

MSNA Annual Conference
July 31-August 3, 2011
St. Cloud Civic Center

Annual Business Meeting

Debra LaBounty, MSNA President



2010-2011 Executive Board

- Allison Bradford, President Elect
- Janeen Peterson Vice President
- Amy Thering, Secretary/Finance
- Brenda Braulick, Education Chair
- Melissa Anderson, Nutrition Chair
- Mary Fish, Member Services
- Rachel Valesano, Public Policy Chair
- Laurance Anderson, Industry/Allied Chair
- Jeanette Johnson Reed, State Agency





MSNA National Representation

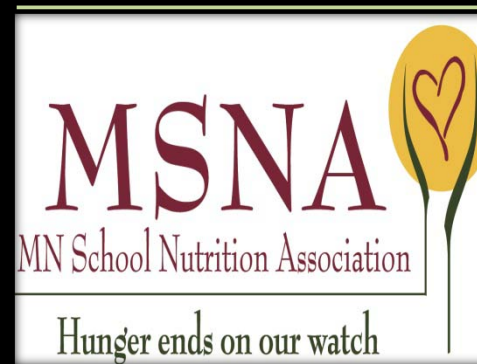
- Jean Ronnei, Education Committee Chair
- Mary Betach, Employee/Manager Representative
- Sherri Knutson, Nutrition Committee



These members are running for SNA office for the 2012 year. Please remember to vote!

- Kathy Burrill, Midwest Nominating Committee Representative
- Mary Fish, Employee/Manager Representative

Vote on line between Oct. 15th and Nov. 15th.



MSNA By The Numbers

- Level 1 Certified 974
- Level 2 Certified 623
- Level 3 Certified 812
- SNS Credentialed 62
- Industry Partners 64

Total MSNA Members 2839
As of May 2011





MSNA 2011 Goals

GOAL I: Provide Quality Training Opportunities for all members

GOAL II: Communications and Marketing Outreach

GOAL III: Financial Stability





GOAL I: Provide Quality Training Opportunities for all members

Desired Outcome: Offer worthwhile education and training options that will be accessible to all members and supportive of MSNA's goals

Results:

- **Collaborate with MDE to update the Fundamentals Course "School Basics"**
- **Offer core classes at MSNA state Conference Sanitation & Fundamentals**
- **Bring back Boot Camp Culinary techniques and Marketing Strategies**
- **Collaborate with MDH, MDE, & U of M Extension Great Trays training opportunities**



GOAL II: Communications and Marketing Outreach

Desired Outcome:

1. Utilize current methods of communications, ie Thymes, website to inform, educate and provide MSNA membership, goals and programs.
2. Develop Marketing policy to promote sponsorship opportunities and logo usage for Industry members.

Results:

- Add President's Message and Board Briefs to the THYMES
- Share data and success stories on the MSNA Website & Facebook
Farm to School Week in Sept. 2010
- Develop a Marketing Brochure
2011 Distributed to MN Administrators



GOAL III: Financial Stability

Desired Outcome:

Ensure member districts are using best financial practices, has adequate federal/state funding and uses an effective supply chain.

Results:

- Advocate and enlist MSNA members to attend SNA & MSNA Legislative Conferences
 - Passage of the Healthy Kids Act
- Advocate for Legislative Funding to support School Meal Programs at the state and federal level
 - No cuts to our programs
- Participate in SNA fall and spring membership drives
 - SNA Membership Goal and Increased Membership Awards



Financial Report

January 1, 2010 - December 31, 2010

Total Income	\$371,613
Total Expenses	<u>\$382,585</u>
Net	(\$10,972)

Year-end fund balance \$274,208