

Register by
March 4th
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2011 Maine Nutrition Council Annual Conference

SCHOOL MEALS: CHANGING THE SYSTEM TO FEED SUCCESS

March 18, 2011

7:30AM—3:30PM

Augusta Civic Center
76 Community Drive
Augusta, ME

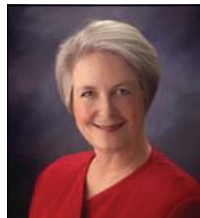
Conference Objectives

1. Improve understanding of the complex nature of school meals.
2. Learn healthful, affordable, sustainable ways to improve food offered in Maine's schools.
3. Showcase successful school nutrition programs from Maine schools.

**Learn how to create
positive, sustainable
change for all school
foods and the
nutrition environment.**



Keynote Speaker: Dayle Hayes, MS, RD, President, Nutrition for the Future, Inc.



Dayle Hayes is an award-winning Registered Dietitian, author, and educator who brings a delightful blend of practicality and pizzazz to everyday nutrition advice. Dayle authored *Moving Away from Diets and Put Your Best Food Forward*; developed a program for parents, FIT KIDS = HAPPY KIDS; created 5 A Day BINGO; and produced several videos, including: Body Trust: Undieting Your Way to Health and Happiness and Getting a Head Start with 5 A Day. As a parent and member of the School Nutrition Association, Dayle is dedicated to improving school environments. She collected success stories for *Making It Happen*; wrote a chapter on communicating with students in *Managing Child Nutrition Programs: Leadership for Excellence*; and developed Enriching Family Mealtimes, a kit for school leaders and educators. In 2008, she co-authored the Position of the American Dietetic Association: Nutrition Guidance for Healthy Children Ages 2 to 11 years.

Keynote Speaker: Janet Poppendieck, Author of *Free for All: Fixing School Food in America*



Janet Poppendieck is a Professor of Sociology at Hunter College, City University of New York, and the author, most recently, of *Free For All: Fixing School Food in America* (University of California Press, 2010), which has been awarded the Outstanding Book Award for 2010 by the Association for the Study of Food and Society. A graduate of Duke University (BA, 1967) and Brandeis University (PhD, 1979), her primary concerns, both as a scholar and as an activist, have been poverty, hunger, and food assistance in the United States. She is the author of *Breadlines Knee Deep in Wheat: Food Assistance in the Great Depression* (Rutgers: 1986), *Sweet Charity? Emergency Food and the End of*

Entitlement (Viking, 1998, Penguin, 1999) and numerous articles on hunger, food assistance, and public policy. She serves on the Boards of Directors WhyHunger? and Community Food Advocates and the advisory committee of School Food FOCUS. Jan lives in Brooklyn, NY with her husband, Woody Goldberg and is the mother of one daughter, Amanda Goldberg.



Earn up to 5 hours of continuing education credits!

PROGRAM	
7:30-8:15	Registration and Exhibits
8:15-8:30	Welcome
8:30-9:45	Dayle Hayes, MS, RD <i>The Story of School Meals</i>
9:45-10:15	Doris Demers <i>The Business of School Lunch</i>
10:15-10:45	Exhibits and Activity Break
10:45-12:00	Janet Poppendieck <i>The Meaning of Universal School Lunch</i>
12:00-1:15	Lunch and Presentation of Awards
1:15-2:15	David Roberts, Judy Campbell, and Cherie Merrill <i>Local Heroes</i>
2:15-3:15	Karen Voci, Executive Director Harvard Pilgrim Health Care Foundation <i>Call to Action: Dishing Out Healthy School Meals</i>
3:15-3:30	Closing Remarks

Scholarship Fund
Support students in nutrition or related fields through a contribution to this fund. In 2010, three awards of \$500 each were awarded to students enrolled in universities or colleges throughout Maine.

Conference Registration Fees

Includes membership in Maine Nutrition Council for 2011-2012.

Member Maine Nutrition Council	\$80
Non-member	\$95
Student or Senior (65+)	\$40

Conference Registration Scholarships

A limited number of scholarships are available for classroom teachers, PTO and school board members. Contact Kate Yerxa at the email below for more information.

A room will be available for nursing mothers. If you have questions or need special accommodations, contact:

Kate Yerxa

kyerxa@mainenutritioncouncil.org

Registration Form—Register by March 4, 2011

Please copy this form for your records. Receipts will be available at the registration desk.

Make checks payable to: Maine Nutrition Council—Sorry No Refunds

Name: _____

Address: _____

Phone: _____

Email: _____

Amount Enclosed

Registration Fee: \$ _____

Scholarship Fund Contribution: \$ _____

Total: \$ _____

I cannot attend but have enclosed my MNC membership fee of \$15 for 2011-2012.

Mail registration form and payment to: Kate Yerxa, 32 Jefferson Street, Old Town, ME 04468