

Great Educational Opportunities at Convention 2010

Take a peek at the great workshops you can attend when you travel to Ocean City for MSNA's 2010 Annual Convention.

Fuel Up to Play 60

Fuel Up to Play 60, presented by Sharon Piano and Janette Carpentier from the Mid-Atlantic Dairy Association, is a school-based program designed to improve school wellness by implementing sustainable Healthy Eating and Physical Activity Action Strategies. Learn how to lead or join your school's *Fuel Up to Play 60* program and how to receive a FREE Wellness Kit for your school for the 2010-2011 school year. Watch how a personal dashboard can be used for your school in order to track your school's fitness and nutrition progress. Hear about new free school wellness resources and student and state wide competitions.

Where's the Beef?

Duane Williams, Chief/Contracting Officer, USDA, Livestock and Seed Program, Commodity Procurement Branch shares new information and updates in the world of USDA Commodities. Mr. Williams is known for his dynamic presentation style and engaging presentations.

Nutrition Controversies and How to Address Them

Everyone from parents to politicians has opinions and emotions about nutrition, but very few know the science. Science, however, should be the cornerstone of the recommendations that shape nutrition legislation. With updated dietary guidelines almost upon us and newly issued recommendations on school foods, the media and elected officials often give school food service the burden of curing everything from obesity to hyperactivity, School nutrition professionals need to address "high concern" issues in a manner that acknowledges these concerns but uses science to separate the emotion from the reality.

Equipment 101

Want to know the top ten ways to keep that old equipment functioning another year? What are the general workings of the equipment in our kitchens and how do we describe what's going wrong when we call in that repair. This is a fun and interactive session. Win a prize for the answer to the question "which piece of equipment uses a pressurized chamber?" "What's the best preventative maintenance for a refrigerator?" Dave Markland, Harford County's Equipment Repair Crew Chief brings his years of experience maintaining and repairing food service equipment to help answer many of your equipment questions.

School Nutrition: Flavors of Diverse Cultures in American Schools

Families in Maryland schools come from 182 countries and speak 179 languages. They bring a wide variety of cultures to American schools. Participants will learn how school food and nutrition can support diverse families to ensure student success. Presented by Young Chan Han, MSDE Family Involvement Specialist.

Farm to Table: Yours, Mine, Ours

This session, presented by Peggy Epig, MAEF Program Coordinator, will explore how cafeteria staff can support teacher efforts in the classroom during Maryland Home Grown School Lunch Week and beyond. There will be an emphasis on creating collaborative teaching opportunities with cafeteria staff to engage directly with students with a variety of fun and educational activities. The audience will participate in lessons created by a Maryland Agricultural Educational Foundation (MAEF) University of Maryland Extension team for Farm to School week, and will contribute ideas in which school food services can support and celebrate healthy local foods in schools!

Spooning Around the World -- Make and Take

Back by popular demand! MSDE's Brenda Schwaab and Carolyn Thompson offer this year's Make and Take Workshop. So come on out and get "crafty with it!" This workshop is always popular so get an early seat.

Getting Connected

MSNA is fortunate to have Barbara Belmont, Executive Director, School Nutrition Association, joining us to present the SNA new online network for members. See how this fun and easy tool works to help you keep networked in your school nutrition community.

Earn Key Area Hours at Post-Convention Workshop!

Kick It Up a Notch! : How to Market Your School Foodservice Program

Sunday, October 10, 2010, 8 a.m.- 11 a.m.

Grand Hotel Grand I Meeting Room

Earn 3 CREDITS in Key Area 4



Description:

This workshop walks participants through fun ways to make your school cafeteria program more appealing to student customers. Three major concepts are covered: marketing, merchandising, and customer service. From the start of the school year through the seasons, keep customers guessing what great promotions are just around the corner. Beyond promotions, review the keys to the delivery of the quality products and services that result in repeat buyers. Display and the art of merchandising those products is the step that insures the customers are visualizing the food service experience promised in your marketing message. The third make-or-break component is the actual customer service experience the student has on the line at the point of service. Reviewing key customer pitfalls and appropriate engagement techniques help practitioners understand their critical communications with the student customer. Media continually reinforces school lunch stereotypes. By applying the elements of marketing, merchandising and customer service, these stereotypes can be replaced with a positive customer experience and reality.

Presenter:

Ruth Niedomanski

Motivational Speaker Ruth Niedomanski brings thirty years of experience in School Food and Nutrition. Ruth acquired an Associate's Degree as both a Dietetic Technician and in Food Service Management. Throughout her career she has held positions as a FNS Manager, FNS Supervisor and as a Sales Representative specializing in School products. Ruth takes these real world experiences to discuss practical ways to market and sell your program. Using her signature humor, Ruth pokes fun at the daily challenges we face in our kitchens and schools, making her sessions fun, educational and day-one applicable. Ruth lives in Fredericksburg, Virginia, where she enjoys gardening, volunteering and spending time with her family.

Registration:

The cost of this class is \$15. Seating will be limited. To register, check the "Sunday SNA Cert. Key Area Training" option in Section III of your Convention Registration Form.