Good afternoon! Notice anything different? We’re excited to unveil the revamped Industry Insider newsletter.

- We know your time is valuable. This new format will deliver school nutrition news and Association updates in 5 minutes or less. We hope you enjoy it as much as we do!

Veterans Day: Today and every day we honor and thank our veterans for their service, sacrifice and commitment to protecting our country.

SNA Situation Room: Did you know the total number of breakfasts served in SY2020-21 increased by 8.7%? View SNA’s full analysis here.

Let’s dive into the latest industry updates.
1 big thing: SNA briefs White House & USDA

What’s new: At the invitation of the White House Domestic Policy Council, SNA briefed members of the Administration's Supply Chain Disruptions Task Force and USDA officials on the impact of supply chain issues on child nutrition programs.

SNA's Executive Committee and several operators representing small and large districts from across the country participated in the call.

- **The details:** The group shared various procurement challenges school nutrition programs have faced, expressed appreciation for regulatory waivers and new funds, as well as urged the Administration to provide additional support for programs struggling to secure foods and supplies for students.
- **Go deeper:** The USDA has issued a memorandum that “provides SFAs with key information which may be used to conduct noncompetitive procurements when experiencing certain supply chain disruptions as a result of COVID-19.”

What's next: SNA’s Government Affairs team continues to monitor legislative activity in Congress and initiatives by the USDA as it pertains to school meals.

- Subscribe to *Tuesday Morning* for all the latest legislative news.
2. Sponsorship opportunities available at upcoming SNA events

Grow your business and expand your brand’s reach while increasing awareness to your products or services when you partner with SNA on sponsorship opportunities.


- Two sponsorship opportunities are available, including Innovative Solutions Sessions and Tabletop Showcase.
- **Innovative Solutions Sessions**: Host a 60-minute session with up to 40 operators to not only introduce your most innovative products and services but to exchange ideas, concerns, and solutions to everyday issues in the cafeteria.
- **Tabletop Showcase**: Be one of the Tabletop Displays at the networking luncheon on Monday, January 17. Participating organizations will have an opportunity to showcase their product, meet with directors, obtain feedback about their product or service, and generate quality leads.

Virtual SNIC: January 25-26, 2022. Five sponsorship opportunities are available. Benefits of sponsoring include:

- Exhibitor booth with the ability to upload videos highlighting products/services, PDFs, company description and contact information
- Two (2) complimentary registrations for your team to attend virtual SNIC and network
- Sponsor/logo recognition extended via email blasts, conference website and conference platform
- Attendee roster
- Detailed analytics report two-weeks post-conference

Contact Nita Artis, Business Development Manager, at nartis@schoolnutrition.org to learn more.
Together Again Gala: March 7, 2022, hosted by the School Nutrition Foundation at SNA’s 2022 Legislative Action Conference. Enjoy an evening of dinner and dancing to honor the achievements of SNA members during the COVID-19 pandemic.

- **Show your support** for the Foundation and the resources they provide to school nutrition professionals while promoting your company. [Learn more.](#)

**Reminder:** ANC 2022 exhibitor payments are due December 3, 2021 for those who reserved expo space.
3. Just published: The latest issue of SN magazine

The November/December issue of School Nutrition magazine features resources to help you take your professional life to the next level.

Inside the issue: From Whoa to Wow showcases how school district programs are surviving and thriving despite supply chain disruption. Plus…

- **Taking the Coach Approach** shares how a professional coach can help you find new direction, follow through on meaningful goals and get reenergized for the future.
- **Emotional Intelligence at Work** details the seven habits of highly emotionally intelligent people while also offering ways to build your emotional intelligence.
- **Critical Care** highlights how one school nutrition department applies coaching principles in addressing performance problems.

The issue also examines root vegetables, sharing recipes to incorporate into your lunch menu including Chef Rebecca’s recipe for Roasted Root Fries with Raspberry Drizzle. Check out more online.

Interested in advertising in SN magazine? Position your products or services in front of school nutrition professionals.

By the numbers: According to SNA research:

- **75% of readers** are involved in buying, recommending, specifying or approving food products.
- **50% of readers** influence or approve decisions for large equipment, cleaning products and other supplies.

View the 2022 editorial calendar to see what topics will be featured. Learn more.
4. Dedicate a donation to your school nutrition hero

Illustration by Jarrett J. Krosoczka

What’s new: The School Nutrition Foundation (SNF) has announced their 2021 #GivingTuesday School Lunch Hero campaign.

The details: Do you know someone that went above and beyond to make sure children were fed during the pandemic during one of the most challenging years in school nutrition history?

- Recognize this hero by making a donation to SNF, the charitable arm of the School Nutrition Association, in their honor on November 30.
- SNF will notify your hero that a donation was made in their honor as well as recognize them in newsletters, social media and on their website.
- Your donation will go even further as Tyson Foods has generously offered to match every #GivingTuesday contribution to SNF up to $10,000!

Why it matters: All donations will be used to support SNF’s efforts to provide professional development programs, scholarships and grants to school nutrition professionals.

What's next: Help SNF reach their goal of $10,000 by donating today.

Does your company match donations made by employees?

- When you make an online donation to SNF, verify if your company offers corporate matching by checking the box that says “See if your employer will match your donation.”
5. Alert: Unauthorized solicitations

What’s new: SNA was recently notified that unauthorized companies are soliciting SNA exhibitors in an effort to generate leads for ANC 2022.

The big picture: Cyber crime is an increasing reality in today’s world. As we get closer to #ANC22, you may receive spam emails, including solicitations for housing, list rentals and A/V companies that are not endorsed by SNA.

We share your frustration related to these deceptive communication practices. Should you receive unsolicited communication:

- Do not click on any links in the email or respond to their email (or phone calls) as these are scams.
- Notify key staff at your company of these scams.
- Let us know! Contact Nita Artis, Business Development Manager at nartis@schoolnutrition.org.

Official ANC vendors include:

- GES: Show Decorator & A/V
- Conference Direct: Housing
- Convention Data Services: Registration/Lead Retrieval
- Barbara Boyce Media Services: Advertising for SN magazine
- INFOCUS Marketing: List Rentals

SNA has not contracted with any outside publisher for ANC-related communications. Authorized advertising opportunities are available through Boyce Media Services and SmartBrief.
6. Upcoming SNA events in November & December

Check out the latest SNA events that bring the school nutrition community together for networking, educational programs and training.

**November 15-17:** Register to attend our virtual fall Industry Boot Camp-Level II from 1 p.m. to 4:30 p.m. ET.

- **Partake in an educational seminar** designed for new and seasoned industry representatives who want a deeper dive into the complex school nutrition business.

- **Topics** include USDA Foods and Commodity Processing, Product development and Non-Food Procurement.

**December 1:** Join us and the Association of School Business Officials (ASBO) at 3 p.m. ET for our last webinar of 2021, *Navigating Supply Chain Disruptions Impacting Your School District*.

- Hear how school nutrition directors and school business officials can partner together to navigate supply chain disruptions while identifying proactive communication strategies with parents, students, and the local community. Register to attend.