

President's Message



Success Feeds Success! As we open the 2010-2011 school year, I am delighted that we are welcoming eight new school districts - North Callaway County, Monett, Marshall, East Buchanan, Dexter, Winfield, Puxico and Steelville - to the Opaa! family. These districts have entrusted their child nutrition programs to us, based upon the results we achieved for so many other school districts. Opaa!'s success has been built through the care and dedication of the people who comprise the Opaa! Team.

Opaa! Brand Promise. Everything we do at Opaa! is built upon four sustainable pillars that clearly identify what customers - both internal and external - can expect from our company:

- Exceptional Value
- Fresh, Safe & Nutritious Offerings
- Flexible & Proven Programs
- Warm Hospitality

Opaa! Core Values. Every successful organization operates through a set of values, by which decisions are filtered. At Opaa!, we define our core values by this statement: Opaa! family members do "Whatever it Takes" to...

- Always Act in the Best Interest of the Client
- Earn the Trust of Clients, Co-workers, and Suppliers by Demonstrating the Highest Level of Integrity
- Provide Hospitality by Welcoming Guests with Warmth and Kindness
- Accept Accountability by Taking Ownership and Responsibility for Actions and Results.

If each of us remains true to the Core Values, we will consistently fulfill the Opaa! Brand Promise. That in turn will create an environment that will encourage additional school districts to join the Opaa! family and enjoy in our mutual success.

The Leadership Team and I remain dedicated to making a difference in the lives of the people we serve. Best wishes for a great school year.

Opaa!

Kevin

Opaa! Fun Facts

During the 2009-2010 School Year...

- Total Enrollment for all Opaa! schools- 96,808
- Total number of meals served- 20.5 Million
- Total number of Opaa! Kitchens- 238
- Opaa! Served 73 of the 94 Managed Food Service Public Schools in Missouri

Annual Retreat Held

In mid-July, over 120 employees gathered in St. Charles, Missouri for Opaa!'s Annual Retreat. In addition to recognizing top performers in the Company and celebrating this past year's achievements, the three day event focused on Leadership.

As in past years, the highlight of this year's event was Awards Ceremony acknowledging award winners of the Company's various recognition programs - the 2010 Class of the President Circle, recognizing the Company's top performing Directors, DNS of the Year, New DNS of the Year, RDO of the Year and the Whatever It Takes award, the Company's highest honor (see below for detail on award winners).

This year's retreat marked the first year for recognizing a new award program, Kitchen Manager of the Year. The eight Opaa! regions selected a Regional Kitchen Manager of the Year, each who were invited to Retreat to be recognized. From the eight Regional Kitchen Managers of the Year was selected Opaa!'s Kitchen Manager of the Year, Debbie Stephenson of the Nixa School District (see page 3 for detail on presentation).

Focusing on Leadership, Kathy Pinnell, a consultant with Right Management, led attendees through a two day workshop on how to be an effective leader. Participants learned how to improve their leading abilities through enhanced influencing skills and by having courageous conversations.

Another highlight of the three day event was Trivia Night sponsored by the Home Office. Eight tables of trivia crazed participants showed up for the event, having picked a theme for their tables and donning costumes to match. In attendance were ducks, doctors, mardi gras partiers, kings, and queens. The winning table for the trivia contest was the Business Development/Nutrition & Wellness table (the "Sailors"), while the winning table theme was Kathy Diederich's region, the Marvelous Marketing Maniacs.

Safety Vacation Trips Announced

Opaa! is proud to announce the winners of the Safety Vacation Trips for the second semester of 2009-10. There were 2 trips given for the second semester of the school year (January 1 thru May 31, 2010) and then a Grand Prize for the entire school year.

To qualify for the drawing, each Opaa! kitchen employees made up a team. All employees in the kitchen were to remain accident free for the time period of the awards.

Winners of the second semester safety trips -

Stella Presson - Team member at the Charleston School District. Stella chose the 4 day, 3 night stay at the Wynn Hotel in Las Vegas, Nevada.

Linda Alberson - Director of Nutrition Services at the Greenville School District. Linda chose the 4 day, 3 night stay at the Chateau Resort in Branson, Missouri.

The trips included the hotel accommodation and airfare for the winner and a guest, and \$600 in spending money.

Grand Prize Winner -

Connie Eravi - Team member at the Moberly School District. Connie chose the 7 day, 6 night stay at the Walt Disney Theme Resorts in Orlando, Florida. Connie's trip also includes hotel accommodation, airfare for her and a guest, and \$800 in spending money.

Congratulations to all 3 winners. Opaa! is proud to offer these incentive programs to further promote awareness to safety. Let's continue the great safety record that we started last year.



Connie Eravi



Stella Presson with Tina Gantner and Steve Strup



Linda Alberson

Opaa! Presents Awards to Employees at Annual Retreat

Each year, Opaa! recognizes outstanding performance at the annual retreat. This past summer, Opaa! presented the following awards: New DNS of the Year, DNS of the Year, Marketing Award, President's Circle Award, RDO of the Year, and the Whatever It Takes Award. Please join us in congratulating these employees!



The **New DNS of the Year** award is earned by a DNS that has spent less than one year of service with Opaa! and achieved the majority of the goals set for our directors. This year's winner is **Joyce Pierce** from Hayti School District. Congratulations Joyce!



To receive the **DNS of the Year** award, the director must have over one year of service with Opaa! and achieve strategic goals set for the district they serve. This year's winner is **Marita Harris** from Fayette. Congratulations Marita!



The **RDO of the Year** award is given to the Regional Director who has the highest cumulative goal achievement average of any region. This year's winner is **Kathy Diedrich**. This is Kathy's second time winning this award in the past 3 years as a Regional Director. Congratulations Debbie!



The **Marketing Award** recognizes excellence in the area of participation, as well as, creativity expressed through various promotions. This year's award went to The McDonald Co. Management Team, comprised of **Anna Barton, Kim Wilson, and Suzette Edwards**. Congratulations Ladies!



The **Whatever It Takes** award is bestowed on the Opaa! employee who embodies the "vision" of Opaa!, goes the extra mile, and takes ownership of their position. Nominated by her peers, district administration, and chosen by the executive committee, **Marion Jackson** is this year's recipient. Along with being very dedicated to her job, Marion has played an influential role within the school district. Congratulations Marion!



A New Award was presented this year to the **Kitchen Manager of the Year**. A Kitchen Manager was selected from each region for a chance to win the big award. This year's winner was **Debbie Stephenson** from Nixa. Congratulations Debbie!

Child Nutrition Reauthorization Act

During the past year Opaa! has carefully followed the progress of the Child Nutrition Reauthorization Act for school meals. We remain committed to serving the best possible meals to Missouri students and welcome the discussion and attention school meals have received as part of this discussion. Our concerns are related to unfunded mandates for schools, and the limiting of choice for meal service in schools. We feel it is important for you to be aware of the law currently before Congress and want to provide you our position regarding this legislation.

Child Nutrition Reauthorization Act!

Currently, all student meals provided by **Opaa! Food Management** are developed using Nutrient Standard Menu Planning (NSMP) and meet specific nutrient targets that are important for children's health. **It is the position of Opaa! Food Management that continuing with Nutrient Standard Meal Planning is the best way to support Local Wellness Policies and issues related to children's health.** NSMP is also the best way to bring students into the National School Meals Programs and provide a variety of healthy, nutrient rich foods in amounts and variety that will support healthy student learning.

Opaa! Food Management is in agreement with the position taken by the National School Board Association (NSBA):

"NSBA believes that child nutrition is vitally important in fostering a healthy and positive learning environment for children to achieve their full potential and continues to promote such efforts as expansion of fresh fruits and vegetable programs. However, NSBA urges Congress to refrain from enacting legislation restricting the authority of local school districts to address the issue of childhood nutrition, particularly when they impose unfunded mandates. We oppose additional regulations or mandates on schools outside of the federally subsidized school lunch and breakfast programs and believe such efforts dismiss the work of wellness committees, the work of states and districts that already have taken steps to address the issue, and usurps the jurisdiction of local districts to create a policy that reflects the values and financial capability of their communities." - March, 2010

The Child Nutrition Reauthorization Act should not move programs backward by limiting menu planning to Food Based Menu Planning only.

Reauthorization should challenge all professionals in child nutrition programs to serve more healthy food, to promote increased consumption of whole grains, fruits and vegetables, and low- and fat-free dairy products. It is the opinion of Opaa! Food Management that providers continue to use NSMP, as it is critical and cost effective to meeting these initiatives.

Opaa! has spent a great deal of time talking with Missouri Congressmen and Senators regarding this important legislation and will continue to monitor progress of the Reauthorization Bill. We will continue to communicate our concerns to those who will ultimately be the decision makers regarding this Reauthorization.

Lexington Hosts Health and Wellness Fair

On September 20 students, parents, and community enjoyed an evening of health and wellness activities in Lexington. Opaa! partnered with community organizations to provide health tips, blood pressure checks, and tastings of new lunch and breakfast items for attendees to enjoy!

Many community organizations came together to help make this a successful evening for all!



Above: Lafayette Co. Health Department teaches kids about brushing their teeth



Below: Students and Parents taste Yogurt Parfaits



Above: Students participate in the Activity Zone

Coming Soon! Opaa!'s Employee Engagement Survey

As we start off our 33rd year of hospitality meeting the nutritional needs of Missouri's future, we are interested in understanding your opinions on your job with Opaa! To that end an Employee Engagement Survey has been created to assist Opaa! Leadership in collecting your opinions. This survey will be administered electronically and will take place during your November In-Service meeting.

The survey will only take 15 minutes to complete and your collective opinions will be used to assist with business decisions that affect you. For example, in our 2008 survey our employees told us that we need to improve our employee recognition programs. As a result we put together our Awards and Recognition Committee. Through this group we were able to develop and implement the following programs:

- A new service award program to recognize employee years of service
- A new retirement award program, including retirement celebrations
- Partners in Success for On-line Staff and Kitchen Managers
- Enhanced the Employee of the Year and Kitchen Manager of the Year programs to recognize more employees for outstanding performance.
- New Opaa! employee nametags

We also developed and implemented the Safety Trip Program to recognize and reward kitchens with outstanding worker safety records.

This is your opportunity to give us your opinion in many areas and have input to business decisions for the future. This survey **will be anonymous and your opinions will be kept confidential.**

Assisting Opaa! in overseeing this project is Jim Lyonfields, Partner of Talent Assessment and Development in St. Louis, MO. We look forward to hearing your honest opinions and views and hope that you will take the time to share your thoughts with Opaa! Leadership through this confidential vehicle.

Richmond Students visit Farm to School Farm



Farm Sprouts and Food from the Farm Students enjoy a day at the Farm. As part of the partnership between Opaa! Food management and University of Missouri Food from the Farm and Early Sprouts program Kindergarten and PreSchool students are enjoying some hands on interactive fun on the farm. Each group had the opportunity to take a hayride down to the pumpkin/squash patch to see the vegetable production first hand.

Students toured the high tunnels where the tomato plants grow and were allowed to pick a fresh tomato and eat it fresh from the vine. One important lesson for

young students is to teach them the difference between local and non-local produce. There were several interactive stations that allowed students to learn about different aspects of farming and nutrition. The stations included:

Growing Pumpkins - how they grow, what they look like when cut, and how they taste, including roasted pumpkin seeds!



Tomato production in High Tunnels - how tomatoes are grown, what they taste like when picked right off the vine, and how they are grown in the High Tunnels

Students were allowed to take a pumpkin as they left the farm so they could share with their family their day on the farm. These trips to the farm are designed to make students aware of nutritional choices and aware of the foods grown close to their own homes!



Students Tastes Edamame in New Madrid

This fall students in New Madrid at Matthews and Lilbourn elementary enjoyed the treat of tasting Edamame grown in Charleston and prepared by the grower for sampling. Monica Goodin, owner of Mamma's Edamame Farm, brought product to the schools, prepared the edamame for students to taste and talked with students about growing, harvesting, preparing, and eating this healthy and delicious food. Most students had never tasted edamame and enjoyed their time with Monica very much.



Caribbean Quesadillas

Ingredients

- 4 tablespoons honey mustard dressing
- 2 tablespoons pineapple juice
- 8 (10 inch) flour tortillas
- 2 cups finely chopped cooked fajita chicken
- ½ cup precooked bacon, crumbled
- 1 ½ cups shredded cheese
- 2 tablespoons butter, divided
- 1 ½ cups canned pineapple tidbits or crushed pineapple

Garnish with the following:

Sour Cream

Shredded Cheese

Diced Fresh Tomatoes for Garnish



Directions:

Mix together honey mustard dressing and pineapple juice. Divide honey mustard mixture evenly and spread over 4 tortillas to within an inch of the edges. Spread equal amounts of the chicken, bacon and cheese evenly over the 4 tortillas. Top with remaining 4 tortillas to form quesadillas.

Heat a large skillet and add ½ tablespoon butter, spreading it out over the bottom of the pan. Add 1 quesadilla to skillet, cook for 1 ½ minutes on each side or until cheese melts and tortilla is crisp. Repeat with the remaining butter and quesadillas, keeping the cooked quesadillas warm in the oven on a sheet pan.

Cut each quesadilla into 6 wedges (a pizza cutter works well). Place on plate or in container and top with crushed pineapple or tidbits. Serve warm.

Note: drain pineapple before using on top of quesadillas.

