

LEGISLATIVE ACTION CONFERENCE

April 2-4, 2017

CAPITAL IDEAS MONUMENTAL SOLUTIONS

Washington, D.C.



SCHOOL
NUTRITION
ASSOCIATION

Feeding Bodies. Fueling Minds.™

Early Bird Registration Deadline: February 24, 2017

AGENDA

SATURDAY, April 1

- 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**
- Advocacy in the New Congress

SUNDAY, April 2

- 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:**
- LAC First Timers
- Industry Exchange
- State Agency Section Meeting
- Successful State Lobbying Strategies
11:00 am–12:00 pm **BREAKOUT SESSIONS:**
- Hot Topics in School Nutrition!
- Recruit and Retain School Nutrition Millennials
- Industry Exchange
- State Agency Section Meeting
12:15 pm–1:30 pm LAC Opening Luncheon
1:30 pm–2:30 pm **KEYNOTE SPEAKER:** Jon Meacham
2:30 pm–3:00 pm Networking Break
3:00 pm–4:15 pm **FIRST GENERAL SESSION:** No Holds Barred—
Kids Say the Darndest Things!
4:30 pm–5:30 pm State Presidents and Presidents-Elect Meeting
4:30 pm–5:30 pm State Legislative Chairs Meeting

MONDAY, April 3

- 8:00 am–5:00 pm Registration
8:00 am–5:00 pm SNA PAC Booth
8:30 am–10:00 am **SECOND GENERAL SESSION:** USDA 2017 Update
10:00 am–10:30 am Networking Break
10:30 am–12:00 pm **THIRD GENERAL SESSION:** “Fireside Chat” with
Washington Insiders
12:00 pm–1:30 pm LAC Luncheon
1:30 pm–2:00 pm Networking Break
2:00 pm–4:15 pm **FOURTH GENERAL SESSION:** Presentation of the
SNA 2017 *Position Paper* and Charge to the Hill!
4:30 pm–5:30 pm State Group—Capitol Hill Prep Meetings
6:00 pm–9:30 pm School Nutrition Foundation’s
CELEBRATION OF SCHOOL NUTRITION HEROES

TUESDAY, April 4

- 8:00 am–5:00 pm Hill Visits

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



ILLUSTRATIONS CREDIT: ADOBESTOCK.COM

JOIN US

I'm excited to invite you to the School Nutrition Association's (SNA) 45th annual Legislative Action Conference (LAC). Since 1946, school nutrition professionals have been pros at embracing change and creating opportunities that seek to improve the academic readiness of our nation's children through good food and strong nutrition programs. What a privilege and responsibility we have to nourish our nation's youth—body, mind and spirit. And since our first LAC in 1973, our grassroots advocacy for school meals and the operators who manage these programs has been downright legendary!

Recent changes in the Administration and Congress present new challenges and opportunities for our community. The new Congress is poised to consider legislation that will impact child nutrition programs, and our efforts together will ensure both newly elected and incumbent Members of Congress understand the contributions of our programs to the success of America's students. Our unique perspective is essential to the conversation, and LAC offers a critical opportunity to inform and educate our elected leaders on the value of nutritious meals at school for all children.

This year at LAC, we are developing an incredible program that will afford SNA members opportunities to discover new ideas, share best practices and have our voices heard during the Charge to the Hill. After a keynote presentation by Pulitzer Prize-winner Jon Meacham, our General Sessions will kick off with a fantastic student panel, move on to an informative USDA Update and end with a "Fireside Chat" to offer new perspectives on the political landscape and what it means for child nutrition programs. As the post-election transition continues with new appointments and new roles, we hope to have other special guests join us in April.

On behalf of the SNA Board of Directors, I invite you to LAC 2017 and thank you for your commitment to advocating for the health of America's children and strengthening our programs.

A handwritten signature in black ink that reads "Becky Domokos-Bays". The signature is written in a cursive, flowing style.

Becky Domokos-Bays, SNS
2016-17 SNA President

KEYNOTE & PRE-CON

SUNDAY, APRIL 2
1:30 PM—2:30 PM

Opening General Session

Keynote Speaker: Jon Meacham

At LAC 2017, attendees will be introduced to Presidential historian, Pulitzer Prize-winner and contributing editor at *TIME*, Jon Meacham. As one of America's most prominent public intellectuals, and a regular guest on MSNBC's *Morning Joe*, he is known as a skilled storyteller with a depth of knowledge about politics, religion and current affairs.

Meacham's latest Presidential biography, *Destiny and Power: The American Odyssey of George Herbert Walker Bush*, debuted at #1 on the *New York Times* bestsellers list in November 2015. Additional bestsellers include: *Thomas Jefferson: The Art of Power*, *Franklin and Winston*, *American Gospel* and *American Lion: Andrew Jackson in the White House*, which won the Pulitzer Prize in 2009.

Currently Executive Vice President and Executive Editor at Random House Publishing Group, Meacham served as *Newsweek's* managing editor from 1998 to 2006 and its editor from 2006 to 2010. The *New York Times* called him "one of the most influential editors in the news magazine business." Now a contributing editor at *TIME*, he writes for its Ideas section. He has appeared on *Meet the Press*, *The Colbert Report* and Ken Burns' documentary series *The Roosevelts: An Intimate History*.



SATURDAY, APRIL 1
1:00 PM—4:00 PM

Pre-Conference Session

Advocacy in the New Congress

Speaker: Walter Oleszek

After a popular 2016 session, Walter Oleszek is back for round two in 2017! Building on last year's delve into the policies and procedures of Congress, this session will consider the November 2016 election results and their implications for lawmaking.

Much of the upcoming policymaking work will take place in a GOP-controlled Congress—the "people's branch"—as lawmakers in both chambers consider whether or how to advance President Trump's agenda, as well as their own legislative priorities. There is little doubt that major party and procedural developments—for example, the rise of partisan polarization in the House and Senate will significantly determine whether the two parties, the two chambers, and Congress and the White House can achieve consensus on common objectives.

Ultimately, the more people who know about the interplay of Congressional rules, procedures, precedents and strategies, the better equipped they will be to understand how House and Senate members shape public policymaking. This pre-conference session will give you the foundation you need to kick-start a year of effective school nutrition advocacy. **Fee: \$100**



SPECIAL SESSIONS & EVENTS

SATURDAY, APRIL 1
8:00 AM-12:00 PM

SNS Credentialing Exam

The School Nutrition Specialist (SNS) Credentialing Exam will be administered at LAC on **Saturday, April 1**. 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.

Fees: Members: \$225; Non-members: \$325

Registration Deadline: March 11, 2017

SUNDAY, APRIL 2
9:45 AM-10:45 AM
11:00 AM-12:00 PM

Breakout Sessions

You'll gain capital ideas and monumental solutions with these conference breakout sessions. New to the LAC experience? The popular ***LAC First Timers Session*** is a must. Industry members and State Agency representatives won't want to miss targeted gatherings (***Industry Exchange*** and ***State Agency Meeting***). Seize the opportunity to learn how to be a successful advocate for school nutrition with ***Successful State Lobbying Strategies***. Additional learning sessions will cover ***Hot Topics in School Nutrition!*** and ***Recruit and Retain School Nutrition Millennials***.



SPECIAL SESSIONS & EVENTS

MONDAY, APRIL 3
6:00 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 an evening of celebration, as we honor the extraordinary commitment of five School Nutrition Heroes. The Celebration, now in its 4th year, spotlights individuals who go far above and beyond to serve their communities.

This event is an opportunity to applaud the honorees, while also supporting the Foundation's efforts to provide scholarships for SNA members to pursue their educational goals. Taking place in the J.W. Marriott's Grand Ballroom, Celebration attendees will delight in a wonderful dinner experience and inspiring stories of heroes:

David Schwake, MS, RD, SNS
Litchfield (AZ) Elementary SD #79

Timikel Sharpe
Los Angeles (CA) USD

Doreen Simonds
Waterford (MI) School District

Elizabeth Whidden
Hoover (AL) City Schools

Betti Wiggins
Detroit (MI) Public Schools

For more information, visit www.schoolnutrition.org/SNHeroes
Celebration.

TUESDAY, APRIL 4
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 2017 Position Paper

SNA's 2017 *Position Paper* will be available in February 2017 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/district profiles 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 in and passionate about school nutrition issues and SNA's legislative priorities. 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.

2017 Legislative Action Conference Sweepstakes

As SNA continues to promote school nutrition programs in the halls of Congress, we want to demonstrate how school nutrition professionals make a difference. We know you are creative on the job every day—show us how! Try on an Uncle Sam costume, send in a picture of a local or Federal official visiting your cafeteria—anything patriotic counts. One randomly selected SNA member will win a trip for two to LAC 2017. To enter the LAC 2017 Sweepstakes, you must be an SNA member and submit your entries by **February 15, 2017** to advocacy@schoolnutrition.org. For more information, please contact SNA Government Affairs and Media Relations at (800) 877-8822.

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 track their training.

Confirmations and Onsite Registration

All individuals registering for LAC 2017 before **March 20, 2017** 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 onsite rates.

Attire

Business attire is appropriate for LAC. You should bring appropriate professional attire and dressy, yet comfortable, shoes for your day on Capitol Hill. Business attire is also recommended for Monday's SNF Celebration of School Nutrition Heroes. 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.

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.

HOTEL & TRAVEL

Hotel Information

SNA's 45th Legislative Action Conference 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 sightseeing highlights. The hotel is just three blocks away from Washington's Metro system (WMATA).

JW Marriott Washington D.C.

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

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

SNA Discounted Rates

Don't delay! Rooms are issued on a first-come, first-served basis. SNA's discounted room block will be released **March 9, 2017**, but *may be sold out prior to that date*. Room rates do not include a 14.5% city tax per room, per night.

NEW THIS YEAR

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 the SNA's 2017 LAC must be booked online after registering for the conference. New reservations will not be accept-

ed over the phone. **The School Nutrition Association reserves the right to cancel, without notification, any room reservation that does not have a corresponding registration for LAC 2017.**

Travel Information

Air Transportation

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

Ground Transportation

The JW Marriott is located 15 minutes from Ronald Reagan Washington National Airport (DCA) and two miles from Union Station.

- To use SuperShuttle, call (800) 258-3826 or visit www.supershuttle.com to make reservations. Fares are approximately \$12 one-way from DCA; \$27 one-way from Dulles International Airport (IAD); \$27 one-way from Baltimore Washington International (BWI) Airport.
- UBER is available for approximately \$14 from DCA and approximately \$48 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 the Metro from DCA, use the BLUE line toward Largo Town Center and get off at Metro Center Station. The JW Marriott is less than a half mile from Metro Center. The round-trip Metro fare is approximately \$6.



SCHOOL
NUTRITION
ASSOCIATION

45th LEGISLATIVE ACTION CONFERENCE
Washington, D.C. | April 2-4, 2017 | Early Bird Deadline: February 24, 2017

(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 02/24/17); **REGULAR—RR** (rec'd on or before 03/20/17); **ONSITE—OS** (rec'd after 03/20/17). Check desired rate.

	EB	RR	OS
<input type="radio"/> FS member/retired member	\$475	\$525	\$555
<input type="radio"/> FS nonmember	\$525	\$575	\$605
<input type="radio"/> Industry member	\$550	\$600	\$660
<input type="radio"/> Industry nonmember	\$650	\$700	\$760
<input type="radio"/> Patron (1st registrant)	N/A	N/A	N/A
<input type="radio"/> State & Federal government	\$475	\$525	\$555
<input type="radio"/> Family/Spouse*	\$415	\$465	\$465
<input type="radio"/> College Student**	\$90	\$140	\$190

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

**Photocopy of VALID College ID must accompany Registration Form

Ways To Register:

1. WEB: Register online at 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., PO. 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.

CANCELLATIONS: All cancellations will be assessed a \$50 administrative fee. Cancellations must be made in writing and received by **Mar. 20, 2017. NO REFUNDS** will be made after **Mar. 20, 2017 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. NOTE: Photographs will be taken of sessions and events at this conference for future use by SNA.

Pre-Con Session:

Advocacy in the New Congress, Sat., 04/01, (1:00-4:00 pm) \$100

SNF Celebration of School Nutrition Heroes, Monday, April 3, 2017

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 LAC2017 information, visit: www.schoolnutrition.org/lac



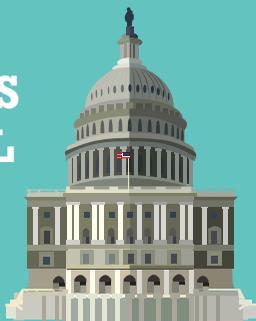
120 Waterfront Street
Suite 300
National Harbor, MD 20745-1142

Feeding Bodies. Fueling Minds.™

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
PITTSBURGH, PA
PERMIT NO. 5605

LAC 2017: CAPITAL IDEAS MONUMENTAL SOLUTIONS

Washington, D.C.
April 2-4, 2017



**Early Bird Registration Deadline:
February 24, 2017**

