

October 8, 2012

Dear Industry Members,

I am writing to you on behalf of Jeff Flynn and myself, YOUR Industry Representatives to the School Nutrition Association of South Carolina Executive Board. We wanted to update you on what is going on with the association today, in the upcoming year and to ask your support in helping us achieve our goals.

We would like to thank Mrs. Laura Farmer of Horry County Schools for her service as President of our association this past year and welcome Ms. Imogene Clarke of Richland School District One into her new role as she takes the reins as our new President. Last year, as Mrs. Farmer began her Presidency, she along with Ms. Clarke and Ms. Melissa Jackson (President Elect) met and set some shared goals for their terms. Along with some of these shared goals, Ms. Clarke set some goals of her own for the new year. The goals (also referred to as pillars or strategies) discussed at our recent Executive Board Meeting cannot be met by the work of one person alone. It takes teamwork and the work of ALL of us (industry included) working together.

The pillars set forth are Education and Development, Public Image, Advocacy, Community, and Membership. As you review these, think about what they mean to you and what your part is to help the association achieve these goals.

- Education and Development – SNA of SC will continue to be a source of trainings for our membership at SIFT and the Annual Conference. *I bet you're thinking, but we're Industry! How will these trainings benefit us??! Think about it! IF you are a member of the SNA, one of your benefits is to be allowed to partake in these trainings offered and better understand what our customers are doing and how they work. Won't this make us all better resources for our customers?*
- Public Image - SNA of SC will be the voice of child nutrition in South Carolina and increase awareness to the communities of our programs. *We as Industry Members can better "educate" the Public about what is happening in our field of work. Remember: It's easy for "bad PR" to spread through the news, but it'll take effort on all of our parts to build a better image of the meals we serve our children.*
- Advocacy - SNA of SC will continue shaping regulations, legislations and policies that affect school nutrition programs in South Carolina and the nation. *How many chances do you have to get involved with your local Legislators? Do you have plans to attend LAC in Washington? Greenville County Schools hosted a meeting with representatives from Senator Lindsay Graham's, Senator Jim DeMint's, Representative Jeff Duncan's, and Representative Trey Gowdy's offices. Mrs. Eileen Staples invited directors from the upstate and several members from industry to attend. This meeting was not to repeal the new regulations. It was to voice concerns and be a shared voice of schools of the upstate. Luckily, I was able to participate in this meeting and was impressed by the turnout and support. It was a great meeting that made a big impact on all. There may not be a meeting of this type that you can attend, but there are other ways to*

make the voice of school nutrition heard. Look to the School Nutrition website and find your own way of making a difference in the nutrition of the children of South Carolina.

- Community – SNA of SC will collaborate and engage industry and allied partners to strengthen our programs. *We're all one voice and the opinion of everyone is vital for the success of the association. Please feel free to reach out to either Jeff or I as your representatives or any member of the Board. We need your support to achieve the association's goals.*
- Membership- SNA of SC will continue to work diligently to increase membership and prepare the next generation of Association leaders. *What can we do as Industry Members to entice you to "join" the School Nutrition Association at the NATIONAL LEVEL? To our surprise, we found out that South Carolina is being credited for ONLY 2 Industry Members. Yes, we have the state membership for those who participate in the Annual EXPO. Yes, we know that your company(ies) are members of the association at the National Level. BUT, as an individual, what can we do to "excite" you in becoming a member individually? Mr. Todd Bedenbaugh, South Carolina Department of Education's Office Health and Nutrition Director, is offering all National Industry Members access to his training classes as a benefit. Examples of these trainings are the Nutrition 101 classes, HAACP classes, etc... Keeping in mind that these classes will be offered to the school personnel first, he mostly has ample room for extra folks and is offering that extra space for those Industry Members. These trainings can help you relate more effectively with your customers as well.*

Have you noticed how these pillars connect with each other? This is one reason why Ms. Clarke chose to adopt these pillars that are the focus at the National Level. Please just remember that we can achieve these by working together.

I also want to share with you the awards that South Carolina has won in the past year:

2012 NATIONAL AWARDS FOR SOUTH CAROLINA

2012 ANC

Thelma Flanagan (Laura Farmer, SNS)
Membership growth Award, 1001+
Membership Goal Award
Increasing Membership Award
Certification and Credentialing Goal Award

HEART OF THE PROGRAM AWARD

Christy Vinson--Laurens 55

DISTRICT OF EXCELLENCE DISTINCTION

Greenville County School District
Director, Eileen Staples

OUTSTANDING DIRECTOR OF THE YEAR AWARD

Wanda Knight, SNS--Laurens 55

2012 National Star Awardees~~Star Club

Life Star--Quentin Cavanagh, Joyce Lovett

Five Star--Mary Thompson

Three Star--Joyce Lovett

Two Star--Carolyn Barnes, Lydia Breland, Brenda Chadwick, Donnie Chavis, Victorine Cooper, Linda Hall, Joyce Lovett, Carolyn Rightsell, Susan Thompson

One Star--Michelle Gaskins, Nancy Knight, Joyce Lovett, Melody Simpson, Susan Thompson

Pre-Level--Imogene Clarke, Michelle Gaskins, Pealie Gee, Karen Johnson, Tuesday Johnson, Patricia McClary, Tonza Thomas

Previous Life Star--Diane Gillie, Johnnie Warren

Our 2012 SNS Credentialed State Representatives

- Umma Kannayan, SNS
- Rebecca Kenner, SNS
- Benjamin Madden, SNS
- Karen Taylor, SNS
- Hayley Weise, SNS

2012 Awardees for Membership Increases

- Orangeburg School District Five and Jackie Harris
- Georgetown School District and Jan Knox
- Florence School District One and Johnnie Warren
- Florence School District Three and Michelle Gaskins
- Lancaster School District and Mary Thompson
- Greenville School District and Quentin Cavanaugh

SPECIAL CONGRATULATIONS go to

- Angela McCrorey of Chester County Schools
 - Her recipe was selected for National School Lunch Week
- Walter Campbell of Charleston County Schools
 - His district was chosen for implementing Breakfast in the Classroom
 - See our website at <http://www.schoolnutritionsc.com/index.php?page=42> for further details.

I also want to recognize Craig Brooks who is currently serving as President of ACDA (American Commodity Distribution Association), Rhoda Mills of Paramount Marketing Group who is serving on the ACDA Conference Planning Committee (for the 2nd straight year), and Eric Longshore of AFM-Harvest who is serving on the ACDA FFV (Fresh Fruit and Vegetable) Committee.

If you have anyone to recognize, please let us know so we can be sure to do so.

Jeff and I wish to thank you for everything you are and do for the School Nutrition Association of South Carolina and look forward to the many successes that we all offer for the upcoming year!

Eric Longshore & Jeff Flynn