

September 10, 2010

Dear District Director,

I am delighted to be able to share with you today an exciting new membership option at the School Nutrition Association. As you may know, SNA's House of Delegates approved amendments to its bylaws that enable SNA to offer new School District Owned Memberships (SDM) for personnel working in school nutrition programs as an option in addition to the standard individual memberships. The intent is to make it easier for school districts to pay for memberships and allow their employees to enjoy the many benefits of SNA membership.

A SDM is a membership that is owned by a school district in the name of an individual that is transferable to another employee in the same membership category if the original assignee or person leaves the district's employ. While in the employ of the district, the individual or assignee receives all the same benefits as an individual member, and at the same price as the individual membership dues. (The SDM option is not available for the Student, Retired and Affiliate membership categories). All materials will be sent to the school district office or school address provided on the membership application and the home mailing option will not be available. This is not one membership for an entire school district's child nutrition staff. It is a new individual membership option to meet the needs of the changing workforce that enables a school district to keep its child nutrition staff informed and educated about feeding students.

In May 2008, SNA launched the SDM pilot program with three states participating – Arizona, Georgia and Tennessee. The purpose was to identify issues and work out any kinks with the program. To date, we have 34 additional states onboard and we are pleased to report to date that we have 6,079 SDM members – 46% of them new!

This membership option is now available in your state. To encourage a district director, like yourself, to get onboard with this program, we are offering an incentive of one free SDM for a SN Employee or SN Manager for every five new memberships that a school district purchases (both national and state dues free). This offer is for new members only.

This program can be for existing and for new members. Renewing members that convert to SDM will have their original expiration date extended for a year. There will be no refunds when memberships are switched from individual membership to SDM. All you need to do is complete the enclosed application and include the payment.

Each set of SDM memberships requires a designated School District Administrator. This information should be recorded in box 21 on the membership application. To take advantage of the free employee or manager membership, you just need to indicate which member application is the free one by either indicating that on the multiple applicant document or filling out an application and checking the 'This is the free SNE membership application' and putting 0 in the Total Payment box (number 20).

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For more background information, we have included, along with this letter:

- a new membership brochure that includes the new membership option;
- a new membership application;
- a letter from USDA stating that child nutrition funds can be used for memberships; and
- School District Owned Membership Overview document.

Please contact Ellen Wilson, SNA's Director of Membership and Affiliate Services at 800-877-8822 x119 or email ewilson@schoolnutrition.org or your state SDM contact Peggy Rieper, Executive Director of Washington SNA, 509-220-6121 or email wsnaexec@comcast.net with any questions.

Sincerely,

A handwritten signature in black ink that reads "Nancy D. Rice". The signature is written in a cursive, flowing style.

Nancy D. Rice, SNS, RD, LD
SNA President

Enclosures

cc: Lisa Johnson, President, Washington SNA