



## **SNA of Ohio Industry Conference (SNIC of Ohio)**

**February 5, 2018  
Wilmington, Ohio**

SNA of Ohio is pleased to present SNIC 2018! The event format is a full day of education and showcasing our valued SNA of Ohio Platinum members! Cost is \$150 per person to attend - includes breakfast, lunch and up to 4 CEUs! Register by January 25<sup>th</sup> at <https://snao.formstack.com/forms/2018snicofohioattende>. Cancellation requests for a full refund may be submitted by email to [tracey@assnoffices.com](mailto:tracey@assnoffices.com) no later than January 25<sup>th</sup>. Sorry, no refunds may be granted after this date.

**Timeline:** 8:00 a.m. – 3:00 p.m.

**Location:** Roberts Centre, 123 Gano Road, Wilmington, OH 45177

**Hotel Accommodations:** A limited number of hotel rooms are reserved for the night of February 4, 2018 at the Holiday Inn Wilmington (attached to the Roberts Centre) at the discounted rate of \$119. To reserve your room, call 800-654-7036 by the January 14<sup>th</sup> deadline and ask for the School Nutrition Association of Ohio block.

### **Schedule of Events**

8:00 – 8:55 am Check in, light breakfast, visit with Vendors

8:55 – 9:00 am **Welcome from SNA of Ohio President Stacey Bettis**

9:00 – 10:00 am **Promote Your Program**

***1 hour 4100 CEU (Communications and Marketing)***

*We are sure you are doing great things. No matter the size of your program or your district we all can get our story told. Do you tell everyone about your successes? If no, why not? Come find out how and why news stories get picked up by your local media outlets. What can you do to get your story told? During the session, discussion will focus around best practices, "Dos and Don'ts, as well as success stories and pitfalls. The panel will feature a news anchor, a public relations*

*Director as well as a Child Nutrition Director. All will have a unique perspective of the journey to get your story told.*

**Panelists:** Mary Beddell, Public Relations Director, Plain Local School District; Chris Burkhardt, Executive Director, Food and Child Nutrition Services, Cleveland Metropolitan School District; Todd Dykes, Investigative Reporter, Channel 5 WLWT/Cincinnati

**Moderator:** Stacey Bettis, President, SNA of Ohio

10:00 – 10:30 am Refreshment Break/Visit with Vendors

10:30 – 11:30 am **Present with Confidence**

**1 hour 4140 CEU (Develop Communications Skills)**

*Getting up and speaking in public isn't everyone's favorite thing to do – but it's an important skill to develop as a leader. Learn techniques and ideas on how to make good public presentations that effectively tell your story.*

**Presenter:** Scott Little, SNA of Michigan Executive Director

11:30 - 12:30 pm Lunch/Visit with Vendors

12:30 - 1:30 pm **Understanding the Complex Infrastructure of the Food Industry**

**1 hour 2100 CEU (Food Production)**

*This session will provide a thorough understanding of these key roles in our industry - and discuss how industry representatives and school nutrition staff can maximize our partnership to make the supply chain more effective for all involved.*

**Panelists:**

Distributor Representative: Kyle Edwards, Rightway Foods

Broker Representative: Sandy McDonald, Acosta Sales and Marketing

Manufacturer Representative: Ken Watts, Harvest Hill

Equipment Representative: Charley Miller, SESCO

Director Representatives: Lori McKean, Wapakoneta City Schools & Sue Whitaker, Huron City Schools

**Moderators:** Bev Angne-Williams, Acosta & Roger Doseck, JTM Foodgroup

1:30 – 2:00 pm Refreshment Break/Visit with Vendors

2:00 – 3:00 pm **Procurement: Everything You Need to Know**

**1 hour 2400 CEU (Purchasing/Procurement)**

*Learn procurement information for all Child nutrition Programs! This session will be a group interactive format and will cover request for proposals, small and large purchase agreements, procuring a food service management company - as well as applicable situations in which to utilize this information.*

**Presenter:** Matthew Moore, Ohio Department of Education

3:00 pm **Closing Remarks from SNA of Ohio President, Stacey Bettis**