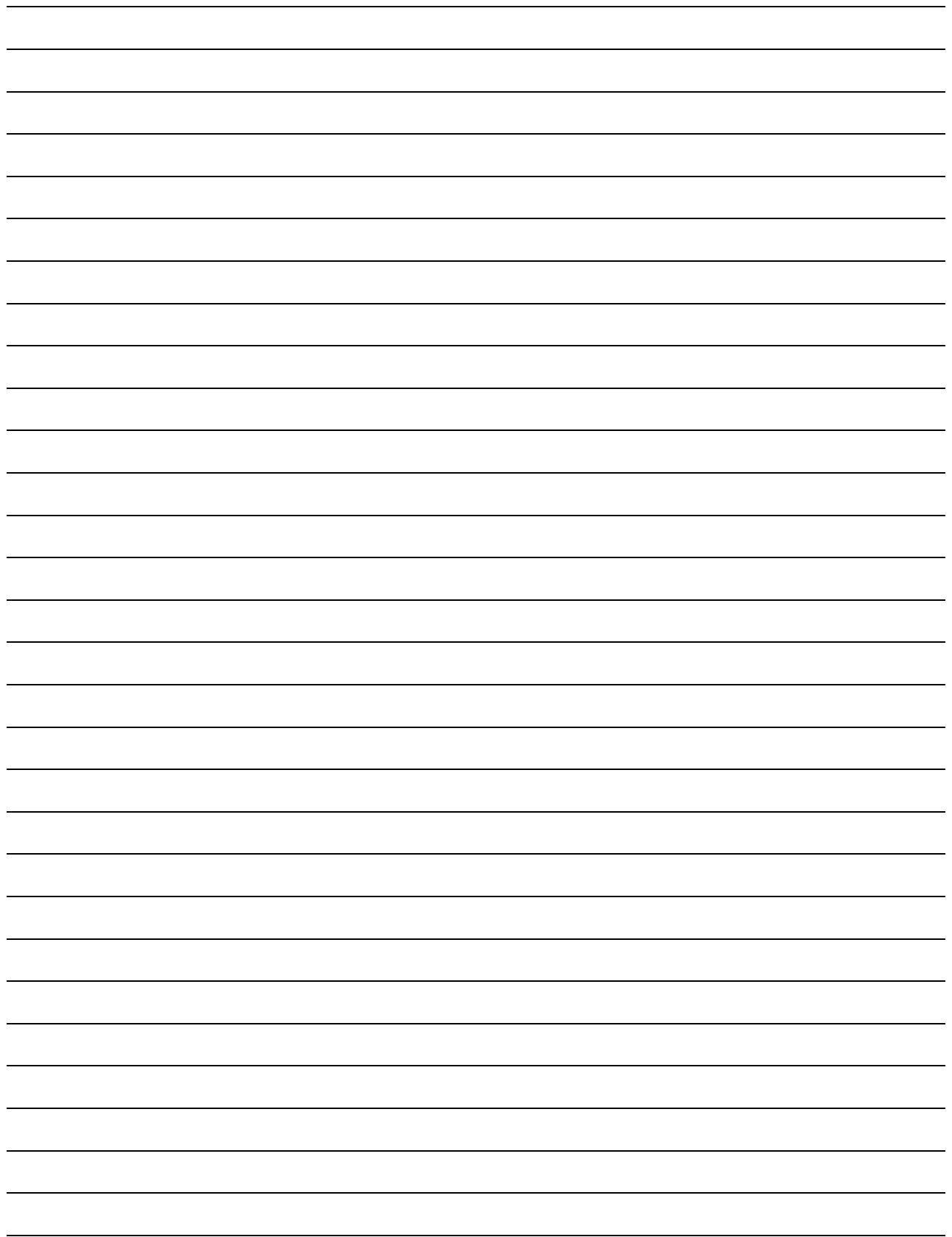
Chapter Strategy 1: Review current orientation procedures for new board members.

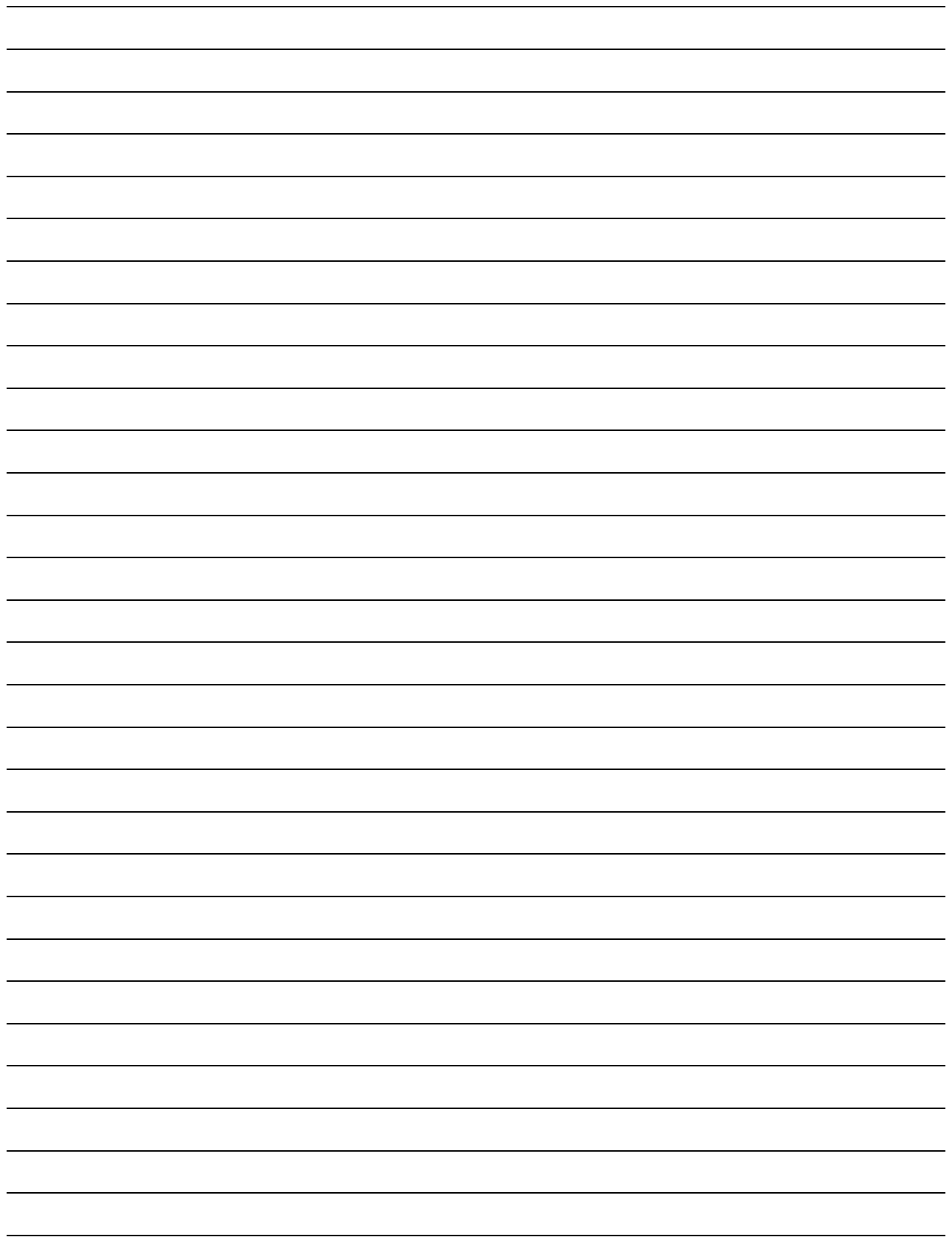
Please explain what your chapter did and your results.

Chapter Strategy 2: Chapter's Choice

Explain strategy and plan to implement. Communicate strategy to MdSNA.

Chapters who accomplish 5-chapter strategies and provide reports according to the chapter deadlines will be awarded Chapter Plan of Work.







Making the right food choices, together.

Planning Your Year as Chapter President

Event	Chapter's Responsibilities	MdSNA's Responsibilities
House of Delegates (HOD)	<ul style="list-style-type: none"> Chapter is responsible for sending annual report of chapter's activities for HOD packet. Chapter Presidents should be prepared to give a brief update on chapter activities at HOD meeting. Chapter is responsible for sending the appropriate voting delegate to represent your chapter at HOD meeting. 	<ul style="list-style-type: none"> MdSNA will send mailing to Chapter President for annual report or form can be found on website. MdSNA will provide credentials to authorized delegates.
Parade of Leaders	<ul style="list-style-type: none"> Chapter presidents march in parade when scheduled at State Convention. 	<ul style="list-style-type: none"> MdSNA will mail forms requesting information from Chapter President. MdSNA will provide information regarding logistics of the parade.
Chapter Presidents Community www.schoolnutrition.org www.mdsna.org	<ul style="list-style-type: none"> Chapter President or designee to check website regularly for updates regarding news and documents. Chapter President or designee to provide updated information to website chairperson. 	<ul style="list-style-type: none"> MdSNA will update website regularly.
Chapter Leadership Grid	<ul style="list-style-type: none"> Provide MdSNA with updated information on county leaders, including contact information. 	<ul style="list-style-type: none"> MdSNA will provide an update form each Spring. Updates should be returned to MdSNA by June 10.
President's Meetings	<ul style="list-style-type: none"> Chapter President or designee is encouraged to attend at least 2 Executive Board meetings. 	<ul style="list-style-type: none"> MdSNA will notify chapter president of meeting dates and locations. MdSNA will provide information and updates on the Strategic Plan.

Event	Chapter's Responsibilities	MdSNA's Responsibilities
MdSNA Legislative Workshop	<ul style="list-style-type: none"> Chapter Presidents are encouraged to attend with their chapter's Legislative Chair. 	<ul style="list-style-type: none"> MdSNA provides information regarding MdSNA Legislative Workshop.
State Leadership Conference	<ul style="list-style-type: none"> Chapter will send at least one chapter representative – preferably the incoming president – to receive leadership training and information on the coming year's Strategic Plan. Chapter will participate in discussion on any Mega Issues. 	<ul style="list-style-type: none"> MdSNA will provide information about meeting logistics and provide materials. MdSNA Executive Committee will serve as key resources to assist with development of the Strategic Plan.
SNA and MdSNA Awards	<ul style="list-style-type: none"> Chapter should inform members about the awards that are open to all state membership and encourage members to apply. 	<ul style="list-style-type: none"> MdSNA will provide detailed award application information, including deadlines, during MdSNA Leadership Conference. MdSNA will post award applications to the website. MdSNA Executive Secretary will send email reminder when an award application is due. MdSNA will notify winners. MdSNA will provide awards for the presentation.

Below is a listing of 20 potential meeting topics that you could hold for your members which would meet the USDA Professional Standards:

	Meeting Topic	Possible Providers	Key Area	USDA Professional Standards Code
1	Menu Planning	State Agency or Local Schools	1- Nutrition	1110- Plan menus that meet USDA nutrition requirements for reimbursable meals, including calculating meal components 1120- Plan cycle menus that meet all rules. Consider cost, equipment, foods available, storage, staffing, student tastes, and promotional events.
2	Food Safety Codes	Health Department	2- Operations	2620- Practice general food safety procedures
3	Food Allergies	Health Department, Hospital or Allergy Group	1- Nutrition	1160- Plan meals to accommodate students requiring special diets, including food allergies
4	Meal Patterns & Production Schedules	State Consultants	1- Nutrition	1140- Analyze menus for school meal pattern requirements
5	Knife Skills	Local Chef, Cooking School, or Culinary School	2- Operations	2130- Develop culinary skills necessary for school meal preparation 2140- Properly use and care for equipment
6	Energize Your Team with STEPS	SNA STEPS Challenge materials	3- Administration	3450-Foster employee health, safety, and wellness
7	How to Use Social Media to Promote Your School Nutrition Program	SNA	4- Communications and Marketing	4120- Promote the Child Nutrition Program 4140- Develop communications skills
8	Farm to School	Local Extension Office	1- Nutrition	1130- Utilize local food sources, especially Farm to School, when possible.
9	Correct Measuring Procedures	Local Chef, Cooking School, or Culinary School	2- Operations	2130- Develop culinary skills necessary for school meal preparation
10	Customer Service	Speaker, Experienced Director, Trainer	4- Communications and Marketing	4130- Empower school nutrition staff to provide excellent customer service
11	The Diabetic Student	School Nurse, Nurse	1- Nutrition	1160- Plan meals to accommodate students requiring special diets, including

	Meeting Topic	Possible Providers	Key Area	USDA Professional Standards Code
		Practitioner, Nutritionist		food allergies
12	Hazard Analysis & Critical Control Points	State Agency, Trainer, Experienced Director	3- Administration	3240- Develop and implement emergency and disaster plans, as needed
13	Accident Prevention	Workmen's Comp Representative	3- Administration	3450-Foster employee health, safety, and wellness
14	Offer vs. Serve	State Agency	2- Operations	2220- Use Offer Versus Serve correctly
15	Fire Safety	Local Fire Department	3- Administration	3450-Foster employee health, safety, and wellness
16	Blood Borne Pathogens	School Nurse, Nurse Practitioner	3- Administration	3450-Foster employee health, safety, and wellness
17	Marketing Your School District's Program	SNA	4- Communications and Marketing	4110- Develop strategic plans and marketing plans that reflect program goals and enhance interaction with stakeholders 4120- Promote the Child Nutrition Program
18	Facility Inspections	Health Department	3- Administration	3510- Evaluate/plan facilities and equipment to meet program goals
19	Sanitation Training	Health Department	2- Operations	2240-Manage serving lines for clean and efficient operation 2620- Practice general food safety procedures
20	Spicing Up Lunches	Sales Representative, Spice Company	2- Operations	2130- Develop culinary skills necessary for school meal preparation



NATIONAL AND STATE NEW MEMBER APPLICATION

Member ID _____

- ① Have you ever been a SNA member? Yes No
- ② First Name _____ Last Name _____
- ③ Email _____ Job Title _____
- ④ School District _____ ⑤ School Name _____ ⑥ Chapter No. _____
- ⑦ Work Phone _____ Home Phone _____
- ⑧ Work Mailing Address (Please indicate preferred mailing address Work Home)
 Address _____ Suite _____
 City _____ State _____ Zip _____
- ⑨ Home Mailing Address
 Address _____ Suite/Apt _____
 City _____ State _____ Zip _____
- ⑩ Who referred you to SNA? First Name _____ Last Name _____ (Optional) Member ID: _____
- ⑪ Membership Category (Check either individual membership or school district/state agency membership (SDM). See back for description)

National Dues

Member Categories	Individual Membership	School District/ State Agency Membership
SN Employee	\$36 <input type="checkbox"/>	\$36 <input type="checkbox"/>
Student	\$36 <input type="checkbox"/>	N/A
Retired	\$36 <input type="checkbox"/>	N/A
SN Manager	\$38 <input type="checkbox"/>	\$38 <input type="checkbox"/>
District Director/Supv/Spec	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Major City Director/Supv/Spec	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
State Agency Director and Staff	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Nutrition Educator	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Other	\$130 <input type="checkbox"/>	\$130 <input type="checkbox"/>
Affiliate Employee	\$18 <input type="checkbox"/>	N/A
Affiliate Retired	\$18 <input type="checkbox"/>	N/A

- ⑫ Employed by? Public School Private Management Company
 Private School CACFP
- ⑬ Does your employer pay your dues? Yes No
- ⑭ Are you responsible for school nutrition operations in your school district? Yes No

National, State Dues and Processing Fee are required.

⑮ NATIONAL DUES \$.

MD ⑯ STATE DUES* \$.

⑰ PROCESSING FEE \$ **2** . **50**

⑱ TOTAL DUES \$.

⑲ Tax-deductible contribution to SN Foundation \$.
 ___\$10 ___\$25 ___\$50 ___Other

⑳ TOTAL PAYMENT \$.

⑯ Your STATE DUES are: (Record state dues in the space provided on right) * Select one.

\$6.00 STU/RET/AFR/AFE/

\$10.00 SNM/SNE/

\$15.00 SDS/OTH/MCD/EDU/DDS/

㉑ CREDIT CARD INFO: EXP. DATE _____

㉒ Individual Membership Signature _____ Date _____

For SDM multiple applicants, you may use a spreadsheet found at www.schoolnutrition.org/sdm.

See reverse side for important information.

Dues subject to change.

㉓ FOR SCHOOL DISTRICT MEMBERSHIP (SDM) ONLY

SDM Main Contact Name _____

(Optional) SDM Main Contact Member ID _____

Email _____

Business Phone Number _____

Return this form with your credit card information, or your check or money order made out to SNA
 Mail application to SNA, PO Box 759297, Baltimore, MD 21275-9297

SNA National and State Membership Application Guidelines

Membership Application for Individual and School District Memberships.

Instructions for completing the front of this application:

1. Please indicate if you have ever been a SNA member.
2. Print your full name as you would like it to appear in your membership record and on your membership card.
3. Print your email address and job title. All SNA members automatically receive emailed information related to the organization.
4. Print your current school district.
5. Print your current school name.
6. If you know your local chapter number, please fill in.
7. Print your work and home phone number.
8. Print your work mailing address.
9. Print your home mailing address.
10. Print full name of member referrer who introduced you to SNA (only needed for new members). This will give the person credits for Star Club and annual membership campaign drives. Optional: Include referrer's SNA member ID.
11. Please review the membership categories listed. Check one that best describes your position. **School District/State Agency Membership (SDM) is a membership managed or coordinated by the school district/state agency and can be transferred to another individual in the same membership category. Please check with your district to see if you are eligible for SDM.**
12. Please check if you are employed by public school, private school, or private management company.
13. Please indicate if your employer pays your dues.
14. Please indicate if you are responsible for school nutrition operations in your school district.
15. Record your national dues based on membership category checked.
16. Record your state dues based on the dues listed on left side of application under "Your state dues are:"
17. All applications must include the processing fee.
18. Please add national, state dues and processing fee amounts. This is the total dues amount to be paid. Applications with incorrect total amount will be returned resulting in a delay of member benefits.
19. Record your optional contribution to the School Nutrition Foundation. The School Nutrition Foundation is a 501(c)(3) organization and donations are tax deductible. Your contribution of \$10 or more will be acknowledged by the School Nutrition Foundation.
20. Add national dues, state dues, processing fee and any optional contributions. This is the total payment.
21. If paying by credit card, please enter your credit card information.
22. This box must be completed for SDM applicants.
23. Please sign and date your completed application. Required for individual membership only. Mail your application and payment to SNA, PO Box 759297, Baltimore, MD 21275-9297.

Membership dues cover a full year of benefits. Processing of application takes approximately two to four weeks from receipt of payment. New members will be mailed a membership card about two weeks after application has been completely processed.

Dues Category	Membership Category	Description	Individual Membership	School District/State Agency Membership
SNE	School Nutrition Employee	Cooks, chefs, bakers, bookkeepers, technicians, assistants, etc.	\$36	\$36
STU	Student	Full-time students enrolled in post-secondary nutrition, health or other food related program. Does not include right to vote.	\$36	N/A
RET	Retired	Retired Members.	\$36	N/A
SNM	School Nutrition Manager	Managers, head cooks, head chefs, assistant managers.	\$38	\$38
DDS	School Nutrition Director, Supervisors, Specialist, Executive Chefs	Working in a school nutrition program at the school district level.	\$130	\$130
MCD	School Nutrition Director, Supervisor, Specialist (Major City)	Working in a school nutrition program where the school district enrollment is 40,000 or more or city population is 200,000 or more.	\$130	\$130
SDS	State Agency Director, Supervisor, Specialist	Working in state office for child nutrition programs, including nutrition education.	\$130	\$130
EDU	School Nutrition Educator	Faculty working in a college/university setting.	\$130	\$130
OTH	Other	Principals, Superintendents, Teachers, etc. Does not include right to vote.	\$130	\$130
AFE	Affiliate Part-Time Staff (less than 4 hours daily)	Optional membership category for retired or part-time school nutrition staff. Does not include a subscription to SN magazine or the right to vote in the annual SNA election.	\$18	N/A
AFR	Affiliate Retired		\$18	N/A

Note: Contributions or gifts to SNA are not deductible as charitable contributions for federal income tax purposes. Contributions to the Foundation are deductible for IRS purposes. \$2.00 of your national dues is used for your subscription to the SN magazine.

Maryland School Nutrition Association (MdSNA)

MEMBERSHIP APPLICATION

*This form is for use only by those who are joining/renewing MdSNA without joining/renewing SNA.
If you are an SNA member or are joining SNA, DO NOT use this form.*

Name:	
Address: (Street)	
(City & State)	(Zip)
Phone: (Home)	(Work)
Fax:	Email:
Chapter Affiliation: (county where you work)	<input type="checkbox"/> New Member <input type="checkbox"/> Renewal
Fees (Check One) <input type="checkbox"/> \$6.00 Part Time (Fewer than 4 hours & Retirees) <input type="checkbox"/> \$10.00 Single Unit (Employees 4 hours & over) <input type="checkbox"/> \$15.00 Central Unit (Personnel & others eligible)	Make checks payable to: MdSNA <i>If form is sent in by your chapter's membership chairperson, then card will be sent back to him/her.</i>

MdSNA Awards



Mark Your Calendars

May 31, 2020:

Nominations are due the local chapter/county Food and Nutrition Service designee for:

- *Manager of the Year in Honor of Louise Sublette Award*
- *Employee of the Year Award*
- *Rhonda Motley Gold Success Award*
- *Innovation Award*

Winners will receive free registration to the 2019 MdSNA Convention and be honored at our Awards Ceremony.

County winners will be submitted for nomination of the state awards and announced at the Awards Ceremony.

State winners will receive \$1,000 toward registration and travel expenses for SNA's 2019 Annual National Conference.

July 31, 2020:

County chapter nomination forms due to MdSNA Awards Chair.
Director of the Year nominations due to MdSNA Awards Chair.
Nomination forms must be emailed to krsarno@carrollk12.org.

November 2020:

Awards Ceremony, 2020 MdSNA Convention, Ocean City, Maryland

NOMINATION FORMS ARE AVAILABLE ON

WWW.MDSNA.ORG.

Questions? Email: krsarno@carrollk12.org

**MEMBERSHIP CAMPAIGN
OF THE MARYLAND SCHOOL NUTRITION ASSOCIATION**
(formerly Maryland School Food Service Association)
APPLICATION FOR CERTIFICATE OF ACHIEVEMENT

100% MEMBERSHIP SCHOOL

County: _____ Date: _____

Name of School *(type or print clearly)*: _____

Address: _____

Name of Cafeteria Manager: _____ Phone: _____

Number of Regular Cafeteria Employees: _____ Number of MSNA Memberships: _____

<u>Name of Member</u>	<u>Address</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(Use the back of this form for additional names.)

Signature of Cafeteria Manager _____

INSTRUCTIONS: To qualify for the MSNA 100% Membership Certificate of Achievement, all regular food service personnel in the single unit/school unit shall be a member of MdSNA on or before May 31st of this year.

One application for each school shall be completed upon meeting this level of achievement and mailed to:

MdSNA 100% Membership
c/o Michele Switzer
21912 Goshen School Road
Gaithersburg, MD 20882

RHONDA MOTLEY GOLD SUCCESS AWARD APPLICATION

Applicant's Name _____ Chapter _____

Position _____ School _____

Email: _____ Phone: _____

Number of Years in School Food Service _____ Number of Years Member of Local School Nutrition Association _____

Number of Years Member of MD School Nutrition Association _____

List Offices or Committee Chairmanships Held in Local Chapter:

List Offices or Committee Chairmanships Held in State Association:

Required Backup Information (Chapter winners must submit the following to MdSNA no later than July 31):

1. Application form.
2. Describe on an additional page your accomplishments and why they deserve special recognition.
3. Letters of recommendation (minimum of three required).
4. Photographs of activities in cafeteria or classroom, displays, nutrition education materials or cooperative activities in food service with outside groups or community organizations.
5. Any other information, such as pertinent clippings (at least one) showing accomplishments in food service from school papers, PTA newsletters, city and county newspapers. Show name of paper and date published to support your application can be attached.

Applications and Supporting Documents should be mailed to:

Karen Sarno, MdSNA Awards Chair
Carroll County Public Schools
125 North Court St.
Westminster, MD 21042
krsarno@carrollk12.org



Employee of the Year

Nominations must be typed. Limit responses to word count maximums listed in each section.

Nominee's Information

Name of Nominee: _____ Job Title: _____

School: _____ Home Phone Number: _____

School Phone Number: _____ Email Address: _____

School District: _____ State: _____ Maryland _____

District Director: _____ Director's Phone Number: _____

Check the grey box to confirm that this individual meets the following requirements:

	Currently be employed in a school foodservice or childcare nutrition program
	Currently be employed in a non-managerial role in the school nutrition profession, such as cook, baker, cashier, assistant, etc.

Nominator Information:

Name: _____

Preferred Contact Phone Number: _____

Email Address: _____

I am this nominee's

___coworker ___supervisor ___ area supervisor ___coworker on committee ___

Please consider how the employee's work demonstrates contributions made within the four key areas of the USDA Professional Standards, which include:

- **Nutrition**
- **Operations**
- **Administration**
- **Communications & Marketing**

To eliminate bias, ensure that the nominee's identity remains anonymous to the judges. Please do not reference the nominee or the nominee's school/school district by name in your responses below.

Section 1: Nominee's Customer Service Skills (30 points)

Please provide 3 specific examples of how the nominee has provided quality customer service to peers, students, school staff and/or the community during the nominee's school nutrition career. Please do not reference the nominee or school/school district by name. Only refer to the nominee as "the nominee" or "he/she". Up to 10 points will be awarded per example. (WORD COUNT MAX: 100 words per example)

1.

2.

3.

Section 2: Nominee's Creativity (20 points)

Please provide 2 specific examples of the nominee demonstrating creative food presentation, creative promotion and marketing of the program, and/or creative problem-solving during the nominee's school nutrition career. Please do not reference the nominee or school/school district by name. Only refer to the nominee as "the nominee" or "he/she".

Up to 10 points will be awarded per example. (WORD COUNT MAX: 100 words per example)

1.

2.

Section 3: Nominee’s Commitment to Professional Development (20 points)

Please provide 2 specific examples demonstrating how the nominee has continued their professional growth and development during the nominee’s school nutrition career. Please do not reference the nominee or school/school district by name. Only refer to the nominee as “the nominee” or “he/she”. Please include details about SNA chapter meetings, trainings, and state and national conferences attended and how they have impacted the employee’s work and profession. Up to 10 points will be awarded per example. (WORD COUNT MAX: 100 words per example)

1.

2.

Section 4: Nominee's Dedication to the School Nutrition Profession (30 points)

Please provide 3 specific examples demonstrating how the nominee has gone above and beyond to support the food service program during the nominee's school nutrition career. Please do not reference the nominee or school/school district by name. Only refer to the nominee as "the nominee" or "he/she". Up to 10 points will be awarded per example. (WORD COUNT MAX: 100 words per example)

1.

2.

3.

Manager of the Year Award



Nominations must be typed. Limit responses to word count maximums listed in each section.

Nominee's Information

Name of Nominee: _____ Job Title: _____

School: _____ Home Phone Number: _____

School Phone Number: _____ Email Address: _____

School District: _____ State: _____ Maryland _____

District Director: _____ Director's Phone Number: _____

Please check grey boxes below to confirm that this individual meets the following requirements:

	Assigned to one school OR to a central kitchen that serves multiple schools
	Currently acts as manager, head cook, or assistant manager and is assigned to one school OR to a central kitchen that serves multiple schools

Nominator Information:

Name: _____

Phone Number: _____

Email Address: _____

I am this nominees'

___coworker ___supervisor ___ area supervisor ___coworker on committee ___

Please consider how the employee's work demonstrates contributions made within the four key areas of the USDA Professional Standards, which include:

- **Nutrition**
- **Operations**
- **Administration**
- **Communications & Marketing**

To eliminate bias, ensure that the nominee's identity remains anonymous to the judges. Please do not reference the nominee or the nominee's school/school district by name in your responses below.

Section 1: Cafeteria Environment (30 points)

Please provide 3 specific examples of how the nominee has provided quality customer service to students, school staff, and/or kitchen staff during their career as a school nutrition manager to create a positive cafeteria environment for all. Please do not reference the nominee or school/school district by name. Only refer to the nominee as “the nominee” or “he/she”.

Up to 10 points will be awarded per example. (WORD COUNT MAX: 100 words per example)

1.

2.

3.

Section 2: Management and Staff Development (30 points)

Please provide 3 specific examples demonstrating how the nominee has provided leadership, training, and/or mentoring for their staff during their career as a school nutrition manager. Please do not reference the nominee or school/school district by name. Only refer to the nominee as "the nominee" or "he/she".

Please include the topics of trainings, when and how the mentoring developed, approximate date of training, estimated number of participants, if the training is ongoing or new, and how the training or mentoring has impacted the work of the staff/ the specific benefits of the trainings (such as staff retention, stipends for staff, improved work environment, etc.). Up to 10 points will be awarded per example. (WORD COUNT MAX: 100 words per example)

1.

2.

3.

Section 3: SNA Involvement (20 points)

Please provide 2 examples each of how the nominee has personally been involved with SNA and how the nominee has promoted involvement in SNA to their employees during their career as a school nutrition manager. Please do not reference the nominee or school/school district by name. Only refer to the nominee as “the nominee” or “he/she”.

Please include specific details, such as specific outreach conducted by the manager to employees about SNA membership and specific SNA membership promotions. Please include dates and explain the impact the manager has had on SNA membership within their district. Up to 5 points will be awarded per example.

(WORD COUNT MAX: 100 words per example)

Personal SNA Involvement:

1.

2.

Promotion of SNA Involvement to Your Staff:

1.

2.

Section 4: School and Community Outreach (20 points)

Please provide 2 specific examples each demonstrating how the nominee has promoted their school's foodservice program to their school (such as students, teachers, and administrators) and to the community (such as parents, the media, and community organizations) during their career as a school nutrition manager. Please do not reference the nominee or school/school district by name. Only refer to the nominee as "the nominee" or "he/she".

Please include specific details about events held, outreach conducted, and materials created, including topics, targeted audience and impact on your school nutrition program and school. Up to 5 points will be awarded per example.

(WORD COUNT MAX: 100 words per example)

School Outreach:

1.

2.

Community Outreach:

1.

2.

MdSNA Innovation Award



MdSNA Innovation award recognizes an individual who has developed an innovative idea, process or program within a school or district which adds value or streamlines operations.

Entry Guidelines

- Individuals must be nominated by a staff member within the school district.
- The nominated member must work with or in the Food and Nutrition department.
- Each individual must be an SNA/MdSNA member
- ***A county may nominate only one Innovation Award candidate.***

Nomination forms are to be forwarded to the MdSNA awards chair, Karen Sarno, no later than **July 31** via email krsarno@carrollk12.org.

State Innovation Winner will be announced at Awards Ceremony held at MdSNA State Convention.

Nominee's Information

Name of Nominee: _____ Job Title: _____

Contact Phone Number: _____ Email Address: _____

District Director: _____ Director's Phone Number: _____

District Address: City/State/Zip _____

Nominator Information

Name: _____

Preferred Contact Number: _____

Email Address: _____

I am this nominees'

___coworker ___supervisor ___ area supervisor ___coworker on committee ___

Nominations must be typed.

To eliminate bias, ensure that the nominee's identity remains anonymous to the judges. Please do not reference the nominee or the nominee's school/school district by name in your responses below.

1. Please describe the nominee's Innovative idea, process or project.

2. Describe the steps taken to implement this service, process or program. Be specific, providing at least 2 examples.

3. How did the implementation of this project meet the goals and add value or streamline operations within your school or district?



Recognizing Your State SNA Award Winners

The SNA awards program is a great opportunity to highlight the outstanding and important work of SNA members! The SNA awards program has been revamped and now awards have easy-to-understand names, new prizes, streamlined rules and online forms for easy nominating! All SNA state, regional, and national winners are honored at the Awards Ceremony at SNA's Annual National Conference. State winners can and should also be recognized by you - the state association. Below are ideas to help you recognize your winners at the state and local level.

At the State Conference

Your annual state conference is the perfect place to publicly thank and congratulate your state award winners! Below are a few ways to leverage your state conference to recognize your winners.

- **Highlight winners in your program:** Dedicate a page of your state conference program or booklet to showcase the winners. List their name, job title, and school district and a quote from their nomination or from the winner. Be sure to include a picture of the winner, if possible, and utilize the state award logos, available from SNA.
- **Recognize winners at the general session:** Do you have a couple minutes to spare at a general session? Bring your award winners up on stage for the praise and thanks they deserve! Use the state awards videos available from SNA to give the celebration a professional look. Take a look at the winning nomination forms and quote a few words about each winner to show why they won. Consider giving a bouquet of flowers or some other memento to each winner and definitely take a picture. You can use the pictures on your website and social media and in future publications.
- **Host an awards ceremony:** An awards ceremony is a great way to highlight your Employee, Manager, and Director of the Year, along with winners of other state-specific awards. ! Use the state awards videos available from SNA to give the celebration a professional look and be sure to take photos you can use in the future. Utilize the template presentation available from SNA to show the names of the winners as they are announced. Encourage members to wear business casual to give the ceremony a more meaningful feel or use your conference theme to make it a fun and cheerful event!
- **Hold a President's Reception:** Consider hosting a President's Reception—in which the board, award winners, and other special guests can gather together for a special event, some food, and fun.

At Local Chapter Meetings

Not only can state winners be recognized at the state and national level- they can be recognized at home, too!

- **Send a board member to recognize the winner:** Ask for a few moments at an upcoming local chapter board meeting. Along with other updates from the state and national association, the board member can personally thank and congratulate the
- **Encourage chapter leaders to congratulate the winner publicly:** Can't make it out to a chapter meeting? Call up the winner's chapter president and let them know the good news! Encourage the chapter leader to congratulate the winner in the chapter newsletter, on the chapter website, and at the next chapter meeting.

Offer Special State Prizes

While all state SNA award winners do receive a special certificate and recognition at SNA's Annual National Conference, this can be just the beginning. Consider adding another prize to the state award to encourage participation in the awards and give back to a deserving and engaged SNA member of your state. Here are a few ideas:

- **State Conference Registration and Travel Costs:** Consider giving your state award winners a free trip and registration to your annual state conference! Not only will you be sure that you can recognize the winner in person, but you'll be promoting the SNA awards and getting at least one- if not more- state conference attendee in the process. Good will grows and your membership will be happy to see you giving back to a member!
- **Logoed Prizes:** Use the newly-created state award logos to create a special gift for your winners! A pin, plaque, or even a tote bag would be a great addition to the prize and something special to provide from your state association.
- **Other prizes:** Survey your members and ask what they'd like to receive as a reward for earning an award! Giving an additional prize that they've selected could be a great incentive to get more participants in the SNA Awards Program.

Online and in State Publications

Congratulate your winners whenever you can! Winning an award is a big deal and something to celebrate. Consider making an announcement of the winners and then profiling each winner separately. Include pictures from the awards ceremony at ANC (always available for download on the SNA Flickr Page after the event) or your state conference celebration and utilize templates available through SNA. Here are some places you can celebrate your winners:

- In your state newsletter or magazine
- On your state Facebook page
- On your state website
- Via a press release

Showcase YOUR state awards, too!

Success breeds success. If your state association wins a membership or professional development award, share the good news with your members! Highlight the awards and thank your members for their part in the win through your state conference, publications, and website.



Need to Contact MdSNA?

Visit us on the web: www.mdsna.org

or contact Executive Secretary Michele Switzer:

By Email –
admin@mdsna.org

By Phone –
410-740-7278

By U.S. Mail –
MdSNA
21912 Goshen School Road
Gaithersburg, MD 20882

Need to Contact SNA?

By Mail –
School Nutrition Association
2900 S. Quincy Street
Arlington, VA 22206

By Email –
servicecenter@schoolnutrition.org

By Phone –
(703) 824-3000

By Fax –
(703) 824-3015

On the Web –
www.schoolnutrition.org

**New Address,
Phone, or E-Mail?**

Please use this form to let us know!



Name _____ SNA Member # (if known) _____

(This is the address we will use to mail your Serving Spoon and other MdSNA information.)

Address _____

City _____ State _____ Zip _____ E-Mail _____

Home Phone _____ Work Phone _____

Chapter Name _____ Today's Date _____

Mail this completed form to: MdSNA Address Change, 21912 Goshen School Road, Gaithersburg, MD 20882.
You may also email changes to admin@mdsna.org. Thanks for helping to keep us up to date!

**New Address,
Phone, or E-Mail?**

Please use this form to let us know!



Name _____ SNA Member # (if known) _____

(This is the address we will use to mail your Serving Spoon and other MdSNA information.)

Address _____

City _____ State _____ Zip _____ E-Mail _____

Home Phone _____ Work Phone _____

Chapter Name _____ Today's Date _____

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Address _____

City _____ State _____ Zip _____ E-Mail _____

Home Phone _____ Work Phone _____

Chapter Name _____ Today's Date _____

Mail this completed form to: MdSNA Address Change, 21912 Goshen School Road, Gaithersburg, MD 20882.
You may also email changes to admin@mdsna.org. Thanks for helping to keep us up to date!

MdSNA 2019-2020 EVENTS & ACTIVITIES CALENDAR

You can access up-to-date calendar information on our website (www.MdSNA.org).

NOVEMBER 2019

November 15 Articles due to Serving Spoon Editor

DECEMBER 2019

December 15 Articles due to Serving Spoon Editor
December 19 MdSNA Executive Committee Mtg., 11 a.m. - 2 p.m.
Conference Call

JANUARY 2020

January 9 MdSNA Convention Committee Mtg., 11 a.m. - 1 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
January 9 MdSNA Executive Board Mtg., 1:15 - 2:45 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
January 16 SNOW DATE for meetings- same time & place as above
January 12-14 SNA School Nutrition Industry Conference
Indian Wells, CA

FEBRUARY 2020

February 1 Articles due to Serving Spoon Editor

MARCH 2020

March Spring Education Workshops
March 1 Serving Spoon Mailing
March 2-6 National School Breakfast Week
Theme TBD
March 5 MdSNA Executive Committee Mtg., 11 a.m. - 2 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
March 6 SNOW DATE for meeting - same time & place as above
March 8-10 SNA Legislative Action Conference, Washington, DC
March 12 MdSNA Legislative Workshop
March 15 MdSNA State winners of Employee of the Year,
Manager of the Year and Director of the Year
nominations submitted to SNA for regional/national
award entry
March 19 MdSNA Convention Committee Mtg., 11 a.m. - 1 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
March 19 MdSNA Executive Board Mtg., 1:15 - 2:45 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
March 26 SNOW DATE for meetings- same time & place as above

APRIL 2020

April Spring Education Workshops
April 30-May 2 SNA National Leadership Conference
Tempe, AZ

MAY 2020

May 1 Articles due to Serving Spoon Editor
May 1 School Lunch Hero Day
May 15 Chapter Plan of Work & Checklist due to MdSNA
President
May 31 Resolutions due to Bylaws Chairman for HOD

May 31 Nominations due to local chapters awards designee
for Manager of the Year in Honor of Louise Sublette,
Employee of the Year, Rhonda Motley Gold Success
Award, Innovation Award

JUNE 2020

June 1 Serving Spoon Mailing
June 10 List of local chapters' new officers due to MdSNA
Executive Secretary
June 11 MdSNA Executive Committee Mtg., 11 a.m. - 2 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
June 25 MdSNA Convention Committee Mtg., 11 a.m. - 1 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
June 25 MdSNA Executive Board Mtg., 1:15 - 2:45 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1

JULY 2020

July 12-14 SNA Annual National Convention
Nashville, TN
July 31 County award winners and their nominations for
Director of the Year, Manager of the Year in Honor of
Louise Sublette, Employee of the Year, Rhonda Motley
Gold Success Award, Innovation Award due to
MdSNA

AUGUST 2020

August 1 Articles due to Serving Spoon Editor

SEPTEMBER 2020

September 1 Serving Spoon Mailing
September 10 MdSNA Executive Committee Mtg., 11 a.m. - 2 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
September 24 MdSNA Convention Committee Mtg., 11 a.m. - 1 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1
September 24 MdSNA Executive Board Mtg., 1:15 - 2:45 p.m.
Baltimore County PS, Pulaski Park 1 Ste. 219 Rm. 1

OCTOBER/NOVEMBER 2020

November 6-7 67th Annual MdSNA Convention, Ocean City, MD

*Awards and Scholarship applications accepted year-round.

** Check back frequently to www.MdSNA.org for latest calendar updates.

MdSNA

SAVE THE DATE

MdSNA's Annual Legislative Workshop and March to Capitol Hill

**Thursday
March 12, 2020**

MdSNA recommends that chapter presidents, presidents-elect and legislative chairs attend this day-long workshop.

In the morning, we will meet as a team to review procedures to be used when visiting a congressional office. Those who are attending SNA's Legislative Action Conference in Washington DC will brief participants on the issues. Team leaders will be assigned and each group will talk in more details about the points to present when visiting their assigned congressional offices. We will visit the Congressional offices in the afternoon.

Mark your calendar now so you won't miss out on this important day. Details and registration information will be available in early 2020.



MdSNA Chapter Presidents 2019-2020

Chapter	First Name	Last Name	Home Phone	Work Phone	Email
Allegany	Shelly	Lashbaugh	240-362-3523	301-759-2730	igo4family1@gmail.com
Anne Arundel	Robin	Zulauf	443-510-9422	410-975-3077	RZULAUF@aacps.org
Baltimore City	Pauline	Fayall	410-235-3976	443-255-8813	bosslady233@yahoo.com
Baltimore County	Tom	Burch		410-887-3203	tburch@bcps.org
Baltimore County	Tia	Dickerson			tdickerson2@bcps.org
Calvert	Donald	Knodel	410-535-7228	410-535-7228	knoded@calvertnet.k12.md.us
Caroline	Samantha	Figueroa	410-364-9066	410-479-2145	figueroa.samantha@ccpsstaff.org
Carroll	Leighann	Hood	301-829-5143	301-509-7186	lsh876@yahoo.com
Cecil	Holly	Haggerty	410-392-9003	410-996-6013	hhhazletthaggerty@ccps.org
Charles	Tracy	Newbold	301-885-3413	301-753-1765	tnewbold@ccboe.com
Dorchester	Arlene	Paul	410-228-0118	410-228-8215	apaul15@comcast.net
Frederick	Robert	Kelly	240-305-1777	301-644-5066	robert.kelly@fcps.org
Garrett	LuAnn	Klink	301-689-3647	301-689-6132	luann.klink@garrettcountryschools.org
Harford	Derek	Layser		410-638-4078	derek.layser@hcps.org
Howard	Karen	Sima	410-750-9166	410-313-1593	Karen_Sima@hcps.org
Kent	Robin	Cannon	410-648-5610	410-778-1595	rcannon@kent.k12.md.us
Montgomery	Mary	Kirkland		301-279-3000	mary_kirkland@mcpsmd.org
Prince George's	Angela	Young	301-825-2717	240-297-1899	angela.young@pgcps.org
Somerset	Helen	Riggins	410-896-4051	410-621-6265	hriggins@somerset.k12.md.us
St. Mary's	Megan	Doran		301-475-4256	madoran@smcps.org
Talbot	Deborah	Nixon	410-822-8517	410-822-8730	dacpn5050@yahoo.com
Washington	Chelsey	Martin		301-766-2893	martchel@wcps.k12.md.us
Wicomico	Kimberly	Dukes	410-835-3464	410-677-4541	kdukes@wcboe.org
Wicomico	Mary	Ludemann	302-846-3418	410-742-7071	de3jaml@verizon.net
Worcester	Debbie	Scheel	443-365-0566	410-632-5368	debbiescheel@comcast.net
Worcester	Kim	Reed	410-430-2051	410-632-5287	KDReed@worcesterk12.org

MdSNA Chapter Presidents Elect 2019-2020

Chapter	First Name	Last Name	Home Phone	Work Phone	Email
Allegany	Tina	Brant			
Baltimore City	Diana	Elliott	410-488-3685	410-396-6396	djelliott@gmail.com
Baltimore County	Bobbiejo	Fauver			bfauver@bcps.org
Caroline	Ashley	Eason		410-479-2332	ashleyeason27@gmail.com
Carroll	Dawn	Zepp	410-871-2157	410-848-8280	zeppde@aol.com
Cecil	Brenda	Ream	410-287-2347	410-996-5043	blream@ccps.org
Charles	Susan	Patterson		301-934-5412	spatterson@ccboe.com
Dorchester	Clara	Burton	443-521-1982	410-943-3303	babegirl19781@hotmail.com
Garrett	Cody	Wilt	240-321-4320	301-746-8140	cody.wilt@garrettcountyschools.org
Harford	Jennifer	Tribull		410-638-4640	Tribulljennifer@gmail.com
Howard	Teresa	Allen	443-304-2615	410-313-7123	teresa_allen@hcpss.org
Prince George's	Michelle	Campbell	240-484-4058	301-431-5651	michelle.campbell@pgcps.org
Talbot	Henrietta	Harrison	410-822-1209		
Washington	Tara	Eby	301-766-8450	410-766-8429	ebytar@wcps.k12.md.us

MARYLAND SCHOOL NUTRITION ASSOCIATION

EXPENSE POLICIES

All bills over \$50.00 must be reviewed and approved by the Executive Board or two members of the Executive Committee if an Executive Board meeting is not scheduled within thirty (30) days of the receipt of the bill. All decisions of the Executive Committee will be reviewed by the Executive Board.

TRAVEL EXPENSES

All members traveling on official business for the Association must have prior approval for such travel. Expenses will be reimbursed as follows:

- FOOD:** Internal Revenue Service (IRS) federal per diem rates.
- MILEAGE:** Internal Revenue Service (IRS) federal mileage rates.
- LODGING:** The Association will reimburse hotel bills when business matters make it necessary to stay overnight. Single occupancy reimbursement is permitted. If lodging is in Maryland, reservations will be made by the Treasurer whenever possible so that the Association's Tax Exemption can be utilized.

NOTE: *All expenses **MUST** be accompanied by a receipt. Travel will be reimbursed only with a completed Association Expense Voucher, receipts and approval of the Executive Board. If possible, Expense Vouchers should be submitted to the Treasurer within two weeks of occurrence.*

REIMBURSABLE EXPENSES

1. Travel to Executive Board meetings for Executive Board members. These members are: Elected State Officers, State Committee Chairpersons, and the Presidents of Affiliate Chapters (one car per chapter).
2. Approved travel of the MdSNA Executive Board and other members assigned on official Association business.
 - Examples:
 - a) Convention Committee meetings and other business
 - b) Travel to approved national and local meetings
 - c) Travel by Elected Officials to Chapter meetings
 - d) Travel by State Committee members on approved official Association business.
3. Printing/copying and miscellaneous supplies for approved official Association business.

NON-REIMBURSABLE EXPENSES

1. Travel and expenses to the State convention and workshops for Affiliate Chapter officers should be covered by each chapter for their officers.
2. Expenses incurred over the approved budget.

AUTOMATIC PAYMENTS

1. Executive Board Meeting:
 - a. Eligible for Reimbursement: State Officers, Committee Chairpersons and Chapter Officers (President and President-Elect, 1 car per chapter)
 - i. Eligible Expenses: Mileage
2. Executive Committee Meeting:
 - a. Eligible for Reimbursement: All members
 - i. Eligible Expenses: Mileage
3. SNA Annual Convention:
 - a. Eligible for Reimbursement: President, President-Elect and Vice President
 - i. Eligible Expenses: Registration (conference only), traveling expenses (mileage or air, lodging and meals)
4. SNA Leadership Conference:
 - a. Eligible for Reimbursement: President-Elect and Vice President
 - i. Eligible Expenses: Registration, traveling expenses (mileage or air, lodging and meals)
5. SNA Future Leaders Conference:
 - a. Eligible for Reimbursement: Members who have been selected by the Executive Board
 - i. Eligible Expenses: Registration, traveling expenses (mileage or air, lodging and meals)
6. MdSNA Annual Convention:
 - a. Eligible for Reimbursement: Five elected officers (President, President-Elect, Vice President, Secretary, Treasurer)
 - i. Eligible Expenses: Registration, traveling expenses (mileage or air, lodging and meals)
7. MdSNA Leadership Training Workshop:
 - a. Eligible for Reimbursement: Five current officers (President, President-Elect, Vice President, Secretary, Treasurer), incoming Vice President and either the incoming Secretary or incoming Treasurer
 - i. Eligible Expenses: Registration
8. SNA Legislative Action Conference:
 - a. Eligible for Reimbursement: President, President-Elect, Federal Legislative Chair
 - i. Eligible Expenses: Full registration, meals, mileage and lodging
 - b. Eligible for Reimbursement: Team Leaders
 - i. Eligible Expenses: Single day registration, meals and mileage
9. Contracted Support Personnel:
 - a. Mileage for Association business

- b. Annual convention and leadership training: registration, hotel (if a complimentary room is not available), meals and mileage
- c. Executive Secretary training held at SNA Washington: registration, meals, mileage and lodging (if required)

Expense vouchers must be filled out for all expenses.

Maryland School Nutrition Association Expense Voucher

for treasurer's use only

Name _____	Check Number _____	Date Paid _____	Committee Budget _____
Phone _____	Address _____		
Email _____	Chapter/Committee _____		

Travel Expenses Please include complete street addresses, including zip code. Mileage will be verified using MapQuest.

Date	Starting Address	Destination Address	Miles Traveled	2019-20	Hotel	Breakfast	Lunch	Dinner	Other Expenses (please explain here and put \$ in next box)	Other Expenses
Total Travel Expenses										

Committee Expenses

Date	Explanation	Total
Total Committee Expenses		

Summary of Expenses

Committee Expenses	
Mileage	
Hotels	
Meals	
Other Expenses	
Total from additional page(s)	
Total Expenses	

Total Allowable Expenses	
Minus Advanced Funds	
Total Reimbursement	

Signature of Person Submitting Voucher date

Signature of Treasurer date

**For 2019-2020, submit completed voucher with receipts to:
Kathy Kim, MdSNA Treasurer, 18921 Ferry Landing Circle, Germantown, MD 20874**



May 1, 2019

To: MdSNA Elected Officers, Committee Chairpersons and Chapter Presidents

**From: Erin Kvach, Chairperson
House of Delegates**

Subject: Annual Reports for House of Delegates

As part of the responsibilities for chairing a committee or being an officer of MdSNA or a local chapter, you are responsible for compiling a written Annual Report reflecting on your activities and accomplishments during your tenure.

Please include any recommendations you may have.

You may email the copy of your report as an attachment to an email. The email address is: [**HODMdSNA@hotmail.com**](mailto:HODMdSNA@hotmail.com). You may bring one (1) copy of your Annual Report to the MdSNA Executive Board Meeting or to the Leadership Workshop. If you do not plan to attend either of these meetings, please send it with someone else or email/mail it to us no later than **June 30, 2019**.

The address is:

**Erin Kvach
8401 Turkey Thicket Drive
Gaithersburg, Maryland 20879**

Your report should be completed using the template for Annual Reports. The report will be part of the packet for the House of Delegates meeting at the MdSNA State Convention in October. The templates are also attached to this email for your convenience.

Important: To ensure all reports are received and part of the House of Delegates packet, please email to [*HODMdSNA@hotmail.com***](mailto:HODMdSNA@hotmail.com).**

Thank you for your cooperation and promptness in submitting this report. Confirmation will be sent stating that the report has been received.



A. HOW TO SUBMIT PROPOSED RESOLUTIONS AND CONSTITUTION AND BYLAW AMENDMENTS FOR MdSNA HOUSE OF DELEGATES
Who may submit a Resolution or Bylaw Amendment

1. Any State Association Executive Board Member, committee, affiliated chapter or state association member.
2. The MdSNA Executive Board may be the sponsor or co-sponsor of the proposed resolution or amendment.

B. How to Identify Issues

1. Resolutions may be developed on issues and for actions. They may also be used for commendations. Amendments may be used to change the Association Bylaws. They should be thought of in the following categories:
 - a. Policy Resolutions: Guides the long-term decision-making process of the Association leadership.
 - b. Action Resolution: Requires short-term, immediate action for a specific need.
 - c. Commendation: Pays tribute to honor someone deemed worthy of praise by the Association.
 - d. Request for change of bylaws: Identifies problem and proposed solution.
2. The steps that should be taken to develop a proposed resolution or amendment are:
 - a. Identify issue or concern.
 - b. Determine the reason there is an issue or concern.
 - c. Decide how to deal with the issue or concern.
 - d. Get consensus on the best solution.

C. How to Submit a Resolution or Amendment for Consideration

Mail to the Resolutions Committee Chairperson no later than May 31st.

D. How Resolutions and Amendments are Reviewed and Presented to the House of Delegates

1. The Resolutions Committee reviews for content and clarity. The Committee will contact the sponsor if there are any questions or to recommend changes to improve the resolution or amendment.
2. The Resolutions Committee evaluates and determines the position and recommendation it will make to the HOD.
3. Proposed resolutions or amendments are mailed to all delegates 30 days prior to the HOD meeting.
4. The Resolutions Committee Chairperson presents resolutions and amendments to the HOD with the decision to recommend or not to recommend passage. If the Committee does not recommend passage, a second is required from the floor by someone other than the original sponsor of the resolution or amendment.
5. The sponsor and other delegates speak to the issue or concern on the floor of the HOD.



To: MdSNA House of Delegates

From:

Subject: House of Delegates: Annual Report (2019-2020)

Goals	
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Achievements	
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Recommendations	
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**SCHOOL
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ASSOCIATION**

2019-20

Chapter Leadership Handbook

For an electronic copy of this handbook and more resources for state leaders:



schoolnutrition.org/statesupport

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Special thanks to Chapter Leadership Day facilitators JoAnne Robinett, SNS, Sheila Parisien, SNS, and Kathy Burrill, SNS, as well as Sara Gasirowski, SNS for their contributions to the creation of this handbook.

For more chapter resources, visit www.schoolnutrition.org/chapters101.

For questions, please contact StateSupport@schoolnutrition.org.

Handbook Overview

Thank you for volunteering to be a leader in your local SNA chapter! When SNA chapters are thriving and sustainable organizations, they provide members with opportunities to:

- network with other school nutrition professionals in their area
- learn together in a friendly and professional environment
- connect with and promote school nutrition to their community in a positive way

As a chapter leader, your primary goals include:

- Supporting the mission, goals and annual plan of the state and national association;
- Knowing the constitutional bylaws and policies of the association, maintaining Chapter governance within these provisions, and routinely reviewing for compliance;
- Leading by example and with personal integrity, encouraging teamwork and cooperation, listening to member concerns and ideas, and following up as necessary;
- Dedicating the necessary time and resources to the tasks of the Chapter President; and
- Appreciating and utilizing each person's special talents to achieve objectives and grow the Chapter in new and exciting ways.

Your Responsibilities to the State Association:

- Serve as the Chapter representative to state association.
- Follow plan of action or program of work.
- Provide update on program of work before each Board meeting (as requested)
- Provide update of Chapter bylaws and/or policy changes.
- Provide officers list and changes as they occur.
- Update list of schools/administrators within your Chapter.
- Send calendar of activities for your Chapter for the year.

This handbook is a guide to starting and revitalizing your SNA chapter to help you:

- Create your SNA chapter within the right framework
- Recruit new members
- Engage your members
- Develop new volunteers
- Fundraise for sustainability

SNA encourages you to reach out to your state association for assistance.



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Chapter 1: Starting a SNA Chapter

Starting a SNA Chapter

Starting a SNA Chapter in your local community is a great way to get SNA members more involved in the association and provide them with opportunities for networking, learning, and having fun with other school nutrition professionals in the area. The process of starting a chapter can be intimidating if you try to do everything at once. SNA recommends beginning a chapter in stages, as this will make the process more manageable and give you time to build your chapter's membership to be a sustainable organization.

Step 1: Generating Buzz and Recruiting Members

The first step to creating a SNA chapter is getting local school nutrition professionals (including employees, managers, directors, and others) involved and ready to participate. Reach out to nonmembers in your area to let them know the benefits of joining and how they can participate.

Are there already SNA members in your school district? Start meeting informally together or begin by offering training with a local community partner or gather the group to brainstorm ideas on potential events and activities to start up your chapter. Read the revitalizing your chapter section for membership recruitment and engagement ideas.

Step 2: Reach Out to Your State Association

Before you create a local chapter, it is important to reach out to your state association to find out the requirements of becoming a local chapter and for support in beginning your chapter. If your state association has a membership chair, an executive director, or executive secretary, that individual will be a good place to start. If not, contact your state president to find out more. Even if you are aware of the requirements, it is good to connect with your state association, as they will play a big role in making your chapter an official part of the association.

Requirements for becoming a chapter vary from state to state, based on the bylaws for each state association. In many states, 10 members are needed to form a chapter. For specific details, check your state's bylaws at www.schoolnutrition.org/statebylaws.

What about chapter dues?

Check with your state association about determining and collecting chapter dues. In many states, chapters must set and collect their own dues, which are separate from state and national dues. Your state association can help you understand the best process for collecting dues and let you know what other chapters in the state are charging their members.



Step 3: Create Chapter Bylaws

To become a chapter, you will need to create local chapter bylaws, which are in line with SNA and your state association. Sample bylaws can be found at www.schoolnutrition.org/chapters101. Your bylaws will give your local chapter structure and order and will define the processes for governing your organization. Bylaws answer questions like *“How are board of directors members elected?”*, *“When and how are board meetings held and conducted?”*, *“Who are the members of this chapter?”*, etc.

Step 4: Apply to Become a Chapter

You will need to apply to become a local chapter with your state association. Your state association’s board of directors will need to approve your chapter. Working closely with your state membership chair, state association executive, or state president will help to ensure you are completing the process correctly.



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Chapter 2: Revitalizing a SNA Chapter

Revitalizing a SNA Chapter

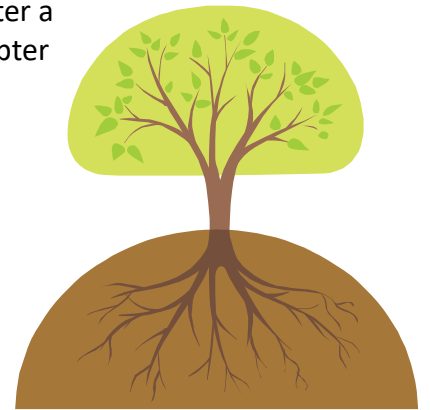
A strong, vibrant chapter is one of the best ways to engage and retain SNA members. Local SNA chapters give SNA members the opportunity to meet other school nutrition professionals near them, make new friends, gain confidence, learn new skills, have fun, share ideas, and promote the school nutrition profession to those in their community. Chapters retain membership largely based on their local chapter performance.

In short, **strong chapters** are **strong networks**.

Unfortunately, there is no magic wand you can wave to make your chapter a growing, thriving organization. The good news is you can make your chapter strong and vibrant by making simple changes and consistently and constantly implementing best practices.

In this section of the handbook, you'll learn the basics of:

- membership recruitment,
- membership retention,
- membership engagement,
- volunteer development, and
- fundraising.



For more tools and resources from our state associations, please go to www.schoolnutrition.org/chapters101.

SNA Partnership

Revitalizing your chapter is a team effort. You can't revitalize a chapter on your own, and we don't expect you to! SNA has three levels working together: SNA national, state associations, and local chapters. Each level of SNA brings something different to the table, and if one level is successful, it helps all levels of SNA. We're all on the same team, working towards the same vision: well-nourished children prepared for success!



SNA National

SNA national consists of both the national board of directors, who are elected SNA members from across the country, and national headquarters staff in Arlington, VA, right outside of Washington, DC. SNA national acts as the national voice of school nutrition. At SNA national, we

promote and advocate for school nutrition programs and personnel and educate the various publics (Congress, allied groups, etc.) about school nutrition.

SNA provides professional development and training through online webinars, a certificate program, the SNS credentialing program, and national conferences. For upcoming webinar training opportunities and an archive of recorded webinars, go to www.schoolnutrition.org/webinars. For a listing of upcoming national conferences, go to: www.schoolnutrition.org/meetings.

SNA also publishes and provides members with 11 editions of *School Nutrition* magazine each year. *School Nutrition* is SNA's award-winning flagship publication and is the only magazine targeted specifically to the unique operational needs of school nutrition professionals.

SNA also implements multiple membership marketing programs to help members take advantage of their benefits (such as the STEPS Challenge, School Lunch Hero Day, National School Lunch Week and National School Breakfast week) and to encourage membership recruitment (such as the Star Club and Annual Membership Campaign).

SNA also works to build a strong network of school nutrition professionals from across the country. SNA provides networking opportunities online and at national conferences.

State Associations

Currently, SNA has 49 state associations, along with local chapters in Rhode Island and the District of Columbia. SNA's state associations provide support for local chapters, advocate on behalf of school nutrition and school nutrition professionals on the state level, and provide members with networking and training opportunities. To get in contact with your state association, please contact the State Affiliate Relations Manager at StateSupport@schoolnutrition.org or (800) 877-8822 x174.

Local Chapters

Local chapters are the grassroots of SNA. A thriving local chapter provides training and professional development opportunities, gives members a chance to share ideas, successes and challenges together with peers in a supportive environment. Chapters are full of friends and fun, give back to the community in a meaningful way, and advocate for school nutrition programs and professionals on a local level.

SNA national is dedicated to helping support our state associations and our local chapters. If you need support, we recommend reaching out to your state association membership chair, executive director/secretary, or president.

Building a Strong Foundation

Building a strong foundation for your chapter is the first step in revitalizing your chapter's efforts. Going back to basics can ensure that your chapter is running effectively and focusing on what's most important: our mission and our members.

Before diving in to new programs or services for your members, start by reevaluating the following with your chapter's board and creating joint expectations:

- **Your mission:** A thriving organization is focused on its mission. Review the SNA mission and goals with your chapter board. Discuss the mission and the following questions: What is your mission? Why is your mission important? How can you connect everything you do back to your mission and the goals of the SNA state association? How can you refocus your efforts on the mission and goals?
- **Your bylaws and policies:** A good, professional organization needs a workable set of bylaws to establish its structure, serve as a guide in conducting meetings and enable it to function efficiently. Do you have an up-to-date copy of your chapter bylaws and chapter policies and procedures? Review the bylaws, policies, and procedures with your chapter board. Make sure that everyone has an understanding of the processes of the chapter. Also, make sure that your chapter bylaws are compatible, and not in conflict with, the SNA's bylaws and your state association's bylaws. To view SNA's bylaws and your state association's bylaws, go to www.schoolnutrition.org/statebylaws.
- **Job descriptions and board orientation:** A strong chapter board has knowledgeable, dedicated members who know the expectations for themselves and the other members of their board and are prepared for success through orientation and training. Do you have readily available job descriptions for every member of your board? Do you share the job description with individuals interested in becoming a member of the board? Do you hold an annual orientation for your board members to go over the job descriptions, explain the expectations, and receive buy-in for the year ahead? Job descriptions are available in this handbook (on pages 31-36). Remember- a board orientation can be as simple as having the outgoing board member sitting down and going over the job description, responsibilities, and processes with the incoming board member over a cup of coffee.
- **Emphasis on membership:** Membership recruitment and engagement isn't just the job of the membership chair alone—it should be a full board and a full association effort!



Remind your board members to talk up the value and benefits of being a part of SNA consistently, constantly, and with enthusiasm to recruit members. Brainstorm ways together to get more SNA members involved on a regular basis. Membership is a team effort!

- **Engaged members and effective meetings:** When members feel like they are getting value out of their SNA membership by attending meaningful and effective meetings where they learn, network, and have fun, they will be more likely to continue being a member and to consider volunteering more time for the association. Check the membership engagement section of this handbook on pages 17-24 for ideas from other local chapters and SNA.
- **Develop volunteers:** Do you have the same board members leading your chapter year after year? Do you have trouble finding members to take on a leadership position? Incorporating succession planning and volunteer development into all of your activities can help to ensure that chapter members feel prepared to take on more responsibilities and that current chapter leaders don't get burnt out due to a lack of support or someone else to take the reins. Check the volunteer development section of this handbook.



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Chapter 3: Membership Recruitment & Retention

Membership Recruitment and Retention

Membership recruitment and retention are most successful when they are considered and implemented as a team effort by the entire organization. Your local chapter membership chair should lead the effort, but he or she should be supported and helped by all chapter members in recruiting and retaining chapter members.

If you have a larger, more active chapter, consider having a membership committee or task force. This committee should include your membership chair, along with a diverse group of members who can reach out to different individuals, provide new ideas, and bring a range of personal experiences.

On your committee and in your organization, assign members to specific membership-related tasks, including:

- **Recruiting:** Reaching out to school nutrition professionals who aren't yet members and sharing the benefits of SNA membership.
- **Welcoming:** Welcoming new and potential members at every event and making sure they feel comfortable. Those in charge of welcoming should also call new members and let them know about upcoming events. A personal touch like a phone call can go a long way!
- **Retaining:** Members renew more frequently when they are reminded to renew. Reach out to individuals who need to or have not renewed to remind them to pay their dues and retain their membership. This is a great opportunity to reiterate the benefits of membership, let them know about upcoming events, and ask them for feedback about your chapter and the association.
- **Engaging:** Make sure your events are worthwhile and in tune with the mission of SNA and the needs of your members. Ask members to provide feedback about what they'd like to get out of local chapter meetings.

For every board meeting, be sure to put membership as an action item on your agenda, not just as a report. This will help you continue to focus on membership in everything you do.

Recruitment Basics for All Members

Research shows that most new members join an association through existing members. To be successful in recruiting members, you have to clearly understand the services offered by the association and how membership in School Nutrition Association (SNA) will benefit the potential new member.

Recruiting new members to join the association is both fun and rewarding. Who better to sell a membership in SNA than you? You are simply helping your colleagues by providing them with the resources available to maximize their potential.

There are generally three basic reasons why a person decides to join a professional association:

1. Networking with peers
2. Job opportunities and career advancement
3. Continuing education

These three reasons are prioritized differently for individual members; however, each one tends to be a driving force behind why someone joins an association.

Making the Membership “ASK”

A: Always be prepared

Be prepared to share your personal story of SNA membership and give potential members the details about joining SNA. Before speaking with potential new members of SNA, be sure to brush up on all of the wonderful benefits SNA provides its members. Below is a list of benefits which you can use as talking points when trying to recruit new members:

- **Ability to Learn from Peers across the Country** – Meet and network with school nutrition directors and employees from around the country who are dealing with similar issues and problems. Share insight and creative ideas that will strengthen school nutrition programs.
- **Develop Yourself** – Continue to grow and learn with SNA’s workshops and classes on everything from nutrition and management strategies to marketing. Take advantage of SNA’s certificate and/or credentialing program that offer members the opportunity to further their professional growth.
- **Know Your Industry** – Through the award-winning *School Nutrition* magazine, SNA’s website, and several email newsletters, stay on top of the many developments in the school industry, from new regulations to new recipes.
- **Your Political Voice** – Make your concerns heard. SNA makes sure that you always have a voice, and your concerns are acted upon in Washington, D.C. SNA offers training on how to talk to your representatives about what is important to you.
- **Reliable Research** – Access ongoing critical child nutrition research that you may not find anywhere else.
- **Scholarships for Success** – SNA has information on grants and scholarships that can help you meet your continuing education needs.
- **Educating the Public** – Stay informed about news in school nutrition programs to use in working with the media, from talking points and press releases to public service announcements and position statements.
- **Member-Only Discounts** – Enjoy a variety of discounts on products and programs, including SNA conferences, certification, publications, research, Emporium shop purchases and insurance.
- **Career Center** – SNA has a Career Center on its website where you can post your job openings, look for career opportunities or post your resume for prospective employers to view.

SNA also has information about membership benefits and a downloadable video you can use for chapter meetings at www.schoolnutrition.org/membership.

S: Show your enthusiasm!

When asking a potential member to join SNA, it's important to let your enthusiasm show! Asking in a positive, inviting way will make a big difference. Also, speak to what SNA has given you personally, such as learning opportunities, great friends, a chance to network with others in the same position as you so you don't feel alone, etc. Sharing personal experiences makes SNA membership relatable and desirable.

K: Know your audience

When asking someone to join, remember who you are talking to and what is important to them. Making a personal connection with someone and understanding their needs will increase your chances of getting a member to join.

Sample Responses to Objections to SNA Membership

As you and your members start to reach out to nonmembers about the benefits of joining SNA, you may run into these common objections. Review and practice the responses below.

Objection	Your Response
Dues Too High	<p>The cost to join SNA is small in comparison to all of the services and benefits you will receive. For your one-year membership dues, you receive:</p> <ul style="list-style-type: none">• 11 issues of <i>School Nutrition</i> magazine• Access to members-only tools on www.schoolnutrition.org• Professional development opportunities• Discounts on meetings, certificate fees, Emporium merchandise and insurance plans• Up-to-date information on what's happening in the area of nutrition• Benefit of SNA's public relations campaigns to educate the media and public about what's new with school nutrition• Access to Career Center where you can post job openings, look for career opportunities or post your resume for prospective employers <p>National SNA membership is only about \$00.15 per day for managers and only about \$00.40 per day for directors (depending on state dues)! Add up the dues for local, state, and national membership and divide by 365 days to determine the cost of membership per day for your chapter.</p>
Benefits of Membership Unclear	<p>This is a lot of information to digest all at once. By being a member, you will have access to information and resources that will help you make a difference in your school nutrition program. More information is available in the membership brochure. You can also call SNA for details.</p>
Don't Have Time to Participate	<p>We understand that your time is valuable. There are many ways to engage with SNA as a member on your terms and you can choose what makes the most sense for you. SNA provides online learning opportunities through webinars and you can stay connected via social media, too. Throughout the year, SNA offers many opportunities to attend special interest meetings or annually at its national conference. You can also attend local chapter meetings as your time permits, through your state affiliates. How involved you become is up to you.</p>

Objection	Your Response
Belong to Another Association	SNA is the only association geared toward the needs of nutrition professionals and feeding our nation’s children. Although other associations may offer programs for school nutrition professionals, no other association or organization better understands the specific needs of the school nutrition industry and promotes child nutrition like SNA.

Recognizing Membership Recruitment Efforts

Providing members with incentives to recruit members to SNA, the state association, and your local chapter is a great way to promote recruitment and make membership recruitment a team effort by everyone in your chapter.

Annual Membership Campaign

SNA conducts an annual membership campaign to increase membership. It runs from June 1 through May 31, which is SNA’s membership year. To make the campaign fun and encourage participation, there are prizes like beach vacations and registrations to SNA’s Annual National Conference (ANC). The campaign works by encouraging members to participate and recruit new members for the association. For every 5 new members they recruit, their name is entered in the prize drawing, which is drawn at the end of the membership year. For a member to get credit for recruiting new members, their name must appear on the new member’s membership application as the referral. This information is then entered in SNA’s database during membership processing. SNA produces an annual brochure for the membership campaign, which is sent to all states for distribution. Reach out to your state association for these brochures.

Star Club

The Star Club is SNA’s way of recognizing and thanking members who recruit and retain SNA members.



Every time a member’s name is listed on a new member application as the *referrer* (section 10 of application), that person receives one credit – *plus* an additional credit is earned for every year that member renews. Credits do not expire and once three (3) credits are achieved, an individual becomes a Star Club member for as long as they are an active SNA National member.

Star Club members are recognized throughout the year, including special recognition at the Annual National Conference (ANC). In addition, a gift of appreciation is awarded for each time a member reaches the next Star Club Level.

Star Club levels are as follows:

LEVEL	STAR CLUB CREDITS
Star Club Member	3 credits
Bronze Star	10 credits
Silver Star	50 credits
Gold Star	100 credits
Platinum Star	150 credits
Diamond Star	250 credits

Ideas from Local SNA Chapters

Many chapters have found creative ways to encourage members to recruit, recognize and thank those who make the effort to grow membership. Here are a few ideas from local SNA chapters from across the country:

- Free membership for the member who recruited the most new members over the past year
- Incentives for new members to join, including:
 - discounted membership fees
 - gifts for joining
 - prize drawings
- Prize drawing for everyone who has recruited a new member. Prizes could include:
 - gift certificates
 - free membership
 - free magazine or newsletter
 - merchandise
 - T-shirts
 - novelty items such as pins, coffee mugs, or tote bags

Membership Retention Basics

While there is no right or wrong way to encourage members to renew, it is important to encourage your members to renew no matter what. SNA communicates with all national members about renewing. Your state association may communicate to members about renewing, as well. In this section, we outline how SNA headquarters and state associations encourage members to renew, and how you can help, too.

Renewal Notices for SNA HQ

SNA mails renewal notices to non-SDM members via first-class mail, along with an email reminder two months prior to when they are due to renew. National and state dues are printed on all renewal forms. The dues amount printed on the form is based on the member type that the member paid dues on from the previous year. All renewal notices are printed, processed and mailed from SNA's national office.

In addition to the first renewal notice, SNA sends a second renewal notice approximately one month after the member was due to renew. This second notice reminds the lapsed member that they have not yet renewed their membership and the benefits they will miss out on if they do not renew. Approximately 3,000 first and second renewal notices are mailed each month to non-SDM members.

The renewal notice is slightly different than the application used for new members. SNA only needs to update address and contact information from members who have moved, whereas the Association needs all information for new members.

Renewals for School District Owned Memberships (SDM) are sent via email to the designated SDM administrator at most twice a year, depending on the member's expiration date. Administrators may choose to pay for all the SDMs at one time, regardless of expiration dates. If requested, SNA will also work with the administrator to align expiration dates so they all lapse at the same time.

State Associations Renewing Members

Many state associations also send out reminders to these lapsed members. Every month, state associations check the SNA database for their state's grace members (members who failed to pay dues in the month that they were due) and expired members (members whose dues are three months past due) and communicate in some way to encourage them to renew. The method and frequency of communications to renew members varies by state. Please get in touch with your state membership chair for details.

How Your Chapter Can Help Renew Members

Before starting your own renewal efforts, we encourage you to check with your state association to find out how they communicate with members to renew. Your state association may already be calling, emailing, or snail-mailing renewal information to your members. It's important to remind members to renew without bombarding them with too much information.

If your state is proactively reaching out to members about renewing, you should coordinate your efforts with the state to find out if your chapter can help make personal phone calls to grace or expired members in your community. If your state association isn't already sending out renewal notifications, you may want to increase your efforts.

Please note that there is a difference between lost members and late members. Often, an association will remove a member for nonpayment of dues without finding out the reason for non-renewal. Because it is easier to keep a member than to recruit a new one, considerable energy should be expended on retention. Make sure that the member did not simply overlook payment—something that can easily happen in today's busy world.

If a member fails to renew, it is important to find out if you are dealing with a lost or merely a late member. It is critical to contact members who fail to respond. A member who drops out because of poor service is a walking testimonial against the association. Research has shown

that disgruntled customers will tell four others of their negative experience, while happy customers will tell only one about their positive experience. Dissatisfied members can hurt retention.

Members may resign because they are no longer involved in the industry or the profession. Finding out why a member resigned affords opportunities to assuage negative feelings. Even if the member cannot be retained, a conciliatory gesture may prevent them from expressing negative thoughts to others and could even pave the way to rejoin at a later date.

Practice Your Membership Pitch!

Want your members to help recruit for your chapter? At a board meeting or full-chapter meeting, let members know the incentives for recruiting (pages 12-13). Then, ask members to pair up to role play. Ask one member in each pair to be a potential member and the other member to be the recruiter. Give the potential member a scenario to act out (such as a new school district director who doesn't know about SNA, an employee who needs childcare to attend chapter trainings, a manager who thinks SNA membership is too expensive) and have the recruiter try out their membership pitch. Then, switch! This is a great way to practice recruiting members.





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Chapter 4: Membership Engagement

Membership Engagement

The key to engaging your membership effectively is providing your members with valuable learning and networking opportunities and making them feel like they are part of a local community of school nutrition professionals.

Holding consistent and meaningful meetings and events for your members will ensure they feel that they are getting a return on their investment from their SNA membership.

Meaningful Chapter Meetings

For a chapter meeting to be meaningful, it should meet these requirements:

- The meeting must have a valuable, easy-to-understand purpose.
- The purpose of the meeting must connect to the needs/desires of your members.
- The meeting should provide an educational opportunity.
- The meeting should have some fun elements and promote camaraderie among your members.
- The meeting should end on a high note. Celebrating and thanking your members regularly will help make them feel valued.

Connecting Your Chapter Meetings to Your Members

Finding out why your members joined and what they would like to get out of their membership is a great way to ensure that your meetings connect to the needs and desires of your members.

Surveying your members each year can provide you with specific details about the types of meetings your members would like to attend. Surveys can be created online using free survey software, such as www.surveymonkey.com or www.surveygizmo.com or by mailing or emailing a survey you create to your members.

In your survey, you can ask questions about what type of training and educational opportunities the member would find most beneficial, what type of fun activity the member would most like to attend, why the member joined, where the member would be willing to travel to attend a meeting, and if the member would be interested in remote learning and networking events (such as via webinars or conference calls). You can also find out if a member is interested in volunteering more with the association or would be willing to help set up a training or meeting.

Once you've collected survey responses, be sure to review the information and brainstorm ways you can ensure your chapter meetings will fulfill the expectations of your members.

What about CEUs?
Providing your members with the opportunities throughout the year to earn Continuing Education Units (CEUs) is an important benefit you can provide! Consider ways to incorporate education for credit into your annual chapter meeting plan.

Meaningful Chapter Meeting Ideas

Each chapter should hold meetings that make sense for their membership. We recommend that you pick and choose from your past experience, the past experience of other chapters, and ideas from SNA to make your chapter calendar full and fulfilling.

Chapter Meeting Ideas from SNA

SNA has a number of programs designed specifically to benefit our members. Hosting a chapter meeting on a SNA program is an easy way to introduce members to their benefits and hold a meaningful meeting. Below is a list of chapter meeting ideas from SNA:

STEPS Challenge: The STEPS Challenge is a health and wellness program, created just for school nutrition professionals. Sponsored by Jennie-O Turkey Store, it provides SNA members with resources and tips to live healthier. It's easy (and free) to get started regardless of your budget or current fitness level, and members can earn prizes like gift-cards, cookbooks, fitness DVDs, and spa certificates by completing monthly challenges and submitting their completed tracking sheets to SNA. As part of the STEPS Challenge, you can hold a meeting to introduce members to STEPS; partner with a local fitness instructor to host a wellness event for your members; or share healthy recipes amongst members to get on the right track.



Webinar Viewing: SNA regularly hosts webinars to provide members with professional development opportunities—without having to travel! The webinars are free and provide members with a wealth of knowledge, and many are even worth CEUs. All webinars are recorded and archived in the “webinars on-demand” library and can be viewed at any time by SNA members. The new member benefit webinars hosted by SNA are a great way for you to help connect your members to the array of benefits they get from through SNA membership. As a chapter meeting, you can host a webinar viewing party. Individuals can gather around the screen of a computer or projector (or multiple computers if that works best) and watch a live or recorded webinar. Bring snacks to share and have a discussion after the webinar about what you learned and how you’ll apply your newly-gained knowledge to bring some fun to the event.



SNA Awards Program: SNA provides members with the opportunity to get recognized for the work they do every day to ensure well-nourished students are prepared for success. Hold a workshop to inform members of the awards available to them and their colleagues and discuss how to write a winning nomination. Learning to write effectively to promote yourself or someone you admire is an important professional skill, too. If you know of any local members



who have earned an award, have them come back and tell their story to interested individuals. At the end of the meeting, brainstorm together how members might use what they've learned in other ways.

SNF Scholarships: The School Nutrition Foundation provides SNA members with scholarships to help them pursue college degrees in school nutrition-related fields and to help them attend national SNA conferences they may never get to attend otherwise. These are great opportunities that add value to SNA member's experience, especially as they are only available to SNA members. Hold a meeting to inform members about the scholarships available to them through SNF. Have a computer and projector screen available to show individuals how to use the online application system and discuss why individuals are going back to school or want to attend a national conference. If you know of any local members who have earned a scholarship, have them come back and tell their story to interested individuals.

Star Club: The Star Club is SNA's way of recognizing and thanking members who recruit and help to retain SNA members. Hold a meeting to showcase the benefits of the Star Club and teach your members techniques to recruit and retain members. Make the meeting interactive by having members practice their SNA elevator speech and personal membership recruitment pitch with each other. Brainstorm where you can find more members and what your chapter could do with more members.



Cafeteria Site Visit: Hosting a chapter meeting about how to plan and execute a cafeteria site visit can help your members become local advocates for school nutrition. A cafeteria site visit is a great way to meet with your state legislator or Member of Congress/their congressional staff and convey a message to them on a specific issue or legislative matter. Cafeteria site visits are more effective than a simple meeting, as they give your Congress person a firsthand look at how school nutrition programs operate and they help you demonstrate your expertise and knowledge by providing them with a snapshot of what you do on a daily basis. A site visit can show your Congress person how the school nutrition programs work, how many children you feed, the size of your school district, and any concerns that you may have with the programs in general in a really tangible way.

National School Lunch Week (NSLW): NSLW is held in October every year to help school nutrition promote the benefits of the National School Lunch Program. Every year, a new theme is created by SNA and corresponding tool kits, materials, and items for sale are made available to members. In the months leading up to NSLW, hold a meeting with your chapter members to share materials about NSLW and brainstorm together how you can celebrate this week in your school or district. Share recipes that fit the theme and think of fun ways to get kids involved. After NSLW, be sure to follow up with your members for pictures and stories about the week and share successes in your newsletter or next meeting.

National School Breakfast Week (NSBW): NSBW is held in March every year to help school nutrition promote the benefits of the National School Breakfast Program. Every year, a new theme is created by SNA and corresponding tool kits, materials, and items for sale are made available to members. In the months leading up to NSBW, hold a meeting with your chapter members to share materials about NSBW and brainstorm together how you can celebrate this week in your school or district. Share recipes that fit the theme and think of fun ways to get kids involved. After NSBW, be sure to follow up with your members for pictures and stories about the week and share successes in your newsletter or next meeting.

School Nutrition Magazine Discussion (aka Magazine Club): Invite members to come and participate in a “book club” discussion on SNA’s award-winning magazine, *School Nutrition*. Let members know which articles to read before the discussion and select someone to act as the discussion facilitator. Have healthy snacks available and be sure to allow for time for members to chat and catch up. In every edition of *School Nutrition* magazine, there is a “To Your Credit” section. This section references a specific article in the magazine. If you complete and submit this section to SNA after reading the article, you may earn 1 Continuing Education Unit (CEU) towards the SNA certificate program or SNS credentialing. You may complete and submit the “To Your Credit” for a CEU three times per year for certification and any number of times within the three year period for credentialing. Your discussion can be more worthwhile if individuals know they can earn a CEU for participating!

School Lunch Hero Day (SLHD): SLHD is held in May every year to help celebrate the great work school nutrition employees do all year round. There are a few great ways to utilize SLHD as a chapter:

- In the months leading up to SLHD, hold a meeting with your chapter members to share materials about SLHD and brainstorm together how you can celebrate this day in your school or district. After SLHD, be sure to follow up with your members for pictures and stories about the week and share successes in your newsletter or next meeting.
- Hold your own just-for-fun celebration during the week of SLHD. Give out fun awards to your members, hold a super hero costume contest, and come together to enjoy each other’s company.
- Send your members a hero day card or email thanking them for all they do throughout the year. A personal note of appreciation goes a long way to help individuals fondly think of the chapter and feel valued for what they do professionally and for the association.



Meeting Ideas from Local Chapters

- **Baking and Cooking Workshops:** Hold a workshop to teach new baking and cooking techniques and recipes.
- **Tours:** Many local chapters take field trips to tour stadium kitchens, casino kitchens, and industry facilities (such as Trident, Tomy's Produce, Dairygold Milk, etc.).
- **Health & Wellness Fair:** Hold a health and wellness fair at a different elementary school each year and have carnival games with prizes and fruit and veggie tasting stations. In Montgomery County, MD, kids must first learn a fruit or vegetable fact before they can play or taste.
- **Fall and Spring Meetings:** Many local chapters hold meetings each year with a set agenda. Have different speakers at these meetings that are geared towards what is going on in school nutrition. When new regulations are passed, ask someone from the state agency to speak about how they will impact your programs.
- **Wellness Walk:** Get members together to form a team for a wellness walk. This is a great way to get involved in the community, a fun way for members to connect, and a healthy way to stay in shape.
- **Community Service:** Give back to the community in a meaningful way of your members' choosing, such as a collection for the local food bank or a holiday toy drive. This will give you some good publicity with the community and is a thoughtful way for members to find value in being a part of SNA.
- **Thanksgiving Dinner:** Invite the mayor, local newspaper editors, principals, school board members, community businesses, school nutrition professionals and family to come together for a good home cooked meal. Showcase the valuable work your school nutrition professionals do by thanking them publicly in front of the community.
- **Holiday Party/ End of Year Meeting:** The holidays are a great time to come together and celebrate! Have a just-for-fun meeting to regroup, enjoy each other's company and highlight upcoming opportunities through SNA for the year ahead.
- **Craft & Vendor Evening:** At local outdoor education facility, hold a craft (homemade crafts for sale) and vendor (Avon, Michee, MaryKay, Pampered Chef) evening. Put a fire in the fire place, have comfort food available for sale and craft projects for the children.
- **Chili Cook-off/ Kitchen Olympics:** Hold a fun competition for members in your chapter, such as a chili cook-off or kitchen Olympics. Ask local community members (such as the principals, school board members, local government officials) to act as judges. Ask a local newspaper to cover the event and promote SNA.

Common Meeting Issues and Solutions

Below is a list of common issues local chapters might hear from members who don't attend meetings, along with possible responses and solutions for your local chapter to test out:

Common Issue	Possible Solutions
<p>Scheduled time for the meetings and/or the travel required deter participation.</p>	<p>Divide chapters into regions to address travel and participation issues. Consider involving school district to plan meetings on a rotational basis; so that everyone travels more or less throughout the year.</p> <p>You can also consider holding “virtual meetings” through webinars or conference calls to cut back on travel time and expenses. This is an especially good option for board meetings, as less people are involved.</p>
<p>Meetings are too long.</p>	<p>Linking your meetings to earning CEUs is also an effective way to make members feel they are getting the most out of their time.</p>
<p>Generational issues arise about which topics are most interesting and attractive to members.</p>	<p>Survey members to find out what are hot topics or educational opportunities of interest <i>for them</i>. Customizing your chapter to the desires of your members should help focus your efforts and ensure members feel compelled to participate.</p>
<p>Childcare issues deter participation, as members need a babysitter just to attend the meeting.</p>	<p>If you are finding that members (or potential members) of your chapter need childcare to participate in chapter meetings, consider hiring a babysitter to attend your meetings. Ask a trusted student, friend, or daughter/son of a member to be a babysitter for the duration of your meeting. Having crafts or a story-time for the kids of your members will be an added bonus for your members!</p>

Below is a listing of 20 potential meeting topics that you could hold for your members which would meet the USDA Professional Standards:

	Meeting Topic	Possible Providers	Key Area	USDA Professional Standards Code
1	Menu Planning	State Agency or Local Schools	1- Nutrition	1110- Plan menus that meet USDA nutrition requirements for reimbursable meals, including calculating meal components 1120- Plan cycle menus that meet all rules. Consider cost, equipment, foods available, storage, staffing, student tastes, and promotional events.
2	Food Safety Codes	Health Department	2- Operations	2620- Practice general food safety procedures
3	Food Allergies	Health Department, Hospital or Allergy Group	1- Nutrition	1160- Plan meals to accommodate students requiring special diets, including food allergies
4	Meal Patterns & Production Schedules	State Consultants	1- Nutrition	1140- Analyze menus for school meal pattern requirements
5	Knife Skills	Local Chef, Cooking School, or Culinary School	2- Operations	2130- Develop culinary skills necessary for school meal preparation 2140- Properly use and care for equipment
6	Energize Your Team with STEPS	SNA STEPS Challenge materials	3- Administration	3450-Foster employee health, safety, and wellness
7	How to Use Social Media to Promote Your School Nutrition Program	SNA	4- Communications and Marketing	4120- Promote the Child Nutrition Program 4140- Develop communications skills
8	Farm to School	Local Extension Office	1- Nutrition	1130- Utilize local food sources, especially Farm to School, when possible.
9	Correct Measuring Procedures	Local Chef, Cooking School, or Culinary School	2- Operations	2130- Develop culinary skills necessary for school meal preparation
10	Customer Service	Speaker, Experienced Director, Trainer	4- Communications and Marketing	4130- Empower school nutrition staff to provide excellent customer service
11	The Diabetic Student	School Nurse, Nurse	1- Nutrition	1160- Plan meals to accommodate students requiring special diets, including

	Meeting Topic	Possible Providers	Key Area	USDA Professional Standards Code
		Practitioner, Nutritionist		food allergies
12	Hazard Analysis & Critical Control Points	State Agency, Trainer, Experienced Director	3- Administration	3240- Develop and implement emergency and disaster plans, as needed
13	Accident Prevention	Workmen's Comp Representative	3- Administration	3450-Foster employee health, safety, and wellness
14	Offer vs. Serve	State Agency	2- Operations	2220- Use Offer Versus Serve correctly
15	Fire Safety	Local Fire Department	3- Administration	3450-Foster employee health, safety, and wellness
16	Blood Borne Pathogens	School Nurse, Nurse Practitioner	3- Administration	3450-Foster employee health, safety, and wellness
17	Marketing Your School District's Program	SNA	4- Communications and Marketing	4110- Develop strategic plans and marketing plans that reflect program goals and enhance interaction with stakeholders 4120- Promote the Child Nutrition Program
18	Facility Inspections	Health Department	3- Administration	3510- Evaluate/plan facilities and equipment to meet program goals
19	Sanitation Training	Health Department	2- Operations	2240-Manage serving lines for clean and efficient operation 2620- Practice general food safety procedures
20	Spicing Up Lunches	Sales Representative, Spice Company	2- Operations	2130- Develop culinary skills necessary for school meal preparation



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Chapter 5: Volunteer Development

Volunteer Development

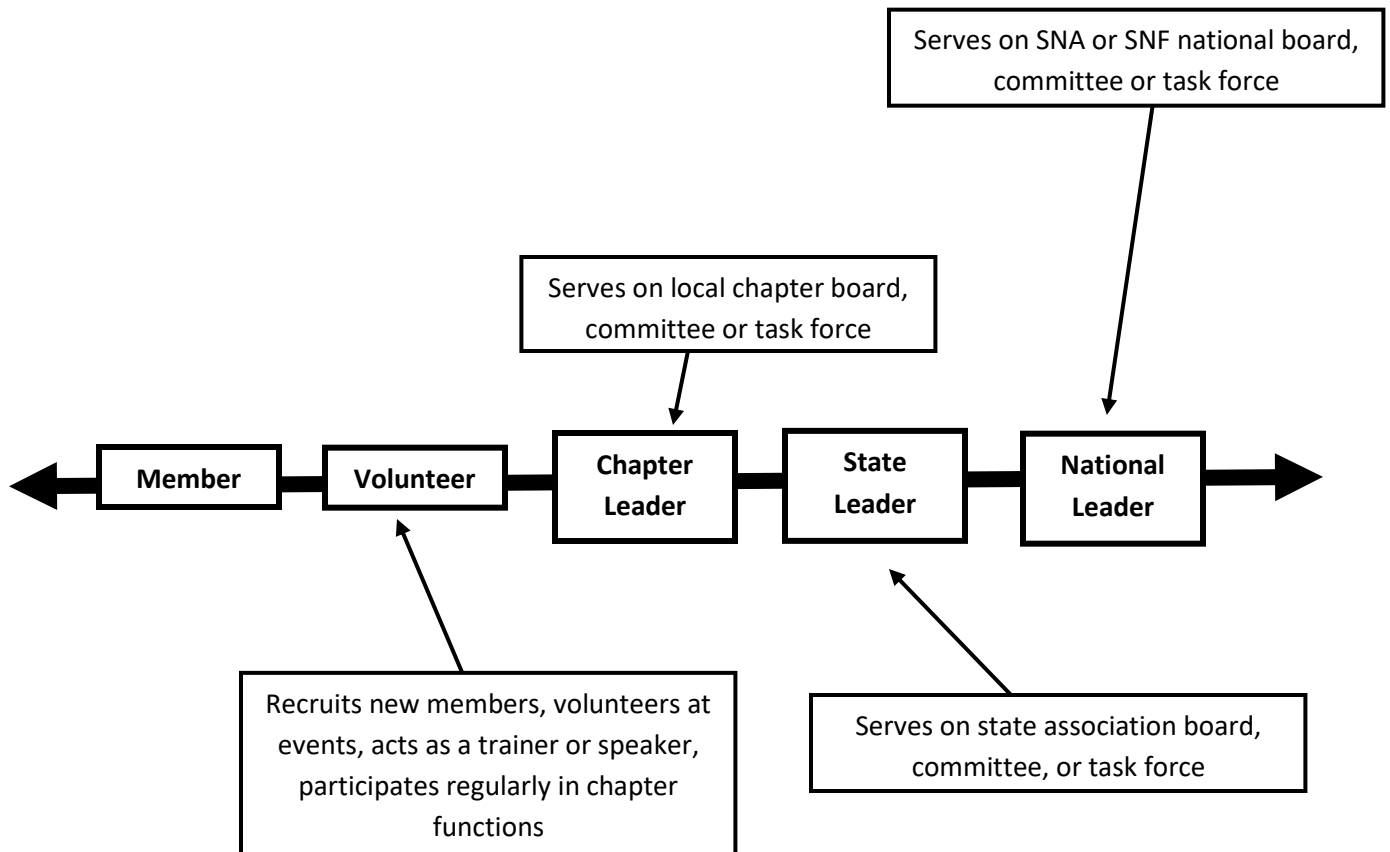
Making the Volunteer “ASK”

Just like asking someone to be a member, it is equally important to find potential leaders within the organization, talk to them about the benefits of becoming a leader in your state association and SNA, and ask them to participate in a leading role. Here are some tips to moving a member to become a leader in your state association:

- When asking someone to engage with your state association as a leader, you should stay positive and share your personal experience about how becoming a leader in SNA has helped you grow personally and professionally.
- Start off by asking individuals to engage with SNA by committing to smaller, easier tasks and then moving them to have a bigger role. Look out for active chapter members and leaders, as they could potentially become state association leaders.
- Always say thank you and recognize all contributions- big and small.

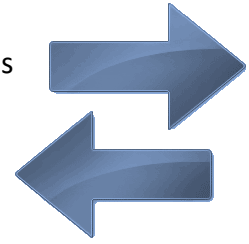
The Volunteer Continuum

A great way to think about volunteer development is to imagine that it is a continuum that members can move across. Please see the graphic below:



Here are a few important reminders about the volunteer continuum:

- The continuum is fluid. Members can back and forth across the continuum, as their own personal and professional schedules and desires change.
- The continuum is centered on what the *member* wants.
- Most individuals need a guide or mentor to move across the continuum.
- Members at all points should be valued and thanked.
- Members can move at different rates from one point to the next. There is no right or wrong timeline.



Small Tasks to Engage Members to Volunteer

If possible, start interested members on the path to volunteering by asking them to take on small, simple tasks. This sets your members up for success, while letting them feel more ownership in SNA and giving you a chance to find out their level of commitment and desire to lead with SNA. Below is a list of simple, small takes to engage members:

- Be on an event planning committee for a specific event.
- Receive raffle prizes from a local business and bring them to the event.
- Shadow a leader at a specific event, such as the individual planning the upcoming tour or the person who will be conducting the baking workshop.
- Send in a recipe to be included in the cookbook.
- Update the Facebook page on a weekly basis with news from SNA, local papers, the chapter, etc.
- Update the chapter website with the board's new contact information.
- Set up a STEPS challenge event to help people take steps towards a healthier lifestyle.
- Find a SNA webinar for everyone to listen to and discuss. You can even help everyone earn CEUs!
- Lead the magazine discussion one month

Mentoring Your Members

Having a formal or informal mentoring structure in place will help your local chapter continuously develop leaders to take a role on the board in the future and ensure that current leaders don't get burnt out.

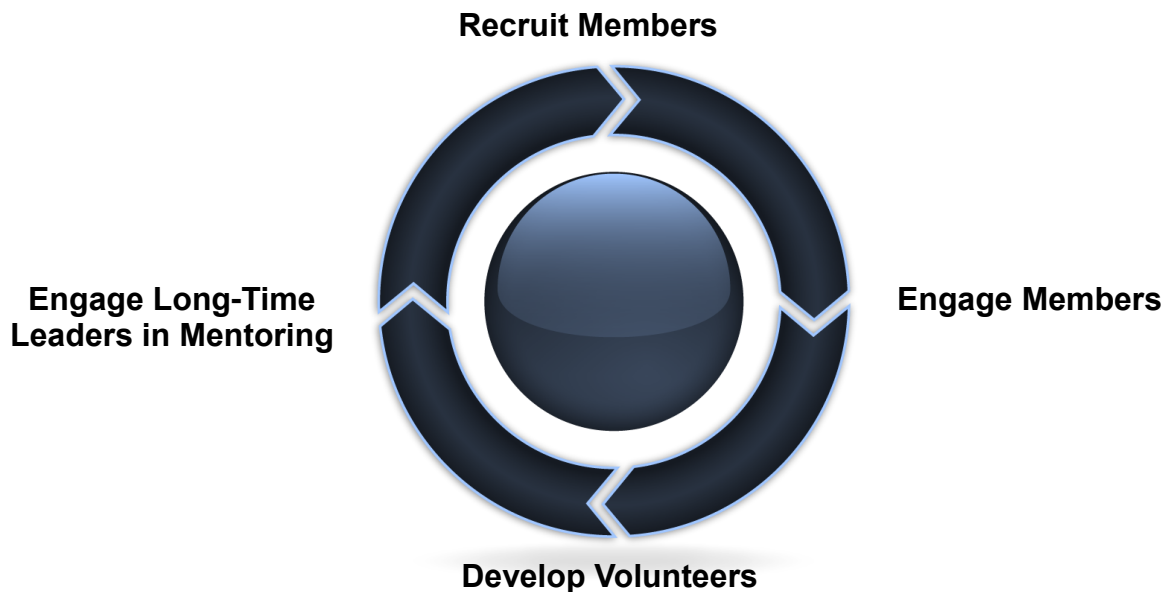
A mentoring structure can—and should!—be simple. Here are some ideas to get your mentoring structure in place:

- Hold a new member orientation on a regular basis so that new members can feel welcomed and learn about the benefits of their membership. Even just having a long-time SNA member getting together over coffee with new members and answering questions can be a great and easy way to ensure your new members feel they are a part of the association.

- Encourage them to listen in on a SNA new member webinar. To find out when the next new member webinar will be held or share a recording of a previous new member webinar, visit www.schoolnutrition.org/webinars.
- Recognize new members at all events and introduce them to the group in a friendly and inclusive way.
- Pair up a long-time member with a new member at every event to welcome them to SNA and answer their questions about membership.
- Hold board orientation every time new leaders take office. A board orientation can be as simple as the incoming officer meeting informally with the outgoing officer to learn the ropes and ask questions. You may also get the entire new board together and go through a more formal training.

Succession Planning

Below is a graphic demonstrating the cycle your chapter should strive for:



Remember, long-time leaders at the local, state and national level make for great mentors and membership recruiters.



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Chapter 6: Fundraising for Sustainability

Fundraising to Support Chapter Sustainability

Below are ideas collected from state and national SNA leaders and staff, based on previous experiences, for potential fundraisers for your local chapter.

Provide a service to the community, with all proceeds going to your SNA chapter. Service ideas include:

- Work concessions at major sports arenas and/or concerts (Florida)
- Wash cars
- Bag groceries at a participating store for a donation
- Wait tables at a restaurant that sponsors such fundraisers

Host an event to raise money for your chapter. Event ideas include:

- Ticketed breakfast
- Chili Cook-off
- Sponsored lecture series
- Walkathon
- Wine and cheese tasting
- Yard sale
- Financial planning seminar
- Craft fair where supplies are sold to participants at a profit
- Fundraiser at a minor league sports team game (New Hampshire, New Jersey)
- Golf or bowling tournament
- Antique or hot rod car show (Florida)
- Beach or block party
- Fashion Show

Tack on a fundraiser to an already-existing Chapter meeting or event. Ideas for fundraising add-ons include:

- Raffle off prizes, such as:
 - TV or IPAD: Items are bought out of association budget and then reimbursed when the money is collected. (North Carolina)
 - Gift baskets: School regions each come up with different baskets to raffle off. Baskets items were donate by the employees who wanted to donate and we had baskets such as a garden basket, beach basket and movie item basket. (North Carolina, New York, New Jersey)
 - 50/50 raffle, in which money is collected and then 50 % of money collected goes to the local chapter and 50% of the money collected goes to the winner of the raffle (New York, New Jersey, Missouri)

- Raffle off prizes, such as:
 - Handbags filled with goodies (Virginia)
 - Quilts (Missouri)
- Charge a non-member fee at Chapter events to cover association membership. All attendees can leave the event enrolled as an association member. (New York)
- Hold a live auction (Maine), a silent auction (Vermont, New Jersey, Ohio, Missouri), or a white elephant auction
- Invite a “party sales consultant” (i.e., Pampered Chef, etc.) to a Chapter meeting and allow sales for a percentage of the profit

Sell items for a profit. Ideas of items to sell include:

- Cookbook of favorite recipes from school staff members
- Sheet pans, which were bought at wholesale and marked up \$3-\$4 each (Massachusetts)
- Baking items promoted as "just in time for holiday baking", sold near Christmas (Massachusetts)
- T-shirts and sheet pans (Pennsylvania)
- Magazines
- Rolls and pairing knives sold by local chapters
- Pans and kitchen utensils sold through Spatula Central; flower bulbs; Christmas shopping event of local crafters, Tupperware, Home Interior, Tastefully Simple, Arbonne consultants, with a \$20 fee per table (Missouri)
- Baked goods, crafts, etc. sold at school holiday bazaars
- Coupons, discount cards, peelers (These come in varying styles.)

Fundraise around important school nutrition dates, such as:

- National School Lunch Week: Second full week in October
- National School Breakfast Week: First full week in March
- School Lunch Hero Day: First Friday in May



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Chapter 7: Sample Tools for Chapter Leaders

***SAMPLE* Job Description for Chapter President**

The Chapter President serves as the chief elected officer for the Chapter and represents the Chapter at the state level. The President presides over all meetings and exercises general administrative control of the overall operation of the Chapter.

General Responsibilities:

I. End of School Year

- Attend House of Delegates at state conference.
- Turn in list of new Chapter officers to newly elected State President.
- Attend state and/or national leadership conference with chapter officers to review the state Plan of Action.
- Schedule meeting to plan year's program. Be sure all reports and records are up to date.
- Have Chapter Treasurer prepare a rough draft of the budget for the coming year.
- Send program outline for year to State President.

II. First Part of New School Year

- Check with Treasurer and Membership Committee to be sure all schools and members are on mailing list. Notify persons with expired memberships.
- Notify Secretary to send notice of first meeting at least one month prior to meeting date. Coordinate events with hosting school.
- Plan agenda.
- Study parliamentary procedure so that you are familiar with it.

III. Meetings

- Prepare the following ahead of time:
 - Adequate and comfortable physical setup for the meeting (Enough chairs, arranged in orderly fashion, etc.)
 - Necessary equipment or audiovisual requirements
 - Registration (Be sure the host school or site is ready to handle registration.)
 - Available membership and certification information
- Check with officers and committee chairs about tentative plans for Board meetings. Review agenda for additions.
- Be available to welcome new members.

IV. During the Year

- Preside at all Chapter and Board meetings.
- Attend committee meetings as an ex-officio member.
- Instruct nominating committee to begin soliciting membership for candidates for office for the coming year.
- Attend all state executive meetings as required.
- Encourage all members to vote in state and national elections.
- Work with President-Elect to organize committees for the upcoming year.

- Be sure there is a President's pin ready for installation ceremony. (If required by your chapter)
- Make plans for election and installation ceremony.
- Make plans for a meeting of the old and new executive committees to turn over all materials pertaining to their office or committee.

***SAMPLE* Job Description for Chapter President-Elect**

The Chapter President-Elect performs all of the duties of the Chapter President whenever necessary or in the absence or inability of the President to act.

General Responsibilities:

I. Last Part of School Year before Term Begins

- May attend House of Delegates at state conference as a guest.
- Attend State Leadership Conference.
- Attend planning meeting with executive committee to plan program of work.
- Plan programs for coming year. Poll members for program topics, speakers and times.
- Discuss what you want accomplished at the meetings.
 - What kinds of challenges are of most concern to our membership?
 - What types of meetings have seemed to be most successful?
 - Consider following the theme and plan of work of the state or national association.
- Finalize plans with specific dates, topics, and speakers. Develop program book to give members at first meeting.

II. Meetings

- Ensure the secretary has the necessary information for the program before sending out meeting notices.
- Ensure the plan for the speaker(s) is clear
- Arrange any specific room arrangement or audiovisual equipment with the speaker(s)
- Arrange for copies to be made if necessary.

III. Evaluate the program and provide recommendations and suggestions for the following year.

***SAMPLE* Job Description for Chapter Secretary**

The Chapter Secretary is responsible for all of the general correspondence of the chapter and the minutes of all meetings as directed. The secretary's term of office is usually two years, and begins and ends in alternating years with the Chapter Treasurer. The Chapter Secretary will be elected on even numbered years.

General Responsibilities:

- Maintain accurate and complete records for the Chapter.
- Record accurate minutes of all meetings, to include:
 - Type of meeting (regular, board, or special)
 - Date and place of meeting
 - Agenda
 - Name and title of person presiding
 - List of those attending
 - Approval of previous minutes
 - Record of reports given
 - Record of each motion; with who made the motion and who seconded the motion
 - Record of action (motion passed or was defeated) and number of votes for each, if appropriate. All motions should be numbered.
 - Time of adjournment
 - Signature and title of secretary
- Maintain a current roll of members.
- Maintain a copy of the constitution and bylaws, along with amendments.
- Maintain a record of all committees and reports.
- Handle correspondence of organization as directed.
- Notify members of meetings, including an agenda, in a timely fashion that allows sufficient time for members to prepare for meeting.
- Distribute meeting minutes to Chapter President and designated State authorities (ex. State Newsletter Editor).
- Attest all documents required for execution by the President.
- Assist the President and other officers in carrying out their duties.
- Perform other duties as requested by the President.

***SAMPLE* Job Description for Chapter Treasurer**

The Chapter Treasurer oversees the financial operations of the chapter and is responsible for preparing the budget, along with the executive board. The Treasurer shall be elected on the odd numbered years and shall serve a two-year term.

General Responsibilities:

- Supervise and monitor the funds of the Chapter.
- Submit a written financial report to chapter Board of Directors at all meetings.
- Draft a proposed budget and present to the Executive Board for approval.
- Monitor expenditures of the budget and keep accurate records of all receipts, disbursements, cash and property belonging to the Chapter.
- Prepare tax documents as required by law.
- Form a committee, with board approval, to audit finances at end of the year.

When determining the budget for your Chapter, consideration must be given to the program of work and the amount of revenue the Chapter plans to generate. The data from the previous year's income/expenditures is the best source of information when planning the next year's budget. Your budget may be very simple or very detailed. It is important, however, for the Chapter to have some sort of plan for spending that fits within their revenue goals.

***SAMPLE* Job Descriptions for Other Committees**

Membership:

- Develop a plan to invite new members to meetings
- Develop a plan to encourage non-members to join.
- Inform members when membership needs to be renewed.
- Report membership status at each meeting.
- Implement any state or national membership campaigns. (For tools and information, visit www.schoolnutrition.org/membership and click on “recruitment”.)

Certification:

- Develop Chapter plan for professional growth.
- Update membership on certification requirements.
- Provide certified members with renewal information.
- Keep membership informed about professional growth opportunities.

Legislative:

- Inform members of current legislative activities.
- Attend state legislative meetings.
- Implement legislative issues into Chapter program of work.

Education/Nutrition:

- Evaluate and interpret nutrition and education trends.
- Introduce new training tools to membership.
- Attend education seminars, SNA webinars, and professional training, and report back to membership.
- Work with State Education Chair to implement program of work.

Historian:

- Keep archives of Chapter activities and information.
- Take pictures at all Chapter functions
- Take pictures at any State functions that include Chapter members.
- Maintain Chapter camera.

***SAMPLE* Chapter Meeting Agenda**

- **Call to Order**
- **Pledge of Allegiance**
- **Roll Call**
- **Reading of the Minutes:** Ask for additions or corrections. If none, minutes stand approved as read. If some, minutes stand approved as amended. (No motion is necessary.)
- **Treasurer's Report:** Ask for additions or corrections. If none, the report stands approved as read. If some, the report stands approved as amended. (No motion is necessary.)
- **Communications:** Secretary reads letters or correspondence received by the Chapter. Treasurer submits any bills.
- **Officer's Reports:** If applicable, the President and Vice President may report on any pertinent information.
- **Committee Reports:**
 - Membership
 - Nutrition/Education
 - Legislation
 - Others (such as Nominating, etc.)
- **Unfinished Business:** Action from previous meetings
- **New Business**
- **Program:** Introduced by the Program Chair.
- **For the Good of the Order:** Issues unrelated to agenda brought by members.
- **Adjournment:** President asks for a motion to adjourn (no second or a vote is needed) "If no objections, meeting stands adjourned."

***SAMPLE* Outline for Taking Notes**

Tips on Recording Minutes

Below are a few tips to help you record minutes:

- Record what is agreed and major decisions, not what is said.
- Organize the notes into clear, concise statements and record in permanent minute book to be read at next meeting.
- Record each motion on a separate paragraph (and number).
- Minutes should be typed, or legibly hand-written in ink
- Minutes should be read and approved by the members at the next regular meeting
- Minutes, when approved, should be signed by the Chapter Secretary (and, if desired, the Chapter President).

Sample Outline

Meeting Title _____

Date: _____

Time: _____

Place: _____

Name of Host: _____

Meeting called to order by, ___ (Person) ___, _____ (title) _____

Roll call by, ___ (Person) ___, _____ (title) _____ (roll call may be done by school district giving numbers present or by sending around an attendance list)

Minutes of previous meeting are read and approved

Treasurer's Report read and approved

Officer's Reports

Committee Reports

Unfinished Business

New Business

Program; Summary of who the speaker was, and the topic. Keep copy of any handouts given out.

For the Good of the Order

Adjournment

Signature and date of approval

Rules of Parliamentary Procedure

The book, *Robert's Rules of Order*, is the recognized authority on Parliamentary Procedure for the Association. It should be used as a guide for conducting meetings in an orderly fashion. Parliamentary procedure is based on common sense and courtesy. It is intended to transact business efficiently, protect the rights of individuals, and preserve a spirit of harmony. The rules of parliamentary law state:

- Only one person speaks at a time.
- Each member has equal rights.
- Each item presented is entitled to discussion time.
- The decisions of the majority are upheld. However, the right of the minority to offer dissenting opinions and differing views are respected.

Progress of a Motion

1. Presenting the motion (by any member of the assembly).
2. Seconding the motion (by any other member of the assembly).
3. Restating the motion (by the chairperson immediately following the second).
4. Discussing the motion (except when the motion is not debatable).*
5. Voting on the motion (both affirmative and negative votes must be taken).
6. Announcing the results (by the chairman immediately following the vote).

*Amendments may be made to a motion during discussion, if the amendment does not substantially change the original motion. If the amendment is a substantial change to the original motion, the motion must be voted on first, before the change can be presented.

To purchase your copy of *Robert's Rules of Order*, check any book retailer or Amazon.com.

***SAMPLE* Budget**

INCOME:

Dues - 75 members @ \$2.00/member	\$150.00
Non-member dues - 10 @ \$5.00	\$50.00
Revenue Generating Projects	<u>\$200.00</u>

TOTAL INCOME: \$400.00

EXPENSES:

Postage, paper supplies, telephone	\$50.00
Speaker Expenses	\$100.00
Scholarship to members	\$200.00
Door Prizes	\$25.00
Miscellaneous	<u>\$25.00</u>

TOTAL EXPENSES: \$400.00

***SAMPLE* Installation Ceremony**

Good evening. I am so grateful to be able to be with you here today to share in the celebration of the successful year that the _____ Chapter of the School Nutrition Association has had under the leadership of our outgoing Chapter President _____ and the entire board of directors. At this time will all members of the outgoing board please stand and be recognized. Please join me in thanking them for their service.

This year our Chapter President and the entire Executive Board have led us to strive for an outstanding program as outlined by our National and State leaders. Now the time has arrived to present to you those who will provide leadership to this Chapter for the coming year.

Committee Chairpersons: Legislation _____
Nutrition _____
Membership _____
Certification _____
Historian _____
Other _____

As Committee Chairs, your responsibilities are to provide members with the information from your respective committees, and to carry back to the Executive Board any concerns of the members. Do you accept these responsibilities? If so, say I do.

Treasurer: _____:

As treasurer, you are charged with the collection and distribution of monies belonging to the Chapter. Your election to this office reflects the confidence of the members in your honesty and integrity. Through exacting attention to detail and accuracy you will prove the business ability we know you possess. Do you accept this responsibility? If so, say I do.

Secretary: _____:

As secretary, you will keep your pencil sharpened and your minutes in order. Your minutes will reflect the Chapter's activities of the year and serve as a guide

to future officers. Through correspondence you will make other aware of the high purpose of our Association. Do you accept this responsibility? If so, say I do.

President-Elect: _____:

You are now entering a year of intensive training. It is your duty to bring your enthusiasm and friendly attitude to our Association so that others will want to join and become a part of this vital organization. You will assist the President and serve in his/her absence. Do you accept this responsibility? If so, say I do.

President: _____:

Your Chapter recognized in you the needed qualities of leadership to direct this Chapter. Your stewardship and faithfulness to the trust placed in you will set the pace for the Chapter during your term. You shall preside at all meetings of the Chapter and oversee the work of the committee chairs. You shall also represent your Chapter at State meetings and be the link between this Chapter and the State and National Organizations. Do you accept this responsibility? If so, say I do.

Past President: _____:

You have served this Chapter well, and we thank you for your hard work and dedication. You represent the foundation of our Association-the past leaders who have instilled in each of us a sense of pride and accomplishment in the work we do each day for the children we serve. Now, by presenting this gavel to _____ (new president), he/she will join this elite group of dedicated leaders.

To the new Board of Directors for the upcoming year: As you guide your Chapter remember to cultivate relationships and look for new partners to make our programs even more successful, I wish for you a wonderful year with many memories that will stay with you for life.

I now declare these officers duly installed. Join me in congratulating them!

SAMPLE Annual Chapter Calendar

January	February	March	April
Promote upcoming events to your members National Mentoring Month	Promote participation in SNA awards American Heart Month	Workshop National School Breakfast Week Women's History Month	Tour an industry kitchen OR other fun/educational event Financial Literacy Month
May	June	July	August
School Lunch Hero Day National Physical Fitness Month	Summer Feeding Success Stories Swap	Annual National Conference	Welcome back email and/or event for members
September	October	November	December
Back to School Workshop National Preparedness Month	Annual Meeting Luncheon National School Lunch Week	Thank your members! Bullying Awareness Month	Holiday Party with raffle or community drive OR Holiday Shopping Event

SAMPLE Chapter Event Planning Tool

EVENT: _____

DATE: _____

	Recruiting Members	Developing Volunteers	Creating Community Partners
Before Event	<ul style="list-style-type: none"> ●Have members personally invited colleagues? ●Have you asked/trained individuals to be a welcoming team at the event? ●Do you have membership materials to set out at the event (such as brochures, applications, annual membership campaign materials, Star Club materials)? ●Have you posted the event on your website, in your newsletter, on your social media, and in state association publications/calendars? ●Are you promoting Star Club/ the annual membership campaign to your members online and in publications? 	<ul style="list-style-type: none"> ●What tasks- big and small- can you ask potential future volunteers to help with on this event? ●Who else can you engage in planning this event? ●Who could be shadowed as a learning opportunity for another individual as part of the planning of this event? ●Who would like to shadow a volunteer? ●Who could you ask to join a committee or research trainings/topics for future events? ●Who else could you invite to this event who could become a volunteer? 	<ul style="list-style-type: none"> ●Can you build on someone else's efforts? ●Who would be a good partner to cosponsor the event? ●Who can advertise your event through their networks to reach potential members? ●What local publications and/or website can you use to promote this upcoming event? ●Would any local media be interested in covering this event? ●Have you made sure someone will bring a camera and take pictures?
During Event	<ul style="list-style-type: none"> ●Have you set out a sign-up sheet? ●Is the welcoming team at work? ●Have you set out membership materials? ●Are members mingling with non-members and sharing stories about why they joined SNA? ●Has a SNA volunteer made a personal membership ask to everyone at the event? ●Did you promote the annual membership campaign and Star Club to current members? 	<ul style="list-style-type: none"> ●How can you highlight the personal value in being an SNA volunteer? ●How can you thank and recognize the contributions of your SNA volunteers publicly at the event? ●Did you take note of who was at the event and particularly engaged/motivated? 	<ul style="list-style-type: none"> ●How is SNA visible at the event so attendees remember you are hosting or co-sponsoring? ●Did an SNA volunteer mention upcoming SNA events for everyone to attend? ●Is someone taking pictures of this event to post online and in your newsletter? ●Who is working with local media, if the event is being covered?
After Event	<ul style="list-style-type: none"> ●Have you followed up with the individuals on your sign-up sheet, thanking everyone for attending and asking nonmembers to join? ●Have you thanked your volunteers? ●Are the membership materials restocked for the next event? ●Did you evaluate how the event went and what you could improve membership recruitment at future events? 	<ul style="list-style-type: none"> ●Did you thank SNA volunteers? ●Did SNA volunteers evaluate the event to consider how to recruit more volunteers? ●Did you observe an area for training, mentoring or other areas of organizational growth? ●Are there notes/instructions for a future volunteers to conduct this event? 	<ul style="list-style-type: none"> ●How have you followed up with the community partners to thank them and open the door for future partnerships? ●Did you ask community partners if they would like to be a part of SNA? ●Can you advertise your next event through this community partner? ●Can you provide a story or picture to a local newspaper or website?

Blank Chapter Event Planning Tool

EVENT: _____

DATE: _____

	Recruiting Members	Developing Volunteers	Creating Community Partners
Before Event			
During Event			
After Event			



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