



# Build Your Relationships



**Legislative Action Conference**  
March 4-6, 2018 | Washington, DC  
Early Bird Registration: January 12, 2018

# Schedule At A Glance

## SATURDAY, MARCH 3

7:30 am–5:00 pm  
8:00 am–12:00 pm  
12:00 pm–5:00 pm

Registration  
SNS Credentialing Exam  
SNA PAC Booth

### PRE-CONFERENCE SESSIONS

8:30 am–4:30 pm  
1:00 pm–4:00 pm

- SNS Credentialing Prep Course—Pilot
- How to Write a Winning Grant Application: Dr. Tillie Harris

## SUNDAY, MARCH 4

8:00 am–5:00 pm  
8:30 am–9:30 am  
9:45 am–10:45 am

Registration & SNA PAC Booth  
Regional Legislative Meetings (*open to all*)

### BREAKOUT SESSIONS

- LAC 101: Strategies for Successful Hill Visits
- Industry Exchange, Part 1
- State Agency Section Meeting, Part 1
- Mastering Forecasting—How to Effectively Utilize Your Entitlement Dollars

11:00 am–12:00 pm

### BREAKOUT SESSIONS

- Natural Disasters: Preparation and Impact
- Procurement Ethics—What Should You Do?
- Industry Exchange, Part 2
- State Agency Section Meeting, Part 2

12:15 pm–1:30 pm  
1:30 pm–2:30 pm  
2:30 pm–3:00 pm  
3:00 pm–4:15 pm

LAC Opening Luncheon

**KEYNOTE SPEAKERS: Peter Hart and Frank Luntz**

Networking Break

**FIRST GENERAL SESSION:** The Learning Connection: The Link Between School Breakfast and Academic Performance

4:30 pm–5:30 pm  
4:30 pm–5:30 pm  
5:45 pm–6:45 pm

State Presidents and Presidents-Elect Meeting

State Legislative Chairs Meeting

State Groups—Capitol Hill Prep Meeting (First Group)

## MONDAY, MARCH 5

7:30 am–8:30 am  
8:00 am–5:00 pm  
8:30 am–10:00 am  
10:00 am–10:30 am  
10:30 am–12:00 pm

LAC Breakfast

Registration & SNA PAC Booth

**SECOND GENERAL SESSION:** USDA 2018 Update

Networking Break

**THIRD GENERAL SESSION:** Block Grants: What Are They and Why You Should Be Worried

12:00 pm–2:00 pm  
2:00 pm–4:15 pm

Lunch On Your Own

**CLOSING GENERAL SESSION: Presentation of the SNA 2018 Position Paper and Charge to the Hill!**

4:30 pm–5:30 pm  
6:30 pm–9:30 pm

State Groups—Capitol Hill Prep Meeting (Second Group)

School Nutrition Foundation's **Celebration of School Nutrition Heroes**

## TUESDAY, MARCH 6

8:00 am–5:00 pm

Hill Visits

(Times, events and speakers are subject to change.)



# From the President Join Us

I hope you'll join me at the School Nutrition Association's (SNA) **46th annual Legislative Action Conference (LAC)**! School nutrition professionals play a vital role in the health and academic success of our nation's children by working hard to provide healthy, nutritious meals every school day. You are also a powerful force, influencing change and improving school meal programs through grassroots advocacy, since our first LAC in 1973.

LAC is an opportunity to come together as a community to inform and educate Members of Congress about the value of school meal programs, and what you can do to help them. Legislation has been introduced in the 115th Congress that can impact child nutrition programs, so this is a critical time to make sure your elected officials understand the value of our programs and how they contribute to the overall success of America's students. School nutrition professionals are a dynamic group of people who overcome challenges every day in order to cultivate success, a lesson that Congress can certainly use in today's climate, so it's important we share our experiences with them.

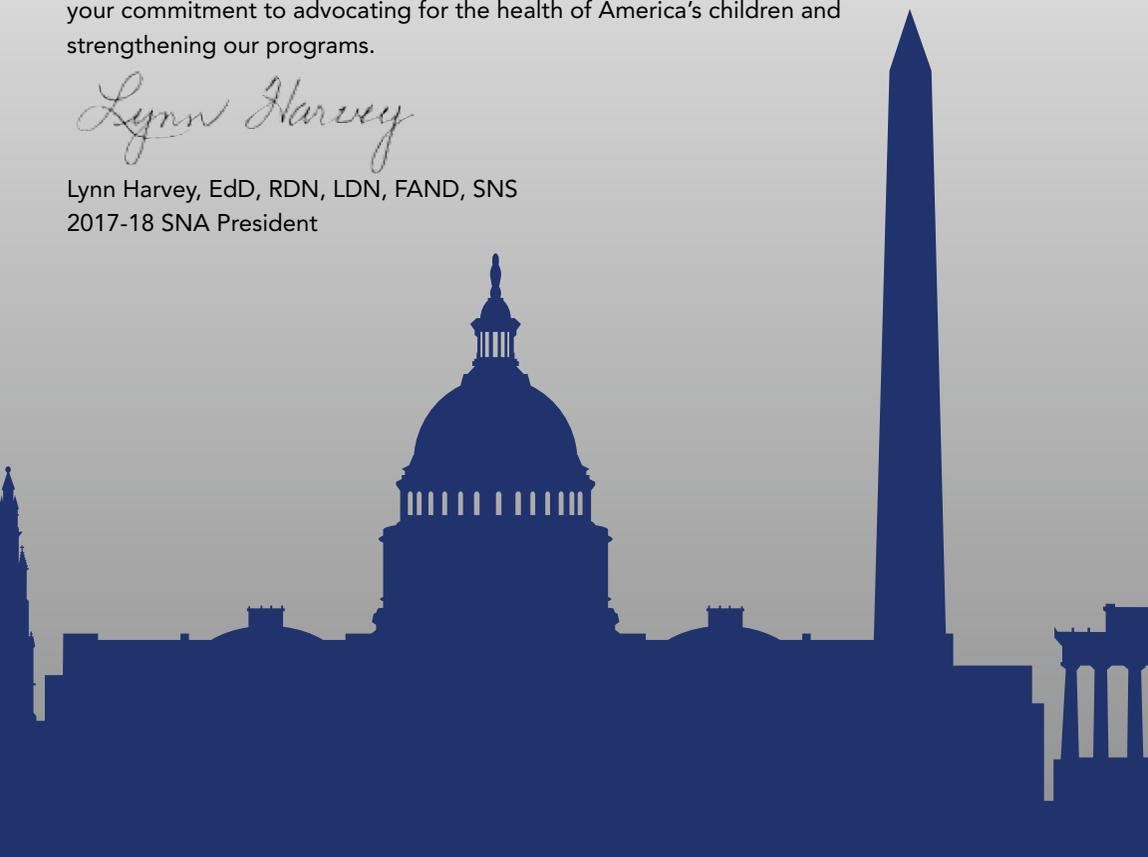
We have been working hard to create an exciting program at LAC this year so that SNA members will be able to learn, share and discover new ideas and best practices. The conference kicks off with an Opening General Session featuring this year's keynote speakers, Peter Hart and Frank Luntz, two renowned political experts who will be sharing their thoughts and insights on today's political landscape. Other key features will include some fabulous breakout sessions, a regulatory update from USDA administration officials, an opportunity for State Agency staff to meet and so much more!

As LAC draws nearer, we will have even more special guests joining us. The conference concludes with a presentation of the SNA **2018 Position Paper**, which you will take on your Charge to the Hill to have our voices heard.

On behalf of the SNA Board of Directors, I invite you to LAC 2018 and thank you for your commitment to advocating for the health of America's children and strengthening our programs.



Lynn Harvey, EdD, RDN, LDN, FAND, SNS  
2017-18 SNA President



# Pre-Cons & Keynotes

**SUNDAY, MARCH 4 | 1:30 pm–2:30 pm**  
**Opening General Session**

**Keynote Speakers: Peter Hart and Frank Luntz**

At LAC's Opening General Session, you'll be introduced to two experts who will share their insights on today's political landscape.

**Peter Hart** is a soothsayer, a strategist and a true authority on understanding what the public wants, when the public wants it. He has been one of the leading analysts of public opinion in the United States since 1971. As an established leader in survey research, Hart has been the pollster for NBC News and *The Wall Street Journal* since 1989. Hart appears frequently on major media outlets and he currently teaches political science at the University of California at Berkeley.

**Frank Luntz** is one of the most honored communication professionals in America today. Luntz has written, supervised and conducted more than 2,000 surveys, focus groups, ad tests and dial-in sessions in over two dozen countries and four continents. He has been a guest on practically every news show in America and has even served as a consultant to the award-winning NBC television drama, *The West Wing*.



**SATURDAY, MARCH 3 | 1:00 pm–4:00 pm**  
**Pre-Conference Sessions**

**How to Write a Winning Grant Application**

**Speaker: Dr. Tillie Harris, Executive Director, Grant Training Center**

This workshop will enrich your knowledge of how to seek, find and write grants for advancing the quality of school meal programs through education and advocacy. During this session, you will learn how to find the most beneficial grants for your needs, understand how to request funding from various donors, comprehend proposal writing guidelines and acquire the techniques of preparing and writing winning proposals.

Dr. Harris has been assisting individuals and institutions nationally and internationally to successfully obtain funding from federal, corporate, private, foundation and multilateral donors for 25 years. **Fee: \$100 CEUs: 4**

**SATURDAY, MARCH 3 | 8:30 am–4:30 pm**

**School Nutrition Specialist (SNS) Credentialing Preparation Course—Pilot**

Thinking about taking the SNS exam or do you simply want to learn more about different content areas in school nutrition? Join us for the second pilot offering of this exciting course and seize the opportunity to provide your valuable insights and feedback before its launch to the rest of the school nutrition community. The course will be taught by subject matter experts and is based on the SNS Exam *Study Guide* (included in course fee). Please note that seating is limited. (Lunch is included.) **Special Introductory Pilot Course**

**Fee: \$199\* CEUs: 7** \*Includes March 2017 Edition of the SNS *Study Guide*.

*The SNS Study Course will not guarantee a passing score and does not include content from the actual exam. Rather, the course will direct you to resources and concepts that will help you prepare for the exam. Note: The March 2017 edition of the SNS Study Guide is required for course participation.*



# Special Sessions & Events

**SATURDAY, MARCH 3 | 8:00 am–12:00 pm**

## **SNS Credentialing Exam**

The School Nutrition Specialist (SNS) Credentialing Exam will be administered at LAC on **Saturday, March 3**. Registration, approval and payment of fees must be completed prior to LAC and cannot be done onsite. To register, contact SNA at (800) 877-8822 or [certsns@schoolnutrition.org](mailto:certsns@schoolnutrition.org).

**Fee: Members \$225; Non-members: \$325**

**Registration Deadline: February 10, 2018**



**SUNDAY, MARCH 4 | 9:45 am–10:45 am**

## **Breakout Sessions**

You'll gain valuable insight into political issues with these conference breakout sessions:

**LAC 101: Strategies for Successful Hill Visits** and **Mastering Forecasting—How to Effectively Utilize Your Entitlement Dollars**. In addition, two-hour gatherings have been planned to address issues specific to industry (**Industry Exchange**) and state agency personnel (**State Agency Meeting**).

**SUNDAY, MARCH 4 | 11:00 am–12:00 pm**

## **Breakout Sessions**

The breakout sessions continue with part two of **Industry Exchange** and the **State Agency Meeting**, as well as two additional can't-miss learning sessions: **Natural Disasters: Preparation and Impact** and **Procurement Ethics—What Should You Do?**



# Special Sessions & Events

**MONDAY, MARCH 5 | 6:30 pm–9:30 pm**

## **SNF Celebration of School Nutrition Heroes**

*(Separate ticket required—not included in LAC registration)*

Join the School Nutrition Foundation (SNF) and your friends and colleagues for a dinner and evening of celebration as we honor the extraordinary commitment of five School Nutrition Heroes. **The Celebration**, now in its 5th year, spotlights SNA members who go far above and beyond to serve their communities.

This event is an opportunity to applaud the honorees, while also supporting SNF's efforts to provide scholarships to help Association members pursue their educational goals. Taking place in the JW Marriott's Grand Ballroom, Celebration attendees will delight in a plated dinner service and inspiring stories of heroes. For more information, including a list of the 2018 honorees, visit [www.schoolnutrition.org/SNHeroesCelebration](http://www.schoolnutrition.org/SNHeroesCelebration).



**TUESDAY, MARCH 6 | 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. This day is reserved for visiting U.S. Representatives and Senators on Capitol Hill. If you plan to attend LAC, **contact your legislators' offices** now to schedule appointments for this day.



# General Information

## **SNA 2018 Position Paper**

SNA's **2018 Position Paper** will be available in January 2018 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 representative to fax one to you or visit [www.schoolnutrition.org/districtprofiles](http://www.schoolnutrition.org/districtprofiles) to fill it out online.

## **SNA Political Action Committee Booth**

With your help, SNA's Political Action Committee (SNA PAC) works to support, educate and thank Congressional members who are involved and passionate about SNA issues. Bring your questions and stop by the booth at LAC to learn more about how crucial your support is in helping to meet the PAC goals.

## **Continuing Education Units (CEUs)**

SNA CEUs are aligned with USDA Professional Standards' required annual training. Attendees will earn CEUs for training sessions at LAC that count toward SNA's Certificate Program, the SNS Credential renewal and USDA Professional Standards. An electronic training tracking grid will be available to help attendees document their training.

## **Confirmations and Onsite Registration**

All individuals registering for LAC 2018 before **February 2, 2018** will receive confirmation via email upon processing. Plan to pick up your final program, badge and other materials at the SNA Registration Desk in the hotel. Onsite registrations will be accepted at the onsite rate.

## **Planning Your Evening and Local Visits**

When planning your visit to the nation's capital, it's always best to start early. Call the JW Marriott Concierge Desk at (202) 393-2000 for information on Washington, D.C.'s top attractions and details on making reservations as necessary. Interactive maps of the city can be found at [www.washington.org](http://www.washington.org).



# Hotel & Travel

SNA's 46th 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 sightseeing highlights.

## **JW Marriott Washington, D.C.**

1331 Pennsylvania Avenue, NW  
Washington, D.C. 20004

Check-in: 4:00 pm; Check-out: 12:00 pm

**\$289 Single/Double; \$319 Triple; \$349 Quad**

(Located just three blocks from  
Washington's Metro system.)

## **W Hotel** (*Overflow Hotel*)

1515 15th Street, NW  
Washington, D.C. 20004

Check-in: 3:00 pm; Check-out: 12:00 pm

**\$345 Single/Double**

(Located a block and a half from the JW  
Marriott and next to the White House.)

Don't delay! SNA's discounted room block will be released **February 8, 2018**, but *may be sold out prior to that date*. Room rates do *not* include a 14.5% city tax per room, per night.

## **Reminder:**

**Conference registration is now required before you will be allowed to reserve a room** within SNA's discounted hotel room block. Whether registering online or by email/mail/fax, after you've submitted your payment and received your order confirmation, you will be given access to the Housing Reservation system, with a unique housing registration link tied to your individual registration.

All room reservations for SNA's 2018 LAC must be booked online after registering for the event. New reservations will *not* be accepted over the phone. **The School Nutrition Association reserves the right to cancel, without notification, any reservation that does not have a corresponding registration for SNA's 2018 LAC.**

## **Air Transportation**

Your travel arrangements can be made by calling **Corporate Traveler** at (571) 302-7187, emailing [sunny.ali@corporatetraveler.us](mailto:sunny.ali@corporatetraveler.us), or by going to SNA's online reservations system at <https://portal.fcm.travel/SNA>. Book early for best flight options and lowest fare availability. The closest airport is Reagan National Airport (DCA).

## **Ground Transportation**

The JW Marriott and the W Hotel are located 15 minutes from DCA and two miles from Union Station.

- To use SuperShuttle, call (800) 258-3826 or visit [www.supershuttle.com](http://www.supershuttle.com) to make reservations. Fares are approximately \$12 one-way from DCA; \$27 one-way from Dulles International Airport (IAD); and \$35 one-way from Baltimore Washington International (BWI) Airport.
- UBER is available for approximately \$15 from DCA and approximately \$45 from IAD.
- Taxis are available at a rate of \$20 one-way from DCA and \$60-\$90 one-way from IAD and BWI Airports.
- If you are taking Metro from DCA, use the BLUE line toward Largo Town Center and get off at Metro Center Station. Both hotels are less than a half-mile from Metro Center. You must purchase a \$10 SmarTrip<sup>®</sup> card (minimum); round-trip Metro fare is approximately \$6.



**46th LEGISLATIVE ACTION CONFERENCE**  
 Washington, D.C. | March 4-6, 2018 | Early Bird Deadline: January 12, 2018



(Please print clearly) Is this your first LAC?  YES  NO  Update my contact information

Membership No. \_\_\_\_\_ Preferred Name on Badge \_\_\_\_\_

Name \_\_\_\_\_ Title (and/or Designation) \_\_\_\_\_

Company/School District/Organization (No acronyms, please.) \_\_\_\_\_

Mailing Address –  Business OR  Home (Please check one.) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Onsite Contact # (cell phone) \_\_\_\_\_

Email Address \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Home Phone # \_\_\_\_\_ Cell Phone # \_\_\_\_\_

Please check here to opt out your email address from our published attendee roster.

(\*NOTE: Fill out a separate registration form for EACH attendee. See below for fees.)

**Registration Information and Fees: EARLY BIRD—EB** (rec'd on or before 01/12/18); **REGULAR—RR** (rec'd on or before 02/02/18); **ONSITE—OS** (rec'd after 02/02/18). Check desired rate.

**Ways To Register:**

**1. WEB:** Register online at [www.schoolnutrition.org/lac](http://www.schoolnutrition.org/lac)

**2. FAX:** Credit cards and purchase orders only. Download registration form and fax completed registration form with credit card information to: SNA, Attention: **LAC Registration** at (301) 686-3115. SNA accepts VISA, MasterCard, AmEx and Discover.

**3. MAIL:** Send registration form & payment to: SNA, Accounting Dept., P.O. Box 759297, Baltimore, MD 21275-9297. Be sure to include the individual's name on the check stub or purchase order for proper payment credit.

	<b>EB</b>	<b>RR</b>	<b>OS</b>
<input type="radio"/> FS member/retired member	\$485	\$535	\$565
<input type="radio"/> FS nonmember	\$535	\$585	\$615
<input type="radio"/> Industry member	\$560	\$610	\$670
<input type="radio"/> Industry nonmember	\$660	\$710	\$770
<input type="radio"/> Patron (1st registrant)	N/A	N/A	N/A
<input type="radio"/> State & Federal government	\$485	\$535	\$565
<input type="radio"/> Family/Spouse*	\$425	\$475	\$475
<input type="radio"/> College Student**	\$100	\$150	\$200

\*Family/Spouse qualification applies to those individuals who are not in the industry.  
 \*\*Photocopy of VALID College ID must accompany Registration Form

**CANCELLATIONS:** All cancellations will be assessed a **\$75** administrative fee. Cancellations must be made in writing and received by **Feb. 2, 2018. NO REFUNDS** will be made after **Feb. 2, 2018 or for NO SHOWS.**

SNA is committed to making all meeting activities, including food and beverage, accessible to all attendees. Please email your needs, including special dietary requirements, to [meetings@schoolnutrition.org](mailto:meetings@schoolnutrition.org). **NOTE:** SNA's official show photographer will be taking pictures throughout LAC. By registering to attend LAC, you consent to the use of any of these images in which you may appear in for future SNA materials.

**Pre-Con Session:**

- How to Write a Winning Grant Application, Sat., 03/03, (1:00-4:00 pm) \$100
- SNS Credentialing Prep Course—Pilot, Sat., 03/03, (8:30 am-4:30 pm) \$199

**SNF Celebration of School Nutrition Heroes, Monday, March 5, 2018**

Separate ticket required for this event.  Foodservice \$150 x \_\_\_ # tix = \$ \_\_\_\_\_  Industry \$250 x \_\_\_ # tix = \$ \_\_\_\_\_

**Registration Payment:**

- 1. CHECK enclosed: payable to SNA (ck# \_\_\_\_\_).      2. PURCHASE ORDER enclosed: (PO# \_\_\_\_\_).
- 3. SELECT CREDIT CARD\*:  VISA  MasterCard  AMEX  DISCOVER

Billing Address/City/State/Zip (Enter the address as it appears on the billing statement) \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Print Name As It Appears On Card \_\_\_\_\_

Date \_\_\_\_\_ **TOTAL AMOUNT DUE \$ \_\_\_\_\_**

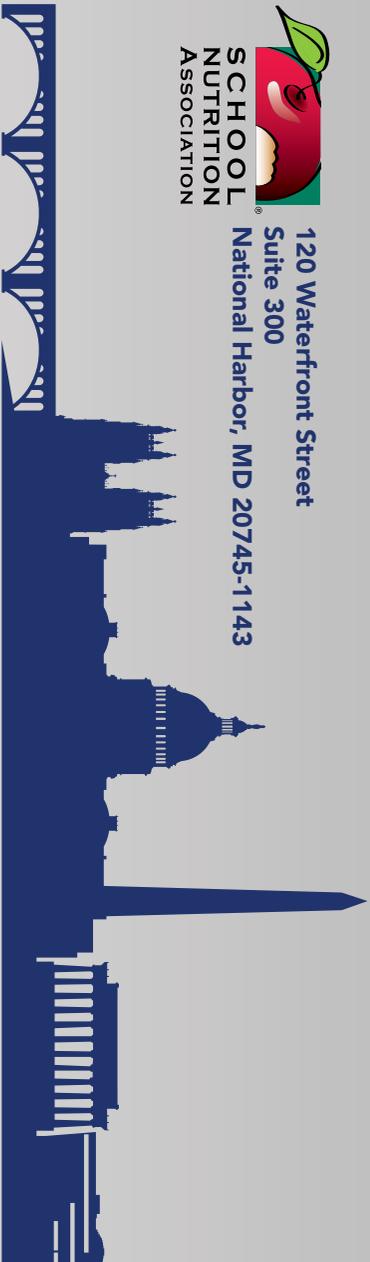
\*Credit card orders cannot be processed without complete information. If registering by mail, please allow three weeks for processing. Confirmation of registration will be sent via email immediately upon processing.

**For the most up-to-date LAC2018 information, visit: [www.schoolnutrition.org/lac](http://www.schoolnutrition.org/lac) LACPR18**



**SCHOOL  
NUTRITION  
ASSOCIATION**

**120 Waterfront Street  
Suite 300  
National Harbor, MD 20745-1143**



# **Build Your Relationships**

**LAC 2018  
Washington, D.C.  
March 4-6, 2018**

**Early Bird Registration Deadline:  
January 12, 2018**

**PRESORTED  
FIRST CLASS MAIL  
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