



**W**ASHINGTON  
**S**CHOOL  
**N**UTRITION  
**A**SSOCIATION

*Making the right food choices, together.*

# **Strategic Planning**

**Seattle Airport Marriott**

**January 22-23, 2010**

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## WSNA Organizational Structure

A. ***The House of Delegates*** - the legislative body of WSNA. It formulates the philosophies and goals under which the Executive Board manages the affairs of WSNA. The House alone is authorized to approve amendments to the Articles of Incorporation and Bylaws.

B. ***The Executive Board*** - formulates policies between the meetings of the House; adopts the annual budget; reviews reports and resolutions; conduct and manage the affairs of the Association. Positions marked with an asterisk serve on the Executive Finance Committee.

1. ***Elected Offices:***

- a. President\*
- b. President-elect\*
- c. Vice-President\*
- d. Secretary Treasurer\*
- e. An Area Representative from each of the eleven areas in the State

2. ***Committee Chairs of Standing Committees:*** Appointed by the President and approved by the Executive Board.

- a. Education Chair
- b. Leadership Chair (is selected from among the 11 Area Representatives)\*
- c. Marketing Chair
- d. Member-at-Large\*
- d. Membership Chair
- e. Public Policy & Legislation (PP & L) Federal Chair
- f. Public Policy & Legislation State Chair
- g. Marketing Chair
- h. Industry Chair
- i. Parliamentarian (may be combined with one of the above positions)

3. ***Non-voting Members:*** Appointed by the President and approved by the Executive Board.

- a. State Liaison from OSPI
- b. Executive Director\*

C. ***Local Chapters***

D. ***The Membership***

1. ***School Food Service & Child Care Members***

- a. Employee
- b. Student
- c. Retired
- d. Assistant Manager
- e. Manager

2. ***Director / Supervisor / Specialist***

- a. District
- b. Major City
- c. State Agency
- d. Child Care

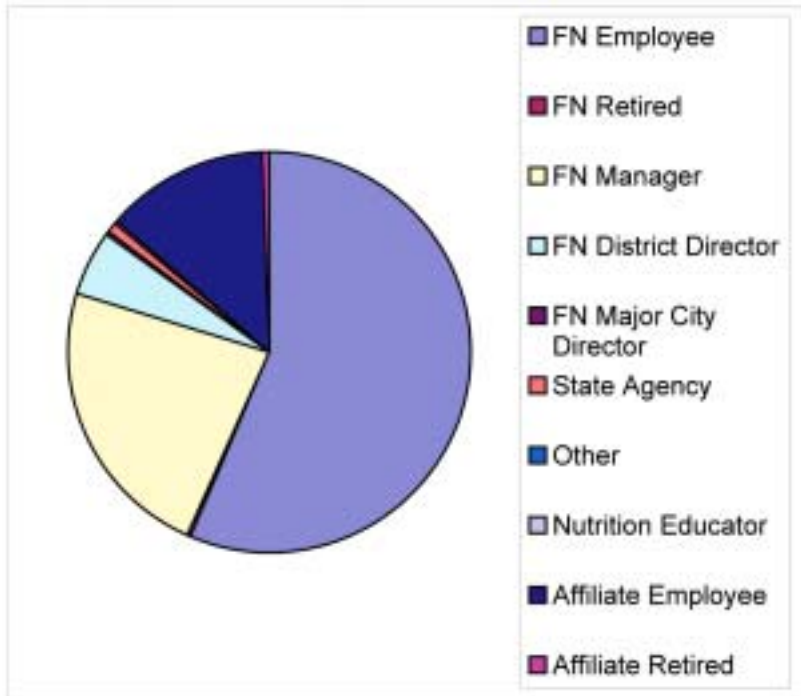
3. ***Other (Principals, Superintendents, Teachers, etc.)***

4. ***Nutrition Educator (College / University)***

5. ***Affiliate (Note - Does not have voting rights)***

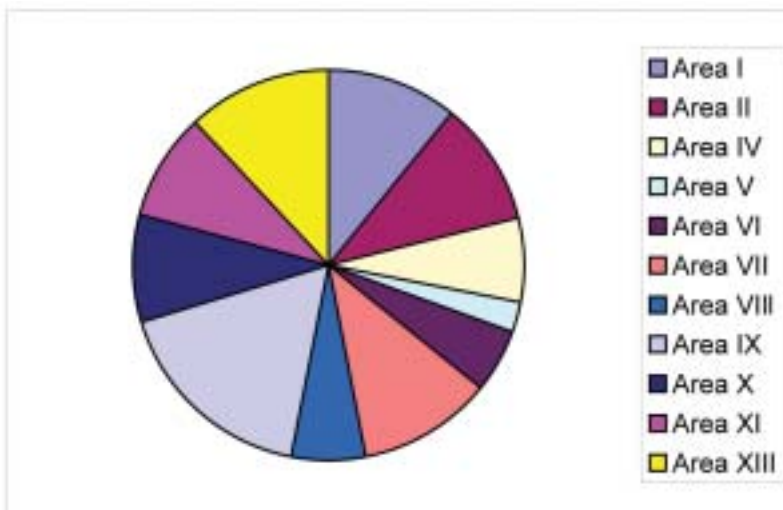
- a. Retired
- b. Part-time

## Membership by Type



Membership Type	Number	Percent
FN Employee	1277	56.4%
FN Retired	8	0.4%
FN Manager	520	23.0%
FN District Director	120	5.3%
FN Major City Director	8	0.4%
State Agency	18	0.8%
Other	2	0.1%
Nutrition Educator	1	0.0%
Affiliate Employee	298	13.2%
Affiliate Retired	12	0.5%
<b>Total</b>	<b>2264</b>	

## Membership by Area



Area	Number	Percent
Area I	244	11%
Area II	234	10%
Area IV	158	7%
Area V	58	3%
Area VI	117	5%
Area VII	252	11%
Area VIII	138	6%
Area IX	391	17%
Area X	202	9%
Area XI	201	9%
Area XIII	269	12%
<b>Total</b>	<b>2264</b>	



<b>Area I North King &amp; South Snohomish</b>		<b>Area VI Northeast &amp; North Central (NW Spokane, Ferry, Stevens, Chelan Pend Orielle, Okanogan, Douglas)</b>	<b>Area X South King (South King)</b>
13 Bellevue	12 Apple	15 Central Washington	25 Highline
22 Edmonds	34 Mead	56 Lower Valley KP	26 Hill & Dale
33 Northshore	35 Okanogan		50 School Lunch Bunch
38 Seattle	44 Northern Gateway		51 Plateau
	47 Panorama		52 Green Valley
<b>Area II Northwest (N. Snohomish, Skagit, Whatcom)</b>	57 Pend Orielle Good Cookies	<b>Area XI Central (Kittitas, Yakima, Klickitat)</b>	53 Maple Leaf
24 Skagit Valley			
28 Lake Stevens	<b>Area VII Southeast (Northeast &amp; South Spokane, Lincoln, N. Whitman, N. Adams)</b>		
31 Marysville	14 Central Valley	<b>Area XII (See Area I)</b>	
32 Fourth Corner	16 Cheney		
46 Bayview (Everett)	18 Lincoln County	<b>Area XIII East Pierce (East Pierce)</b>	10 Franklin Pierce
55 The Professionals	39 Spokane	21 Daffodil	30 Bethel
	43 West Valley (Spokane Valley)	37 Rainier	
	45 Whitman County		
<b>Area III (see Area VI)</b>	54 East Valley (Spokane Valley)	<b>Statewide</b>	00 Evergreen
	61 Medical Lake	11 DDS	60 Day Care
<b>Area IV South Central (Grant, Benton, Franklin, Walla Walla, Columbia, S. Adams, S. Whitman, Garfield, Asotin)</b>		90 Stars of the Past	99 Sustaining Members (Industry)
19 Columbia Basin	<b>Area VIII West Central (Thurston, Lewis, Pacific, Grays Harbor)</b>		
27 Blue Valley	36 Skookumchuck		
40 Tri Cities	48 Grays Harbor		
42 Walla Walla	49 South Sound		
58 Pasco Pride		<b>Area IX Olympic Peninsula (W Pierce, Kitsap, Jefferson, Clallam, Mason)</b>	
59 Richland Power		23 Quimper Peninsula	
		29 Olympic Peninsula	
<b>Area V Southwest (Clark, Cowlitz, Skamania, Wahkiakum)</b>		41 Tacoma	
17 Clark County			
20 Cowlitz County			

# Recent Meeting Attendance

Meeting	Employees/Mgrs/Affiliates	Directors / State Agency	Total
Annual State Conference 2009 Tacoma	343	68	411
Annual State Conference 2008 Spokane	428	75	503
Annual State Conference 2007 Tacoma	458	73	531
Percent of Total	1229	216	1445
	85%	15%	
Fall Workshops 2009	340	38	378
Fall Workshops 2008	312	29	341
Fall Workshops 2007	234	32	266
Percent of Total	886	99	985
	90%	10%	
Spring Workshop 2009 (Leavenworth)	237	30	267
Spring Workshop 2008 (Leavenworth)	157	28	185
Spring Workshop 2007 (Ellensburg)	156	21	177
Percent of Total	550	79	629
	87%	13%	
Industry Seminar 2009			91
Industry Seminar 2008	27	64	90
Industry Seminar 2007	35	55	92
	44	48	
	<b>Industry</b>	<b>Directors / State Agency</b>	

# Notes from Fall Workshops

## How can WSNA encourage membership and participation?

- Our district pays membership fee and 25 cents/hr over base pay for certification
- Door prizes for meetings
- Specific agenda w/program
- Fun classes for food service people
- Research on where classes will be held and more open invitation
- Make topics more relevant and publish prior to meeting
- Make it easier to find classes to get to Level 2 & 3 certification and to maintain that certification
- Publicize information links from other websites for info that could be used for classes for CEU's or key courses
- People need to know that people don't need to be certified.
- More cert classes
- More unified structure of cert time
- Reserve seating for large groups
- District contests for memberships
- Classes to educate and grow
- Offer within chapters someone who will watch the children so moms & dads (staff) can come to meetings. We have a lot of parents that work in food service and cannot leave their kids at home, so we get a high school student to help us out.
- Non-school food for breakfast and lunch at workshops
- Coordinate events with school calendars
- Make it easier to get points
- Pre-ok'ing self-guided activities for credits
- Classes pertaining to elementary kitchens or middle & high schools
- Why strive to be Level 2? Have to work too hard to get credits
- Helpful Tips column in Apple Press (manager to manager)
- Books for recipes (not online)
- Each chapter have a membership officer
- Classes with students and staff to explain kitchen goals, guidelines, and explanation of why we do what we do
- More instructors for certification classes so availability is not so limited
- Clarification on membership
- Interaction with other chapters
- One-on-one mentorship with new hires
- Promoting chapters on Facebook and individual interaction within chapters
- More information on line. Hard to navigate right now.
- Public service ads on radio
- More key area credits at workshop. Good classes repeated so can go to all
- Area training classes (less numbers to get more information)
- Area Rep website on line so chapters can contact their reps more easily to see what's going on.
- WSNA send out posters to put in kitchens for valued(?) more people.
- Help with support in getting supervisors involved with SNA or at least supporting our group.
- Information, education, networking. More informative meetings, chapter & WSNA
- Articles in magazine
- Hotel paid . . . School Districts .. Fundraiser; personal pocket
- How can everyone attend without school funding? Encourage school districts to reward employees who are members and active in WSNA
- Reach out to non-members
- More classes . . . smaller
- Listening to *our* ideas on OSPI requirements.
- Facebook
- More classes local and accessible to all
- Make workshops over 6 CEU's

## Notes from Fall Workshops (cont.)

### As a member, what is your expectation of WSNA?

- Hold conference and workshop at location that is desirable – Leavenworth-”good”
- Relevant topics that are published ahead in the Apple Press so a decision can be made as to relevance
- We would enjoy topics that are more relevant to kitchen operation and function to include “recipes” and “hands-on cooking.”
- Where’s the registration gift bag? We got one last year.
- Help in finding and locating topic speakers.
- Assistance in posting chapter events on web.
- Better directions to workshop
- More recognition
- Public awareness of what SNA does in Washington
- More information available to public of education of members
- Did you know? Bethel Pride
- Regional Training
- Information
- Ed classes convenient to get to
- More certified classes
- Meaningful/useful education
- Vegetarian education
- Provide professional development and making it easily accessible
- Hold more classes to encourage more professionalism
- Training for directors so they can understand and support our Association
- Training opportunities
- Voice in Olympia
- Voice in Congress—representing Washington state needs
- Networking
- Provide regional trainings to help members reach Level 2 & 3 certification
- More 10-hour classes on website
- Higher level class for Level 2 & 3
- More local classes for Level 2 & 3
- Chapter meetings at different schools
- Meet new people; network
- Learn in fun environment
- Funding for classes
- List for upcoming classes
- More expansive for Level 2
- Classes – local – reasonable prices to help educate
- Lower the levels
- More teachers in our areas to teach the classes
- Encourage each other
- Big Sister / Little Sister to help encourage new members
- Class on grant writing
- School recognition
- Offer Healthy Edge more frequently for new people
- Current information on nutrition
- Continuation of up-to-date articles in nutrition magazine
- Expect more informative meetings, Chapter & WSNA
- Nutrition
- Articles on obesity
- Allergy updates in school districts

## **Notes from Fall Workshops (cont.)**

- Continue CEU's at workshops
  - Keep us informed on education, grants
  - Continue legislation
  - Get out more; let us know what is in it for us
  - When we don't have an Area Rep, who or how do chapters get information?
  - Education
  - Information
  - Networking
  - Sharing
  - Workshops for SMI review
  - More strategically located classes
  - HAACP
  - Educate administrators
  - On-line classes a benefit.
  - Level 1 to Level 2 is very difficult.
  - Make classes more available to go up in levels; nothing offered to go up
  - Classes in key areas not offered
  - Key area is hard to get to; need more key area classes
  - New people in our kitchens are not members. We need to encourage each person to become a member.
  - Prettier food
  - Classes we can use in everyday life
  - Culinary classes
- 

## **WSNA Resources and Utilization (2008-2009)**

Chapter & Area Grants - 12 total grants awarded to 9 separate chapters. Approximately 362 in attendance.

Lending Library - Very little if any usage

Instructors available for Core and other classes (See list on page 9)

WSNA Website - Unknown the number of people who use this resource

Fall & Spring Workshops: 608 attendees (many duplicated)

2008 WSNA State Conference: 503 in Attendance

2008 Pre-Conference & Conference Training Classes: 252 registered for 5 classes

SNA on-line courses: Healthy Edge (\$65) and HACCP (\$200)

## Chapter/Area Grants

1. The proposed class must provide training that will meet SNA requirements for either *Core Course, Key Area Courses, or CEU's*. Although they may be used for 10-hour classes, they do not have to be.
2. Chapter/Area Grant applications are first sent to the Area Representative. If approved, they are sent on to the Executive Director for final approval.
3. The class must provide training for at least 15 people.
4. A completed budget must be submitted with the application.
5. The amount due to instructors (up to \$650 per class) will be paid directly by WSNA to the instructor.
6. Chapters using chapter grant money may, if they wish, reimburse the instructor for some or all of his/her expenses.
7. A Chapter may receive no more than a total of \$650 per fiscal year for chapter grants.
8. If an Area Rep (rather than an individual chapter) wishes to host training(s) for the area, he/she may apply for up to \$1,300; but two classes must be completed to receive this amount. The Area Rep must be sure that the classes are held when all chapters in the area can attend.
9. Instructors for 10-hour courses must be chosen from the WSNA-approved list of instructors:
  - a. Serving It Safe
    - (1) West
      - (a) Terri Anderson, tanderson@longview.k12.wa.us
      - (b) Lisa Chatterton, lchatterton@fpschools.org
      - (c) Trish Dela Cruz, patonene@comcast.net
      - (d) Joey Kathleen Freeman, jfmsrd@yahoo.com
      - (e) Michelle Grohe, emgrohe@msn.com
      - (f) Barbara Pyper, pyper@quidnunc.net
      - (g) Kim Stark, jimkimstark@aol.com
      - (h) Debby Webster, debby.webster@comcast.net
    - (2) East
      - (a) Jeanna Quistberg, jquistberg@wwps.org
      - (b) Peggy Rieper, loonlakerieper@juno.com
      - (c) Denice Whittall, dwhittall@cvsd.org
    - (3) Central
      - (a) Kathryn Bruhn, bruhn\_k@mail.zsd.wednet.edu
      - (b) Paula Hudon, hudonp@charter.net
  - b. Basic Nutrition
    - (1) West
      - (a) Terri Anderson, tanderson@longview.k12.wa.us
      - (b) Lisa Chatterton, lchatterton@fpschools.org
      - (c) Trish Dela Cruz, patonene@comcast.net
      - (d) Anita Finch, ajfinch@seattleschools.org
      - (e) Joey Kathleen Freeman, jfmsrd@yahoo.com
      - (f) Michelle Grohe, emgrohe@msn.com
      - (g) Lisa Johnson, lisarjrd@comcast.net
      - (h) Charlotte Marrison, charlotte.marrison@kent.k12.wa.us
      - (i) Tom Ogg, ta.ogg@verizon.net
      - (j) Barbara Pyper, pyper@quidnunc.net
      - (k) Kim Stark, jimkimstark@aol.com
      - (l) Debby Webster, debby.webster@comcast.net
    - (2) East
      - (a) Peggy Rieper, loonlakerieper@juno.com
      - (b) Denice Whittall, dwhittall@cvsd.org
    - (3) Central
      - (a) Kathryn Bruhn, bruhn\_k@mail.zsd.wednet.edu
      - (b) Paula Hudon, hudonp@charter.net

## Chapter/Area Grants (cont.)

- c. Healthy Edge
  - (1) West
    - (a) Trish Dela Cruz, patonene@comcast.net
    - (b) Anita Finch, ajfinch@seattleschools.org
    - (c) Brianna Smith, smithbm@hsd401.94t
    - (c) Wendy Weyer, weweyer@seattleschools.org
  - (2) East
    - (a) Peggy Rieper, loonlakerieper@juno.com
    - (b) Linda Turner, ljturner@owt.com
  - (3) Central
    - (a) Paula Hudon, hudonp@charter.net

## Core Course Grants (formerly Specialized Training)

1. Core Course Grants may be used only for one of the following: **Basic Nutrition, Serving It Safe, and Healthy Edge.**
2. The application is approved by the Executive Director, who emails instructors in the state and assigns the instructor, attempting to assign classes on an equitable basis to interested instructors.
3. Core Course Grants are designed to provide funding for trained instructors to teach one of each of the three classes in each area of the state. Grants will be awarded on a first come, first served basis.
4. The class must provide training for at least 15 people.
5. A completed budget must be submitted with the application.
6. The amount due to instructors (\$650 per class) will be paid directly by WSNA to the instructor.
7. Chapters using core course grant money may *not* reimburse the instructor for some or all of his/her expenses.
8. If a chapter/district applies for a grant that is no longer available because it has already been offered in its area, the name of the chapter/district will be added to a waiting list.
9. Districts/chapters who submit an application for more than one of the three available classes will be asked to prioritize the classes in order of preference. Assuming funding for the preferred class is available, the applicant will be awarded a grant for that class and will be added to a waiting list for the other class/classes.
10. On March 1, all remaining available grant money will be awarded to those chapters/districts on the waiting list in the order that the requests were made.