

**SHIRLEY BROWN, RICH PRODUCTS, 2017 FAME SILVER FRIEND OF CHILD
NUTRITION AWARD**

QUESTION 1 - HOW HAS THE NOMINEE BETTERED THE LIVES OF CHILDREN

Says Marilyn Briggs, a past State Director of the California Department of Education Nutrition Services Division and currently the Director of the Center for Nutrition in Schools (and a past recipient of this award), "Shirley's positive approach and commitment to education and training programs for school nutrition personnel is exemplary. In addition, she has made countless contributions benefiting school nutrition professionals by sharing her expertise in leadership positions with organizations such as the Academy of Nutrition and Dietetics and the School Nutrition Association. Because of Shirley's ability to articulate valuable insight and perspective, she is frequently asked, and willingly serves, on committees, advisory boards, and strategic discussions. Over many years, Shirley's tireless efforts to support school nutrition programs have made a direct positive difference in the health and education of our students."

Shirley's history of advocacy for child nutrition goes back over forty years. As a new second grade teacher in 1973, she saw that her students needed a good breakfast in order to come to the classroom ready to learn. She lobbied her principal and school food service director for a breakfast program. Within two months her students began receiving breakfast. Within six months, her students had moved up two grade levels in both reading and math. For the past twenty-seven years, as an SNA Industry member, Shirley has gone to Washington, DC to lobby Congress for improvements to the programs and to lobby against changes that would be detrimental to the program. I can tell you personally, that as a "newbie" in DC in 1995, I looked to Shirley for guidance on what to do to help defeat the block grants sponsored by Newt Gingrich's "Contract with America." Lastly, Shirley's advocacy for children extended to the airwaves. Back in the 1970's Shirley was also "Miss Shirley" on the television show 'Romper Room."

Shirley doesn't stop trying to help at our nation's borders. Her passion extends internationally. She was a host and delegate for SNA's Global Child Nutrition Forum. The purpose of the forum was to assist child nutrition directors from other countries in developing sustainable child nutrition programs tailored to their individual nations. In addition to her service, Shirley was able to raise a substantial amount of money to support this effort. Shirley also traveled with other child nutrition advocates to South Africa, Chile, Russia, Sweden, Peru and China to participate in global child nutrition initiatives. In 2010, she traveled to Verona Italy to exchange knowledge on child nutrition programs as part of the Sister Cities International Exchange Program.

On her return from these visits, Shirley shares her experiences with her local service and business clubs. On her return from South Africa, she was able to raise money for school uniforms for students in Soweto. Their school uniforms were destroyed by a

fire. She worked with the Rotary Club and was able to transfer the funds via the Rotary Club in Capetown.

Shirley also serves on the Family and Consumer -Science Advisory Board for California Community Colleges. As the Board Chairman, she would make site visits to evaluate the food and nutrition programs, culinary, and child care programs for the State Chancellor. Lastly, Shirley also supports the Girl Scouts. In 1993, she was honored for an award for her service to the Golden Valley Chapter. To my recollection, Shirley has sons, not daughters.

QUESTION 2 - SUPPORT FOR CIDLD NUTRITION BEYOND NORMAL DUTIES

When it comes to her service to the child nutrition industry Shirley Brown never punches a clock. After close to forty years in this industry she still goes along like the Energizer Bunny. She has played a valuable role in growing school meal programs through her service on boards and committees and by inspiring others to do the same.

Her service in SNA includes the following:

- Industry Representative to the Executive Board (2 years)
- Public Policy and Legislation Committee (2 years)
- Industry Advisory Board (3 years)
- Marketing Advisory Board (3 years)
- Education Committee (2 years)
- Nutrition Committee (2 years)
- Research Committee (2 years)
- Governing Council for Credentialing & Certification (3 years)
- National Conference Committee (2 years)
- Strategic Planning Committee (2000)
- Industry Conference Co-Chair
- Child Nutrition Foundation Development Committee (3 years)
- One of the first Industry Members to receive the SNS Credential (2000)

Shirley also takes the time to participate in conferences beyond exhibiting. Over the years she has conducted marketing workshops in Washington and California for their state associations. She also does education sessions and in-service training for both states and individual school districts. States include Georgia, Louisiana, Wisconsin, Massachusetts, Idaho, Nevada, Texas, Arizona, Minnesota, and Utah. Lastly, she has presented several times at the National Conference. Her presenting expertise ranges from merchandising and cake decorating to whole grains and clean labeling (2016 in San Antonio.) She doesn't just teach these classes, but writes the curriculum as well. These classes (which also count for CEU's for both SNA and ADA include: Engaging Gen Z Students for Healthier Choices," Best Practices for Professional Standards training," Planning your Allergen Awareness & Prevention Training Programs," and "Preparing and Serving Safe Food.

Shirley supports child nutrition outside of the work arena by encouraging dietetic interns to seek careers in child nutrition programs by sharing the importance that child nutrition programs can make in improving food choices by students to prevent obesity and related illness, noting that being a vector of disease prevention can be more valuable and fulfilling than treating disease. She furthers this education and encouragement by teaching a class called, "Careers in School Food Service for Dietitians."

Shirley also served ten years on the National Frozen Food Association School Food Service Committee and has been recognized by Fresno County for her contributions to the Senior Food Services Food Program.