



Dear Nutrition Services Director:

WSNA is grateful for your work and dedication to Child Nutrition. We want you to be confident that YOU are the Child Nutrition expert in your community and we would like to help support the great work you are doing!

To help market your work and WSNA as the Child Nutrition experts, we have updated our marketing piece from last year and given it a new title, ***School Meals Step up to the Plate***. We have selected key school nutrition marketing topics that address the most common customer questions and concerns. Please feel free to use the 10 marketing points on the ***School Meals Step Up to the Plate*** document on your web page, in your team meetings, in your school newsletter, and anywhere else you can market to your customers. Some schools are including one of the marketing points each month on their menus. This is a great tool to give to your superintendent and school board of directors.

We are here to support you; use this tool to help market your program. You are doing great things! Let the parents, staff, and your customers know! Please don't hesitate to contact us at [wsnaexec@comcast.net](mailto:wsnaexec@comcast.net) if we can provide any additional resources.

For a downloadable copy of ***School Meals Step Up to the Plate***, visit our website at [www.washingtonsna.org](http://www.washingtonsna.org). The link is posted on our home page.

And remember . . . we are **“Making the Right Food Choices Together.”** (Use this WSNA marketing slogan on your web, on your menu, and with your customers.)

You ***are*** the Child Nutrition expert!

Your 2011-2012 WSNA Marketing Committee