43rd Legislative Action Conference
March 1-4, 2015

Making a Difference
One Voice at a Time

JW Marriott, Washington, D.C.
Early Bird Registration Deadline: January 20, 2015
## Schedule at a Glance

**SATURDAY, FEBRUARY 28**
- 8:00 am–5:00 pm  Registration
- 8:00 am–12:00 pm  SNS Credentialing Exam
- 12:00 pm–5:00 pm  SNA PAC Booth
- 1:00 pm–4:00 pm  **PRE-CONFERENCE SESSION**
  - How to Successfully Lobby Lawmakers and Agencies

**SUNDAY, MARCH 1**
- 8:00 am–5:00 pm  Registration
- 8:00 am–5:00 pm  SNA PAC Booth
- 8:30 am–9:30 am  Regional Legislative Meetings
  (open to all)
- 9:45 am–10:45 am  **BREAKOUT SESSIONS**
  - Building a Financially Sustainable School Meal Program
  - LAC First Timers
  - State Agency Section Meeting (Part 1)
  - Industry Exchange (Part 1)

**MONDAY, MARCH 2**
- 8:00 am–5:00 pm  Registration
- 8:00 am–5:00 pm  SNA PAC Booth
- 8:30 am–10:00 am  **GENERAL SESSION**
  - USDA Update 2015
- 10:30 am–12:00 pm  **GENERAL SESSION**
  - 2015 SNA Position Paper
- 12:00 pm–2:00 pm  Lunch on your own

**TUESDAY, MARCH 3**
- 8:00 am–5:00 pm  Hill visits
- 5:30 pm–7:30 pm  Capitol Hill Reception

**WEDNESDAY, MARCH 4**
- 7:00 am–8:30 am  Registration
- 8:00 am–10:30 am  **BREAKFAST & CLOSING GENERAL SESSION**
  - Connecting YOU with School Nutrition Solutions

*(Times, events and speakers are subject to change.)*
It is my pleasure to welcome you all to the School Nutrition Association’s (SNA) 43rd Legislative Action Conference (LAC). Once again, this school year continues to be one of change, as school nutrition professionals create new opportunities and adjust to new challenges. We are also at the beginning of the 2015 Child Nutrition Reauthorization (CNR)! Now, more than ever, your voices are critical. It is my hope that this conference will provide you with valuable information that will allow you to advocate for our school nutrition programs not only here in D.C., but also back in your home states and communities.

As we continue to implement the Healthy, Hunger-Free Kids Act, we have a fantastic program aimed at providing SNA members the chance to learn, exchange ideas and engage in discussions on what you all see every day on the frontlines of feeding America’s children. Our breakout sessions will focus on key topics essential for successful programs and include the LAC First Timers, back by popular demand! We are also very excited about our General Sessions, which will continue to explore the political landscape and how the 2014 mid-term elections impacted school nutrition programs and CNR.

LAC remains the premiere legislative event because we are able to share our stories and experiences with Congress. School nutrition has expanded beyond the world of cafeteria lunches to include breakfast in the classroom, supper programs, afterschool snacks and summer meals. This is your opportunity to inform and educate your elected leaders on the business side of school nutrition. We will again be hosting a reception on Capitol Hill following our “Charge to the Hill.” The reception will provide an additional opportunity for all of our attendees to continue to network with members of Congress and their staff on our key issues.

Again, welcome to LAC 2015 and on behalf of the SNA Board of Directors and myself, thank you for your commitment to the health of our children.

Julia Bauscher, SNS
2014-2015 SNA President
Keynote Speaker & Hill Reception

SUNDAY, MARCH 1 — 12:30 pm-1:45 pm

Keynote Luncheon
Speaker: Dr. Larry J. Sabato
As a university professor of politics at the University of Virginia (UVA) and the founder and head of the UVA Center for Politics, Dr. Larry Sabato’s “Crystal Ball” electoral analysis expertly navigates the shifting sands of American electoral politics.

In July 2008, Sabato correctly projected that Barack Obama would win the presidency in a near-landslide, and his prediction was just one vote away from the final tally. Later in 2010, his “Crystal Ball” was the first in the nation to predict that the Republicans would take over the House of Representatives by a comfortable margin.

In the 2012 presidential campaign, while other pundits predicted a Romney victory, he forecast a large Obama margin in the electoral college, ultimately missing just two states. In fact, Sabato’s accuracy is unparalleled. In 2013, The Daily Beast named his weekly newsletter one of the six best political websites.

Sabato is also the author of 25 books and countless essays on politics, has served on many national and state commissions and is the recipient of more than two dozen major scholarships, grants and academic awards.

TUESDAY, MARCH 3 — 5:30 pm-7:30 pm

Capitol Hill Reception
Following on the success of the 2014 Capitol Hill Reception, the 43rd Legislative Action Conference will once again hold its reception in the backyard of our federal legislators. This year’s gathering will be an evening reception at the Rayburn House Office Building Cafeteria, providing a convenient opportunity for Congressional staff to continue networking with School Nutrition Association members. Stop in for light refreshments and continue your conversation in a more casual atmosphere. U.S. House and Senate members, along with one staffer from their office, will be invited to attend.
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, February 28, from 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 Yenny Caceres at (800) 877-8822, ext. 154, or certsns@schoolnutrition.org.

Fees: Members: $210; Non-members $305
Registration Deadline: February 7, 2015

How to Successfully Lobby Lawmakers and Agencies
For all practical purposes, government can do anything it wants—to you or for you. However, with skillful advocacy, you can influence what the government does. In this workshop, you will learn how government really works—it’s a far cry from the standard civics presentation—and how to motivate those in government to listen more favorably to your concerns.

Presented by Robert Guyer, founder, Lobby School, this training provides a menu of incentives that persuade government officials. Menu selections range from them purely serving the public to purely serving themselves, and a lot in between. You have to know what motivates them in order to get them to do what you want.

Fee: $100; CEUs: 3; Key Area 3: Administration

Opening New Revenue Streams: Boldly Going Beyond NSLP
School nutrition programs are continuing to grow outside of just serving school lunch. Find out how you can expand the services offered and increase your revenue! Learn about alternate breakfast options, catering, supper and summer programs while exchanging ideas with your peers on best practices.
Tips and Techniques to Increase Paid Meal Participation

Paid meal participation got you down? Come discover new ways to entice students back to the cafeteria. This session will focus on creative menu solutions and marketing ideas to get all your students excited about healthy school meals.

MONDAY, MARCH 2 — 12:00 pm-1:30 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 our panel of thought leaders (foodservice directors and state agency directors) and hundreds of your peers for a lively discussion on the hottest topics of the day. Speakers and topics are to be determined. Boxed lunches will be available for purchase.

MONDAY, MARCH 2 — 7:00 pm-9:30 pm
SNF Celebration of School Nutrition Heroes
(Separate ticket purchase required—not included with LAC registration)
Join the School Nutrition Foundation (SNF) and your friends and colleagues for a celebration of the extraordinary commitment of five School Nutrition Heroes.

This event is an opportunity to applaud this year’s heroes, share memories with friends, celebrate our successes and raise funds to ensure that SNF can continue to support education, research and scholarships for the benefit of the school nutrition community and the millions of students SNA members serve every school day.

For more information about the celebration and to see a list of the 2015 honorees, visit www.schoolnutrition.org/SNF/SpecialEvents.

TUESDAY, MARCH 3 — 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 3, is reserved for visiting U.S. Representatives and Senators on Capitol Hill. Contact your legislators’ offices now to schedule appointments for this day.

WEDNESDAY, MARCH 4 — 8:00 am-10:30 am
Closing General Session
Connecting YOU with School Nutrition Solutions
SNA is proud of the hard work and dedication of its members in meeting new school nutrition standards. Our closing session will bring together a panel of experts in the fields of financial management, marketing, nutrition education and menu planning to exchange ideas and solutions on meeting the standards and preparing for the future. There will be time to share your own stories and successes and learn from your peers. Join us for what will be an exciting and inspirational close to LAC that will prepare you to meet challenges back in your own districts.
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.

Confirmations and Onsite Registration
All individuals registering for LAC 2015 before February 27, 2015, will receive confirmation via email or mail upon processing. Plan to pick up your final program, badge and other materials at the SNA Registration Desk in the hotel. Onsite registrations also will be accepted 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 2015. The pre-approved number of 16.5 CEUs will be awarded, which includes general and breakout sessions. The 16.5 CEUs does not include the Pre-Conference session.

Attire
Business attire is appropriate for LAC. You should bring appropriate professional attire, with comfortable shoes for your day on Capitol Hill and the LAC Reception that follows. Cocktail attire is recommended for Monday’s SNF celebration. 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.

SNA Position Paper
SNA’s 2015 Position Paper will be available early 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 or visit www.schoolnutrition.org/districtprofiles to fill it out online.

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, D.C., for SNA’s annual Legislative Action Conference (LAC) with all travel expenses paid up to $3,000. Expenses include airfare, group transportation and hotel accommodations, as well as conference registration and a per diem for meals.

Applicants must be an active SNA employee or manager section member, who has been a SNA member for at least three years, as of LAC 2015 (no later than March 1, 2012) and have never previously attended LAC. District directors are 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.
Hotel Information
SNA’s 43rd LAC will be held at the JW Marriott in 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: (800) 393-2503
Main Number: (202) 393-2000 (Do not call this number for reservations.)
www.jwmarriottdc.com
Check-in: 4:00 pm; Check-out: 12:00 pm

SNA Discounted Rates
$279 Single/Double; $309 Triple; $339 Quad
Don’t delay! Rooms are issued on a first-come, first-served basis. SNA’s discounted room block will be released February 5, 2015, 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) 393-2503 and inform the agent that you are with the 43rd 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 ATC Travel Management by calling (800) 458-9383 or online by visiting www.atcmeetings.com/sna. The closest airport is Reagan Washington National Airport (DCA).

Ground Transportation
The JW Marriott is located 15 minutes from Reagan Washington 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 15LAC for $2 off one-way or $5 off round-trip fares. Fares are approximately $12 one-way from Reagan Washington National Airport; $27 one-way from Dulles International Airport; and $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 Washington National Airport and $50 to $60 one-way from Dulles and BWI Airports.
- If you are taking Metro from Reagan Washington 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 $8.
### 43rd LEGISLATIVE ACTION CONFERENCE
Washington, D.C. • March 1-4, 2015

EARLY BIRD DEADLINE: 01/20/2015

(Please print clearly)

Is this your first LAC? ☐ YES ☐ NO
Are you a new director? (3 years or less) ☐ YES ☐ NO ☐ Update my contact information

Member No.

Preferred Name on Badge

Company/School District/Organization (No abbreviations, please.)

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

City

State

Zip

Business Phone

Ext.

Onsite Contact # (cell phone)

Fax Number

Email Address

☐ 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:

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*Family/Spouse qualification applies to those individuals who are not in the industry.

**Photocopy of College ID must be accompanied by Registration Form.

### CANCELLATIONS:
All cancellations will be assessed a $50 administrative fee. Cancellations must be made in writing and received by Feb. 13, 2015. NO REFUNDS will be made after Feb. 13, 2015 or for NO SHOWS.

### Pre-Con Session:

☐ How to Successfully Lobby Lawmakers and Agencies, Sat., 2/28, (1:00-4:00 pm) $100

### Events:

- LAC Luncheon, Sun., 3/1, (12:30-1:45 pm), Add’tl Tickets, $70/ea, # Attending ___ $_____
- Industry Forum, Mon., 3/2, (12:00-1:30 pm) Optional boxed lunch, $65/each, # ________ $_____
- Breakfast & Closing Session, Wed., 3/4, (8:00-10:30 am), Add’tl Tickets, $65/ea, # Attending___ $_____

### SNF Celebration:
Separate ticket required for this event. Please visit www.schoolnutrition.org/SNF/SpecialEvents to purchase tickets.

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. Photographs will be taken of sessions and events at this conference for future use by SNA.

### 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

Expiry 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 LAC15 information, visit: www.schoolnutrition.org/lac
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