



**2021 Annual Conference &
Expo
November 5-6, 2021
Daytona Beach, FL**

Friday, November 5

8:00 AM - 5:00 PM **Exhibitor Registration and Set-Up**

9:00 AM - 1:00 PM **SNS Credentialing Exam**

Pre-registration required. The SNS credential signifies that an individual has 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.

12:00 PM - 7:00 PM **Attendee Registration Open**

3:00 PM - 4:00 PM **Breakout Sessions**

 *The Great Kitchen Kaper*

Speaker: Traci Simonton, MBA, SNS, Director of Food & Nutrition Services, School District of Indian River County

Room: 202AB

USDA/SNA Professional Standards I Hour CEU – 3410

An innovative learning activity on communication and collaborative interaction between coworkers. You become the investigator in this fun, interactive, creative experience by working in teams to determine who stole the cook's cart. Complete tasks, solve puzzles and answer riddles in the field of child nutrition to reveal the clues. Through the process of elimination, you will identify the guilty party, the reason they took the cart, and the location of the cart. Help us bring the perpetrator to justice!

 *Snack Power: Bringing Purpose and Profit to Your School*

Speaker: Amanda Bot, MBA, RD, SNS, Key Account Executive, Kellogg's

Room: 103AB

USDA/SNA Professional Standards I Hour CEU – 1110

What snacks do kids want? In this session you'll learn about the likes and dislikes of Generation Z and beyond, and how these trends can help you maximize you're a la carte potential. And we'll look at innovative "concept" suggestions based on current menu trends in K-12 and the commercial food service arena.

 *Creating Great Photos & Creative Messaging to Boost Participation*

Speakers: Liz Roesel, SEA Level Social, Owner & Arianne Branch, SEA Level Social, Director of Content & Strategy

Room: 203AB

USDA/SNA Professional Standards I Hour CEU – 4120

Join marketing experts as they share their tried and true tips for food photography, crafting an effective message and two-click social media actions to reach a larger audience. This dynamic session is filled with actionable takeaways, for both you and your staff, to tell your story and feed more children!

 **Fund Facts! Managing Your Fund Balance**

Speakers: Beverly L. Girard, PhD, MBA,MS, RD, SNS; Maria Eunice, MS, SNS Alachua County District Director; Dolores "Dee" Early, Visual Solutions LLC; Stephanie Spicknall, RD, LD/N Pasco County Food & Nutrition Services, Director

Room: 102AB

USDA/SNA Professional Standards I Hour CEU – 3310

Managing your fund balance to benefit your program while complying with requests from above is a tricky balancing act. Informed school nutrition directors need to know how to control, manage, defend, and advocate for the appropriate use of their money. This is a confusing and misunderstood topic. Our panel of experts is experienced in timely monitoring and the correct use of, fund balances. Issues they'll address include the USDA description of an SNP fund balance, the calculation of excess fund balances, and suggested uses of fund balances to maintain the program's non-profit status.

4:30 PM – 7:00 PM

Expo Open to All

7:30 PM - 10:00 PM

Friday Night Party at Joe's Crab Shack

The FSNA tradition of the Friday Night Party continues and it will be fun, we promise! Under the stars and over the waves, this is YOUR time to relax and recharge. The night will be filled with great food, great drinks, dancing and networking with friends!

Saturday, November 6

6:00 AM - 9:00 AM

Exhibitor Registration and Set-Up

7:00 AM - 12:00 PM

Attendee Registration Open – Coffee Available til 8 AM

8:00 AM - 9:00 AM

Breakout Sessions


 **Rethinking Food Myths – Is Pork Good for Me?**

Speakers: Patrick Bane, Co-Owner, Bane Family Pork Farm & Matt Ackerman, DVM

Room: 102 AB

USDA/SNA Professional Standards I Hour CEU – 1320

This presentation will help you understand common food myths that swirl around you, from parents, to kids, to teachers, and the media. We'll look at purchasing and cooking pork, farm sustainability, nutrition benefits, and antibiotic oversight from pen to plate. The presentation includes a barn tour of a pork facility, allowing you to ask "real time" questions of your guide, a vet, and a pork producer.


 *Managers Roundtable – Problem Solving Strategies*

Speakers: Edward Wells, Cafeteria Manager, Floresta Elementary School; Patrick Howell, Food-Service Manager, Hamilton County Elementary School, Sallie Patterson, Manager, Hamilton County Elementary School

Room: 202AB

USDA/SNA Professional Standards I Hour CEU – 3210

In this casual and interactive session for managers and supervisors small groups brainstorm strategies for COVID related problems. Then each group reports out to share and analyze the different approaches that can be used to solve the new and evolving challenges that managers and supervisors are facing.

 *Write It Right – Bids That Get A Bite*

Speakers: Linda Wiley, Med, RDN, LDN, SNS; Christie Holmes, Specialist (K-12), Affinity Group; Jenny Fackender, Co-Owner, Prime Food Brokers

Room: 103AB

USDA/SNA Professional Standards I Hour CEU – 2420

Writing bids correctly can save money, and always helps you avoid the inconvenience and even embarrassment of submitting an incorrect or unclear bid. Along with bid writing tips, participants will be able to identify tools and strategies on how to address supply chain challenges within their operations. And even if you are not directly in charge of the bid, this session will inform you about one of the key processes in school food program management.

8:00 AM – 9:00 AM

Exhibitor Appreciation Coffee Break

9:15 AM – 12:00 PM


Ribbon Cutting - Exhibit Hall Open to All Attendees & Take A Chance Auction Open!

12:00 PM – 1:00 PM

Networking Lunch

1:00 PM - 2:00 PM

Breakout Sessions

 *Finding & Embracing Your Community*

Speakers: Robenson W. Prime M.Ed., Coordinator of Training, Systems Operations, Marketing, School Way Café, Volusia County Schools & Jessica Lam, Food & Nutrition Manager, Jensen Beach High School

Room: 202AB

USDA/SNA Professional Standards I Hour CEU – 4150

It's critical to build community connections and a network of accurate contacts to stay ahead of misinformation and to be agile when responding to negative social media comments! Learn to be proactive by participating in community events and other activities to market your program to parents and other relevant stakeholders.

 *Hot, Sweet and Savory - Spices 101*

Speaker: Josh Diekman CEC, CCA, Corporate Executive Chef/Culinary Sales Manager, Land O'Lakes Inc.

Room: 102AB

USDA/SNA Professional Standards I Hour CEU – 2130

We take a look at what spices look like while they grow and which spices to use to replace both sugar and sodium. Learn about different spice combinations and how properly layering spices and herbs can turn any dish into a well-balanced and flavorful experience. Does grinding spices matter? How long are spices good for? What are good combinations of spices? Through culinary demonstrations and tastings, we will explore the answers to these questions and more.

 *Cups, Teaspoons and Pinches: Culinary Math*

Speaker: Eileen Staples, Consultant Trainer & Equipment Purchaser, SLA Management

Room: 103AB

USDA/SNA Professional Standards I Hour CEU – 2110

Measure twice and prepare it just once! This session will cover basic kitchen measurements and extending recipes based on 100 to larger quantities. To help you get it down, you'll practice what you learn with your group during this interactive learning session.

2:30 PM - 3:30 PM Breakout Sessions

 *Hear Me Now?*

Speaker: Diane Santoro, SNS

Room: 202AB

USDA/SNA Professional Standards I Hour CEU – 4140

We all need a refresher on communication, and communication often starts with listening. In this session, you'll learn with intention to understand not just the words, but the emotions and meaning behind the words. And you'll learn how to respond with words grounded in courage, reasoning, and care to get the results you need.

 *Crispy, Crunchy and Cost-Effective – the USDA Fresh Fruit & Vegetable Program*

Speakers: Laurie Conlin, RD, LD District Food & Nutrition Manager, Brevard Public Schools; Shelley Ingram, District Director, Franklin County Schools; Tammy Alvarez, MS, RDN, LDN, SNS, Food Service Coordinator, Registered Dietitian, Marion County Public Schools; Susan Johnson, Food & Nutrition Services, Marion County Public Schools

Room: 102AB

USDA/SNA Professional Standards I Hour CEU – 2430

Seasoned Florida school nutrition professionals will give you strategies for implementing and maximizing the USDA Fresh Fruit and Vegetable Program. Learn how to get free produce through this easy to implement program to get kids interested in and thinking about eating their greens.

 *Supply Chain Industry Update & Solutions – Open Mic*

Speakers: Amy Carroll, MBA, RD, District Coordinator, Lee County School District; Lauren Jones, Ph.D., SNS, Director of Food & Nutrition Services, Nassau County School Board; Ken Woodburn, Vice President Business Development, Rich Chicks

Room: 103AB

USDA/SNA Professional Standards I Hour CEU – 2440

How much food will you need, what kind of food do you need, and what's even available in these difficult times? Should you depend on past records or more current records? In this timely session, a panel of FSNA and Industry Experts will talk about some best practices like using cycle menus, standardized recipes, and production records adapted to the current situation to help you get your orders in.

 *Managing Employee Conflict*

Speaker: Eileen Staples, Consultant Trainer & Equipment Purchaser, SLA Management

Room: 203AB

USDA/SNA Professional Standards I Hour CEU – 3410

Conflict in the work place is natural, especially in times when plans change at a moment's notice, staff performance is compromised due to illness and burnout, or there are new people on the job. This presentation will analyze why this occurs, how to manage it, and review steps to alleviate it as soon as possible.

3:30 PM – 4:00 PM

President Jud's Ice Cream Sundae Social

4:00 PM – 6:00 PM

Awards Ceremony & Keynote Closing Session

Awards presentations and a hilarious keynote presented by YouTube sensation Gerry Brooks! Give the award winners respect by staying to honor them for their achievement. Then sit back and eat an ice cream sundae and laugh out loud. Comedian Gerry Brooks is a veteran educator from Lexington, Kentucky with over 185 thousand YouTube subscribers. Staying for this good time will be well worth it!