## Schedule of Events

**Thursday, October 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Exhibitor Registration and Set-Up</td>
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<tr>
<td>9:00 am – 1:00 pm</td>
<td>SNS Credentialing Exam</td>
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<td>Pre-registration required. The SNS credential signifies that an individual has successfully passed the School Nutrition Specialist exam, demonstrated the knowledge and competencies necessary to manage school nutrition programs, and is dedicated to continuing their professional development. When you have completed the exam, walk out with your head high knowing that you gave it your best shot and soon you might have your SNS! Please allow 6-8 weeks for your results.</td>
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<tr>
<td>2:00 pm – 5:00 pm</td>
<td>Attendee Registration</td>
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<td>2:00 pm – 5:00 pm</td>
<td>“KPIs That Accurately &amp; Meaningfully Reveal Performance &amp; Accomplishment – 2 Topic Deep Dive” USDA/SNA Professional Standards 1 Hour CEU – 3340</td>
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<td>For this year’s Special Thursday session for Directors and Supervisors, Dr. Mary Kate Harrison, SNS, General Manager, Student Nutrition Services, Hillsborough County Schools, will present detailed information on how to collect data, interpret and understand certain Key Performance Indicators that are critical to the operation of a school food service program. There are many ways to use KPI data, and interpret the information that is derived from the data. In this session you will gain a deeper understanding of what the data means and how to address the issues that the KPIs reveal.</td>
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<td>3:00 pm – 4:30 pm</td>
<td>Manager’s Hot Topics Roundtables USDA/SNA Professional Standards 1 Hour CEU – 3420</td>
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<td>Some people say Cafeteria Managers are the heart and soul of the nutrition program. Maybe that’s because it’s such a challenging position with so many different skills needed. Somedays – from minute to minute you’re a cook, a counselor, a child care worker, a data specialist, and a manager. From turning the lights on at 5 am to handing that first child their meal to wiping down that last table, managers must have a wide array of knowledge to complete each day’s cycle. At this session, topic tables will be set up and allow managers to have focused discussions with other managers about the most difficult aspects of their jobs.</td>
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5:30 pm – 7:30 pm  Sustaining Industry Partners’ & Directors’ Reception
SIPs and VIPs will flamingle at this special reception for the School Food Service Industry Partners that support FSNA, Florida SFS workers and the partnership to feed Florida's school children.

Friday, October 5

6:00 am – 8:00 am  Exhibitor Registration and Set-Up
7:30 am – 4:00 pm  Attendee Registration
7:30 am – 8:00 am  Exhibitor Appreciation Coffee Break in Expo Hall
FSNA Board and Taskforce Members meet up with Expo Vendors to share ideas about FSNA events and industry optimization, participation & partnerships.

8:00 am – 10:00 am  Exhibit Hall Preview for Directors/Supervisors/ Procurement Specialists/Expo Taskforce Members
This is a special exhibit hall time period to give individuals who are making or influencing purchasing decisions the opportunity to have in-depth discussions about school food products and services. Attendees must be wearing their Directors/Supervisors badge to enter, or enter with their supervisor who is a Director/Supervisor.

8:00 am – 9:00 am  Educational Sessions

“Workload Avalanche – Smart Ways to Regain Sanity”
Christy Crump, Director of Operations for Florida Restaurant & Lodging Association’s RCS Training
USDA/SNA Professional Standards I Hour CEU – 3410

Today’s workplace demands that we handle increasing amounts of information and juggle multiple priorities and people. In this workshop, participants gain insight into why multitasking is a time waster, as well as learning how to prioritize tasks efficiently and effectively to deal with information overload and workload avalanche.

“Build Your Resume to Showcase Your Ability, Then Ace the Interview”
Jamie Lovett, Food Service Supervisor, Alachua County Public Schools and Blake Dicks, Food Service Supervisor, Alachua County Public Schools

Whether you are looking for a new job or not, every working person needs an up-to-date professional resume … for a variety of uses. A resume is an important personal document that outlines your skills and work history. The appearance and content of your resume is what gets you the interview. In this session the first half will focus on creating a great resume. In the second half you will learn how to conduct yourself in an interview to result in the best possible presentation of your skills and knowledge. Just because you’ve done well in a past job doesn’t mean you’ll get hired – you have to ace the interview.

“Servant Leadership at Every Level”
Melissa Grovac, MS, RD, Education Specialist Florida, Gordon Food Service

Servant Leadership is based on the simple principle that you must “serve” in order to lead. Many companies across the nation, such as Chick Fil-A implement this concept.
9:15 am – 10:15 am

**Educational Sessions**

“Live, Laugh, Lead!”
Katie M Wright, School Support Specialist, Food & Nutrition Services, Pasco County Schools and Dr. Joshua R Nelson, MAML, Supervisor of Information Services, District School Board of Pasco County
USDA/SNA Professional Standards 1 Hour CEU – 3210

Come learn how to live positive, laugh often, and lead your team to success. Discover the different leadership styles and how blending those with a positive outlook can get you the desired results in both your personal and professional life.

“KPIs: What Every Manager Needs to Know”
Mary Kate Harrison, PhD, SNS, General Manager of Student Nutrition Services for Hillsborough County Schools
USDA/SNA Professional Standards 1 Hour CEU – 3340

You’ve heard the term KPI – but what does it stand for and what does it mean to You as a Manager? Key Performance Indicators measure the success of the school food program using data. And Managers are on the front lines for capturing and recording that data. Just because you have low participation on a particular day might not mean it was a bad day. If a low cost meal was efficiently served – it was a good day – but you have to have the data to prove it. And have you ever thought – wow – this year was so much busier than last year, but, you’d like to know for sure? KPI data can show you how you did from one year to the next, compare months, and show trends! Increasingly directors are using KPIs to track participation, costs, labor and other activities, so get informed about KPIs.

“Fight, Flight, or Flow (Conflict Management)”
Christy Crump, Director of Operations for Florida Restaurant & Lodging Association’s RCS Training
USDA/SNA Professional Standards 1 Hour CEU – 3410

When faced with conflict, do you fight against it, take flight away from it, or go with the flow? In this interactive workshop, participants gain understanding of how conflict affects their physical and mental state and how excellent communication skills are vital to overcoming conflict. In addition, participants learn their personal conflict management style and how to use that knowledge to work better with others and positively impact the team.

“Lift It, Shift It, Twist It: Optimizing Movement to Avoid Workplace Injury”
Dr. Amanda Williamson, PT, DPT, Orlando Health South Seminole Hospital Outpatient Rehabilitation and Dr. Constanza Aranda Garcia, PT, DPT, MSPH
USDA/SNA Professional Standards 1 Hour CEU – 3450

Preparing and serving hundreds of meals a day is physically demanding; lifting and loading, chopping and stirring, serving and cashiering, and cleaning up too! Strains and injuries are demoralizing, reduce productivity and can be costly. In this session brought to us by the Florida Physical Therapy Association attendees will learn techniques for
minimizing risk of injury caused by improper lifting, bending, and other exertion, and repetitive movements. The presentation includes kitchen ergonomics, lifting mechanics and body mechanics for moving heavy items and coping with repetitive tasks. Presenters will also demonstrate some work warm up stretches that will get you ready for a high performance, feel good, productive day.

10:20 am – 3:00 pm  Ribbon Cutting - Exhibit Hall Open to All Attendees
Take A Chance Auction Open

2:00 pm – 3:00 pm  Re-Inventing Region Seminars!
Let’s face it – Region Seminars are not what they used to be. For more than a year FSNA Leadership has been analyzing region seminar data and discussing how to increase the enjoyment factor and value perception of the Seminars. In this special session, FSNA Region Directors and other board members will meet to brainstorm and begin the detailed planning process for the Re-Invention of the 2019 Spring Region Seminars. This is an important meeting that all Region Directors and Elects must attend.

3:00 pm - 4:00 pm  Educational Sessions

“Procurement: So Many Strategies, So Little Time”
Judson C Crane, CPPO, CPPB, FCPM, FCCM, FCN, Director of Purchasing and Contract Administration, Santa Rosa School District Purchasing Department; Jeremy Taber, Procurement Specialist, Division of Food, Nutrition and Wellness, Florida Department of Agriculture and Consumer Services; and Katye Geistfeld, Programs Director, RealTime Solutions
USDA/SNA Professional Standards 1 Hour CEU – 2430

Procuring food, supplies and equipment for the school food service program is one of the most challenging activities that school nutrition operators undertake. It’s time consuming and complicated, and requires compliance with a host of state and Federal guidelines and regulations. And it must be done ethically and fairly and transparently. Procurement specialists and directors and supervisors will always benefit by a bit more information & good Q and A opportunities. This expert panel will provide information on contract management, selecting a contract manager, the buy America Provision, SA and SFA responsibilities, and incorporating points-based incentive programs and additional marketing support.

“Nutrition Smackdown”
Shaun Sawko, RD/LDN, Nutrition Coordinator, Student Nutrition Services, School District of Hillsborough County and Heather D’Ambrosi, MS, RD, SNS, Team Leader-Nutrition Specialist, Student Nutrition Services, School District of Hillsborough County
USDA/SNA Professional Standards 1 Hour CEU – 1320

As nutrition professionals, we all know the importance of what we do and what we serve, but with all of the misinformation regarding nutrition advice we are exposed to throughout our daily life we can get confused. Learn from two Registered Dietitians as they share their expertise in nutritional knowledge with you. You’ll leave this session not only gaining more knowledge about nutrition, but also being able to defend your program to skeptical stakeholders.

“How to Build Your Brand Story and Use Social Media to Tell It”
Kevin Wilson, President, Esrock Partners
USDA/SNA Professional Standards 1 Hour CEU – 4120
This session is a fast-paced, super creative PPT presentation utilizing imagery and K-12 industry specific examples to engage. It takes the audience through how to build a brand story for their foodservice program, and how to communicate that in a cohesive way on social media. Then the presenter will lead audience members in an interactive work session with a step by step process on creating a brand story specific to each districts’ own operational goals and objectives.

“Food Rescue: Start a Program in Your District”
Elaine Fiore, Educator, Beachside Montessori Village, Broward County Schools; Beth Spratt, Outreach Coordinator - Farm to School, Division of Food, Nutrition and Wellness, Florida Department of Agriculture and Consumer Services; Darlene Moppert, MS, RD, LD/N, Program Manager, Nutrition Education and Training, Food and Nutrition Services, Broward County Public Schools; and Vered Roberts, Principal, Beachside Montessori Village Pre K-Grade 8 Magnet School
USDA/SNA Professional Standards I Hour CEU – 3250

As a result of a lack of awareness of the dramatic shift in food donation policies brought on by the Bill Emerson Act, more than 1 billion food items continue to be wasted annually in U.S. schools. After conducting a food waste audit, students were appalled at the number of perfectly good food items that are thrown away daily. To find a solution, a team of concerned professionals have developed a unique partnership to pilot a food rescue project for Broward County Schools. A teacher, administrator, BCPS Food & Nutrition Services Director, and Florida Department of Agriculture Food Recovery Specialist will share their story to inspire Food Rescue expansion across Florida.

“Clean Labeling: What does it Really Mean?”
Kelly Niblett, RDN, LD, SNS, Nutrition Specialist, District Wellness Committee Chair, Food & Nutrition Services, Citrus County Schools
USDA/SNA Professional Standards I Hour CEU – 1310

More and more student and parents are putting value on eating “Clean” foods. But how do you know if a product is “Clean”? By what’s on the label …. right? Well maybe. Food and beverage companies have learned that this term is part of the new reality that will keep their products relevant with consumers. So, how are industry partners meeting the demands for cleaner foods and then putting that on the labels? Come find out what manufactures are doing with ingredients, processes, farming practices, antibiotics, and animal care to improve the end product and reduce harmful effects on the environment. Information from this exciting and enlightening program will allow you to better promote your program and educate the public.

“Weights, Measures, and Food Costs for Cooks & Chefs”
Moss Crutchfield, Food Service Specialist, Alachua County Food & Nutrition Services
USDA/SNA Professional Standards I Hour CEU – 2210

“A pint's a pound the world around,” but is it really? Chef Moss will help define and demystify weights and measures (especially the unfortunately-named 'ounce') in a practical demo that will cover common measuring tools and devices as well as their use in keeping food cost to a manageable level. This session will help you more accurately communicate the ‘tools of the trade’ for sites’ standardization, appealing presentation, better budgets, and user-friendly recipes.

4:15 pm - 5:45 pm Opening General Session: 2018 Board Introductions and Awards
We’ll officially kick off the 2018 FSNA Annual Conference and Expo with a formal introduction of the 2018-2019 FSNA Board of Directors. This introduction takes the
place of the Board Installation previously held at the Galas. The introduction will include a special message from Pasco County Superintendent of Schools, Kurt Browning. Following the introduction is Part 1 of the Awards Presentation. This year we’ll take a bit more time to recognize our winners and showcase their achievements.

6:30 pm - 9:00 pm  Let’s Flamingle: The Friday Night Party!
After a long day of learning it’s time to relax at the FSNA Tradition that everyone loves. Join your colleagues for a night of Flamingling under the Palms and the Stars! We’ll have games, prizes, music, food and fun! Pink Flamingo Sponsor - M & B Products

Saturday, October 6
6:30 am – 9:30 am  Exhibitor Registration and Set-Up
7:00 am - 11:00 am  Attendee Registration
7:00 am – 7:45 am  Tai Chi Warm-Up & Salsa Dancing with Chef Mama Chang
Wake up and discover the benefits of this ancient form of martial art which improves balance, agility, strength, and coordination. Learn how Tai Chi can help you flow through your everyday life. After you're warmed up, it's time for some fun, stay with Winnie and get energized with a lively round of Salsa moves.

7:00 am – 8:00 am  The Presidents’ Breakfast
This is a special event to honor FSNA’s hardworking Chapter Presidents and Past Presidents. We'll network, share ideas, and have some fun over a delicious breakfast. This is an invitation-only event for current Chapter President’s and past FSNA Presidents.

8:00 am - 9:00 am  Educational Sessions
“Fresh Ideas for Fresh Produce”
Andrew Kimpel, President, FSC Concepts, LLC
USDA/SNA Professional Standards I Hour CEU – 2430
Fresh is absolutely the best as long as it’s actually fresh and at least reasonably affordable. Procurement of fresh produce is a special and highly valuable skill. Don’t let your knowledge get stale, join this session to learn about processes for realizing savings for the district, while getting the crispiest, crunchiest, cleanest products. Ideas will include planning, bid/RFP analysis, volume analysis techniques, and price evaluations. Audience participation is encouraged so bring your tips and strategies and be ready to share ideas and strategize solutions.

“Cracking the Code: Building Educator Buy-In for Breakfast in the Classroom”
Amanda Musick, RDN/LDN, Program Manager of Marketing & Grants, Pasco County School District and Arianne Corbett, RD, Managing Director, Leading Health and No Kid Hungry
USDA/SNA Professional Standards I Hour CEU – 1220
Breakfast in the Classroom (BIC) offers unmistakable benefits for school nutrition programs including increased participation, increased reimbursements and reduced stigma for students. However, most educators are unaware of the program’s academic
benefits. BIC has been shown to enhance academic performance, improve classroom behavior, and reduce absenteeism/tardiness. School districts are also using breakfast as an academic and behavioral intervention to improve discipline and support social emotional learning. Learn how to speak the language of educators and make the case that BIC helps not only the school nutrition program, but also a school district’s academic success.

“Cater to Your Community, Not Just Your Kids!”
L. Rae Hollenbeck, SNS, Director, School Nutrition Services, Osceola County School District; Leanna Tanner, Special Events, Alachua County Food & Nutrition Services; and Thomas Occhipinti, Catering Coordinator, School Food Service Department, School District of Palm Beach
USDA/SNA Professional Standards I Hour CEU – 3000
Could your SFS Program use some discretionary income? Would you like to give your some of your staff the opportunity to earn some extra dough? Do you have skilled chefs, cooks and staff who could create special dinners, bag lunches, breakfast breaks for events in your community? How about tapping into your entrepreneurial spirit by starting up a catering program in your district? Find out how three districts in Florida handle staffing, food prep, finances and more, at this intriguing session.

“Let’s Taco ‘Bout It”
Jill Kressin, SNS, Marketing Specialist, PrimeroEdge
USDA/SNA Professional Standards I Hour CEU – 4140
In this interactive (and humorous!) presentation, you’ll explore the fundamentals of communication, learn how to put your communication skills to use, and understand how to effectively get your team to cooperate with one another. You will learn how your communication strategies should differ when interacting with different parties, how to bridge generational gaps, and how to create a positive and productive workspace.

“Tips, Tricks, and Inspiration: Applying for an FSNA Award”
Rita Lewis, Field Operations Supervisor, Food & Nutrition Services, Brevard County School Board and Jennie Cheesman, Cafeteria Manager, Apollo Elementary
USDA/SNA Professional Standards I Hour CEU – 4140
Have you been afraid to apply for an award? Was it because of the new format? Have you never submitted an award at all? Was it just too intimidating and you just didn’t know where to start? Then this breakout session is for you. Join your FSNA Awards Committee Chair Rita Lewis and Board Member Jennie Cheesman as they share examples of winning awards and show you where and how to begin to create your winning award.

“You Elected Them – Now Let Them Work for You”
Tim Tankersley, Retired Director of Food & Nutrition Services, Leon County Schools; Megan Sexton, Finance Specialist, SFSP Coordinator, Food & Nutrition Services, Pasco County Schools; Winnie Crockrell, Retired, School Way Café, Volusia County Schools; Ida Daniels, Coordinator of Food & Nutrition Services, School District County
USDA/SNA Professional Standards I Hour CEU – 4150
Learn about the FSNA Public Policy & Legislation (PP&L) Committee’s important mission and how it works to influence local and state elected officials to support and improve the school food service program. A panel will present a variety of strategies for planning and executing a successful school cafeteria visit for elected officials, from the invitation to the tour of the lunchroom to eating and talking with kids. Educating legislators and local county officials about the school lunch program is one of the most
important services that FSNA coordinates and in which every district should be involved.

8:00 am - 9:30 am  
**House of Delegates**
Check in begins at 8:00am; then the FSNA House of Delegates officially goes into session at 8:15am. This year’s agenda will include discussion of critical amendments and a vote on the FSNA Bylaws and the SNA Affiliate Agreement. Delegates will be called upon to offer opinions and guidance to the FSNA Leadership. Delegates who are not checked in by 8:15am are not eligible to vote.

9:00 am - 9:30 am  
**Networking and Coffee Break**

9:30 am - 12:00 pm  
**Exhibit Hall Open to All Attendees**
**Take A Chance Auction Open**

12:15 pm - 1:15 pm  
**Educational Sessions**

“**Have a Spectacular Summer with these Mobile Feeding Solutions**”
Megan Sexton, Finance Specialist, SFSP Coordinator, Food & Nutrition Services, Pasco County Schools; Lakeisha Hood, Director, Division of Food, Nutrition and Wellness, Florida Department of Agriculture and Consumer Services; Marsha Nelson, Central Kitchen Supervisor, Leon County Schools  
*USDA/SNA Professional Standards I Hour CEU – 3220*

Mobile feeding is an innovative, practical and exciting strategy to reach children in rural areas during the summer. Large and small districts throughout Florida operate a wide variety of programs - and many are tailored to the community. Pasco County was one of the first in Florida to use mobile feeding buses. The program has expanded to include a dozen vans and buses, reaching thousands of children daily during the summer. In this session you will learn tips and tricks for success in both operations and marketing of the program from panelists from three different counties in Florida.

“**DIY – Extreme Menu Takeover**”
Shaun Sawko, RD/LDN, Nutrition Coordinator, Student Nutrition Services, School District of Hillsborough County and Heather D’Ambrosi, MS, RD, SNS, Team Leader-Nutrition Specialist, Student Nutrition Services, School District of Hillsborough County  
*USDA/SNA Professional Standards I Hour CEU – 1150*

Do your menus need an extreme makeover? Learn how one school district created a student approved menu using innovative approaches, including chef demos, menu committee meetings and an annual “Fresh Flavors – Food for Mind & Body” event to collect feedback from students and parents. Discover how to apply their ideas to your program.

“**Training Strategies that Maximize SFS Employees Performace**”
Blake Dicks, Food Service Supervisor, Alachua County Public Schools; Robert Little, Coordinator of Operations, Seminole County Dining Services Department; and Robenson W. Prime, M. Ed, Coordinator of Training, Systems Operations, Marketing, Volusia County Schools  
*USDA/SNA Professional Standards I Hour CEU – 3430*

Three experienced supervisors share tried and true strategies and lessons learned through years of providing SFS training programs. They will focus on how they build
strong teams in their districts through education and training. They will talk about the types of training programs they provide and how they are provided.

“Being a Kitchen Rockstar – Lunch Ladies Gone Wild!”
Winnie Chang, National Sales Director, Chef’s Corner
USDA/SNA Professional Standards I Hour CEU – 3450

It all starts with personal wellness and a positive mindset. To be a successful sales director in a national company takes energy, skill and perseverance. Find out how Winnie Chang uses wellness and positivity to build high functioning teams and create fun environments that reduce stress and boost productivity.

“Chapter Briefing on New Region Seminar Format”
FSNA Region Directors

Join the FSNA Region Directors for a briefing on the Re-Invented Region Seminars. The feedback to FSNA was: “We don’t want to sit in a cafeteria, and hear the same old thing!” Learn about the new format for the Region Seminars. This is an important session for all chapter members who will be involved in any and all future region seminar planning.

“Marketing Your Cafeteria to Gen-Z”
Caron Rowe, Food Service Specialist – Marketing Coordinator, Alachua County Food & Nutrition Services
USDA/SNA Professional Standards I Hour CEU – 4110

Who is the Gen Z population? Come learn why it’s important to understand this generation and how to increase participation at your school! Join Caron Rowe, Marketing Coordinator for Alachua County Food and Nutrition Services for an overview of what makes the Gen Z population tic! The presentation will share some easy to replicate ideas for increasing participation and some of the programs that Alachua County has found successful.

1:30 pm - 3:15 pm
Awards Luncheon & Keynote Closing Session

Your 2018 FSNA Conference Experience continues with a time to settle and focus, be mindful and appreciative, and reflect. We’ll present the final round of awards, honor the Chapter Presidents and then hear from Alex Sheen, the internationally acclaimed founder of the inspiring nonprofit and social movement - because i said i would. This is your life, school food, nutrition, and feeding children, celebrate it with a great meal and an inspiring presentation, in the company of your colleagues and friends. Then enjoy a meet and greet with Alex right after the session and share your promises.

3:30 pm - 5:00 pm
Educational Sessions

“Lead by Example: An SNA Presentation”
Vanessa Hayes, Director, MPA, CC, SNS, Tilt County SNP, SNA Southeast Regional Director
USDA/SNA Professional Standards I Hour CEU – 3210

In this edu-taining session, SNA Leader, Vanessa Hayes, will share her intentional journey to securing a prestigious position on a national board of directors, including her victories and defeats, as well as “the best thing that could have never happened.” Prepare to be inspired, and walk away ready to motivate your teammates and pass the inspiration on.
“Hiring the Best, Growing and Retaining the Rest – 2.0”
Darlene Moppert, MS, RDN, Program Manager, Nutrition Education and Training, Food and Nutrition Services, Broward County Public Schools
USDA/SNA Professional Standards I Hour CEU – 3430

Unemployment is at record lows making it even harder to keep good workers, and find new ones. Broward County School District continues to research and test new strategies for successful recruitment and retention. How you promote your positions, where they are posted and how interviews are conducted are the driving forces that lead to a “good hire.” Learn about the right questions to ask at the interview, hint, they are not the standard! And, what about your turnover rate? It’s great to have “long-timers” but are they growing in their positions, and with the times and trends? In this session you will also learn how to make sure the current staff stays motivated, energized and productive. This session will include a question and answer period as well so come ready to share!

7:30 pm - 9:00 pm  After-Dinner Meet-Up
If you are staying over on Saturday night, meet up with other attendees at the Gaylord Palm’s Honeybells and treat yourself to some frozen yogurt!