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Amanda Musick Named 2019 Silver Spirit Award Winner

NATIONAL HARBOR, Md., Nov. 26, 2018 – Pasco County Food and Nutrition Services (FNS) Program Director of Marketing and Grants Amanda Musick, is the 2019 recipient of the Foodservice Achievement Management Excellence (FAME) Silver Spirit Award. Musick will receive her award at the FAME award ceremony at the JW Marriott in Austin, Texas during the School Nutrition Association’s 2019 School Nutrition Industry Conference.

The Silver Spirit Award is awarded to a person in a management position, such as an assistant director or coordinator, who shows commitment to the people and programs of school nutrition and distinguishes her/himself through innovative programs, marketing, training, customer service, and/or staff motivation.

“It’s just an honor to be nominated for a FAME award but to win one is the greatest honor in my professional career. I’ve been lucky enough to have such amazing role models in my life to learn from and to work with an incredible group of people. This award is just a chapter in our District’s mission to help our students reach their highest potential and represents what we are trying to accomplish as a team.”

Musick’s commitment to school nutrition excellence is evident in her innovative approach to marketing Pasco County FNS, the time she spends in schools helping managers increase participation in the meal programs, and her work to increase foodservice employee participation in local and state school nutrition associations.

Amanda is committed to providing children with healthy, high-quality school meals. She ensures every school cafeteria provides restaurant-quality items that appeal to students. Drawing from her experience in corporate food service, she initiated attractive serving lines and displays, improved menu signage for the district, and developed a range of marketing and promotional initiatives. This year, cafeterias across the district are promoting farm fresh produce on National Farmer's Day and showcasing happy student customer on World Smile Day.

Musick started a Breakfast in the Classroom program for her district. Implemented at 32 schools over an eighteen-month period, the program resulted in over \$190,000 in new revenue per month. She worked individually with each school principal to develop a customized plan, creating student traffic flow charts, specifying and ordering equipment to suit needs of each school and generally serving as the district's customer service department for all breakfast in the



classroom questions and concerns. The program's success led Musick to share her strategies through professional development opportunities, such as education sessions, with other counties in the state.

Musick's fundraising efforts brought in over \$615,000 in grant funding for her school district in the form of equipment grants, fresh fruit and vegetable grants and school garden grants. This funding helped the district replace inefficient ovens, freezers and coolers and purchase merchandisers to increase participation. The grants also enabled the district to improve the quality of the food being offered to students. It also provided an opportunity for students to not only taste, but also grow fresh fruits and vegetables. For many students, this might be their first exposure to gardens and incorporating fresh produce into their daily food choices.

Musick's colleagues describe her as beginning "every interaction with a smile," and as someone who puts others at ease, particularly as she welcomes new members into her local SNA chapter.

For 30 years the FAME Awards have been honoring school nutrition professionals who raise the industry standards by tackling challenges within their school districts and communities. The 2019 FAME Awards ceremony event is scheduled for January 13, 2019 at the JW Marriott Austin, Austin, Texas, site of the School Nutrition Association's (SNA) 2019 School Nutrition Industry Conference (SNIC).

FAME event tickets can be obtained by visiting www.fameawards.net. For event updates throughout the year, visit www.fameawards.net or www.facebook.com/fameawards.

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