



A Smart Investment For You and Your Career



◆ 1. Learn From Each Other

Meet and **network** with school nutrition directors and managers from around the state/country at **ILSNA/SNA meetings, conferences, seminars and on SNA's online communities**. By meeting people who are dealing with similar challenges and opportunities, you will get “real world” ideas that you can use and implement in your program.

◆ 2. Develop Yourself

ILSNA/SNA provides the opportunities and tools you need to grow your career and develop yourself: **workshops, sessions and class** on everything from nutrition, to management to marketing, HACCP, Healthy Edge, and wellness. Many more learning opportunities are available through workshops and SNA's Child Nutrition U online. Join the hundreds who have continued their professional development by obtaining one of the most prestigious credentials in the profession – **the School foodservice Nutrition Specialist (SFNS)**.

◆ 3. Know Your Industry

Through **ILSNA's quarterly NEWSGRAM** and SNA's award winning **School Foodservice & Nutrition** magazine, websites www.ilsna.net and www.schoolnutrition.org, the CN Marketplace, **Tuesday Morning** and other communications, you'll stay on top of the many developments in the school nutrition industry, from new regulations to new recipes.

◆ 4. Expand Your Political Voice

We make sure your school nutrition concerns are heard and acted upon in **Springfield, IL** and **Washington D.C.** so you always have a voice. ILSNA/SNA advocates on your behalf on Capitol Hill and at USDA to make sure they know what's important to you.

◆ 5. Access Exclusive Research and Scholarships for Success

SNA's ongoing child nutrition research, including the School Nutrition Operations Report and Back to School Trends Report, uncovers critical information you need, and might not find anywhere else. If expanding your education is important to you, SNA has grants and scholarships that can help make it happen through the **Child Nutrition Foundation**.

◆ 6. Help Educate the Public

ILSNA/SNA drives continuous awareness of the importance and benefits of school nutrition programs through public service announcements and a full array of marketing promotion materials. We work with industry partners and the media to make sure your community knows how important you are. As a member, you will also have access to the state of the art tools and marketing ideas to promote your program.



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◆ 7. Get Members-Only Discounts

As an ILSNA/SNA member, you will enjoy a variety of Members-Only discounts on products and programs, including **ILSNA/SNA conference registrations, certification, publication, research studies, Emporium Shop purchases and insurance plans.** Shop SNA's Emporium online www.emporium.schoolnutrition.org or the annual catalog and save on everything from t-shirts, aprons and much more.

◆ 8. Insure Your Peace of Mind

Do you need cost effective insurance choices? SNA has 10 options to cover your **professional liability, life, long-term care, automobile and disability insurance.**

◆ 9. Enjoy Additional Members-Only Benefits

Put the power of SNA to work for you, your career, your school, your community and the students who count on you by taking advantage of these exciting Members-Only Benefits of the SNA website: Child Nutrition U, SN Marketplace, Keys to Excellence, Wellness Section, MySNA.



Join ILSNA/SNA Today!









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Highlights

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News



[USDA Announces Winner in First Lady's Recipes for Healthy Kids Contest](#)

(SNA News)

7/28/2011

Intermediate District 287, South Education Center Alternative in Richfield, Minn. has captured the Grand Prize in First Lady Michelle Obama's Recipes for Healthy Kids competition.



[New National School Breakfast Week Theme: "School Breakfast – Go for Gold!"](#) (SNA News)

7/26/2011

National School Breakfast Week will take place March 5-9, 2012. The theme —"School Breakfast - Go for Gold"—will highlight how eating a healthy, balanced breakfast at school helps students shine! The "School Breakfast - Go for Gold" theme will also tie in nicely with the 2012 London Olympics, with a focus on sports as well as academic achievement.



[School Nutrition Association Campaigns Honored in Awards Programs](#)

(SNA News)

7/26/2011

The School Nutrition Association recently received honors from the American Society of Association Executives' Power of A Awards and the APEX Awards.



[Marketing 101: Build a Better Marketing Plan and Connect with the Kids in Your Schools!](#) (SNA News)

7/22/2011

School is out for the summer, but school nutrition professionals are hard at work making plans for the next school year. In planning for 2011-2012, have you thought about your CN program's marketing goals? With USDA's proposed new meal patterns, now is a great time to establish innovative and fun ways to connect with the children in your school district, and promote your school meals through new marketing activities.

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