

# IAB Member Spotlight

## Donna King

I was excited to be selected to serve on the VA Industry Advisory Board last year. I wanted to be a part of a group in making a difference in the lives of our kids. I have 30 years' foodservice experience, along with a passion to be a part of the school division foodservice teams. Just being able to offer my suggestions and helping introduce delicious, nutritious meal ideas for our students is very rewarding.

I have been a school attendance secretary, teacher's aide, owned my own restaurant (steak & seafood) with my husband, and worked with local distributors in various positions. I currently work for an amazing family-owned company, House of Raeford, where I'm a K-12 specialist working with schools in VA, WV, MD, and the Great Lakes States.

I'm a wife of 43 years, mother, and grandmother, and I cherish every day I have with them. I volunteer in my local schools, fire and rescue stations, and work with the local Apple Blossom Committee to bring our town one week of entertainment, parades, carnivals, etc.

I have unconditional love for my family and friends.



# Inside Industry

## Vinny Giacinto Industry Chair



### INDUSTRY ADVISORY BOARD (IAB)

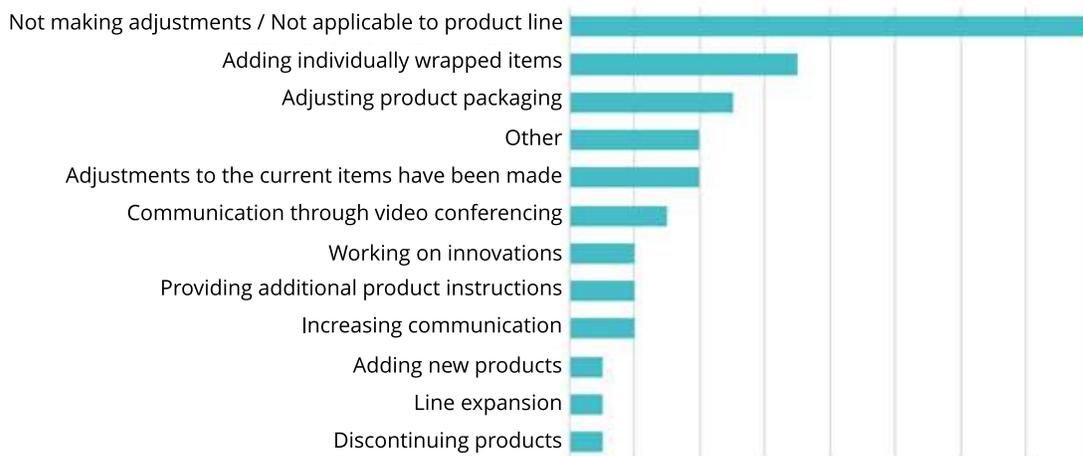
The SNA-VA Industry Advisory Board met twice since the last "News" publication. The first was in Louisa County in January and the second was in June via Google Meet. When we met in January, we had NO IDEA the life we would be living and working through in the following months, and the topics of that meeting were centered around the State Show and new ideas for that conference. Obviously that all changed in March and the main topic we then discussed in the June virtual meeting was how and what we do to move forward as an IAB group and state association. However, for both meetings, we had a near 100% participation of IAB members despite the work-from-home schedules.

I would like to take this time to thank four IAB members whose two-year terms ended on July 31st: Tracye Friedman (Rich's), Erin Umberger Greene (Affinity Group), Amy Hegarty (Food Service Consultant Studio) and Linda Yankey (Stillwater Foods). Please join me in thanks for their years of service and departure during COVID-19 times.

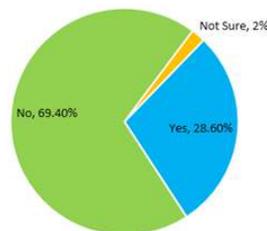
### COVID-19: HOW IS INDUSTRY ADAPTING (Courtesy of Interflex Group)

"A survey of manufacturers that work with **Interflex** revealed the wide range of responses that companies are taking to adapt to the "new normal" under COVID-19....Here's a breakdown of the most common responses to our survey question asking manufacturers what changes they were making to their products for next school year:

### Breakdown of Manufacturer Response

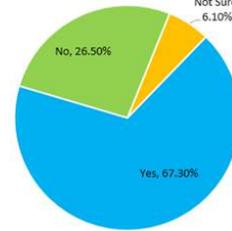


Are any products being discontinued for 2020-2021?



About 67% of manufacturers said they were developing new products for the 2020-2021 school year. About 28% of manufacturers said that some products were being discontinued. Only a small percentage weren't sure what changes would be made yet.

Are there any NEW products for 2020-2021?



When asked how product changes, new products, and discontinuations were being communicated to school districts, manufacturers reported using a wide variety of methods with brokers and emails being the most popular. Most manufacturers said they were using a variety of communication methods to get the information out, including posting it on their website, calling the schools directly, through their distributors, and via advertising."