



**2021 VIRTUAL INDUSTRY BOOT CAMP**  
**Level II**  
**April 13, 14, & 15, 2021**  
**1:00 pm to 4:30 pm EDT**



**AGENDA**

Tuesday, April 13, 2021

- 1:00 pm – 1:15 pm Welcome and Introductions Reggie Ross, SNA President
- 1:15 pm – 2:15 pm Product Development Mary Begalle, PhD, RD, SNS
- 2:15 pm – 2:30 pm Reflections/Q & A
- 2:30 pm – 2:45 pm Business Break
- 2:45 pm – 4:00 pm Product Development
- 4:00 pm – 4:30 pm Reflections/Q & A
- 4:30 pm – 4:45 pm Business Break
- 4:45 pm – 5:15 pm Zoom Happy Hour (Optional)

Wednesday, April 14, 2021

- 1:00 pm – 2:30 pm USDA Foods and Commodity Processing In Depth Michael Birkmeyer
- 2:30 pm – 2:45 pm Reflections/Q&A
- 2:45 pm – 3:00 pm Business Break
- 3:00 pm – 4:00pm USDA Foods and Commodity Processing In Depth
- 4:00 pm - 4:30 pm Reflections/Q & A

Thursday, April 15, 2021

- 1:00 pm – 2:00 pm Financial Management In-Depth Mary Begalle, PhD, RD, SNS
- 2:00 pm – 2:15 pm Reflections/Q & A
- 2:15 pm – 2:30 pm Business Break
- 2:30 pm – 3:00 pm USDA Equipment Grants Becky Domokos-Bays, PhD, RD, SNS
- 3:00 – 4:30 pm Director Panel



SNA Industry  
**BOOT  
CAMP**

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**Director Panel  
Moderator: Mary Begalle, PhD, RD, SNS**

**Cynthia Hormel, MM, RD, SNS**  
School Nutrition Director  
**Alexandria City Public Schools**  
Alexandria, VA  
[Cynthia.hormel@acps.k12.va.us](mailto:Cynthia.hormel@acps.k12.va.us)

**Sandra Kemp, SNS**  
Executive Director  
**Albuquerque Public Schools**  
Albuquerque, NM  
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**Jessica Shelly, MBA, SNS**  
Director, Student Dining Services  
**Cincinnati Public Schools**  
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**Bertrand Weber**  
Director of Culinary & Wellness Services  
**Minneapolis Public Schools**  
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