



2015 FALL INDUSTRY BOOT CAMP

SELLING TO THE SCHOOL FOODSERVICE MARKET

November 18-19, 2015

National Harbor, Maryland

Industry Boot Camp is an intense educational seminar designed to help industry representatives new to school nutrition and seasoned veterans, who like to brush up, understand the ins and outs of the school nutrition marketplace.

HIGHLIGHTS:

Foodservice Director
Guided Tour of
School Cafeteria
Facilities

Child Nutrition
Legislative Overview
and Update

Face-to-Face time
with a panel of School
Foodservice Directors

School Meal Nutrition
Guidelines &
Regulations

Know Your Client:
Tips to be a
Successful
Salesperson

School Nutrition
Procurement
Including Bidding

The USDA Foods
Program



PROGRAM OBJECTIVES

- Guided tour of cafeteria facilities at a local school.
- Foodservice professionals will discuss their Food Service Programs, challenges and successes with implementing the New Meal Pattern and Breakfast guidelines and give you the opportunity to ask questions related to food costs, purchasing, marketing and building better relationships with your clients.
- Learn about Procurement and Bid Specifications.
- Understand the External Factors & Trends that Impact the School Nutrition Market.
- Get insight to the School Nutrition Market, Who are your customers and key stakeholders? What are their Challenges? What are the Current trends? What is the future of School Nutrition Programs?
- Learn about Meal Charges and Reimbursement Levels.
- Understand how the School District Budget is developed, Indirect Costs, and ways to Generate Additional Revenue.
- Learn about the history of the USDA Foods Program, Improvements and New Initiatives and Product Development Process.

Companies sending more than 2 attendees receive a 20% discount on each additional registration after their first two.

**Only two seminars are offered yearly. Seating is limited.
Secure your seat and complete the registration form.**

NOTE: Your registration fee is non-refundable. If you cancel, SNA will apply your registration fee toward a future Boot Camp.

For up-to-date information, visit <http://www.schoolnutrition.org/BootCamp/>



SNA INDUSTRY BOOT CAMP REGISTRATION FORM

SELLING TO THE SCHOOL FOODSERVICE MARKET

NOVEMBER 18-19, 2015- NATIONAL HARBOR, MD

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Segment: Food Manufacturer Food Distributor Manufacturer Broker Representative

Food Broker Food Service Equipment Software Other: _____

Registration

SNA Patron Member \$1,400 SNA Industry Member \$1,900 Non-Member \$2,400

NOTE: Your registration fee is non-refundable. If you cancel, SNA will apply your registration fee toward the Spring 2016 Boot Camp only. SNA reserves the right to cancel this meeting if minimum attendance is not met by October 23, 2015. Companies sending more than two attendees will receive a 20% discount on each additional registration after their first two registrations.

Payment

Visa MasterCard American Express Check – payable to SNA

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ Total \$: _____

**Fax your completed registration form to Edna Lowder at
(301) 686-3115 or email elowder@schoolnutrition.org**

Hotel Reservations:

Hampton Inn & Suites National Harbor - \$189.00 Traditional King per night

250 Waterfront St, National Harbor, MD 20745

Hotel Reservation Phone: (800) 486-7866

**You must identify yourself as a member of the School Nutrition Association/Boot Camp
when making the reservation.**

To obtain the discounted room rate, your reservation must be made by October 23, 2015 Reservations received after October 23rd will only be accepted on a space available basis, at the best available rate.