

## Colorado School Nutrition Association Fall Conference and Exhibition

October 9<sup>th</sup> and 10<sup>th</sup>, 2009



*Making the right food choices, together.*

### Colorado Springs Crowne Plaza Hotel

2886 S. Circle Drive, Colorado Springs Colorado 80906  
719-576-5900

Room rates: \$98 for single or double  
\$108.00 for triple  
\$118.00 for quad

When making room reservations be sure to mention you are with the Colorado School Nutrition Association.  
**Cutoff date for the rooms is September 8<sup>th</sup>.**

#### Directions:

From the North: I-25 south to Circle Dr. Go east on Circle the hotel is on the north side of the road.

From the South: I-25 north to Circle Dr. Go east on circle, the hotel is on the north side of the road.

**WOW! Wellness is our WAY!**



*Making the right food choices, together.*

Colorado School Nutrition Association  
Fall Conference and Exhibition  
**October 9<sup>th</sup> and 10<sup>th</sup>, 2009**

## **Venue: Colorado Springs Crowne Plaza Hotel**

This year, we have a “multi-track” concept similar to the SNA Annual National Convention (ANC) as a means to improve learning at all levels of the organization.

**Track 1:** Kitchen Team Personnel

**Track 2:** Buyers, Dietitians, and Leadership (e.g. Supervisors and Directors)

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## **Friday, October 9<sup>th</sup>, 2009**

### ***Healthy Edge***

Class 1:00 p.m. – 6:00 p.m.

### ***Colorado School Nutrition Association Fall Conference and Exhibition***

10:00 a.m. – 1:00 p.m. CSNA Board Meeting with Lunch

1:00 p.m. – 6:00 p.m. Registration

5:30 p.m. – 6:30 p.m. Reception for Directors, Buyers, and Supervisors with Vendors

6:30 p.m. – 10:00 p.m. Casino Night: Dinner and entertainment



# **WOW! Wellness is our WAY!**



**SCHOOLS**

# Saturday, October 10<sup>th</sup>, 2009

## Healthy Edge

8:00 a.m. – 2:00 p.m.  
12:00 p.m. – 1:00 p.m.

Class  
Food Show (Exhibition) Lunch

## Fall Conference and Exhibition

All Day – Registration

### 7:00 a.m. – 8:00 a.m. “Breakfast with Dora”

Dora Rivas, SNA President – National SNA Update

### Which Track Are You??

**Track 1:** Kitchen Team Personnel

**Track 2:** Buyers, Dietitians,  
Directors, Supervisors

### 8:00 a.m. – 11:30 a.m. Morning Sessions and Exhibition.

8:00 a.m. – 11:30 a.m.

Track 1: Kitchen Team Personnel – Attend Educational Sessions listed below

Session 1.1 8:00 a.m. – 9:00 a.m.  
Session 1.2 9:15 a.m. – 10:15 a.m.  
Session 1.3 10:30 a.m. – 11:30 a.m.

EDUCATIONAL SESSIONS Offered to Track 1 Attendees		
8:00 a.m. – 9:00 a.m. SELECT ONE... <ul style="list-style-type: none"> <li>• Eat Right, Get Movin’ with Miles the Denver Broncos Mascot</li> <li>• Conflict Resolution</li> <li>• Nutrition Services in Coordinated School Health</li> </ul>	9:15 a.m. – 10:15 a.m. SELECT ONE... <ul style="list-style-type: none"> <li>• SNA - The Value of Professionalism</li> <li>• Conflict Resolution</li> <li>• Adding Pizzazz to your School Breakfast</li> </ul>	10:30 a.m. – 11:30 a.m. SELECT ONE... <ul style="list-style-type: none"> <li>• Eat Right, Get Movin’ with Miles the Denver Broncos Mascot</li> <li>• Adding Pizzazz to your School Breakfast</li> <li>• Nutrition Services in Coordinated School Health</li> </ul>

8:00 a.m. – 11:30 a.m.

Track 2: Buyers, Dietitians, Directors, and Supervisors - Attend Expo during this time

### 11:30 a.m. – 1:45 p.m. Afternoon Sessions and Exhibition .

11:30 a.m. – 1:45 p.m.

Track 1: Kitchen Team Personnel – Attend Expo during this time

11:30 a.m. – 1:45 p.m.

Track 2: Buyers, Dietitians, Directors, and Supervisors – Attend Educational Sessions listed below

Session 2.1 11:30 a.m. – 12:30 p.m.  
Session 2.2 12:45 p.m. – 1:45 p.m.

EDUCATIONAL SESSIONS Offered to Track 2 Attendees	
11:30 a.m. – 12:30 p.m. SELECT ONE... <ul style="list-style-type: none"> <li>• Indirects 101 with CDE</li> <li>• Mediation for Conflict Resolution</li> <li>• Adding Pizzazz to your School Breakfast</li> </ul>	12:45 p.m. – 1:45 p.m. SELECT ONE... <ul style="list-style-type: none"> <li>• Indirects 101 with CDE</li> <li>• Introduction to Group Purchasing</li> <li>• Commodities 101</li> </ul>



*Making the right food choices, together.*

**2:00 p.m. – 3:30 p.m. Closing Session:** “Wellness is our Way”

A presentation with Chef Jon Ashton ([www.jonashton.net](http://www.jonashton.net)) brought to you by your Western Dairy Association  
All attendees invited to attend this amazing session!

# WOW! Wellness is our WAY!

## Guest Speaker: Chef Jon Ashton



### For The Love of Food

As audience perspectives change with fleeting health fads, passing food trends and changing times, one thing remains constant: eating brings us joy. We become emotionally attached to sinful desserts because they make us feel good. What is there not to love about an industry that indulges in such a decadent philosophy? The food industry continues to evolve at a whirlwind pace and spins one brilliant individual to the forefront. Jon Ashton breathes life into his cooking by infusing quick wit with culinary knowledge. Radiating an authentic love of food, he effortlessly creates dishes with heart and soul while he teaches, entertains and inspires. This unadulterated passion coupled with an unpretentious approach make it clear why Jon Ashton's magnetic charisma is so loved by audiences.

Although Jon was trained as a chef and have worked with and been inspired by some of the world's top chefs, he prefers to do away with the label and simply be known as Jon. He doesn't use fancy food terms because Jon believes food is food. It's calm like the sound of a mother's voice, and effortless like the silent dialogue between couples in love. It's as comforting as your favorite pair of faded jeans. Food is expressive like Van Gogh's masterpieces and unadulterated like a child's laugh. Fully naked, it is simple, provocative and needs no pretense.

Jon believes cooking is not just about cooking, it's about living. Jon and his 'RECIPES FOR LIFE' make cooking synonymous with living life well. Watch him make you fall in love with Jon, Food and Life!

### His Journey

Jon Ashton began his story in the cold, gray port city of Liverpool, which earned its spot on the world map thanks to the Beatles. As a young lad, he learned about the joy of cooking through his grandmother's warm, cottage kitchen. Creating recipes with Granny Ashton opened the door to home economic classes at school where Jon became further intrigued by the art. Although schoolmates bullied him for being one of the few boys in class, he persisted and quickly realized cooking was his passion.

In 1994 Jon graduated from St. Helens College in Great Britain and worked in several noted restaurants including the Derby Lodge Hotel's French restaurant and as Sous Chef at The Kirkfield Hotel's restaurant. Jon's success and flair in the kitchen soon gave way to appearances on British cooking shows including the nationally syndicated "TV Dinners" where audiences fell in love with his wit, charisma and genuine love of food. Soon, America discovered him and Jon was featured in publications from New York to California. America was calling and Jon knew he had to answer. So, with \$2,000 in his pocket he left everything he knew and traveled to America, eventually landing in Florida.

Jon quickly began producing and starring in his own local access TV show, which aired in Disney's town of Celebration. Soon after, Jon took a position as the regular mid-day chef at Orlando's FOX affiliate station and found himself appearing on "The Tonight Show with Jay Leno" a short year later. His telegenic persona earns regular appearances on the "TODAY Show". He is currently the food correspondent of the nationally syndicated Morning Show "The Daily Buzz", seen in over 160 stations. He is also the Executive Chef for Relish Magazine,

with a readership of 67 million. Jon can be seen on ABC, NBC, CBS and FOX affiliates across the nation as he travels doing media tours and presentations.

No matter what Jon does he remembers his grandmother's wise words; to share with others. Jon loves working with kids and is committed to improving the eating choices of young people in America. As an obese child himself, he fully understands the struggles and challenges of being overweight. In 2007 alone, Jon had the opportunity to impact the lives of 50,000 children across the nation. It's his way of thanking America for opening their doors to him.

Jon has had the honor of working with many A-list celebrities and culinary icons including, **Vince Vaughn, Andy Garcia, Rachael Ray, Paula Deen, Emeril Lagasse, Martha Stewart and Giada De Laurentis**, to name a handful.

**Presented by the Western Dairy Association**

## Class Descriptions

### Eat Right, Get Movin' with Miles the Denver Broncos Mascot

Presented by the **Western Dairy Association**

Come see a new school assembly program featuring Miles, the Denver Broncos Mascot. Miles will be in attendance during this presentation. Learn about how your school can be eligible to win this assembly. The program is lively and will motivate students to Eat Healthy, Be Active and eat school breakfast!

### Conflict resolution

Speaker: **Bridgitt Mitchell**

Get tips on how to resolve conflicts in the workplace.

### Nutrition Services in Coordinated School Health

Speaker: **Ann Junk**

This interactive session is designed to provide Nutrition -Coordinated School Health integration activities to participants as they work with students and families to improve eating habits and increase physical activity. By focusing on student health, districts can flourish with the implementation of Coordinated School Health.

### SNA The Value of Professionalism

Speaker: **Dora Riva, President of SNA**

The 2009-2010 School Nutrition Association president, Dora Riva, will be speaking on the value of professionalism in the Child Nutrition industry.

### Adding Pizzazz to School Breakfast

Speaker: **Chef Jon Ashton**

Join Chef Jon Ashton for an engaging and entertaining school breakfast session. The chef will help you creatively expand your breakfast menu. Ideas and demonstrations include quick-to-fix and made-from-scratch breakfast foods that include whole grains, yogurt, cheese, and fruit.

### Indirects 101 with CDE

Speaker: **Herminia Vigil, Director of Nutrition CDE**

Learn how the state figures how much of Nutrition Services funds the districts can take as indirect costs.

### Mediation for Conflict Resolution

Speaker: **Bridgitt Mitchell**

Enhance your mediation skills by gaining resources on how to resolve conflict between employees.

### Introduction to Group Purchasing

Speaker: **Stephen Hull**

Group Purchasing Organizations (GPO's) have served many institutions for decades and have recently focused their attention on school districts. Join us to review the benefits of GPO's and determine how they can assist your district in reducing costs through leveraged purchases. We'll discuss the different personalities, structures, pros and cons to this purchasing strategy and provide you with information to assist in making informed decisions.

### General Session: Nutrient-Riching School Meals

Speaker: **Chef Jon Ashton**

*Presented by the Western Dairy Association*

American children are overfed yet undernourished, with many falling short on vital nutrients needed for growth and development. Join Chef John Ashton as he cooks up solutions you can use to provide the foods kids need more of - low fat dairy, fruits, vegetables and whole grains - to build healthier kids who are ready to succeed at school.

Please indicate sessions you tentatively plan to attend for each time slot. This pre-selection is requested to help us with room size for sessions. You will be allowed to change sessions during the conference.

October 9      Attending reception for Buyers/Vendors  
                              \_\_\_\_\_ I will attend \_\_\_\_\_ I will not attend

Attending buffet and casino night  
                              \_\_\_\_\_ I will attend \_\_\_\_\_ I will not attend

October 10      Track One:  
8:00-9:00am Select One:  
\_\_\_ Eat Right, Get Movin' with Miles  
\_\_\_ Conflict Resolution  
\_\_\_ Nutrition Services in Coordinated School Health

9:15-10:15am Select One:  
\_\_\_ SNA The value of Professionalism  
\_\_\_ Conflict Resolution  
\_\_\_ Adding Pizzazz to your School Breakfast

10:30-11:30am Select One:  
\_\_\_ Eat Right, Get Movin' with Miles  
\_\_\_ Adding Pizzazz to your School Breakfast  
\_\_\_ Nutrition Services in Coordinated School Health

Track Two:  
11:30-12:30pm Select One:  
\_\_\_ Indirects 101 with CDE  
\_\_\_ Mediation for Conflict Resolution  
\_\_\_ Adding Pizzazz to your School Breakfast

12:45-1:45pm Select One:  
\_\_\_ Indirects 101 with CDE  
\_\_\_ Introduction to Group Purchasing  
\_\_\_ Commodities 101

Closing Session: 2:00-3:30pm  
    " Wellness is our Way: Nutrient-Riching your School lunch

October 9th and 10th      \_\_\_\_\_ Healthy Edge

## CSNA 2009 FALL CONFERENCE REGISTRATION FORM

(Please print legibly)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Make checks payable to CSNA:**

Mail check and registration to: Falcon School District#49 Attn: Monica Deines-Henderson 10850 East Woodmen Road Falcon CO 80831

Place and X in each box that applies. Add up each box and write amount in Total box.	Healthy Edge	Evening of Entertainment – Casio night	Saturday Conference	Saturday Conference (Plus new or renewal membership for 2009-2010) Submit enclosed membership application.	Total
Director/Supervisor Member	\$45.00	\$20.00	\$ 75.00	\$191.75	
Director/Supervisor Non-member	\$45.00	\$25.00	\$150.00	\$191.75	
Buyer Member	\$45.00	\$20.00	\$ 45.00	\$ 84.75	
Manager Member	\$45.00	\$20.00	\$ 45.00	\$ 84.75	
Employee Member	\$45.00	\$20.00	\$45.00	\$ 82.75	
Retired/Employee less 4 hours Member	\$45.00	\$20.00	\$ 25.00	\$ 48.75	
Non-member	\$45.00	\$25.00	\$ 75.00	\$ 84.75	

**Registration deadline: September 26<sup>th</sup>. All refunds are subject to a \$10.00 administrative charge. No Refunds after September 26, 2008. If you have any questions please contact Monica Deines-Henderson at 719-495-1106 or Michelle Lang at 719-683-5833**

**Hotel rooms at the Crowne Plaza will be held at the special conference rate through September 8th**

**LIABILITY AND INDEMNIFICATION AGREEMENT (Each form must be signed below before registration can be processed).**

I request that you accept me as a participant at the Colorado School Nutrition Association Fall Conference to be held in Colorado Springs, CO on October 9-10, 2009. I understand that there is some risk inherent in traveling to and from as a result of attending the seminar. The undersigned hereby releases CSNA as well as other participants and other persons who may take part in said conference continued on from all liability for injury, death and property damage that may be suffered in connection with such activities, whether due to negligence or otherwise, accepting such risks involved and waiving the rights of any kind that might otherwise arise. The undersigned agrees to indemnify CSNA, its committees, members, officers, employees and directors against all judgments obtained and against the cost of defense of such claims, including reasonable attorney's fees.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## National and State Membership Application

Have you ever been an SNA member before?  No  Yes Member ID \_\_\_\_\_

Name \_\_\_\_\_ Chapter#: CO \_\_\_\_\_

School District \_\_\_\_\_ School Name \_\_\_\_\_

Job Title: \_\_\_\_\_ Who introduced you to SNA? \_\_\_\_\_

Home phone: \_\_\_\_\_ Work phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Preferred mailing address:  Home  Work

Address: \_\_\_\_\_ Suite/Apt \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Secondary Address:  Home  Work

Address: \_\_\_\_\_ Suite/Apt \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

National Membership Categories and Dues (choose only one)

Please add SNA and CSNA dues together for your category to get the total.

SNA	Dues	CSNA
<b>Food Service /Childcare</b>		<b>Dues</b>
<input type="checkbox"/> Employee <input type="checkbox"/> Student <input type="checkbox"/> Retired	\$26.00	11.75
<input type="checkbox"/> Manager <input type="checkbox"/> Assistant Manager	\$28.00	11.75
<b>Director/Supervisor/Specialist:</b>		
<input type="checkbox"/> District <input type="checkbox"/> Major City <input type="checkbox"/> State Agency	\$95.00	21.75
<input type="checkbox"/> Child Care Director		
<input type="checkbox"/> Other (Principals, Superintendents, Teachers, etc)	\$95.00	21.75
<input type="checkbox"/> Nutrition Educator (College/University Level)	\$95.00	21.75
<input type="checkbox"/> Affiliate Retired <input type="checkbox"/> Affiliate Part Time	\$12.00	11.75

Employed by?  Public School  Private Management Co.  Private School  
 Day/Family Home Care

Does your employer pay your dues?  Yes  No

Are you the director of foodservice operations?  Yes  No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_