School Nutrition Association’s
41st Legislative Action Conference
Washington, DC
March 3-6, 2013
“The Healthy, Hunger-Free Kids Act has resulted in implementing many provisions of this law through issuance of guidance and proposed rules that impact child nutrition programs.”
Dear Friends of Child Nutrition,

The School Nutrition Association (SNA) is inviting you to be part of SNA’s 41st annual Legislative Action Conference (LAC). I hope you’ll join SNA, industry partners and your fellow school nutrition colleagues from across the country for exciting and informative sessions and an unparalleled opportunity to have your voice heard on Capitol Hill!

From passage of the Healthy, Hunger-Free Kids Act to implementation of the new nutrition standards for school meals, school nutrition professionals have witnessed historic changes to our programs that have transformed the way we do business and our ongoing mission to serve children. LAC is a place where you can network with other professionals and continue the process of discovering solutions to the complex challenges.

LAC 2013 offers the perfect setting to tackle new issues and share ideas for transforming our programs to meet the demands of our industry and our customers. With LAC’s annual Charge to the Hill, attendees also have the opportunity to help educate Members of Congress on the issues that matter most to children’s nutrition, influence the national discussion about school meals and earn Congressional support for our top legislative priorities.

LAC’s program highlights include:

- A political insider’s review of the recent elections and their impact on the political landscape of the new Congress.
- Presentations from key Members of Congress, USDA and allied organizations on the latest developments with the new meal pattern and other major issues facing our industry.
- The largest number of breakout sessions in LAC history on hot topics such as increasing participation.
- An exciting new Capitol Hill reception allowing SNA members and industry partners to visit firsthand with Members of Congress and their staff.

Don’t miss out on all that LAC 2013 has to offer! We look forward to having you join us for Washington, D.C.’s premier school nutrition event. See you in March!

Sandra Ford, SNS
SNA President

For information & registration visit www.schoolnutrition.org/lac or call (301) 686-3100.
NEW THIS YEAR!

Tuesday, March 5th
5:00 pm-6:30 pm
SNA LAC Reception
on Capitol Hill
SATURDAY, MARCH 2
8:00 am-5:00 pm Registration & Emporium
8:00 am-5:00 pm SNA PAC Booth
8:00 am-12:00 pm SNS Credentialing Exam
12:00 pm-4:45 pm Pre-conference Sessions

SUNDAY, MARCH 3
8:00 am-5:00 pm Registration & Emporium
8:00 am-5:00 pm SNA PAC Booth
8:30 am-10:00 am General Session USDA Update 2013
9:45 am-10:45 am Breakout Sessions
- First-Timers Session/Maximizing Your Hill Visits
- Best Practices: Maintaining and Increasing Participation
- Physical Activity and Nutrition: Partnering for Healthier Kids
- Product Development and Availability: Industry/Operator Thought Exchange
- Meal Pattern Success Stories
- State Agency Section Meeting
11:00 am-12:00 pm Breakout Sessions
- Sourcing Locally to Meet Vegetable Subgroups
- Successful Methods to Encourage Students to Try New Menu Items
- You’ve Got a Story to Tell: How to Market Your Programs and Menus
- Product Development and Availability: Industry/Operator Thought Exchange (repeat)
- Meal Pattern Success Stories (repeat)
- State Agency Section Meeting (continued)
12:30 pm-1:45 pm LAC Luncheon
1:45 pm-2:45 pm Opening General Session & Keynote Chuck Todd
2:45 pm-3:45 pm General Session
3:30 pm-4:30 pm State President and Presidents-elect Meeting
4:00 pm-5:15 pm State Legislative Chairs Meeting

MONDAY, MARCH 4
8:00 am-5:00 pm Registration & Emporium
8:00 am-5:00 pm SNA PAC Booth
8:30 am-10:00 am General Session What’s for Breakfast? Challenges & What’s on the Horizon
10:30 am-12:00 pm General Session 2013 Legislative Issues and More/Charge to the Hill
12:00 pm-2:00 pm Lunch on your own
12:00 pm-1:30 pm Industry Forum (Industry members only)
2:00 pm-4:30 pm General Session 2013 Legislative Issues and More/Charge to the Hill
4:30 pm-5:30 pm State Groups/ Capitol Hill Prep Meetings
7:00 pm-9:30 pm GCNF A Possible Dream Gala Ronald Reagan Bldg.

TUESDAY, MARCH 5
8:00 am-5:00 pm Hill Visits
5:00 pm-6:30 pm SNA LAC Capitol Hill Reception Cannon Caucus Room
Open Evening

WEDNESDAY, MARCH 6
7:00 am-8:30 am Registration
8:00 am-11:30 am Breakfast and Closing General Session A Roundtable Discussion on Expectations for the White House and the 113th Congress

All sessions and speakers are subject to change.
SUNDAY, MARCH 3
12:30 pm-1:45 pm

Keynote Speaker: Chuck Todd

With what Washingtonian magazine calls a “savant-like knowledge of politics,” Chuck Todd has become a fixture in the White House press room, a steady and constant presence on television and a tireless voice on the campaign trail. Todd is NBC News’ political director and chief White House correspondent and the host of “The Daily Rundown” on MSNBC. His up-to-the-minute poll analysis and insightful commentary has made him one of the most sought-after voices in American political coverage, and his on-air political analysis can be seen almost daily.

Todd is responsible for all aspects of NBC News’ political coverage, serving as the point person for political news and information. He is the on-air political analyst for “NBC Nightly News with Brian Williams,” “TODAY” and “Meet the Press,” where he is a contributing editor. He also edits First Read, the network’s must-read guide to political news and trends in and around our nation’s capital. Accompanying his extensive media presence is his work as an adjunct professor, teaching a graduate-level political communications course at Johns Hopkins University. In 2012, GQ magazine named Todd “The Most Powerful Journalist in Washington.” That same year, he also won the “Jeopardy!” Power Players match. In 2005, Washingtonian featured him in its “Best of” issue in the journalism section, and in 2009, the magazine named him one of the top 50 journalists covering Washington. Before joining NBC News, Todd was the editor-in-chief of National Journal’s The Hotline, Washington’s premier daily briefing on American politics for six years.

Chuck Todd offers a comprehensive picture of the political landscape. As the political news of today becomes tomorrow’s American history, he will be the voice we hear when we think back to America in the early 21st century.

TUESDAY, MARCH 5
5:00 pm-6:30 pm

Hill Reception
Cannon Caucus Room, Capitol Hill

During the 41st Legislative Action Conference, we are excited to have a reception on Capitol Hill in the stunning Cannon Caucus Room! This reception is the first of its kind and will be a great opportunity for Congressional staff to further network with School Nutrition Association members beyond their Hill visits. You can continue the conversations from during the day in a more casual atmosphere. U.S. House and Senate members will also be in attendance at the reception to share their perspectives on school nutrition and talk with SNA members. This event will afford Hill staff a chance to hear more about the work you do and to further build relationships and get to know the work of school nutrition professionals. At the reception, there will be passed hors d’oeuvres as well as stations throughout for networking and photo opportunities for your state delegations and with House and Senate members. This will be a great way to celebrate the culmination of a great Legislative Action Conference with your friends and colleagues, while leaving plenty of time for exploring Washington, D.C. Tuesday evening following the reception. We look forward to seeing you there!
SATURDAY, MARCH 2
12:00 pm-2:00 pm
**Industry Forum**
(industry members only)
The LAC Industry Forum is designed to inform and connect industry leaders doing business in the school nutrition segment. Join special guest speakers and more than 300 of your peers for a lively discussion on any number of the hottest topics of the day. Speakers and topics will be determined in the next few months. Boxed lunches will be available for purchase.

SATURDAY, MARCH 2
12:00 pm-4:45 pm
**Pre-Conference Session**
*Smile for the Camera: Training to Make the Most of Your 15 Minutes of Fame!*
When the TV cameras come your way, do you run the other direction? Join this interactive workshop to gain the tools and confidence to make the most of any on-camera interview. This session includes a presentation on interview tactics, a one-on-one, on-camera mock interview with each attendee, constructive critiques and an interactive discussion on how to become a more effective spokesperson. *(Note: 20 person maximum registration. Total instruction and practice time is 2 hours, 45 minutes, with a built in break for lunch on your own.)*
Fees: $125.00; CEUs: 2.75
Key Area 4: Marketing/Communications

SATURDAY, MARCH 2
8:00 am-12:00 pm
**SNS Credentialing Exam**
SNA’s Credentialing Program was created to enhance the professional image of school nutrition leaders. The School Nutrition Specialist (SNS) Credentialing Exam will be administered at LAC on Saturday, March 2, 8:00 am–12:00 pm. Registration, approval and payment of fees must have been completed prior to LAC and cannot be made onsite. To register, contact Miles Truax, Certification & Credentialing Manager, at (800) 877-8822, ext. 154, or mtruax@schoolnutrition.org.
Fees: Members $200; Non-members $295
Registration Deadline: February 8, 2013

SATURDAY, MARCH 2
1:00 pm-4:00 pm
**Pre-Conference Session**
*Tools for Training on Creating Healthy Meals That Kids Will Eat*
Learn what State Agencies and schools are doing to train staff on planning menus that appeal to students, communicating with the school and local community about the new meal pattern, and creating an atmosphere where students will choose the healthiest menu choices. This session will demonstrate tools and resources developed to help schools not only meet the new meal pattern, but also encourage students to try unfamiliar foods. Interactive activities will enable you to take these resources and ideas back to your school to improve your meal service.
Fees: $100.00; CEUs: 3
Key Area 4: Marketing/Communications

MONDAY, MARCH 4
12:00 pm-2:00 pm
**Industry Forum**
(industry members only)
The LAC Industry Forum is designed to inform and connect industry leaders doing business in the school nutrition segment. Join special guest speakers and more than 300 of your peers for a lively discussion on any number of the hottest topics of the day. Speakers and topics will be determined in the next few months. Boxed lunches will be available for purchase.
SNA’s 41st Legislative Action Conference
March 3-6, 2013

Special Sessions & Events

MONDAY, MARCH 4
7:00 pm-10:00 pm
GCNF “A Possible Dream” Gala
(separate registration required)
The 10th annual A Possible Dream Gala, which honors champions of child nutrition, will be held on Monday evening. Please join the Global Child Nutrition Foundation in recognizing the achievements of Sherri Knutson, SNS, 2012 Outstanding Director of the Year, and Barbara Jirka, PhD, SNS, 2012 Industry Member of the Year, as well as Arlene Mitchell, the recipient of the 2013 Gene White Lifetime Achievement Award for Child Nutrition.

This event will take place at the Ronald Reagan Building and International Trade Center, with proceeds from the evening allowing GCNF to provide technical assistance to developing countries working to create and sustain school feeding programs. Participation is by reservation only. To purchase seats or to become a sponsor, contact Erica Davies, GCNF Senior Program Manager, at (800) 877-8822.

WEDNESDAY, MARCH 6
7:30 am-11:30 am
General Session
A Roundtable Discussion on Expectations for the White House and the 113th Congress
Following last year’s successful roundtable discussion with former USDA Secretaries, join us this year for another informative discussion with current and former Members of Congress as they reflect on the recent election and expectations for the 113th Congress.
This roundtable will solicit their thoughts and perspectives of what progress Congress will make on a wide variety of issues including school nutrition and childhood hunger. We will also hear their views on any White House initiatives and steps to working on bi-partisan agreements in this area. More important, with the current focus on budget cuts, this roundtable will allow for SNA members to hear from the people who make the decisions on program cuts or increases, as well as for them to hear from SNA members on the importance of continuing to support school nutrition programs.

TUESDAY, MARCH 5
8:00 am-5:00 pm
Day on Capitol Hill
Bring your expertise, your passion and your stories to Washington, D.C., and take advantage of this annual opportunity to get your message across to your state’s Congressional delegation. Tuesday, March 5 is reserved for visiting U.S. Representatives and Senators on Capitol Hill. Please schedule appointments with your legislators well in advance.

For information & registration visit www.schoolnutrition.org/lac or call (301) 686-3100.
Hotel Information

SNA's 41st LAC will be held at the JW Marriott Washington D.C., located on Pennsylvania Avenue in our nation's capital. This prestigious venue provides easy access to Capitol Hill and the area’s renowned monuments. The hotel is just three blocks from Washington’s Metro system.

**JW Marriott Washington D.C.**

1331 Pennsylvania Avenue, NW
Washington, D.C. 20004
Reservations: (877) 212-5752 or (506) 474-2009 (Int’l)
Main Number: (202) 393-2000
www.jwmarriottdc.com
Check-in: 4:00 pm
Check-out: 12:00 pm

**SNA Discounted Rates:**

- $269 SGL/DBL
- $299/TRP
- $329/QUAD

Reference: 41st Legislative Action Conference

Don’t delay! Rooms are issued on a first-come, first-served basis. SNA's discounted room block will be released **February 8, 2013**, but may be sold out prior to that date. Room rates do not include a 14.5% city tax per room, per night. To make your reservation by phone, call (800) 266-9432 and inform the agent that you are with the 41st Legislative Action Conference so that you may obtain the special conference rates. To access the reservation site to book your room, visit www.schoolnutrition.org/lac.

Travel Information

To reserve your airline tickets, you may use MacNair Travel Agency, (800) 833-4382 and www.macnairtravel.com, or other Internet travel services, such as Orbitz, Expedia or Travelocity. The closest airport is Reagan National Airport (DCA).

**Ground Transportation**

The JW Marriott is located 15 minutes from Reagan National Airport and 2 miles from Union Station.

- To use SuperShuttle, call (800) 258-3826 or visit www.supershuttle.com to make reservations. When booking by phone or online, be sure to use group code ZMJ6A for $2 off one-way or $5 off round-trip fares. Fares are approximately $12 one-way from Reagan National Airport; $27 one-way from Dulles International Airport; $27 one-way from BWI Airport. You must make reservations in advance to receive the group discount.

- Taxis are available at a rate of $15 one-way from Reagan National Airport and $50-$60 one-way from Dulles and BWI Airports.

- If you are taking Metro from Reagan National Airport, use the BLUE line toward Largo Town Center and get off at Federal Triangle or Metro Center. The JW Marriott Washington D.C. is about three blocks from Federal Triangle (1 stop from Metro Center). The round-trip Metro fare is approximately $5.
### Planning Your Evening and Local Visits
When planning your visit to the nation’s capital, it’s always best to plan ahead. Call the JW Marriott Concierge Desk at (202) 393-2000 for information on Washington, D.C.’s attractions. Interactive maps of the city can be found at www.washington.org.

### Attire
Business attire is appropriate for LAC. You should bring appropriate professional attire and dressy, yet comfortable, shoes for your day on Capitol Hill and the LAC Reception on the Hill that follows. Cocktail attire is recommended for Monday’s GCNF Gala. Washington weather at this time of year can be unpredictable, so be sure to pack for possible chilly or rainy conditions. For current weather forecasts, check www.washington.org.

### Confirmations and Onsite Registration
All individuals registering for LAC 2013 before **February 15, 2013**, will receive confirmation via e-mail or mail upon processing. Plan to pick up your final program, badge and other materials at the SNA Registration Desk in the hotel. Registrations also will be accepted onsite at the prevailing rates.

### Continuing Education Units (CEUs)
To make it as easy as possible for you to maintain your CEUs for certification and SNS Credential renewal, SNA will update your CEU record with your paid registration and attendance at LAC 2013. The pre-approved number of 17 CEUs will be awarded, which includes general and breakout sessions. The 17 CEUs does not include the Pre-Conference session.

### SNA Emporium
If you would like to purchase a memento from LAC 2013, the SNA Emporium will have a display and a limited amount of merchandise available for sale. Visit www.schoolnutrition.org for Congressional gift rules. For Emporium hours during LAC, see the conference agenda. If you have specific questions regarding Emporium merchandise, call SNA at (800) 877-8822.

### SNA Legislative Issue Paper
SNA’s 2013 Legislative Issue Paper will be available late January through the Legislative Action Center on SNA’s website, as well as onsite at LAC. If you need a District or School Profile Sheet to complete and bring with you for your visits on Capitol Hill, call (800) 877-8822 and ask the SNA Service Center to fax one to you.

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### General Information

**Josephine Martin National Policy Fellow**
The School Nutrition Foundation is proud to announce that applications are now being accepted for the Josephine Martin National Policy Fellow. The Fellow will travel to Washington, DC for SNA’s annual Legislative Action Conference (LAC) with all travel expenses paid up to $3,000. (Expenses include airfare, ground transportation, and hotel accommodations, as well as conference registration and a per diem for meals.)

Applicants must be first-time LAC attendees, as well as SNA operator members for at least one year, (joining the national Association no later than Dec. 7, 2011). A district director is not eligible for this fellowship; however, program operators at the manager, area supervisor or coordinator level are encouraged to apply. For more information, please visit www.schoolnutrition.org/scholarships.

For information & registration visit www.schoolnutrition.org/lac or call (301) 686-3100.
**NOTE: Please fill out a SEPARATE registration form for EACH guest. See below for fees.**

Please check the SNA membership section or industry affiliation to which you belong:
- FS Employee
- FS Manager
- District Director/Supervisor
- Major City Director/Supervisor
- Industry (IND/CORP)
- FS Educator (ED)
- FS Retired (RET)
- State Agency (SA)
- Child Care

SNA is committed to making all meeting activities accessible to all attendees. To discuss how we can accommodate your needs, please call (800) 877-8822. Photographs will be taken at this conference for future use by SNA.

**REGISTRATION FEES:**

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*(College ID must accompany Registration Form)*

**SUBTOTAL A $**

**PRE-CON SESSIONS (SAT., 03/02):**

- Smile for the Camera: Training to Make the Most of Your 15 Minutes of Fame!, (12-4:45 pm), $125
- Tools for Training on Creating Healthy Meals That Kids Will Eat, (1-4:00 pm), $100

**EVENTS:**

**NOTE:** The luncheon and breakfast are complimentary when purchasing a full registration, but you MUST check events if you plan to attend, so SNA can guarantee space.

- Luncheon, Sun., 03/03
- Industry Forum, (12-2 pm), Mon., 03/04
- Breakfast & Closing Event, Wed., 03/06

**REGISTRATION PAYMENT:**

1. Check enclosed, payable to SNA (ck# ____________)
2. Purchase order enclosed (P.O.# ____________)
3. Select Credit Card*: MasterCard, VISA, DISCOVER, AMEX

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**Signature**

Print Name on Card

*(Credit card orders cannot be processed unless the above information is completed. Information will NOT be accepted over the phone.)*

**TOTAL AMOUNT DUE: (A + B) $**

**CANCELLATIONS:** All cancellations will be assessed a $50 administrative fee. Any cancellations must be made in writing and received by 02/15/2013. No refunds will be made after 02/15/2013, or for NO SHOWS.

For the most up-to-date information, please visit: www.schoolnutrition.org/lac

**GCNF “A Possible Dream” Gala tickets,** Mon., 03/04: please call GCNF to purchase, (800) 877-8822, ext. 104.
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