SOLVING YOUR SCHOOL NUTRITION PUZZLE

School Nutrition Industry Conference
January 21-23, 2018
New Orleans
Puzzled? Find Solutions at SNIC 2018

There’s one thing you can say about those who embrace a career in the K-12 school nutrition segment—whether as an operator or an industry partner—you relish a good challenge! That’s because school nutrition is arguably the most complex foodservice business. Federal regulations. Local politics. Large, urban districts. Tiny, rural districts. Sprawling suburban systems. Aging kitchen equipment. Tech-savvy customers. The variety of factors at play are reminiscent of a 1,000-piece jigsaw puzzle. It can be overwhelming if they are scattered and disorganized—but once you start putting those pieces together, watch the big picture become clear! Well, there’s simply no better sense of professional pride and satisfaction.

What do YOU need to solve your school district’s or company’s school nutrition puzzle? SNA’s School Nutrition Industry Conference (SNIC) is designed to help you organize your puzzle and identify any missing pieces.

This high-level meeting offers three days of unparalleled learning and networking. Program highlights include:

• Cutting-edge and inspiring General Session speakers who will help you fine-tune your leadership, marketing and team-building skills.
• A host of education sessions—many delivered in fresh, new formats designed to activate your imagination and engage you in ways that lead to a-ha moments and invaluable takeaways.
• Topics selected to build on the fundamental “corner pieces” of the K-12 procurement puzzle, from understanding and addressing ethical dilemmas to uncovering best practices for GPOs and co-ops to readying for the new procurement requirements of the Administrative Review.
• More topics that will help unlock the answers to other tenacious business challenges, such as tech tools to help you work smarter and more efficiently and trends research that you can apply directly to your operation or organization.
• Innovative Solution Sessions, which are hosted by industry, encourage face-to-face, small-group discussions on new innovations while exchanging ideas.

SNIC has something for everyone. Maybe you are trying to determine where you and your business fit in the big picture or perhaps you’re charged with solving a very specific problem. Whatever your missing piece of the school nutrition puzzle, you’ll find it at SNIC18.
Erik Qualman
Best-Selling Author & Digital Influencer
Socialnomics™: Demystifying the Digital Puzzle

Leaders in this “digital decade” are made—not born. In this motivational session, Qualman showcases the power of what he’s coined “socialnomics™.” Word of mouth, now on digital steroids, drives change at a phenomenal rate, with unprecedented impact. It’s critical we learn to harness this power and put it to work to benefit our businesses, our profession and our individual success. You’ll gain practical takeaways and techniques for leveraging social media, mobile technologies, search engine optimization and much more.

But what makes Qualman a must-see thought leader is not just his ability to put a finger on a futuristic pulse. It’s his declaration that the key to sustainable success hinges on achieving the right online—and offline—balance. Qualman, building from his #1 bestseller, will lead the audience in exploring the benefits of acting like the Flintstones and the Jetsons in the years ahead. Opening General Session, Sunday, January 21

Sponsored by Kellogg’s.

Kaplan Mobray
Leadership Expert & Internationally Acclaimed Author

Is Leadership Excellence the Missing Piece in Your Team’s Success?

Are you ready to fast-track your team’s success? Buckle up for this session from “the most energetic speaker you’ve ever seen,” leadership expert Kaplan Mobray. Focused on creating life-changing opportunities for career improvement, Mobray challenges his audiences to reflect on and apply their own leadership qualities in empowering members of their team. Mobray’s “10Ls of Leadership” offers an unconventional and irresistible spin on leadership development. In this dynamic presentation, he will help you create a vision, employ tools that empower, and learn how to really know your people—their strengths, their values, their ambitions—to engage them in efforts toward operational excellence. Don’t miss this opportunity to apply your leadership talents in effective team building. Closing General Session, Tuesday, January 23

Critics rave… “One of the nation’s top business speakers.”
Provocative Presentations: SNIC 2018 offers an agenda packed with programming that addresses some of the most challenging issues in the K12 school foodservice segment. Offered as general sessions, concurrent breakouts and small group discussions, these educational opportunities will foster creative new strategies, enhance your knowledge and refine your skills. Take a look at what you can expect.

Partners for Progress
You might be able to work out many K12 puzzles on your own, but others can contribute significant portions of the big picture. Hear from a few of SNA’s top allied partners, including representatives from the U.S. Department of Agriculture (USDA), the American Commodity Distribution Association (ACDA) and the Institute of Child Nutrition (ICN). Sunday, General Session

Solving the Procurement Puzzle
A primary objective of SNIC 2018 is to address the myriad complexities in school nutrition procurement, identifying innovative approaches to longstanding frustrations.

Working Together to Solve the Procurement Puzzle
A panel comprised of key stakeholders will help clarify these conundrums to provide solution-oriented strategies to building more effective procurement processes that meet a wide array of needs. The Panel will be facilitated by SNA President Lynn Harvey, EdD, RDN, SNS. Monday, General Session

Closing the Loop: Why Can’t I Get the Product I Ordered?
The bid has been awarded, but that doesn’t mean the procurement process is complete. Contract compliance is often overlooked or underestimated by school nutrition operators. Join your colleagues for a dynamic discussion about ways to improve this part of the procurement process, so that you get the right product, at the right time, that’s right in line with your expectations. Monday, General Session

Putting the Pieces Together: Procurement Action Steps
After three days exploring potential solutions to the many challenges of K-12 school nutrition procurement, it’s time to put all the pieces together! This interactive discussion is designed to help you develop your plan for moving forward, while presenting new directions to shape the future of this essential aspect of school nutrition operations. Tuesday, General Session
Procurement Education Sessions:

- Procurement Ethics – What Should You Do?
- How and When to Buy American and Buy Local
- Top 10 Steps to Managing the Procurement Process (and Prevent a Bid Protest!)
- Co-Ops and GPOs: Your Questions Answered

When It Comes to Food and Ingredients, What Do Consumers Really Want?

Good value. Convenient. Clean label. Locally sourced. What do consumers really want? Join strategic nutrition marketer Mark Cornthwaite who will help you uncover different consumer segments, their specific needs and how you can address those needs as a school nutrition program operator or industry professional. *Monday, Education Session*

Innovative Solution Sessions

In three, unique one-hour sessions, school nutrition operators join industry hosts in meaningful dialogue about new products and trends. Fifteen industry partners will participate, showcasing exciting offerings designed to help operators meet challenges, build participation, stretch budgets and more. An SNIC signature offering, these sessions are always a favorite with attendees! Check www.schoolnutrition.org/snic later this fall for more details.

Industry Education Sessions

Offered exclusively to industry representatives, these sessions are designed to enhance awareness of new and evolving challenges faced by their school nutrition operator customers. The more you know, the better you can position yourself—and your business—to be an essential partner in offering solutions. Check www.schoolnutrition.org/snic later this fall for specific presentation descriptions.

AND DON’T MISS…

**Simple Tech Tools from Your Nerdy Best Friend**

In today’s high-tech world, apps can solve all kinds of challenges in your School Nutrition Puzzle! We’ve brainstormed some of the toughest tasks in your typical day for this practical session with tech tools you just can’t miss.

- Instant, FREE solutions for your biggest flyer, graphic and design needs
- New ideas for virtual meetings when you have no budget
- Apps that merge your home and work calendars and to-do lists
- Reliable sources of industry updates and news to help you stay in the know
- Email! Email! Email! How to handle your inbox without going mad

*Monday, Education Session*
The Breakfast in the Classroom Conundrum: Addressing Challenges from all Angles
10:00 am-12:00 pm
This interactive session will provide a platform for both industry representatives and school nutrition professionals to brainstorm and develop solutions to challenges in all models of Breakfast in the Classroom service. Best practice sharing will focus on sustainability, counting and claiming, marketing, technology needs and reducing waste. Made possible by the Partners for Breakfast in the Classroom and the School Nutrition Foundation
Cost: Complimentary

School Nutrition Specialist (SNS) Credentialing Preparation Course—New Pilot Course!
8:30 am-4:30 pm
Thinking about taking the SNS exam or do you simply want to learn more about different content areas in school nutrition? Join us for this exciting pilot program and seize the opportunity to provide your valuable insights and feedback before the official launch of this program to the rest of the school nutrition community. The course will be taught by subject matter experts and is based on the SNS Exam Study Guide. Please note that seating is limited. (Lunch included).
Cost: Special introductory, Pilot Course fee: $129
Pilot Course, including Study Guide* fee: $188
*The SNS Study Course will not guarantee a passing score and does not include content from the actual Exam. Rather, the course will direct you to resources and concepts that will help you prepare for the exam. Note: the March 2017 edition of the SNS Study Guide is required for course participation.

Procurement and the Administrative Review
2:00 pm-5:00 pm
An expert panel will guide you through the critical elements of the Administrative Review related to procurement requirements. Bring your questions!
Cost: $35

Powerful Pre-Cons: Join us a day early, Saturday, January 20, to maximize your SNIC learning opportunities! SNA has planned these professionally impactful pre-conference sessions to complement and enhance the educational offerings in the main program. Don’t miss this chance to unlock more key pieces of the school nutrition puzzles that you find most challenging.

CONTINUING EDUCATION UNITS (CEUs)
SNA CEUs are aligned with USDA Professional Standards required training standards. All SNIC attendees who attend the full conference will earn CEUs toward SNA's Certificate Program, the SNS Credential renewal and USDA Professional Standards, where applicable. CEUs for SNIC pre-conference workshops can be used to apply for an initial SNA Certificate, move up a Certificate level or count toward USDA Professional Standards annual training, as appropriate.
Collaborative Purchasing 101
1:00 pm-4:00 pm
Savvy directors of small and medium-sized districts have long understood the value of joining together in collaborative purchasing initiatives. Which model is right for you? This session presents three: group purchasing organizations, member-operated cooperatives and third party-administered cooperatives. Before you commit to joining, explore the pros, the cons and the law.

Cost: $35

Visit www.schoolnutrition.org/snic for more details about these can’t-miss workshops.
Check frequently as new sessions may be added!

2018 FAME Awards & Dinner in the “Big Easy”
Sponsored by Basic American Foods, Schwan’s Food Service, Inc., Tyson Foods, Inc.

Big things are happening in the “Big Easy” this January! Let the good times roll as we celebrate the stars of school nutrition at the Foodservice Achievement Management Excellence (FAME) Awards ceremony. Join your fellow school nutrition professionals on Sunday, January 21, at the Roosevelt New Orleans, a short walk from the SNIC host hotel. Here, operators and industry come together to honor outstanding leaders in the school nutrition profession for their achievement, innovation, excellence, and service. The reception begins at 6:30 pm, followed by dinner and the awards ceremony. A separate registration is required for this event. Seating is limited so please visit www.fameawards.net to request or purchase a ticket.
**SNS Credentialing Exam**

Earn SNA’s School Nutrition Specialist (SNS) Credential

The latest SNS exam will be available at SNA’s School Nutrition Industry Conference on **Saturday, January 20, 8 am-12 pm**. Registration, approval and payment must be made in advance and cannot be done on-site. Visit [www.schoolnutrition.org/sns](http://www.schoolnutrition.org/sns) to register or email certSNS@schoolnutrition.org. **Fees:** Member $225; Non-member $325; **Registration deadline:** January 5, 2018.

**Welcome Reception—Pat O’s on the River**

We’ll kick off SNIC18 at the legendary Pat O’s on the River, located less than half a mile from the hotel. The alluring environment includes floor-to-ceiling windows overlooking the French Quarter and the majestic Mississippi. Step out onto the terraces and enjoy the evening air while sipping a Hurricane, a N’Awlins favorite. Mingle with friends and colleagues while sampling an array of New Orleans fare. Networking is an essential “piece of the puzzle” to complete your SNIC experience.

**STEPS Challenge Wellness Event**

**Sponsored by Jennie-O Turkey Store**

With SNIC’s jam-packed agenda, it might be hard to make time to exercise. So be sure to make time for the STEPS Challenge Wellness Event on **Sunday, January 21, 7-8 am**, with an awesome “Sunrise Stretch.”

**Networking Lunch**

**No One Eats Alone™ at this networking lunch!** We all know that social isolation and bullying at school is a growing concern among parents, teachers and students. You can easily be part of the solution. Enjoy lunch on **Sunday, January 21, 12:15-1:45 pm** with your peers while learning more about this important initiative to create inclusive cafeterias and address social isolation, especially in middle schools. **No One Eats Alone™** teaches students how to make friends at lunch, often the most difficult part of the school day. Find out how cafeterias can be the place where kids feel included, valued and accepted by their peers. Learn more about this initiative at [www.nooneeatsalone.org](http://www.nooneeatsalone.org).

**Networking Luncheon and Tabletop Displays**

Take this opportunity to catch up with old friends and colleagues, reconnect with industry partners, and further discuss some of the helpful information you’ve learned over the past couple of days. A delicious buffet lunch will be available on **Monday January 22; 12:15-2:15 pm**. Be sure to visit all the Tabletop Displays placed around the perimeter of the room. Your industry partners are here to show you a variety of products, services, and the latest technology available to help you take your school nutrition program to the next level.
New Orleans Marriott
555 Canal Street, New Orleans, LA 70130
Check-in: 4:00 pm; Check-out: 11:00 am
SNA Discounted Room Rate: $189 per night/Single/Double + taxes

The hotel is conveniently located just 15 miles from the Louis Armstrong New Orleans International Airport.

**Reservations**
**REMINDER:** Conference registration is now required **before** you will be allowed to reserve a room within SNA’s discounted hotel room block. Whether registering online or by email/mail/fax, after you’ve submitted your payment and received your order confirmation, you will be given access to the Housing Reservation system, with a unique housing registration link tied to your individual registration. The School Nutrition Association reserves the right to cancel, without notification, any reservation that does not have a corresponding registration for SNIC 2018.

Rooms are issued on a first come, first served basis until **December 31, 2017**. Please note the SNA discounted rate will not be available after the cut-off date of **December 31 or prior to that date if the room block is full**. Please make your reservations early to take advantage of the discounted rate. All rates are subject to all applicable taxes and assessments.

**Cancellation policy:** Reservation must be cancelled three working days prior to arrival date and a cancellation number must be obtained to avoid penalty of one night’s room and tax charge.

**Travel Information**

**Air Transportation:** The Louis Armstrong New Orleans International Airport is the nearest major airport. The airport is 15 miles from the hotel, approximately 30 minutes. When making your airline reservations, feel free to use Corporate Traveler, SNA’s official travel agency. SNA’s dedicated travel manager can be reached at (571) 302-7187 or Christian.Porter@corporatetraveler.us.

**Ground Transportation:** There are several options to and from the Louis Armstrong International Airport to include taxi cabs, shuttle vans and rental cars. For more information, please visit [http://www.neworleansonline.com/tools/transportation/](http://www.neworleansonline.com/tools/transportation/). Please note that the hotel **does not** provide complimentary hotel shuttles.

**Parking:**
Valet parking, fee: Approximately $47 per day, plus tax, **one vehicle per room**, no vehicles taller than 5 ft. 9 in, onsite parking limited during special events/weekends.
SATURDAY, JANUARY 20
7:30 am–5:00 pm  Registration
8:00 am–12:00 pm  SNS Credentialing Exam
8:30 am–4:30 pm  SNS Credentialing Preparation Pilot Course (pre-registration required)
10:00 am–5:00 pm  Pre-Conference Workshops (pre-registration required)
5:30 pm–7:30 pm  Welcome Reception at Pat O’s on the River (off property, short walk from hotel)

SUNDAY, JANUARY 21
7:00 am–5:00 pm  Registration
7:00 am–8:00 am  Steps Challenge Wellness Event: Sunrise Stretch
9:00 am–10:30 am  Opening General Session
10:30 am–11:00 am  Refresh and Recharge Break and Keynote Speaker Book Signing
11:00 am–12:00 pm  Innovative Solution Sessions
11:00 am–12:00 pm  Industry Education Session
12:15 pm–1:45 pm  Networking Lunch
2:00 pm–3:00 pm  Innovative Solution Sessions
2:00 pm–3:00 pm  Industry Education Session
3:00 pm–3:30 pm  Refresh and Recharge Break
3:30 pm–4:30 pm  General Session
6:30 pm–7:15 pm  FAME Awards Reception (off property, short walk from hotel)
7:15 pm–9:15 pm  FAME Awards Dinner

MONDAY, JANUARY 22
7:00 am–5:00 pm  Registration
7:30 am–8:30 am  Breakfast
8:30 am–9:30 am  General Session
9:30 am–10:00 am  Refresh and Recharge Break
10:00 am–11:00 am  Education Sessions
11:15 am–12:15 pm  Innovative Solution Sessions
11:15 am–12:15 pm  Industry Free Time
12:30 pm–2:15 pm  Networking Lunch and Tabletop Displays
2:30 pm–3:30 pm  Education Sessions
3:45 pm–4:45 pm  General Session

TUESDAY, JANUARY 23
7:00 am–11:00 am  Registration
7:15 am–8:00 am  Breakfast
8:15 am–9:15 am  General Session
9:30 am–10:00 am  Ideas@Work Sessions
10:15 am–10:45 am  Ideas@Work Sessions
11:00 am–12:30 pm  Closing General Session

(Schedule of events, speakers and content subject to change.)
Registration Payment

1. CHECK enclosed: payable to SNA (ck#__________).

2. PURCHASE ORDER enclosed: (PO#___________).

3. SELECT CREDIT CARD*: VISA  MasterCard  AMEX  DISCOVER

Billing Address/City/State/Zip: (Enter the address as it appears on the billing statement)

Credit Card Number  Expiration Date

Credit Card Type

TOTAL AMOUNT DUE $ __________

*Credit card orders cannot be processed without complete information. If registering by mail, please allow three weeks for processing. Confirmation of registration will be sent via email immediately upon processing.

For the most up-to-date SNIC18 information, view the SNA website: www.schoolnutrition.org/snic
School Nutrition
Industry Conference
January 21-23, 2018  |  New Orleans

Early Bird
Registration Deadline:
November 10, 2017