



S
N
A
OF MASSACHUSETTS



Real Food,
Real People,
Real Fun!



SNA of Mass.
Fall 2019 Conference
October 22-23

Fall 2019 Conference Program

This year SNA of Mass. will be keeping it real! Our programs are about real food, real people and real fun and we need to celebrate and promote that. This year's conference program begins with our keynote speaker, Craig Weidel sharing why he believes that school nutrition professionals are heroes and in another session shows us some easy steps to take to actually learn how to be happy. We will focus on how to keep it simple – learn the power of live video, engage in a conversation with parents about the SN program challenges and opportunities, and enjoy the one stop shopping opportunity our exhibit hall represents! Relax with your peers Tuesday night at Mezcal Tequila Cantina, just across the street from the DCU Center. Wednesday continues the theme with news and opportunities from SNA, updates from DESE, thoughts on how to improve relationships, and a fantastic panel and cooking demo with real food from real people clearly having real fun!

Day 1 - Tuesday, October 22

7:30 – 8:00

Breakfast and Registration

8:00 – 9:00

Welcome and Awards

Tom Houle, President

2018-19 Year in Review, Catherine

Donovan, Past President

2019 Award Winners; Employee of the

year and Northeast Regional Winner

– Leah Perry, Manager of the year and

Northeast Regional Winner – Sandra

Hillson, Director of the Year – Lori Pahl,

Super Lunch Hero – Sandy Teixeira, and

Dawn LaVallee, the first recipient of the

Dawn LaVallee Volunteer of the Year

award.

9:15 – 10:15

My Heroes Have Always Worn Hairnets

Craig Weidel

Have you ever said to yourself, “Self ... am I really making a difference in what I do every single day?” Are you frustrated with yourself because you talked yourself out of putting in for that promotion or even living your dream? Don't feel silly, you are not alone! This dynamic fun-packed program will help

you revitalize your interest in one of the most important jobs in the world; being a child nutrition professional. You will be amazed at just how simple it is to be a true hero and change your life forever.

HR and Staff Training 3440

Communications and Marketing 4140

10:30 – 11:30

Concurrent sessions:

Happiness – Fact or Fiction?

Craig Weidel

Can you learn to be happy or are you just stuck? Imagine how happy you would be if all your interactions with others were pleasant and positive. Does it sound too good to be true? This program will show you some easy steps to discover how simple it really is. In addition, we will debunk the myth of the American dream – “If you work hard, you will become successful, and once you become successful, then you'll be happy.” Conventional wisdom tells us that this is true. If we just find a better job, win the lottery, lose five pounds then happiness will follow. Learn how in the fields of positive psychology and neuroscience

proves that this formula is actually backwards. The experts tell us that happiness fuels success. When we are happy and more positive, our brains enable us to be more creative, engaged, motivated, energetic and productive at work.

HR and Staff Training 3450

Keeping it Real Simple

Amanda Venezia & Stefanie Dove

Behold the power of live video! We will go LIVE from our session and share some of our best practices when broadcasting live within our school districts and beyond. Tune into #LIVEfrommydesk, a blog put out by these two dynamic presenters as they weekly broadcast tips and tricks to grow your school nutrition program and yourself as a leader.

Communications and Marketing 4150

11:45 – 12:45

Parent Panel Discussion

Have you wondered if your students' parents know about all the regulations you need each meal to comply with? This session will be a discussion between parents and directors about the multitude of challenges that we encounter, such as student debt, nutritional standards, program funding, school breakfast and more. We will hear what parents are concerned about and how to bridge the communication gap with them. This session promises to engage all with an open conversation format, encouraging audience participation.

Communications and Marketing 4150

1:00 – 4:00

Exhibits

Take time to visit each booth and learn about the latest products and services available for your SN program. We will have two entryways to help with the traffic flow, and check out the café in the middle of the show floor for some refreshments and a chance to rest

Certification Education Units (CEUs)

| | |
|-----------------|----|
| Full Conference | 12 |
| Day 1 only | 5 |
| Day 2 only | 6 |
| Food Show only | 1 |

your feet! Check out the 700 aisle in the back to view some cooking demos from our vendors. Check out the raffle items – the drawing is at 3:45 and you must be present to win! Real Items for real people and real fun!

Mezcal Tequila Cantina

4:30 – 6:00

Reception

6:00 – 9:00

Dinner/Industry Member of the Year Award Presentation/Music Bingo and Dancing

After a long day of learning strategies and discovering new products to enhance your program let your hair down and enjoy an evening of celebration. This year we will venture across the street from the DCU Center to Mezcal Tequila Cantina. Join in the celebration of our industry award winner and the challenge of music bingo with prizes and dancing!

Photo Session

Our professional photographer will take your photo to use for your district newsletter, website, and your LinkedIn profile. Sessions will be limited and reservations and pre-assigned times must be made in advance. If you would like to take advantage of this opportunity you must send your request in by email to info@schoolnutrition.info or indicate this when you register for the conference online. Reservations will be handled on a first come, first served basis.

Day 2 - Wednesday, October 23

6:45

Destination Walk to Birch Tree Coffee Shop with Matt Lillibridge

Meet in the lobby of the
Hilton Garden Inn

7:30 - 8:00

Registration and Breakfast

8:00-9:00

Welcome and SNA of Mass. Annual Meeting

During the SNA annual meeting Tom Houle will review our goals for our association for this coming year. There are no proposed bylaw changes this year. The SNA Northeast Regional Director, Warren DeShields, will provide an update on SNA National and share his SNA Leadership Journey.

9:15 – 10:15

DESE Update

Rob Leshin

The current status of Massachusetts School Nutrition Programs and the impact of federal and state regulations will be discussed as well as an update on Child Nutrition Reauthorization and Professional Standards.

Administration 3000

10:30 – 11:45

Concurrent Sessions

T.H.I.N.K./Thank

Janice Watt

In this session, attendees will explore ways to make relationships better by utilizing the T.H.I.N.K. model when communicating (is it True, Helpful, Inspiring, Necessary, Kind) as well as learning how changing thought patterns and the practice of gratitude & appreciation can transform the workplace and your life!

HR and Staff Training 3450

Hot Topics with Q&A

Rob Leshin and Lynn Petrowski

Jot down your questions during Rob Leshin's DESE update for an opportunity to have them answered at this small group breakout. Rob will be available to go into further depth of what he presented at the general session.

Administration 3000

11:45 – 12:15

Meet Us in the Foyer

Meet the "real people" behind the scenes working to empower and support school nutrition professionals. Stop by and check out all the exciting and rewarding things happening with our Professional Development, Nutrition/Legislation, Industry Council, and Exhibits committees. Consider getting involved in an area that interests you most. SNA of Mass. is a volunteer-based association. You too can make a difference!

12:15 – 2:00

Real Food: How Do I get it? Where does it come from?

Panel and Cooking Demo
Lunch

Hear from real people creating real food. How do they do it? How do you get it? How do you cook it? Pat Lanni from Word Farmers, Susannah Hinman from Worcester Regional Food Hub and Nicole Fletcher from Fletcher Farms discuss the process. Chef Ken Watt, back by popular demand, will demonstrate how to cook this real food! Special thanks to New England Dairy and Food Council for sponsoring dessert and making this as real as it gets.

Nutrition 1130



Registration

Register online at www.schoolnutrition.info

| Fees | On or Before Sept. 20 | After Sept. 20 |
|---|--------------------------|-------------------|
| Full Conference^{1,2} | | |
| Member | \$250 | \$275 |
| Nonmember | \$280 | \$305 |
| One Day Only (Specify Tuesday 10/22, or Wednesday 10/23) | | |
| Member | \$155 | \$180 |
| Nonmember | \$180 | \$205 |
| Dinner ³ | \$45 | \$45 |
| Exhibits Only | | |
| Member (Director) | \$60 | \$60 |
| Member (non-Director) | \$30 | \$30 |
| Nonmember | \$75 | \$75 |

- (1) Director Special – Directors who register themselves and three other staff people for the FULL CONFERENCE will get the fourth registrant at half price.
- (2) Dinner is included with full conference registration only. You must register for dinner in advance. Please specify on your online registration form if you will be attending the Tuesday evening dinner.
- (3) Dinner is an additional charge for One Day only attendees.

SNA OF MASS. FED ID# - 042-748-901

REFUND/CANCELLATION POLICY: One half of the registration fee will be refunded for all cancellations received before September 27, 2019.

ACCOMMODATIONS

Rooms have been reserved for conference attendees at the Hilton Garden Inn, Worcester. Call 508-753-5700 and mention the SNA of Mass. conference to secure the special rate of \$143 for single or double occupancy. Parking is across the street in the covered garage. Please pull behind the hotel to unload your luggage prior to parking your car.

DIRECTIONS

DCU Center, 50 Foster St., Worcester, MA 01608

For directions:

<http://www.dcucenter.com/directionsandtransportation.php>

For parking information and additional options:

<http://www.dcucenter.com/parking.php>

PARKING

SNA has secured a flat rate of \$7.00 per day in the **Major Taylor Blvd. Municipal Garage – 30 Major Taylor Blvd.** (diagonally across from the DCU Center) on the corner of Major Taylor Blvd. and MLK Jr. Blvd. (formerly Central St.) off of exit 16 from Rt. 290. This is the only garage that we can validate for a discounted rate. When you arrive you will get a ticket from the entrance gate dispenser. Take this ticket with you when you leave your car! When you arrive at the conference we will validate your parking ticket. When you leave the conference you must stop at the APS (Automated Pay Stations) in the Level 1 lobby of the garage on the corner of Major Taylor Blvd and MLK Jr. Blvd.



**SCHOOL
NUTRITION
ASSOCIATION**
OF MASSACHUSETTS

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