

President's Message | December 2024

Happy Holidays, Everyone!

I hope you've had the opportunity to rest and enjoy quality time with loved ones during this festive season. During this time between fall and winter break, it's clear that our students are just as eager as we are for some well-deserved time off. Thankfully, with Thanksgiving falling so late this year, the wait will be short!



Your MSNA Board has been hard at work since August. In October, during our Annual Board Retreat, we welcomed and oriented new board members: Ashley Schneider as Vice President, Jess Peña as Secretary/Finance, Spencer Fischer as Membership & Awards Chair, Renee Arbogast as Education Chair, and Jeremy Kurth as Industry Chair. This retreat also served as an opportunity for the board to reset and define our scope of work for the 2024-2025 year, ensuring alignment with our Strategic Plan.

As part of our expanded roles, each board member is developing members for our ad hoc committees. These committees provide an excellent opportunity to experience the value of involvement with MSNA firsthand. Here's a snapshot of their work:

- **Edu-tainers** are curating valuable resources for members.
- **Supporter Squad** is enhancing membership value and engagement.
- **Myth Busters** are crafting content to share the untold stories of school nutrition.
- **Restructure Team** is working to find other school nutrition professionals that can add value to our organization

If you're curious about these committees, feel free to reach out—we'd love to hear from you!

In October, MSNA hosted the SNIP Conference at the stunning Grand View Lodge in Nisswa. The breathtaking setting, combined with dynamic team-building activities and exceptional educational sessions, made it an unforgettable event. A lively keynote speaker inspired attendees, while our industry partners generously sponsored delicious meals and activities, including a poker walk, a pizza social, and a hilarious bingo-meat raffle that had everyone laughing together.

One SNIP highlight was the annual forum discussion with school and industry leaders, which focused on timely issues and fostered meaningful collaboration. A key takeaway was the request to add a comprehensive list of brokers and the lines they represent to the MSNA website. While that list is still in progress, we are excited to announce a newly updated directory of our industry partners, now live on the website—stay tuned for more updates!

Looking ahead, plans for our 2025 Annual Conference in Rochester are well underway. Rochester has transformed its downtown area over the past few years, making it an even more charming and vibrant destination. We are confident it will set the stage for a memorable conference.

As we close out this year, I encourage you to consider contributing to our amazing organization in any capacity that feels right for you. Don't hesitate to reach out—I'd love to connect with you!

Wishing you a joyful holiday season and a bright new year!

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MSNA President

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The 2024-2025 MSNA Executive Board at the
October Board Retreat in Rochester