

# 2019 OSNA STATE CONFERENCE PROGRAM

March 15-16, 2019  
Salem Convention Center  
Salem, Oregon





## Welcome to the 2019 OSNA State Conference

I would like to begin with a heartfelt THANK YOU to all the members who have taken time out of your busy schedules to attend the conference. This year's conference schedule has been developed to provide attendees the opportunity to meet required professional standards, achieve professional development goals and to network with your peers.

Becki Wicks, OSNA president-elect, has done an amazing job of planning this year's conference. Her attention to detail, hard work and dedication is greatly appreciated. Thanks to our sponsor the

Oregon Dairy and Nutritional Council, on Friday we will again have an agricultural tour, touring Abiqua Acres, Mann's Guernsey Dairy, Truitt Family Foods and Oregon Cherry.

On Saturday we are excited to have keynote speaker Fred Schafer MS, CFT with us. He is known across America for his dynamic, thought-provoking, result-getting and humorous speaking style. Fred is an author, wellness consultant, award-winning organizational leader and conference keynote speaker who specializes in moving people to remarkable professional and career performance while also building healthier and more balanced leaders and associates. Fred will also be presenting two fantastic break-out sessions you will not want to miss.

This year, we are honored to have a special guest, School Nutrition Association

Secretary/Treasurer Jill Kidd, who will be with us Friday and Saturday. She will be doing the installation of officers Friday night. On Saturday, Jill will be our opening speaker and present a break-out session.

We have an incredible vendor show planned again this year, without their generous support the conference would not be possible. Make sure and **thank our vendors** for their time, effort and continued support. Remember, for safety purposes, no rolling bags are allowed in the vendor show.

Always a conference favorite, Friday Fun Night's theme will be "Totally Tubular 80's Dance Party." Be ready to show off your 80's attire and dance the night away. Friday night is guaranteed to be totally tubular!

I would like to end by thanking everyone who has been involved with the planning and preparation of this year's conference. It has been an honor to serve on the OSNA board and working with you all has been a pleasure. The dedication, drive and passion of our members is inspiring. I am thankful to serve with you all.

Respectfully,

*Elisa Pole-Barcus*

Elisa Pole-Barcus

OSNA President 2018-2019



## Join Us for a Totally Tubular Time at Friday Fun Night!

Like, please join us from 6:00 – 10 pm for a cocktail reception, dinner buffet and some New Wave dancing featuring DJ Biggz at our Totally Tubular 80's Dance Party on March 15 at the Salem Convention Center's Main Gallery. Get ready to whip it good! Costumes are encouraged, so dust off those single gloves and headbands. It's gonna be fun bigtime! No duh!

# 2019 OSNA STATE CONFERENCE SCHEDULE-AT-A-GLANCE

**Friday, March 15, 2019**

<b>7:00-9:00 Registration Open, Main Gallery</b>				
Room #s	Santiam 1-3	Santiam 4	Santiam 5	Santiam 6
7:30-9:00	<b>Making Menus Count</b> <i>Damasita Sanchez, Bernardo Tuma, ODE</i>	<b>SNS Credentialing Exam</b> <i>Hosted by OSNA</i>	<b>Managing Personalities and Conflict</b> <i>Gaye Lynn MacDonald/ICN</i>	<b>ServSafe Food Protection for Managers Certification/Exam</b> <i>Billy Reid</i>
<b>8:30-3:30 Agricultural Tour, sponsored by the Oregon Dairy &amp; Nutrition Council</b>				
9:15-10:15	<b>Procurement</b> <i>Richard Williams</i>	<b>SNS Credentialing Exam</b> <i>(continued)</i>	<b>Managing Personalities</b> <i>(continued)</i>	<b>ServSafe</b> <i>(continued)</i>
<b>10:00-10:15 A.M. SNACK BREAK</b>				
10:30-12:00	<b>SFSP Annual Training</b> <i>Cathy Brock, Meghan Tschida</i>	<b>SNS Credentialing Exam</b> <i>(continued)x</i>	<b>Managing Personalities</b> <i>(continued)</i>	<b>ServSafe</b> <i>(continued)</i>
<b>12:00-1:00 LUNCH</b>				
1:00-2:00	<b>CEP Panel Discussion</b> <i>Matt Barber, Whitney Ellersick, Nate Roedel, Cindi Hiatt-Henry</i>	<b>WBSCM Training</b> <i>Chris Facha, Sarah English</i>	<b>Utilizing the Cafeteria as a Classroom</b> <i>Gaye Lynn MacDonald/ICN</i>	<b>ServSafe</b> <i>(continued)</i>
2:15-3:15	<b>CACFP Umbrella Method</b> <i>Jessica Visinsky, Shirley Wu</i>	<b>WBSCM Training</b> <i>(continued)</i>	<b>Utilizing the Cafeteria</b> <i>(continued)</i>	<b>ServSafe</b> <i>(conclusion)</i>
<b>3:00-3:15 P.M. SNACK BREAK</b>				
3:30-4:30	<b>Reimagining School Cafeterias</b> <i>Lucy Flores</i>	<b>How to Achieve a Zero Waste Food Service Program</b> <i>Billy Reid</i>	<b>Utilizing the Cafeteria</b> <i>(conclusion)</i>	
<b>6:00-6:30 Cocktail and Hors d'ouerves Reception</b>				
<b>6:30-8:00 Buffet Dinner &amp; Installation of Officers, Main Gallery</b>				
<b>7:00-10:00 Totally Tubular 80's Dance Party</b>				

**Saturday, March 16, 2019**

<b>7:00-9:00 Registration Open, Main Gallery</b>				
<b>7:00-7:45 BREAKFAST, Main Gallery</b>				
<b>7:50-8:15 Welcome   School Breakfast Challenge Winner   School Wellness Awards</b>				
<b>8:15-8:45 Jill Kidd, SNA Secretary/Treasurer</b>				
<b>8:45-10:15 Keynote Speaker: Fred Schafer   Striking Back at Mediocrity and Moving to Mastery!</b>				
<b>10:15-10:30 A.M. SNACK BREAK</b>				
<b>10:15-11:30 Food &amp; Equipment Show, Upper Level (Buyer/Director Only)</b>				
Room #s	Santiam 1-3	Santiam 4	Santiam 5	Santiam 6
10:30-11:30	<b>The Velvet Rope Workplace: Where the Cool People Work</b> <i>Fred Schafer</i>	<b>Real Life Allergen Obstacles</b> <i>Jill Kressin</i>	<b>Promoting Your Program: Making the Most of Media Opportunities</b> <i>Jill Kidd</i>	<b>Culinary Tips: Increasing Participation in School Breakfast</b> <i>Crista Hawkins, Erin Hirte, Fatima Jawaid</i>
<b>11:30-2:00 Food &amp; Equipment Show, Upper Level (Open to All Attendees)</b>				
2:15-3:15	<b>Procurement of USDA Foods Panel Discussion</b> <i>Chris Facha, Richard Williams Debbie Webster, Darlene Snell</i>	<b>Serve This, Not That</b> <i>Jill Kressin</i>	<b>The GIF That Keeps on Giving</b> <i>Cheyenne Miller</i>	<b>A Full Tray of Farm to School</b> <i>Megan Kemple, Angela Hedstrom, Rick Sherman, Amy Gilroy</i>
3:30-4:30	<b>Q&amp;A with ODE: Recap of Oregon's School Nutrition Program Challenges</b> <i>Heidi Dupuis, Damasita Sanchez</i>	<b>Culinary Demo: 100% USDA Foods</b> <i>Billy Reid</i>	<b>Done Beats Perfect</b> <i>Fred Schafer</i>	<b>Employee Wellness for PPS Nutrition Services Staff</b> <i>Rachel Drushella, Grace Clark</i>
<b>4:30-4:45 Ending Remarks</b>				

# SESSIONS & CLASSES

Friday, March 15, 2019

**Santiam 1-3** 7:30 am - 9:00 am

## Making Menus Count: The Ins and Outs of Crediting Food into Components

*Presented by Damasita Sanchez, Bernardo Tuma, ODE*

### PROFESSIONAL DEVELOPMENT:

2000 Operations; 2100 Food Production; 2110 Standardized Recipes; 2120 Food Production Records; 2150 CN Labeling and Crediting

In this interactive session, participants will expand their skills and test their working knowledge of crediting menu items into the meal pattern components for breakfast and lunch. No more guessing about ounce equivalents from labels. Crediting is a measure of meal quality. Learn which product documents to accept a food product's entry in to the Land of School Meals.

**Santiam 4** 7:30 am - 12:00 pm

## SNS Credentialing Exam

*Proctored by the Oregon School Nutrition Association*

This is the examination period for OSNA members to earn the School Nutrition Specialist (SNS) credential, a mark of excellence and achievement that reflects what it takes to manage school nutrition programs in today's challenging climate.

**Santiam 5** 7:30 am - 12:00 pm

## Managing Personalities and Conflict

*Presented by Gaye Lynn MacDonald, ICN*

**PROFESSIONAL DEVELOPMENT:** 3400 Human Resources and Staff Training; 4100 Communications and Marketing

Identify the role personalities and bias play in conflict; explain the difference between implicit and explicit bias; compare and contrast the four most common generational groups as they relate conflict management/resolution; explain the importance of clear goals and purposes; recall at least two factors that can impact the outcomes of conflict; describe at least three problem/non-productive behaviors and the related management techniques; and summarize at least two actions that promote success when managing personalities and conflict.

**Santiam 6** 7:30 am - 3:15 pm

## ServSafe Food Protection for Managers Certification and Exam

*Presented by Billy Reid, Lowell School District*

**PROFESSIONAL DEVELOPMENT:** 2600 Food Safety and HACCP

This ServSafe course helps prepare you for the ServSafe Food Protection Manager Certification exam. Training covers these concepts: the importance of food safety; good personal hygiene; time and temperature control; preventing cross-contamination; cleaning and sanitizing; safe food preparation; receiving and storing food; methods of thawing, cooking, cooling and reheating food; HACCP; food safety regulations, and more.

**Santiam 1-3** 9:15 am - 10:15 am

## Procurement

*Presented by Richard Williams, ODE, CNP*

**PROFESSIONAL DEVELOPMENT:** 2400 Purchasing/Procurement

Understanding the uniform administrative rules, cost principles, and procurement requirements for the nonprofit food service account in accordance with 2 CFR 200 subpart D and 7 CFR 210.21. This session will discuss procurement procedures, standard of conduct, full and open competition, terminology crosswalk between federal and state, procurement methods, Buy American provision, contracting with small, minority, women, and labor surplus firms, geographic preference, federal contract provisions, and internal controls over compliance requirements for federal award.

**Santiam 1-3** 10:30 am - 12:00 pm

## SFSP Annual Training

*Presented by Cathy Brock, Meghan Tschida, ODE, CNP*

**PROFESSIONAL DEVELOPMENT:** 3120, 3260 Administration

School districts returning to the Summer Food Service Program (SFSP) can complete their SFSP annual training requirement by coming to this preconference workshop. This training is intended for current SFSP sponsors. Join us to get the latest updates, review some basics, and network with your Summer Food peers.

**Santiam 1-3** 1:00 pm - 2:00 pm

## CEP Panel Discussion

*Presented by Matt Barber, Nate Roedel, Whitney Ellersick, Cindi Hiatt-Henry*

**PROFESSIONAL DEVELOPMENT:** 3120 Community Eligibility

Is your district preparing to submit for the next four-year approval of CEP? Does it look like some schools may not make the cut? Join Matt Barber from ODE and the directors from Portland, Hillsboro and McMinnville as they share about the experiences, successes, resources and learning moments of transitioning schools from CEP to standard counting and claiming. Q&A as time allows.

**Santiam 4** 1:00 pm - 3:00 pm

## WBSCM Training

*Presented by Chris Facha, Sarah English*

**PROFESSIONAL DEVELOPMENT:** 2400 Purchasing/Procurement

This class will guide you through the process of placing USDA Foods orders in the USDA's Web-Based-Supply-Chain-Management (WBSCM) computer system.

**Santiam 5** 1:00 pm - 4:00 pm

## Utilizing the Cafeteria as a Classroom

*Presented by Gaye Lynn MacDonald, ICN*

**PROFESSIONAL DEVELOPMENT:** 4100 Communications and Marketing

The school cafeteria is a valuable venue for school nutrition professionals to assist teachers and parents with encouraging children to make wise food choices that will contribute to a healthy lifestyle. This course provides tools and resources to enhance a school nutrition program that will be recognized as an integral part of the education system. Lessons are designed to reinforce learning objectives by engaging participants in learning activities.

**Santiam 1-3** 2:15 pm - 3:15 pm

## CACFP Umbrella Method

*Presented by Jessica Visinsky, Shirley Wu, ODE*

**PROFESSIONAL DEVELOPMENT:** 4120, 4150 Communications and Marketing

Are you looking to increase participation in your At-Risk Afterschool meal program? During this session, we will be discussing just that! The Umbrella Method is a great way to ensure the whole student body has access to At-Risk Afterschool meals. We look forward to your questions and ideas!

**Santiam 1-3** 3:30 pm - 4:30 pm

## Reimagining School Cafeterias

*Presented by Lucy Flores, FoodCorps*

FoodCorps' Program Design team has been working on a research project called "Reimagining School Cafeterias" since early 2018. We spent five months researching school cafeteria experiences, which included visiting a diversity of nine schools across the country, having conversations with over 400 people in those places (students, cafeteria staff, teachers, custodial staff, principals, FSDs), exploring existing academic research and interviewing experts.

# SESSIONS & CLASSES

Santiam 4 3:30 pm – 4:30 pm

## How to Achieve a Zero Waste Food Service Program

*Presented by Billy Reid, Lowell School District*

**PROFESSIONAL DEVELOPMENT:** 3000 Facilities and Equipment Planning

Learn how to achieve a true zero waste school food service department. Not sure what to do with your styrofoam or paper trays? Learn how to recycle both 100% in a matter of hours. Come see how we have turned our school food service waste into a revenue stream and eliminated or greatly reduced the district waste removal bills. Learn how to help the environment, provide teachable moments for students and see how to set up a student-based business and turn your waste into cash all while saving money.

Saturday, March 16, 2019

Santiam 1-3 8:45 am – 10:15 am

## Striking Back at Mediocrity and Moving Toward Mastery!

*Presented by Fred Schafer*

**PROFESSIONAL DEVELOPMENT:** 3450 Employee Health, Safety and Wellness

In this dynamic, humorous, inspiring and content driven keynote speech you will discover the “Mistakes of Mediocrity” many people and organizations make that weaken their vocational effectiveness and move them away from mastery of their occupation and possibly overall life satisfaction. From there however Fred will skillfully and enthusiastically teach his proven “Strike Back Solutions” that you can take to move into greater mastery of your professional and personal life while enjoying superior success and results!

Santiam 1-3 10:30 am – 11:30 am

## The Velvet Rope Workplace: Where the Cool People Work

*Presented by Fred Schafer*

**PROFESSIONAL DEVELOPMENT:** 3410 Human Resources Management, 3440 Retention, Promotion and Recognition, 4140 Communication Skills

In this engaging, humorous, inspirational and knowledge and skill equipping session author, speaker, consultant Fred “The Fit Food Dude” Schafer, MS, CFT, will outline how you can take control and lead your team and your career to greater levels of achievement, morale and satisfaction. This formula helped Fred to be recognized as one of the top recruiting and retention specialist in the USA and to be given state and regional awards for outstanding leadership in both public and private organizations. He will expertly and enthusiastically teach you his “Velvet Rope Workplace” formula today!

Santiam 4 10:30 am – 11:30 am

## Real Life Allergen Obstacles

*Presented by Jill Kressin, PrimeroEdge*

**PROFESSIONAL DEVELOPMENT:** 1160 Special Diets, Including Food Allergies

In this session, experience case studies based on real situations school districts have faced. Learn how to rapidly respond to complicated situations regarding allergens and your students when they arise. Discover how to detect nutrition labels for hidden allergens and identify key substitutes for popular menu items with allergens. Learn how to develop, execute and maintain your food allergen management prevention plan. Explore potential reasons for the rise in food allergen prevalence over recent years. Discover how large school districts have tackled food allergy management, and their challenges, and their advice for best practices to take back to your program.

Santiam 5 10:30 am – 11:30 am

## Promoting Your Program: Making the Most of Media Opportunities

*Presented by Jill Kidd, SNA Secretary/Treasurer*

**PROFESSIONAL DEVELOPMENT:** 4100 Communications & Marketing, 4120 Program Promotion

Public relations tools from SNA to help you promote your program and work with the media, along with marketing programs. Works best when audience shares their PR challenges and success stories.

Santiam 6 10:30 am – 11:30 am

## Culinary Tips: Increasing Participation in School Breakfast

*Presented by Crista Hawkins, Erin Hirte, Fatima Jawaid*

**PROFESSIONAL DEVELOPMENT:** 2130 Culinary Skills, 4120 Program Promotion

In this engaging session, participants will find inspiration through real-life-Oregon examples from participants of the November Breakfast Challenge, to try easy-to-implement strategies and encourage students to eat breakfast at school.

Santiam 1-3 2:15 pm – 3:15 pm

## Procurement of USDA Foods Panel Discussion

*Presented by Chris Facha, Richard Williams, Debbie Webster, Darlene Snell*

**PROFESSIONAL DEVELOPMENT:** 2400 Purchasing/Procurement; 3300 Financial Management

Are you getting the best value out of your processed USDA Foods? Learn tips to make the most out of your entitlement dollars and serve up delicious school meals. Panel discussion will include perspective from state, school district, and processor.

Santiam 4 2:15 pm – 3:15 pm

## Serve This, Not That

*Presented by Jill Kressin, PrimeroEdge*

**PROFESSIONAL DEVELOPMENT:** 1160 Special Diets, Including Food Allergies

At one time or another in the child nutrition industry, you will come across a child who has certain dietary restrictions – whether by choice or by medical necessity. This presentation provides creative ways to plan your menus and feed these kids in ways that satisfy their palates without making them feel too much like an outsider.

Santiam 5 2:15 pm – 3:15 pm

## The Gift That Keeps on Giving: A Crash Course on Free Digital Marketing Tools

*Presented by Cheyenne Miller*

**PROFESSIONAL DEVELOPMENT:** 4150 School and Community Communication

Canva, iMovie and Giphy...oh my! Bring your smartphone and/or laptop to this breakout session, for an interactive deep dive into a few tech tools that will help you to market your program. You'll learn how to edit photos, use free graphic design software, make videos, gifs, memes and more.

## SESSIONS & CLASSES

Santiam 6

2:15 pm – 3:15 pm

### A Full Tray of Farm to School

Presented by Megan Kemple, Angela Hedstrom, Rick Sherman, Amy Gilroy

**PROFESSIONAL DEVELOPMENT:** 1130 Local Foods – Farm to School

Are you interested in purchasing more from Oregon farms, ranches, fisheries, and processors, but need help finding products? Presenters will share statewide resources, including the new Oregon Harvest for Schools Producer Portal, to help you find a variety of local products—fruits and vegetables, dairy, beans, grains, meat, seafood, and more—from producers in your area and across the state.

Santiam 1-3

3:30 pm – 4:30 pm

### Q & A with ODE: Recap of Oregon's School Nutrition Program Changes/Challenges

Presented by Heidi Dupuis, Damasita Sanchez

**PROFESSIONAL DEVELOPMENT:** 3200 Program Management

In this informal session, we will discuss in an open forum: Oregon's School Nutrition program will be summarized "by the numbers" to include number of sponsor organizations, sites, meals served, student eligibility, and overall economic impact; ODE's goal for measuring program success; Existing and Predicted Challenges; Sharing solutions; Question and Answer period (live and submitted in advance)

Santiam 4

3:30 pm – 4:30 pm

### Culinary Demo: 100% USDA Foods

Presented by Billy Reid, Lowell School District

**PROFESSIONAL DEVELOPMENT:** 1170 USDA Foods

Join Chef Billy Reid as he demonstrates how to create a reimbursable meal using only USDA Foods.

Santiam 5

3:30 pm – 4:30 pm

### Done Beats Perfect

Presented by Fred Schafer

**PROFESSIONAL DEVELOPMENT:** 4110 Strategic and Marketing Plans

In this session, you will find yourself breaking free of past falsely perceived limits and discover greater satisfaction, energy and depth in your work and your life. In this invigorating session, Fred skillfully guides you through the seven steps to getting more meaningful things done and having more fun as you do.

Santiam 6

3:30 pm – 4:30 pm

### Employee Wellness for PPS Nutrition Services Staff

Presented by Rachel Drushella and Grace Clark

**PROFESSIONAL DEVELOPMENT:**  
3450 Employee Health, Safety and Wellness

It is important for all employees in the school environment to be healthy and resilient for themselves and the districts they serve. However, a more diverse workforce can make it difficult for many operational – nutrition services, transportation, and facilities – staff to be engaged in employee wellness programs offered through their district. Portland Public Schools (PPS) Nutrition Services department, through a partnership and grant from OEA Choice Trust, completed the first year of a five-year pilot study to better understand the health needs, values and interests of their staff to inform the development and planning of a tailored employee wellness program. This presentation will discuss the key lessons learned as well as initial findings and planning for year two.

## SPEAKERS

### Grace Clark, RDN

Program Manager, Portland Public Schools

Grace has been a Registered Dietitian Nutritionist with Portland Public Schools Nutrition Services for two-and-a-half years. She currently manages 25 school feeding sites, including a mix of elementary, middle and high schools, as well as other special programs.

In addition to her food service management responsibilities, Grace is one of the point people for the district's Local Wellness Policy. This includes answering questions from school staff and community members regarding PPS's wellness initiatives.



### Rachel Drushella

Sr. School Employee Wellness Program Officer, OEA Choice Trust

Rachel has worked at OEA Choice Trust for the last two years on pilot study initiatives, with a focus on school employee wellness (SEW), as well as grant administration and technical assistance. She also serves as the Trust's internal Wellness Coordinator. She has been the co-lead working with PPS Nutrition Services on a five-year pilot study to create a relevant and meaningful SEW program for staff.



### Whitney Ellersick, MS, RDN

Nutrition Services Senior Director, Portland Public Schools

Whitney Ellersick, MS, RDN is the Nutrition Services Senior Director at Portland Public Schools where she has been employed since 2007. Whitney graduated from the University of California, Davis with a BS in clinical nutrition and completed her dietetic internship at Oregon Health and Science University with a MS in clinical nutrition. She has been the director of communication for four years, president-elect and currently president of the Oregon Academy of Nutrition and Dietetics.



### Lucy Flores

Director of Program Innovation, FoodCorps

As the Director of Program Innovation at FoodCorps, Lucy leads the development of new program initiatives dedicated to creating healthier school food environments. She is currently focused on reimagining school cafeterias as places of equity, health, and education through the design of national cafeteria programming that is place-based and locally adaptable.



### Amy Gilroy, MPH

Farm to School Manager, Oregon Department of Agriculture

Amy Gilroy, MPH, Farm to School Manager at the Oregon Department of Agriculture, has more than 10 years of experience as a public health and food system development professional in Oregon. Amy helps connect producers, processors, ranchers, and distributors develop stable markets to sell to schools and other institutional buyers in Oregon.



### Crista Hawkins, RDN, LD

Director of Youth Wellness, Oregon Dairy and Nutrition Council

Crista Hawkins brings years of experience, creativity and passion to support child nutrition programs as well as student, staff and school wellness. She is co-chair of the Oregon Wellness in School Environments (WISE) statewide coalition and a partner with ODE Child Nutrition Programs to provide regional Culinary Workshops for child nutrition professionals across the Oregon. In addition, she is on the *Let's Do Breakfast Oregon!* Campaign Steering Committee and the OSNA Industry Committee. She is also a Certified Health Coach.



# SPEAKERS

## Angela Hedstrom

*Farm to School Program Coordinator, Ecotrust*

Angela came to Ecotrust in 2014 following a decade of on the groundwork in schools, on farms, and in gardens, teaching and learning about food systems. Currently, Angela works to connect school foodservice, producers, educators, and community partners to increase access to locally sourced and culturally relevant foods in school meals for all students, from preschool through high school.



## Cindi Hiatt-Henry, SNS

*Director of Nutrition Services, McMinnville School District*

Cindi Hiatt-Henry has been in the school food service industry for over 37 years. Her experience spans all aspects of corporate and locally managed food services in schools. MSD recently transitioned from districtwide CEP Eligibility to elementary-only CEP.



## Erin Hirte, ADN, LD

*Manager of Youth Wellness, Oregon Dairy and Nutrition Council*

Erin is passionate about helping schools advance student, staff and school wellness through the Fuel Up to Play 60 Program and other grant funding programs. Previously Erin was a program manager for Portland Public Schools Nutrition Services, where she managed more than 20 schools, hired and trained new staff, and coordinated Farm to School efforts. Erin practices yoga most days and eats vegetables every day.



## Fatima Jawaid

*Child Hunger Prevention Program Manager, Partners for a Hunger Free Oregon*

Fatima provides support and outreach to help nutrition program providers connect with parents to increase the number of children participating in the School Breakfast Program (SBP), the National School Lunch Program (NSLP), the After School Meals and Snack Program (CACFP), and the Summer Food Service Program (SFSP).



## Megan Kemple

*Director, Oregon Farm to School and School Garden Network*

Megan Kemple, Director, Oregon Farm to School and School Garden Network has over 18 years of experience in this work. She supports over 1,200 farm to school and school garden stakeholders in their work to incorporate healthy, local food into school meals and to implement farm- and garden-based education, by providing resources, technical assistance, training and networking opportunities to Oregon's farm to school and school garden community.



## Jill Kidd

*School Nutrition Association Secretary/Treasurer*

Jill Kidd is the secretary/treasurer of the School Nutrition Association. She has served on the SNA Board of Directors, the Research and Nutrition committees and was honored as a School Nutrition Hero in 2015. She is the Director of Nutrition Services for Pueblo City Schools in Pueblo, Colorado. The district serves as a food hub in the community, using CEP, to serve students free nutritious breakfast in the classroom, and lunch, and offer the fresh fruit and vegetable program, at-risk suppers and summer food service programs.



## Jill Kressin, SNS

*Marketing Specialist, PrimeroEdge*

Jill Kressin is a marketing specialist at PrimeroEdge, the school nutrition software solution provider based in Houston, Texas. Jill received her bachelor of science in nutrition from the University of Texas at Austin. Jill has several certifications, including the School Nutri-



tion Specialist Credential from the School Nutrition Association. Jill has served the child nutrition industry since 2015.

## Gaye Lynn MacDonald, SNS

*Consultant Trainer, ICN*

Gaye Lynn MacDonald worked in the school nutrition program for the Bellingham Public Schools in Washington State for 32 years, including 20 years as the program director overseeing 24 sites offering breakfast, lunch, summer meals and after-school snacks. Gaye Lynn has served in a variety of professional leadership roles beginning with the Washington School Food Service Association, and later as President of the American School Food Service Association (now SNA) and the Child Nutrition Foundation. Since 2005, Gaye Lynn has been President of MacDonald Consulting, assisting school districts in determining effective school nutrition program solutions.



## Cheyenne Meyer

*Independent Marketing Consultant and Public Speaker*

Cheyenne Meyer has served the child nutrition industry since early 2016. She began as a marketing specialist for PrimeroEdge, the school nutrition software provider, but now provides public speaking engagements and marketing consultations. Cheyenne received her bachelor's in mass communication from Southern Arkansas University, and her master's in strategic communication from Texas State University. Cheyenne has written over 30 industry-related blogs, and delivered numerous webinars and podcasts on topics of interest in the child nutrition industry.



## Billy Reid

*Food Service Director, Lowell School District*

Chef Billy is a classically French trained chef and the recipient of 14 national cooking awards. He has been quoted and mentioned in multiple newspaper and magazine articles. First Lady Michelle Obama spoke of and quoted Billy during a speech from the White House. A long list of awards and mentions include: National Food Service Director November 2010, Food Service Director Magazine, 2013 National Food Service Role Model, Produce for Better Health Foundation, First Food Service Director in CA to win a Gold Award with Distinction from the Healthy US Schools Challenge. Billy currently proudly serves as the Oregon School Nutrition Area 3 Representative.



## Nathan Roedel, SFO

*Executive Director of Nutrition Services, Hillsboro School District*

Nathan is an experienced school professional with broad experience in K-12 schools. Initially working in school food service for the first 12 years of his career, he later transitioned to finance as CFO at Newberg and Oregon City Schools. Currently, he is the Executive Director of Hillsboro School District Nutrition Services in service of 34 schools. Skilled at identifying and creating work systems and an effective and prompt communicator, Nate is a member of OSNA and OASBO (currently president elect).



## Fred Schafer, MS, CFT

Fred "The Fit Food Dude" Schafer, MS, CFT has been a school nutrition director for 25 years. Fred has been nationally recognized for best employee recruiting/retention, marketing/sales improvement and organizational leadership results. Fred holds a bachelor's degree in food and nutrition and a master's degree in wellness promotion. He is highly regarded as a professional speaker and has been a featured keynote/breakout presenter at numerous SNA State Conferences since 2002.





# SPEAKERS

## Darlene Snell

*Education Specialist, Key Impact Sales and Systems*

Darlene has worked for Key Impact Sales and Systems for two years as their education specialist for Oregon and SW Washington. She has 15 years' experience in food service distribution and school management. Darlene has experience as a buyer as well as an account executive managing the school business in Oregon and SW Washington for a local distributor.



## Debby Webster, SNS

*Nutrition Services Director, Rainier School District*

Debby is currently the nutrition services director for Rainier School District. With 24 years of experience in child nutrition programs, she has had an array of experiences including teaching for ICN, mentoring other directors, assisting with reviews at the state level, and speaking at conferences. In her district, she focuses on farm to school, school wellness, homelessness, nutrition analysis, USDA Foods monitoring and ordering, procurement, and all other aspects of child nutrition programs.



## Speakers from ODE Child Nutrition Programs



## Matthew Barber, Esq.

*School Financial Specialist, Oregon Department of Education*

Matthew Barber joined ODE in 2010 and currently advises department staff on state and federal laws and regulations concerning the operation of school nutrition programs. He also provides compliance monitoring and training for SNP resource management and monitors legislation that might impact the ODE's and districts' nutrition programs.

## Cathy Brock, MS, RDN

*Child Nutrition Specialist, Oregon Department of Education*

Cathy has been a member of the community team with ODE Child Nutrition Programs since 2015. Previous experiences include managing school meal programs and working with clients to achieve their wellness goals. Her background motivates her to assist sponsors in ensuring they are able to give access to nutritious meals to as many participants as possible year round.

## Heidi Dupuis, RD

*Program Manager, Child Nutrition Programs, Oregon Department of Education*

Heidi has been at ODE for 21 years. Before ODE, she was a nutrition services supervisor in the Eugene 4J School District. Professionally, Heidi enjoys translating regulations and policy into operations. She spends her off hours walking, trying new recipes, visiting with family and playing in the fiber arts.

## Sarah English

*USDA Food Distribution Program Coordinator, Oregon Department of Education*

Sarah English is an USDA Food Distribution Program Coordinator for the Oregon Department of Education. She manages the day-to-day operations of the Processing/Diversion and Unprocessed Fruit and Vegetable Pilot program for Oregon. She is an active member of the American Commodity Distribution Association and the School Nutrition Association.

## Chris Facha, SNS

*USDA Food Distribution Program Coordinator, Oregon Department of Education*

Chris has worked at ODE since 2008. Previously he worked as a Child Nutrition Program reviewer. Before joining ODE, he was a food service director for Chartwells School Dining Services and oversaw food service operations for school districts in Oregon, Washington and Idaho. He is the past president of the American Commodity Distribution Association (ACDA) and an active member of SNA.

## Damasita "D" Sanchez, SNS

*Child Nutrition Specialist, Oregon Department of Education*

Damasita goes by the nickname "D" and enjoyed many years of working in food service and retail management before coming to ODE. Her work experiences help her understand the challenges faced by school nutrition departments across Oregon. She enjoys all aspects of her work but her favorite part is meeting and working with sponsors and seeing their nutrition programs operate.

## Rick Sherman

*Farm to School/School Garden Coordinator, Oregon Department of Education*

Rick started in 2012 as the Farm to School/School Garden coordinator after working for 32 years as a nutrition service director. Rick manages ODE's Farm to School Grants, Oregon Harvest for Schools promotional materials, school garden hubs throughout the state, and provides technical assistance and support to school districts and garden educators in their farm to school and school garden efforts.

## Meghan Tschida

*Community Team Review Lead, Oregon Department of Education*

Meghan Tschida works as the community team review lead for the Oregon Department of Education in the Child Nutrition Programs, focusing on the Child and Adult Care Food Program (CACFP) and Summer Food Service Program (SFSP). Meghan started her nutrition career as a sponsor operating CACFP in the childcare setting then becoming a specialist.

## Bernardo Tuma

*Child Nutrition Specialist, Oregon Department of Education*

Bernardo is a child nutrition specialist with ODE, where he has been a member of the school team for three years. Before joining ODE, he was a local program director. Bernardo enjoys working with local program sponsors and traveling the state.

## Jessica Visinsky, MS, RD, MBA

*Child Nutrition Specialist, Oregon Department of Education*

Jessica has been working with Child Nutrition Programs for four years and before that worked as a program manager in nutrition services for Portland Public Schools. Jessica's focus areas include training and Community Eligibility Provision and Provision 2. She also works with ODNC and Partners for a Hunger Free Oregon on the Let's Do Breakfast, Oregon campaign.

## Richard Williams

*Contract and Procurement Compliance Specialist, Oregon Department of Education*

Richard Williams serves as a Contract and Procurement Compliance Specialist with the Oregon Department of Education Child Nutrition Program. Prior to working for the Oregon Department of Education, he spent 23 years in the Department of Defense performing contract and logistics management.

## Shirley Wu, RDN

*Child Nutrition Specialist, Oregon Department of Education*

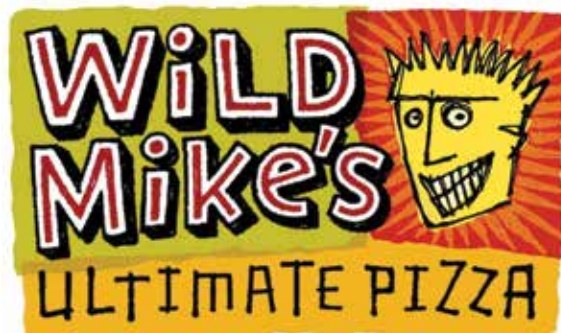
Shirley is a child nutrition specialist and registered dietitian nutritionist working on the community team at the Oregon Department of Education, Child Nutrition Programs. This year, Shirley is continuing to lead the Meal Pattern Success Trainings, a USDA-funded project that provides in-person and online trainings for CACFP sponsors and providers.

## Jennifer Young, RDN

*School Wellness Policy Coordinator, Oregon Department of Education*

Jennifer works for ODE, Child Nutrition Programs on a grant with the Centers for Disease Control and Prevention (CDC) to improve nutrition and physical activity and management of chronic conditions in Oregon schools. Jennifer is a registered dietitian nutritionist (RDN) and an adjunct professor in the OHSU-PSU School of Public Health.

# Thank You to Our Generous Sponsors!





# 2019 OSNA FOOD & EQUIPMENT SHOW

**SATURDAY, MARCH 16**

Upper Level, Salem Convention Center

## Tradeshow Hours

10:15 am - 11:30 am • Exhibit Floor Open to Buyers/Directors Only

11:30 am - 2:00 pm • Exhibit Floor Open to All Attendees

## 2019 EXHIBITOR LISTINGS

Booth #	Exhibitor	Booth #	Exhibitor	Booth #	Exhibitor	Booth #	Exhibitor
117 G	Acosta Food Service & Cornerstone	20	Domino's Smart Slice	102	Land O Lakes	11	Rogue Super Foods
108	Ajinomoto Foods	68	Dr Praeger's / Darlington	87	Litehouse / Daisy	65	Rose & Shore
69	Albie's / Wow Butter	8	Duck Delivery Produce	62	Los Cabos	34	Ruiz
59	Amazin' Raisins / Butter Buds	2	Eleni's Kitchen	96	LTI	6	Salsas Locos/Heritage Specialty Foods
27	Arytza / Basic American	92	ES FOODS	74	Lucky Foods	39	Schwan's
114 D	Asian Food Solutions	56	FatCat Bakery	80	MarkeTeam Foodservice	78	SFS Pac
104	Bake Crafters	70	Father's Table / Shannon's Imperial	81	MarkeTeam Foodservice	85	Simplot
91	Bridgford / Parway	10	Food Services of America	36	Marzetti / Mission	112 B	Sky Blue Bakery / Kikkoman
93	Brookwood Farms / Amplify	73	Foster Farms	21	McCain / Ocean Spray	26	Smucker's
94	BSI Designs	5	Fresh Elements Farms / Herb Guru Brand	40	Meal Time/ The CLM Group	38	Somma Foods / Apple and Eve
58	Buena Vista / Jack Links	83	Goody Man Distributing	116 F	Nardone Bros. Pizza	103	Sun-Maid / Talking Rain
98	Bush / Envy	15	Great Life By Lucinda	17	National Food Group	18	Super Bakery
29	Campbell's / Smithfield	120 J	Harris Nutrition Solutions	16	NOBULL Specialty Foods	64	Tabatchnick / Right Start
33	Cargill	25	Harvest Hill Beverage / Juicy Juice	1	ODE/ODA	54	Tasty Brands / Baker Boy
30	CH Guenther / Post Foodservice	57	Heartland School Solutions	110	Pacific Northwest Canned Pear Service	55	TekVisions Touchscreen Solutions
119 I	Cloverdale Meats	52	HeartRidge Farms / Auburn Dairy	12	Pat n Tams Sausage	107	Texas Petes
113 C	Comida Vida	109	High Liner	115 E	Path Water	121 K	The Humane Society of the United States
99	Conagra	76	Hobart	53	PCP / MJM	82	Titan School Solutions
95	Cres Cor	118 H	Idahoan Potatoes	84	Performance Reps NW	106	Tony Robert Company / Penny's Salsa & Fresh Produce
79	Curtis Restaurant Equipment	60	Integrated Food Service	42	Peterson Farms Fresh, Inc.	111 A	Tree Top Inc
28	Dakota / Michaels	122 L	IPS Rebates	63	Piazza	32	Trident Seafoods
67	Dave's Baking / Country Pure	23	J & J Snack/ CH Bakers	31	Pilgrim's Pride	13	Truitt Family Foods
35	David's Cookies	24	Jennie O	101	Popchips / Sara Lee	97	Tyson
44	Del Monte / Sunrise Bagels & More	66	Jones Dairy Farm	47	PrimeroEdge	7	USA Pears
86	Del Real	48	JTM	51	ProView Chicken	43	Vanee / Muffin Town
19	Desert Peak Marketing	49	JTM	46	Raisels - Chortles	37	Wells Blue Bunny
50	DeWafelbakkers	100	KDP / Mars	14	Red Duck Foods	71	Yang's
61	Diamond Crystal	90	Kellogg	22	Red Gold		
89	Dole	88	Kent Precision	105	Rich Chick's		
		41	Kraft Heinz Food Service	72	Rich Products Corp		
		45	Lakeland Marketing	75	Rich's Ice Cream		
				77	Roadrunner Home Bake		

Note: Exhibitor list current as of Feb. 27, 2019 (press time).



**OREGON  
SCHOOL  
NUTRITION  
ASSOCIATION**

*The Oregon School Nutrition Association (OSNA) is a collaborative group of more than 500 school nutrition and foodservice professionals and industry suppliers who work together to ensure that Oregon's K-12 students receive wholesome, nutritious school meals.*

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