

President's Update | April 2022

Greetings MSNA members!

The MSNA Board has been working on many items that will benefit you, our MSNA members.

You may recall in October that the MSNA Board came together to start the Strategic Plan process. I have made it clear that the MSNA Strategic Plan is *NOT* my (Carrie's) Strategic Plan, it is the MSNA Board's plan and it is critical that ALL the board members have input.



MSNA Strategic Plan Committee roles:

- Michele Hawkinson, Vice President, and her Ad Hoc committee have been working on strategies to “Develop & deliver a new Director Mentorship program.”
- Steve Martel, Industry Chair, and his Ad Hoc committee have been working on strategies to “Keep collaborating & advocating with industry members & school members.”
- Lori Landowski, Member Services, and her Ad Hoc committee are working on strategies to ensure there are “Increased focus on member recruitment & retention.”
- Jess Pena, Nutrition Chair, and her Ad Hoc committee are working on strategies to provide “School nutrition to everyone.”
- Vickie Speltz, Secretary/Treasurer, and her Ad Hoc committee are working on strategies that focus on “Board operations, consistency & effectiveness.”
- Kimberly Hinrichs, Education Chair, and her Ad Hoc committee are working on strategies to “Develop & deliver core courses & targeted courses.”

I am so impressed with the amount of time dedicated, forward thinking, out-of-the-box thinking, and energy and enthusiasm of this board and the Ad Hoc committees. I have to remind the MSNA Board that this is a five year MSNA Strategic Plan, so all the goals in the Strategic Plan do not have to be accomplished the first year.



In addition to working on the MSNA Strategic Plan, the Nutrition, Education and Member Services Chairs have been busy rewriting the Nutrition, Education and Member Services Chair positions. These three positions often work together, so the job positions need to reflect it. Thank you Lori, Kim and Jess!

There has been a MSNA Board Chair change. Brenton Lexvold, our Public Policy Chair, has moved to another line of work and had to step down from his position. Darcy Stueber, Director of Food Services at Mankato Schools, graciously stepped in and is doing a fantastic job. Thank you Darcy!!

In March, Darcy Stueber, Public Policy Chair; Cheryl Pick, President-Elect; Margaret Winchell, MSNA Executive Director, myself, and other industry members from MN attended the Legislative Action Conference (LAC) in Washington DC to meet with our MN Representatives to share concerns of the waivers ending. See Darcy's article for more information.

On that note, as a School Nutrition Professional, I do understand we all are not comfortable meeting with Federal or State Senators and Representatives, but remember that you do have a say. You can help change the policies/guidelines in this industry simply by responding to plea when asked to make your voice heard.



Under the leadership of Dale Winham, Conference Chair and Julie Kronabetter, Conference Co-Chair, the MSNA State Conference committee has been busy planning this year's MSNA State Conference, scheduled for August 7-10, 2022 at the River's Edge Convention Center in St. Cloud, MN.

At last year's MSNA State Conference, I witnessed the need and importance of meeting in person. This year's MSNA State Conference will be well worth attending, with inspiring general session speakers and informative break-out sessions. Personally, I can't wait to see you all and continue to reconnect in person!!

Carrie Frank

MSNA President

Upcoming Events:

- **May 6, 2022:** School Lunch Hero Day
- **August 7-10, 2022:** MSNA State Conference 2022, River's Edge Convention Center, St. Cloud, MN

