



Hollywood Comes to Minnesota!

Do you have a poignant or compelling story to tell about why you are in the school nutrition business? Does your school lunch program do something that is exceptional? Then we want to hear about it!

The MSNA Executive Board has directed the association marketing committee to develop a video to depict the **Mission, Vision, and Values** of MSNA. For the next several years, this video will be shown to various groups in order to market our association. The debut of the video will be shown at the MSNA Annual Conference this summer in Rochester. In addition, the video will also be available for you to use at school board meetings, chapter meetings, district in-services, etc.

We are asking that members send information by _____ to _____. Digital photos and stories can be emailed to _____ at _____. Additional information can be mailed to _____. We are looking for members or school sites that have interesting compelling stories to tell such as:

- Why you are in the business of school nutrition.
- Why you are a member of MSNA.
- What makes your serving line look fabulous or visually appealing.
- What new, innovative and exciting thing or idea you are doing in school foodservice.
- What is something that is greatly benefiting kids?
- What is something that you are doing that would look great on film?

The MSNA Marketing Committee will be selecting school sites, members or stories for the video that best portray the new MSNA **Mission Statement**:

The purpose of the Minnesota School Nutrition Association is to provide our members opportunities for professional development and to build relationships that make a difference in the lives of children.

MSNA Vision Statement:

- *We will change the face of Child Nutrition, including:*
 - *Quality nutritious food choices will be available and accessible at no charge to the student as an integral component of the education day.*
 - *Society recognizes the high value of quality school nutrition programs.*
 - *Childhood hunger ends on our watch.*
- *The Child Nutrition profession will attract motivated and diverse job candidates.*
- *All members will be well-trained, highly skilled professionals who care about children.*
- *Members will be advocates for Child Nutrition Programs.*

Thank you for your participation in this exciting project! If you have any questions or would like more information, please contact _____ at _____. We look forward to hearing from you!