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GSFSA HEADQUARTERS' NEWS JUNE 2003

Monthly newsletter from GSFSA Headquarters especially prepared for:
Executive Board, House of Delegates, Supervisors and State Staff



FROM THE PRESIDENT...

Dear GSFSA Members,

Welcome to another great year in the Georgia School Food Service Association. Since our wonderful annual conference in Savannah (thanks to Gretchen Schulz, Valerie Bowers, Karen Green, Patsy Lynch, Stan McWhorter, Linda Ervin and the headquarters staff), I have been busy completing plans for 2003-2004. With Susan and Patrice's help, a streamlined plan of action is nearly complete. I appreciate everyone who has agreed to serve on the 2003-2004 Executive Board.

I hope that you are planning to attend the Leadership/Legislative Workshop at beautiful Unicoi State Park June 26-27, 2003. Sheryl Fletcher, Leadership Chair, has planned our Thursday evening meal at one of her schools. I will be presenting a Plan of Action that has incorporated many suggestions you have sent to me. Several members of the Executive Board will be providing extra information to aid locals and districts in carrying out the plan of action. And we will certainly leave time to enjoy the beautiful state park or shop in Helen.

The 2003-2004 theme is "Healthy Children – Georgia Grown." Each month this newsletter will spotlight a different Georgia agricultural product. June's agricultural spotlight is shining on Georgia's dairy industry which generates \$796 million dollars in economic activity annually. 86,000 cows produce 166,395,340 gallons of milk. The top five ranking dairy counties based on milk production are Macon, Putnam, Morgan, Appling and Mitchell. Each year 52.4 million gallons of fluid milk are sold in Atlanta supermarkets. That equals 14.4 gallons of milk per person annually. Fluid milk products, cheese and yogurt are more than calcium; they are packed with nine other essential vitamins (including A and D), minerals and protein. Children up to 10 years old should have three servings of dairy foods each day. Children 11 or older need an extra serving because their bones are growing faster. Milk has always been a vital component of the school's nutrition program. This newsletter includes pro-moo-tional ideas for dairy. These facts and ideas are provided by the Georgia Farm Bureau which has participated in a yearlong promotion of Georgia's Dairy Industry.

As some of you know the joy and excitement of my installation was dimmed by the sudden death of one of my two sisters. I appreciate all of the cards, calls and other expressions of concern that I have received from my GSFSA family. Please keep us in your thoughts and prayers.

See you at Unicoi!

Virginia Hart
President 2003-2004



A MESSAGE FROM THE EXECUTIVE DIRECTOR

Greetings from GSFSA Headquarters,

What was that sound? Was it a bird? Was it a plane? Superman? No, just another achievement filled year in “Building Healthy Children, Ready to Learn.” Thanks to the hard work by all of you, we are closing another wonderful year in GSFSA, under the dedicated and untiring leadership of Gretchen Schulz. But, you only have time to take a really quick deep breath to get ready for our coming year - serving “Healthy Children, Georgia Grown.” Virginia has the tractor waiting for you.

Our ASFSA Leadership Training in Hawaii was excellent, as always, and we did enjoy the palm trees, Hawaiian print shirts, and learning to say “Mahalo” (Thank you). We are finishing the editing of Virginia’s Plan of Action, incorporating a few activities required by ASFSA and fine-tuning others. We will soon be in Unicoi for our annual GSFSA Leadership & Legislative Training. The GSFSA Plan of Action and criteria for Gold, Silver, and Bronze Scrolls will be presented along with some fun (well, probably a lot of fun!).

Patrice and I just returned from the annual conference of our professional association, the Georgia Society of Association Executives, where we enjoyed several workshops that relate to our work in GSFSA. I attended a leadership training, that showed us how to focus on the important future issues before the future ambushes us. Patrice attended sessions on “Branding,” use of the web page to benefit members, and hotel contracts. I was able to spend time with several of the representatives from hotel and conference facilities that we will be using in the next year, and this relationship building is always valuable.

Our state Public Policy and Legislation committee, chaired by Joyce Akins and Peggy Chaney, will also be meeting in Unicoi to begin planning our state legislative goals and making plans for another successful year of advocacy. Our legislative consultant, Mary Frances Williams, will join us and be available to answer questions for you about the legislative process. Thanks to each of you, Georgia continues to have a strong and effective legislative influence.

I look forward to working with all of you in the coming year. Each of you is an inspiration to me and the staff to continue to find new ways to achieve our goal — “Healthy Children, Georgia Grown.”

Each time I visited a school cafeteria this year, I was reminded how hard each of you work to feed our children nutritious and appealing meals. Keep up the good work!

Enjoy your summer,

Susan

DATES & DEADLINES

JUNE

- 25 Executive Committee Meeting, Unicoi
- 26 Executive Board Meeting, Unicoi
- 26-27 GSFSA Leadership Training & Legislative Workshop, Unicoi
- 27 Deadline to send information for the July Newsletter.

JULY

- 20 -23 ASFSA Annual Conference- Reno, NV
- 31 Deadline to send articles and photos to the GSFSA office for Georgia Gems.

AUGUST

- 1 Deadline to send information for the August Newsletter.
- 30 Media Award applications must be postmarked and sent to GSFSA Headquarters office.
- 30 Scholarship and Grant-in-Aid applications must be postmarked and sent to GSFSA Headquarters office.
- 30 Deadline for submitting names for ballot to the GSFSA Nominating Committee. Send to GSFSA Headquarters.

MEMBERSHIP TOTALS (as of 5/31/03)

District 1	564
District 2	579
District 3	614
District 4	1082
District 5	44
District 6	661
District 7	996
District 8	804
District 9	611
District 10	297

Total - 6,222

CHAPTER MEETING LISTINGS ON WEB

GSFSA will list your district and local chapter meetings on the GSFSA Web site, www.gsfsa.com.

All you have to do is send in the date, time, place of your meeting and we will post it on the site. Please e-mail your information to patrice@gsfsa.com.

TWO FOR ONE MEMBERSHIP

GSFSA is offering the "Two for One" membership promotion again this year. Please read the attachments to this newsletter to find out how to save money on your membership while recruiting NEW MEMBERS!

GSFSA
NOMINATING COMMITTEE PROCEDURES

Deadline to submit names is August 30, 2003

Recommendations for potential candidates for GSFSA Officers

I recommend the following GSFSA member be considered for nomination as:

President-elect

Treasurer

System Level Chairman

Member's Name _____

Job Title/ Employer _____

Address _____

Telephone (_____) _____ - _____

Fax (_____) _____ - _____

Email: _____

*** Note: The nominating committee will determine eligibility of all candidates and will contact them for written biographical information and a letter of intent to be placed on the ballot.**

Please return this form to the GSFSA office no later than August 30, 2003.

GSFSA
2372 Main St.
Tucker, GA 30084
FAX: 770-934-8917

2003-2004 EXECUTIVE BOARD

President	Virginia Hart	Colquitt County
President elect	Marion Tharpe	Dougherty County
Secretary	Sharon Alday	Houston County
Treasurer	Jeri Wiseman	Cobb County
System Level Chair	Jimmie Barnett	Muscogee County
School Level Chair	JoAnn Kilby	Cobb County
Chairman of District Presidents	Janet Mitchell	Glynn County
Advisor to the President	Joan Kidd	DeKalb County
State Staff Advisor	Annette Hopgood	Georgia DOE
Honorary Advisor	Josephine Martin	Retired
Affiliations & Goals	Sherill Lahr	Brooks County
Awards	Iris Graham	Whitfield County
Conference Program	Karen Green	Thomas County
Conference Exhibits	Stan McWhorter	Dougherty County
Conference Hospitality	Joan Williams	Carroll County
History/Recorder/Memorial	Gretchen Schulz	Gwinnett County
Industry Seminar	Cheryl Calhoun	Fayette County
Industry Representative	TBA	TBA
Leadership Training	Sheryl Fletcher	White County
Manager's Retreat	JoAnn Kilby	Cobb County
Membership	Beth Flesher	Valdosta City
Nominating	Gretchen Schulz	Gwinnett County
Nutrition Advisory	Janice Conley	Jeff Davis County
Nutrition Standards & Education	Marion Rabon	Harris County
Nutrition Standards & Education Cochair	Tonya Grier	Dougherty County
Parliamentarian	Linda Ervin	Putnam County
Professional Development & Certification	Janice Maddox	Laurens County
Professional Development & Certification Cochair	Kathy Ricks	Laurens County
Public Policy & Legislation	Joyce Akins	Lowndes County
Public Policy & Legislation	Peggy Chaney	Ware County
Publications Advisory	John Jacobson	DeKalb County
Public Relations	Sandra Hudson	Meriwether County
Public Relations Cochair	Martha Harvey	Thomaston-Upson County
Public Relations Portfolio	Vickie Gay	Colquitt County
Resolutions & Bylaws	Nancy Rice	Griffin-Spalding County
Scholarship	Kathy Sztokiewicz	Bulloch County
Ways & Means	Bobby Sharp	Dalton
Ways & Means Cochair	Jeri Cochran	Warner Robins
District One President	Brenda Chester	Bulloch County
District Two President	Licia Nicholson	Tift County
District Three President	Erin McLemore	Muscogee County
District Four President	Diana Mazurek	Gwinnett County
District Five President	Ivy Drummond	Atlanta City
District Six President	Becky Wilder	Fayette County
District Seven President	Teresa Young	Rome City
District Eight President	Janet Mitchell	Glynn County
District Nine President	Pat Mays	Barrow County
District Ten President	Betty Williams	Jefferson County
<u>Ad Hoc Committees</u>		
Culinary Arts	Rochelle Stubbs	Lumpkin County
Golf Tournaments	Dean Timmons	Polk County
Leadership Academy	Melissa Mabry	GDOE
Silent Auction	Lynn Roberts	Worth County

Pro-moo-tional Activities

15 great ideas to promote dairy

- **How Now, Brown Cow?** Work with day camps or nursery schools to coordinate a visit from a dairy farmer and a cow. Let the children pet the cow. Explain to children where milk comes from and how hard the farmer works. Offer free ice cream or milk and cookies after the program.
- **One lump or two?** Have an English tea party for young children at a local coffee shop or restaurant. But fill the cups with milk instead of tea. Encourage kids to dress up in Mom's and Dad's old clothes. Or get some donated apparel such as frilly hats, old-fashioned dresses and wigs from the community or local thrift store. Give the children silly names such as Ms. Moo. You can dress like a butler or maid. Encourage kids to bring stuffed animals as "dates." You can also offer ice cream or cookies with their tea. And, use the opportunity to tell children and their parents about the importance of milk.
- **Time to talk.** Have an ice cream social for the community. Advertise it as a chance to meet the neighbors. At the social, distribute information about dairy products and the local farming economy.
- **On the moo-ve.** Many people skip lunch or breakfast to lose weight or because they are too rushed. When they miss such meals, they usually come up short on dairy products at the end of the day. Visit offices to offer ideas on fitting fitness and good nutrition into hectic lives. Plan a short lunchtime presentation about the importance of low-fat dairy and how it might help lower blood pressure. Bring along easy recipe ideas such as a veggie bagel sandwich with cheese. To entice employees to listen, offer snacks such as cheese and crackers, low-fat milk shakes and string cheese. Discuss how nine out of 10 American women are not getting enough calcium, putting them at risk for osteoporosis, the bone-crippling disease. (SUDIA can provide some factual information for you.)
- **Dieting dilemmas.** Have a special dieting daughters and sons free one-day clinic at a local city hall or hospital. Invite health care professionals to talk specifically to parents about how a lot of dieting teenaged boys and girls aren't getting the calcium they need. Offer tips on how to get teens to drink more milk by stressing dairy can be a part of a low-calorie diet. Also, offer kid-friendly recipes. Have some healthful foods such as low-fat milk shakes.





- **Time for school.** Have a free one-day cooking school in honor of dairy foods. Demonstrate a few cheese recipes such as lasagna. (SUDIA can provide cheese recipes.) Invite an audience member to sample the finished product or to assist. Also, distribute about a dozen or so recipes for people to try at home.
- **Tasty treats.** Encourage restaurants to create a make-your-own-ice cream-sundae treat. Have them set up an area similar to a salad bar, where customers can do their work. Ask the restaurant to hang "got milk?" banners and see if you can display dairy pamphlets. SUDIA can provide limited quantities.
- **Taste test.** Have a taste-testing event to showcase new flavored milks and other new dairy products. You can blindfold people to make it more dramatic. Offer brochures on the health benefits of milk and dairy products.
- **Got milk?** Check local restaurants to make sure they offer milk. If they do, ask them to urge their customers to get their three servings of milk a day by ordering it with their meals, getting cheese on their sandwiches or having ice cream desserts. If the restaurant doesn't carry milk, then ask the owner to stock it.
- **Get Moo-ving!** Arrange weekly exercise outings for families such as bike-riding, in-line skating or hiking. After the event each week, offer low-fat milk or shakes. You can explain milk is Mother Nature's power drink with life's building blocks of calcium, protein and B vitamins, just to name a few.
- **Chill-out!** Have a "Chill-Out" night. Encourage local restaurants to offer special ice cream sundaes and shakes on one night. Ask them if they'll have a special sale. You can offer them recipes to use or they can create their own.
- **Mom, I'm bored.** Often, kids are bored once school is done for the year. This is a perfect opportunity for them to learn about milk and from where it comes. You could create a short class, where kids work together to create dairy farms made out of paper milk cartons and food. For example, you could create the farmhouse out of a paper milk carton by using graham crackers for the siding, frosting to hold up the walls and candy to decorate the house. Use your imagination. Afterwards, the class could eat it with glasses of milk or you could display it in a public area such as the grocery store or local mall.
- **Smart art.** Come up with an easy arts and craft activity to take to a day care center or summer camp program. You could have the kids create cows out of small paper milk cartons. They could use pipe cleaners for the legs, brown pom-poms for the faces and googly eyes. Be creative. Also, let their imaginations run wild. But don't forget to ask them about where they think milk comes from and why it's important to drink it.

“ Two for One” Membership Campaign (Georgia Membership Only)

This membership special is only valid through October 24, 2003

“Two for One” Membership is back again this year. This applies to a new member joining with a current member. To be eligible for this great membership promotion, please follow these instructions:

The 1/2 price discount only applies to Georgia dues, not ASFSA dues

1. The two employees participating in the “Two for One” membership must join GSFSA and ASFSA. If the renewing member has let his/her membership with GSFSA or ASFSA expire, the “Two for One” Promotion will NOT apply to the renewing member. However, the new member can participate with another current member!
2. When participating in the “Two for One” promotion:
 - ◆ The renewing member’s application and correct payment and the new member’s application MUST be submitted together and mailed to the GSFSA Headquarters office. The application will be returned to the applicant if the correct fee is not included with the form. This is very important!
 - ◆ The renewing member’s membership does not have to be due for renewal at the time that the new member applies for membership. The renewing member’s membership will be extended for one year. (From their existing renewal date).

Example I (Both paying ½ Georgia dues)

Renewing Member

Manager

GA dues regular:	\$13.00	GA dues ½ price:	\$ 6.50
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$36.00	Total due w/ discount:	\$29.50

New Member

Manager

GA dues regular:	\$13.00	GA dues ½ price:	\$ 6.50
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$36.00	Total due w/ discount	\$29.50

Example II (Both paying ½ Georgia dues)

Renewing Member

Food Assistant

GA dues regular:	\$10.00	GA dues ½ price:	\$ 5.00
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$33.00	Total due w/ discount	\$28.00

New Member

Food Assistant

GA dues regular:	\$10.00	GA dues ½ price:	\$ 5.00
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$33.00	Total due w/ discount	\$28.00

Example III (Both paying ½ Georgia dues)

Renewing Member

Manager

GA dues regular:	\$13.00	GA dues ½ price:	\$ 6.50
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$36.00	Total due w/ discount:	\$29.50

New Member

Food Assistant

GA dues regular:	\$10.00	GA dues ½ price:	\$ 5.00
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$33.00	Total due w/ discount	\$28.00

This membership campaign ends October 24, 2003.

Example IV (Both paying ½ Georgia dues)

Renewing Member

Director

GA dues regular:	\$18.00	GA dues ½ price:	\$ 9.00
ASFSA dues:	\$85.00	ASFSA dues:	\$85.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$103.00	Total due w/ discount:	\$94.00

New Member

Manager

GA dues regular:	\$13.00	GA dues ½ price:	\$ 6.50
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$36.00	Total due w/ discount:	\$29.50

New Member

Food Assistant

GA dues regular:	\$10.00	GA dues ½ price:	\$ 5.00
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$33.00	Total due w/ discount:	\$28.00

Example V

(If renewing member pays regular Georgia dues and new member pays no GSFSAs dues)

Renewing Member Manager		New Member Manager	
GA dues:	\$13.00	GA dues:	Free
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00 <i>(ASFSA dues are not discounted.)</i>
Total amount due:	\$36.00	Total amount due w/ discount:	\$23.00

Renewing Member Food Assistant		New Member Food Assistant	
GA dues:	\$10.00	GA dues:	Free
ASFSA dues:	\$23.00	ASFSA dues:	\$23.00
Total amount due:	\$33.00	Total amount due w/ discount:	\$23.00

Renewing Member Director		New Member Manager	
GA dues:	\$18.00	GA dues:	Free
ASFSA dues:	\$85.00	ASFSA dues:	\$23.00
Total amount due:	\$103.00	Total amount due w/ discount:	\$23.00

Renewing Member Director		New Member Food Assistant	
GA dues:	\$18.00	GA dues:	Free
ASFSA dues:	\$85.00	ASFSA dues:	\$23.00
Total amount due:	\$103.00	Total amount due w/ discount:	\$23.00

This membership campaign ends October 24, 2003.

2003 ASFSA

Fall Membership Drive

August 1 - October 24, 2003

Here is your state's opportunity to promote and strengthen child nutrition programs by participating in this year's **Fall Membership Drive**. The success of this event depends on your state's participation, so help ASFSA make this a **national success** by recruiting colleagues within your state for membership. Guidelines are listed below. Make a difference in child nutrition and sign up today!

- The official recruitment period will commence on August 1, 2003 and run through October 24, 2003. State recruiting results **must** be returned to ASFSA by COB October 31, 2003.
- Participation is open to all members. The more members participating, the more new members we can recruit!
- The goal is to recruit new members, so let others within your state know the importance of membership in ASFSA and the many benefits ASFSA members receive.
- ASFSA will mail recruitment kits to state leaders in early July, so watch your mailboxes and get ready to recruit!

Prizes will be based on state percentage increases in new members recruited compared to May 2003 state membership totals. While we are making preparations for this drive to begin, if you have any questions, please contact the Membership Marketing Coordinator at (800) 877-8822 **ext. 144**.



GSFSA Van for Sale

1995 Dodge Grand Caravan

The Executive Board of the GSFSA offers Van for sale

By Sealed Bid Only

Minimum Bid is \$3,200.00 *

1 Dodge Grand Caravan 7 passenger Van

Approximately 113,000 miles

Gray outside, Gray cloth inside

Some damage to upholstery

One year old, Sony in-dash CD player and radio

Power windows, Cruise control, Tilt steering.

Sealed Bids to the GSFSA Office no later than June 30, 2003

Address envelope to Gretchen Schulz, President, GSFSA

2372 Main St. Tucker, GA 30084

Mark envelope "Confidential Bid."

*** Cash sale only. Available to view at GSFSA office by appointment.**

770-934-8890