



MINNESOTA  
**SCHOOL  
NUTRITION  
ASSOCIATION**

Feeding Bodies. Fueling Minds.

**MEMBERSHIP  
PLAYBOOK**

# INTRODUCTION

## ABOUT MSNA

### CORE PURPOSE

Well-nourished students,  
prepared for success



### VISION

MSNA is a professional organization  
committed to advancing school nutrition  
through education, advocacy, and innovation.



### MISSION

Our members have the tools and resources  
to provide wholesome meals promoting  
student success and wellbeing.



**MSNA MEMBERSHIP PLAYBOOK**

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## What is the Membership Playbook?

The Minnesota School Nutrition Association introduces the Membership Playbook as a helpful resource for new and current members. Use this playbook as a guide to getting started and becoming familiar with the benefits, communities, activities, and events you can look forward to as a member of MSNA.

## Who should use the playbook?

The Membership Playbook can be used by Minnesota school nutrition professionals who at any point in their membership journey would like to increase their involvement with MSNA.

# Membership Checklist

Welcome to the Minnesota School Nutrition Association! MSNA offers valuable membership benefits. Here's three great first steps to get you started on the right track.



Register for upcoming conference, webinars, and more.



Join MSNA's online community by following us on social media.

Facebook

LinkedIn



Explore website resources.

- ***About MSNA > Executive Board*** – meet the community of people who want to see you succeed!
- ***Membership > Scholarships*** – apply for a scholarship to attend an MSNA or SNA conference
- ***Events/Registration > Awards*** – meet MSNA and SNA award winners
- ***Training/Certification*** – elevate your education
- ***News/Resources*** – stay up-to-date on all things MSNA, including our MSNA Minute newsletter

# MSNA's Year at a Glance

## SUMMER



**Summer and Year-Round:** Various networking opportunities e.g., Baseball social event and game; volunteer events

**June:** SNA's Annual National Conference

**August:** MSNA's Annual Conference and Exhibit Show



# MSNA's Year at a Glance

## FALL



**October:** National School Lunch Week (#NSLW)  
*The second full week in October*

**October or November:** MSNA's School Nutrition and Industry Partner (SNIP) Conference



I have been able to acquire my certification and expand my knowledge.

Katie Possone  
Kitchen Manager  
St. Michael-Albertville Schools

# MSNA's Year at a Glance

## WINTER



**December 25-31:** MSNA HQ Holiday Closure

**January:** School Nutrition Industry Conference (SNIC).

**January:** MSNA's Position Paper announced, outlining MSNA's legislative goals. MSNA members testify at the legislature.

**February or March:** MSNA's Day at the Capitol

**March:** SNA's Legislative Action Conference (LAC), Washington D.C. Members meet with legislators.

**March:** Deadlines for nominations for MSNA Hero Awards and SNA Employee of the Year, Manager of the Year, and Director of the Year



# MSNA's Year at a Glance

## SPRING



**April:** SNA's National Leadership Conference

**May:** School Lunch Hero Week (#SLHD). Celebrate Minnesota's lunch heroes!

*The second full week of March*

**May:** MSNA Election for new Board Officers



MSNA has provided me with great opportunities to network with others who share my passion.

**Kerry Peterson**  
Food Service Director  
Murray County Central Schools



# Your Next Steps

## Bookmark the MSNA Website

The MSNA website, at [www.MnSNA.org](http://www.MnSNA.org), is your go-to location for events, conferences, and opportunities to learn and grow in the school nutrition profession. Bookmark and come back each month to learn what's new!

## Know who to contact for questions!

### **MSNA Questions?**

[MSNA@fusionLP.org](mailto:MSNA@fusionLP.org) or 320-251-2344

### **Membership or Credentialing Questions?**

[servicenter@schoolnutrition.org](mailto:servicenter@schoolnutrition.org) or (703) 824-3000

[certsns@schoolnutrition.org](mailto:certsns@schoolnutrition.org)

**Thank You for Your  
Membership!**



**Feeding Bodies. Fueling Minds.®**

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