

2025 FSNA ConnectionXpo





Playbook of Success: The Winning Game Plan for Florida's Schools



Agenda V1 As of 7.31.2025

Please check back for the final agenda, which will be available on 8/5/2025

 Board Members Only |  Coffee Provided |  Meal Provided

|  RSVP Required |  Gift Giveaway

<u>Thursday, October 23, 2025</u>	
12:00 PM – 3:00 PM	FSNA/Foundation Board Meetings Scoring Touchdowns: Innovative Approaches to Achieving Board Goals This will be an insightful board meeting focused on exploring effective strategies to achieve the board's objectives. Together, we'll discuss creative approaches to overcome challenges, enhance collaboration, and drive impactful outcomes for the future of FSNA. Location: Daytona Grande Hotel  
3:15pm – 4:15pm	FDACS Update – Vianka Colin (Director of Division of Food, Nutrition and Wellness) Hear from the Florida Department of Agriculture and Consumer Services on key updates, policy changes, and priorities impacting school nutrition programs. This session will provide essential guidance to help districts stay informed and aligned with state initiatives. Location: Daytona Grande Hotel  
4:15pm – 5:00pm	Wellness Break This is an opportunity to refresh and recharge. Step away to use the restroom, make any necessary calls, and enjoy a bit

	of movement to stretch, refocus and feel refreshed before continuing with the program agenda.
5:00 PM – 6:30PM	<p>VIP Welcome Mixer (Sustaining Industry Partners & Directors)</p> <p>Join us for an elegant evening designed exclusively for VIP & Sustaining Industry Partners and School Nutrition Directors. This stylish kickoff offers the perfect setting to connect, collaborate, and celebrate our shared commitment to excellence in school nutrition, all in a relaxed, upscale atmosphere.</p> <p>Location: Daytona Grande Ballroom  </p>
<u>Friday, October 24, 2005</u>	
10:00AM – 12:30PM	<p>Directors and Managers Only Food Show Preview</p> <p><i>Exhibit hall open to Directors & Managers only</i></p> <p>This exclusive, early-access session invites School Nutrition Directors and managers to engage one-on-one with industry exhibitors before the general showcase begins. Designed to foster meaningful dialogue and strategic collaboration, this dedicated preview offers directors a focused environment to explore cutting-edge products, services, and solutions tailored to the unique needs of school nutrition programs.</p> <p>Location: Ocean Center Exhibit Hall</p>
12:00PM – 5:00PM	<p>Join the Roster: Registration Open</p> <p>Begin your conference experience by checking in at the registration desk. Pick up your badge, event materials, and welcome bag. Our team will be on hand to assist with any questions and ensure you're ready for a great event ahead!</p> <p>Location: Ocean Center</p>
12:00PM – 5:00PM	Silent Auction Open/Drop-off

12:30PM – 1:15PM	<p>Opening Kickoff: Former President's Address by Tony Jenkins</p> <p>Join us for a special moment of reflection and inspiration as FSNA's former presidents share insights, milestones, and the enduring impact of leadership on our association's legacy and future.</p> <p>Location: Ocean Center Ballroom 📍</p>
1:15PM – 2:00PM	<p>Kickoff to Greatness: Opening Keynote PUNT Flip the Field – Greg Coleman</p> <p>In his powerful address, <i>PUNT: Flip the Field</i>, Coleman draws from his groundbreaking career as one of the first African American punters in the NFL to deliver a message that transcends sports. With humor, humility, and heart, he'll challenge attendees to rethink obstacles as opportunities, shift perspective when facing pressure, and lead with clarity and confidence—even when the game changes.</p> <p>Location: Ocean Center Ballroom</p>
2:15PM – 3:15PM	<p>Breakout Session: Gridiron Guidance: Paving Your Path to Leadership Excellence - Frank Massabni</p> <p>Take a journey toward leadership excellence, drawing inspiration from the world of sports and the strategies behind building winning teams. With a focus on actionable insights, Frank will explore the principles of effective leadership, fostering collaboration, and making impactful decisions that drive results in a highly anticipated masterclass format.</p> <p>Location: Ocean Center – Room TBA</p>
2:15PM – 3:15PM	<p>Breakout Session: Scoreboard Sustainability: Green Practices in School Nutrition – Heather Armstrong & Sue Flak</p> <p>As the demand for sustainable solutions continues to grow, this session will explore innovative green practices that can be integrated into school nutrition programs. Learn how to reduce waste, conserve energy, and incorporate environmentally friendly practices into daily operations without sacrificing quality or efficiency.</p>

	Location: Ocean Center – Room TBA
2:15PM – 3:15PM	<p>Breakout Sessions 5C: Reinventing the Game: Next-Level Training Strategies - Roberson Prime & Debbie Cox</p> <p>Elevate your team's performance with cutting-edge training strategies that drive success in school nutrition programs. This session will provide practical approaches to enhance staff skills, foster engagement, and create a culture of continuous improvement.</p> <p>Location: Ocean Center – Room TBA</p>
3:30PM –4:45PM	<p>General Session - Gridiron Panel: A Playbook for Success in Food Shows and Product Testing</p> <p>Join us for an engaging panel where seasoned professionals share winning strategies for navigating food shows and maximizing product testing. Learn how to build effective evaluation plans, collaborate with vendors, and turn tastings into actionable insights that elevate your program's performance. Lite appetizers will be served.</p> <p>Panel:</p> <p>Candace Rosato-gold creek foods Christie Holmes-K 12 Food Solutions Melissa Cassell-CORE foodservice Amy Carroll-Lee County Schools Deb Ferguson-Hillsborough county Linda Wiley – North Florida Buying Group</p> <p>Location: Ocean Center Ballroom Member RSVP Required 📅 📞</p>
3:30 PM	<i>Auction Closes</i>
5:00pm – 6:00pm	<p>Champions' Huddle: Legacy Leaders VIP Meetup</p> <p>This VIP gathering is designed to honor past achievements while aligning for future success of our Chapter Presidents and Past FSNA Presidents.</p>

	<p>6:00pm Legacy Lineup – Join us for a special moment honoring our past presidents and their lasting contributions to the organization. In this ceremonial procession, past presidents will be recognized as they form a distinguished line and lead the way into the official opening of the Tailgate Party, symbolizing the strength of our legacy and the momentum of our future.</p> <p>Location: Daytona Grande Hotel pre-function area.</p> <p>Shuttle service provided from the Ocean Center to the Daytona Grande at 4:45pm with a continuous loop every 15min for 1hr.</p>
6:00pm – 8:30pm	<p>The Ultimate Tailgate Party</p> <p>Gear up for an exciting and relaxed evening of food, drinks, and networking at our Ultimate Tailgate Reception. Enjoy a lively atmosphere with great company, delicious small plates, and plenty of opportunities to connect with fellow attendees</p> <p>Location: Daytona Grande Ballroom 📍 📺</p>
<u>Saturday, October 25, 2025</u>	
7:30AM – 8:30AM	<p>Walk into Wellness (optional self-guided morning exercise)</p> <p>Start your day with intention and energy. Enjoy a refreshing self-guided walk at your own pace on the beach, an easy way to boost wellness and clear your mind before the day's sessions begin.</p>
8:30 AM – 12:30 PM	Silent Auction Open / Drop Off
8:30 AM – 12:30 PM	<p>Join the Roster: Registration Open</p> <p>If you missed check-in on Day 1, stop by the registration desk to pick up your badge and materials. Our team will be available to assist with any questions and help you get oriented for the day's events.</p>
8:30am – 9:00am	Fueling the future: Join the FSNA Board for a touchdown!

	<p>Ready to make an impact? Join us for an informative quick-fire chat about the exciting opportunities to serve on the FSNA Board. Learn how you can contribute to the future of school nutrition, collaborate with industry leaders, and help shape policies that benefit students across Florida.</p> <p>Location: Ocean Center – Room TBA</p>
8:00AM – 9:00AM	<p>Directors and Managers only food show preview <i>Exhibit hall open to Directors & Managers only</i></p> <p>This exclusive, early-access session invites School Nutrition Directors and managers to engage one-on-one with industry exhibitors before the general showcase begins. Designed to foster meaningful dialogue and strategic collaboration, this dedicated preview offers directors a focused environment to explore cutting-edge products, services, and solutions tailored to the unique needs of school nutrition programs.</p> <p>Location: Ocean Center Exhibit Hall</p>
9:00 AM – 2:00 PM	<p>ConnectionXpo Foodshow <i>Exhibit Hall Open to All</i></p> <p>Explore the latest innovations in school nutrition as the Exhibit Hall opens to all attendees. Connect directly with industry partners, discover new products and solutions, and build relationships that support your program's success.</p> <p>Location: Ocean Center Exhibit Hall</p>
1:00 PM – 2:00 PM	<p>House of delegates</p> <p>The House of Delegates serves as the representative body of FSNA's membership and plays a key role in shaping the association's strategic direction. When they convene at the Annual Conference, delegates discuss important organizational matters, vote on proposed bylaw changes, and provide input on key initiatives and policies. Their decisions help guides the future of FSNA and ensure that member voices are reflected in the association's priorities.</p> <p>Location: Ocean Center – Room TBA</p>

2:00 PM – 3:00 PM	<p>Director's Mastermind (Directors Only) Scoring your vision – Gary Hartsfield</p> <p>In this exclusive session, Gary Hartsfield guides School Nutrition Directors through the process of aligning vision with execution. Discover how to set strategic goals, measure success, and lead with purpose—turning your vision into a winning game plan.</p> <p>Location: Ocean Center – Room TBA</p>
2:00 PM – 3:00 PM	<p>Breakout Session - Fourth and Goal: AI Strategies for Winning in School Nutrition – Marlon Gordon , Donette Worthy & Jenna Smith.</p> <p>Discover how artificial intelligence is transforming the playbook for school nutrition. This forward-thinking session explores practical AI tools and strategies to streamline operations, enhance menu planning, and improve student engagement—helping you score big in efficiency and impact.</p> <p>Location: Ocean Center – Room TBA</p>
2:00 PM – 3:00 PM	<p>Breakout Session 2B: Fueling Academic Excellence: Nutrition's Impact on Learning – Justin Mundet <i>*2024 Future Leaders Award Recipient*</i></p> <p>Join Justin Mundet for an insightful session exploring the powerful connection between student nutrition and academic performance. Learn how well-balanced meals can boost focus, behavior, and achievement—and why your role in school nutrition is essential to educational success.</p> <p>Location: Ocean Center – Room TBA</p>
2:00PM – 3:00PM	<p>Breakout Sessions 5B: X's and O's of Food Allergies: Navigating Dietary Restrictions with Ease – Hilary Greever, Brielle Jacobowitz and Jamie McCarthy</p> <p>Location: Ocean Center – Room TBA</p>

3:00 PM – 4:00 PM	<p>Breakout Sessions 6A: Cruising for Compliance: Steering Through School Nutrition Regulations – John Tyre</p> <p>Navigate the complex world of school nutrition regulations with confidence. This session offers practical guidance on staying compliant with state and federal requirements—helping you steer clear of pitfalls and keep your program running smoothly.</p> <p>Location: Ocean Center – Room TBA</p>
3:00 PM – 4:00 PM	<p>Breakout Sessions 6B: Game Plan for School Nutrition: Financial Strategies for a Winning Season – Chef Cindy & Beverly Girard</p> <p>Get the winning edge with financial strategies that ensure long-term success in school nutrition. This session will cover budgeting, cost management, and revenue-generating ideas to help you navigate the financial challenges of running a successful nutrition program</p> <p>Location: Ocean Center – Room TBA</p>
3:00 PM – 4:00PM	<p>Breakout Session 4A: Game-Changing Culinary Techniques: Elevating School Meals – Thomas Occhipinti, Heather Widener and Jamie McCarthy</p> <p>Learn innovative culinary techniques to transform school meals from basic to exceptional. This session will explore creative, cost-effective ways to enhance flavors, presentation, and student satisfaction while maintaining nutritional integrity.</p> <p>Location: Ocean Center – Room TBA</p>
4:00 PM – 4:30 PM	Auction Closes
4:15 PM – 5:30PM	<p>Closing Keynote - MVP Awards Ceremony</p> <p>Join us for a festive awards presentation dinner as we honor the outstanding individuals and teams who have made exceptional contributions to school nutrition. Celebrate their achievements and be inspired by their dedication to excellence in the field over an early evening dinner.</p>

	Location: Ocean Center Ballroom Keynote Speaker: Christophe Foxx 🎤 📋 🎁
5:30PM – 5:45PM	Presentation of Board of Directors & Presidential Changeover Join us as we recognize the dedicated members of the FSNA Board of Directors and unveil the Incoming President. Celebrate the leadership shaping the future of school nutrition in Florida Location: Ocean Center Ballroom
5:45PM	Fourth Quarter: Adjournment We wish you safe travels home and hope you leave inspired and energized for the year ahead.
5:45PM - 6:15PM	Auction Pick Up