

## IAB Member Spotlight

### JENNIFER ARMSTRONG

With more than 30 years working in foodservice, I found my passion working with schools. Being an advocate for the school foodservice segment has driven me to seek involvement with affiliated national and state organizations, assisting with conferences, participating on committees, and speaking on panels as a representative of the poultry industry on Sustainability, Clean Labels, Procurement, and Antibiotic usage.

I truly believe in the power of collaboration between Industry and Operator (and all the people in between) to improve the products and services we provide to our student customers. Currently my time is invested in building a new K12 line at Butterball, an exciting venture! When I can escape the office, my favorite way to pass the time is with my three grandchildren.



# Inside Industry

## Vinny Giacinto Industry Chair



### INDUSTRY ADVISORY BOARD (IAB)

The SNA-VA Industry Advisory Board met again in January on a very cold and blustery morning. We had a few members out due to the holiday weekend but still had things to discuss. Among the topics were membership updates, review of our Supervisor/Industry Conference and what went well or needs improvements, and continued improvements to our Industry website.

### OTHER UPDATES

- Thank you to our **15 new Platinum Industry Members**. 2 more added since our last update.
- **It's never too late to become an industry member!** If you are interested in becoming a partner of SNA-VA or to learn more, please visit <http://wordpress.sna-va.org/home/industry-info/>
- We are **always accepting applications for new members for the IAB**. If you are interested, please visit the above website for the IAB Application and submit to Rebekah Miller at [sna.va.connect@gmail.com](mailto:sna.va.connect@gmail.com).
- If you have any ideas or suggestions that can better industry sponsorship of the SNA-VA, please feel free to contact us to share your comments.

### The IMPORTANCE of Good Business Ethics for Industry Working with School Agencies

In industry, we all have goals to achieve, sales plans to hit and bosses to answer to. So we all fight to stay ahead and get our own "piece of the sales pie". However, it is very important we do so ethically and fairly and let our right actions turn itself into sales on its own. Keep in mind that ethical behavior and corporate social responsibility can bring significant benefits to a business. For example, they may:

- Attract customers to your company's products, which means boosting sales and profits.
- Make employees want to stay with your company, reduce labor turnover and therefore increase productivity.
- Attract more employees wanting to work for you, reduce recruitment costs and enable the company to get the most talented employees.
- Simply, customers will want to be around you, talk about you and even buy from you if they know your ethics and standards are right.