

NLC 2024

NATIONAL LEADERSHIP CONFERENCE

APRIL 25-27, 2024 | SEATTLE, WASHINGTON

2024 NATIONAL LEADERSHIP CONFERENCE AGENDA

Engaged Community

Wednesday, April 24

5:30pm – 7:30pm	Board of Directors Dinner
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Thursday, April 25

8:00am – 4:00pm	Board of Directors Meeting
1:00pm – 5:00pm	Attendee Registration
4:00pm – 5:00pm	SAE Meeting (Invite Only)
4:30pm – 5:30pm	First-Time Attendee Orientation
5:30pm – 7:30pm	Welcome Reception

Friday, April 26

7:30am – 8:30am	Continental Breakfast
7:30am – 5:00pm	Attendee Registration
8:30am – 5:00pm	Future Leaders Program
8:30am – 4:30pm	Headshot Lounge Open
8:30am – 9:45am	Welcome/Leadership Journey <ul style="list-style-type: none">• Shannon Gleave, RDN, SNS, President-Elect

	<p>Keynote Address - SPONSORED</p> <ul style="list-style-type: none"> <p>How to Flourish as a Leader: Effective Networking Strategies <i>Diane Darling, Founder, Speaker, and Coach</i> <i>Whether you are an executive or starting out in your career, having a solid network that you can leverage is vital. Yet few schools include courses about building and maintaining relationships. Effective networking is more than handing out business cards, having a LinkedIn profile, and hoping the phone rings. Whether you're looking to connect within your organization, your industry, or are looking to get on boards, knowing who to contact – and having them return your call is essential.</i> <i>In this program, you'll better understand how to create and maintain an effective network both in-person and online, cultivating valuable alliances to enhance career progression and flourish as a leader.</i></p>
9:45am – 10:00am	Break
10:00 am – 10:45 am	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> <p>Engaging with Congress & USDA <i>Cathy Schuchart, SNA Vice President of Government Affairs & Media Relations</i> <i>The communication triangle between the U.S. Congress, USDA and SNA is critically important, necessary, and extremely valuable for ensuring a positive outcome for your advocacy efforts and child nutrition program priorities. SNA's advocacy path will be highlighted step by step to demonstrate how you can be part of the discussions, the importance of being part of the process, and potential downsides if you are not. This session will share resources you can tap into, a timeline of how the regulatory and legislative process works, and pointers on how to establish a relationship with your legislators and USDA so that you are the first person they reach out to with questions on child nutrition. In addition, a new SNA advocacy platform will be unveiled which will provide you with the perfect tool for tracking and monitoring legislation at both the state and federal level.</i></p> <p>Navigating the Maze of Leadership When You're Stuck Doing Stuff You'd Rather Not <i>Sue Malesa, Associate Vice President, Culinary and Food Service, Fork Farms LLC</i> <i>Embark in this session through the often unpredictable landscape of leadership, especially when it involves tasks outside your comfort zone, or worse... that you didn't ask for. Gain practical strategies and insights for transforming reluctance into success, emphasizing mindset shifts, building resilience, creative problem-solving, and the positive impact on team dynamics and personal growth. You'll hear the winding path that</i></p>

	<p>one leader took to revolutionize how their district sourced produce, and the leadership lessons learned in the process. This session is designed to inspire and equip leaders at all levels to turn their "no freakin' way" moments into valuable opportunities for professional development and unexpected achievements.</p> <ul style="list-style-type: none"> Leadership Clarity: Navigating the Leader vs. Manager Distinction with Confidence <i>Joseph Pettit, Content Director, New Leaf Leadership</i> Step into a dynamic session where we break down the difference between being a leader and a manager in school nutrition. No jargon, just real talk about how you can be the visionary leader your team needs. We'll tackle the nitty-gritty of turning your role from a manager to an inspiring leader, focusing on what you can do for your people rather than what you can get from them. Expect a lively discussion and practical tips on finding your leadership sweet spot. We're not about theory – it's all about making your leadership journey more impactful and meaningful. Mastering Meeting Management <i>Janice Watt SNS, Gallup Certified Clifton Strengths Coach, Engaged Performance Coaching</i> Some meetings can sometimes be dull and irrelevant, consuming precious time that you will never get back! When meetings are carefully planned, they can create a productive, enthusiastic & engaged team. Meetings are a great place for discussions, problem solving, idea development or to provide direction. In this session you will learn the right approaches to facilitating a purposeful meeting that people are glad to attend!
10:45am – 11:00am	Break
11:00 am-11:45 am	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> Engage, Equip, Encourage: Elevating State SNA Conferences with Impactful Content Strategies <i>Joseph Pettit, Content Director, New Leaf Leadership</i> Unlock the secrets to creating an impactful state SNA conference with this interactive session tailored for future and experienced leaders of state associations. Join me for an engaging exploration into crafting compelling content and equipping breakout session speakers with tools and strategies that leave a lasting impression. Discover the industry secrets to delivering high-energy and practical sessions every time, as we delve into the art of dynamic engagement. Attendees will walk away with a designed-for-you checklist, empowering session speakers to ensure a meaningful and unforgettable conference experience. Gain insights into innovative approaches for fostering participant interaction and learn techniques to turn your conference into a hub of inspiration and collaboration. Duties and Responsibilities of Non-Profit Boards of Directors and Officers

	<p><i>Peter Spanos, Taylor English Duma LLP</i></p> <p><i>Non-profit Boards of Directors must fulfill their leadership responsibilities in an environment of high expectations and ever-intensifying scrutiny from a wide range of stakeholders. SNA's General Counsel, Peter Spanos of the Taylor English law firm, provides a comprehensive review of the fiduciary obligations imposed on Directors and Officers by law, as well as critical guidance on conflicts of interest, confidentiality, powers exercised by the Board of Directors, guidelines for communications, and legal protections available to Directors and Officers.</i></p> <ul style="list-style-type: none"> • Are You Living Your Best Life? Start Living in the Strengths Zone! <i>Janice Watt, SNS</i> <i>Conventional wisdom tells us to invest time on fixing weaknesses, but that's the wrong approach. The key to success in work and your personal life is understanding how to apply your greatest talents & strengths! People who focus on their strengths are 3 times more likely to report an excellent quality of life and are 6 times more likely to be engaged in their work. In this session, you will learn about how to identify your strengths, and why it is important to work in the strengths zone so that you can start discovering and appreciating the best, most authentic version of you!</i> • LinkedIn for Leaders <i>Diane Darling, Founder, Speaker, and Coach</i> <i>In today's digital age, LinkedIn is more than just a platform for job seekers—it's a crucial tool for leaders. With over 1 billion members, LinkedIn is the virtual boardroom where professionals connect, share insights, and shape their personal brands.</i> <p><i>This session is designed to help you create a compelling LinkedIn profile that reflects your leadership qualities and professional expertise. Learn the essential elements of a strong profile, what's essential and what's optional. Whether you're new to LinkedIn or looking to revamp your existing profile, this session will provide valuable insights and practical tips to boost your online presence.</i></p>
11:45am – 12:00pm	Break
12:00 pm – 1:00 pm	<p>Lunch w/ SNA Update</p> <p>Chris Derico, MS, SNS, SNA President, and Patricia Montague, FASAE, CAE, SNA Chief Executive Officer</p>
1:15 pm – 1:45 pm	<p>“Hear from your Peers” Sessions</p> <p>The “Hear from Your Peers” sessions will provide a forum for attendees to share successful practices and knowledge from their state or national leadership experience. They will walk away with strategies for</p>

	<p>better collaboration while establishing relationships that will transcend the summit.</p> <ul style="list-style-type: none"> Future Leaders – Future Leaders Alumni Panel, <i>Chris Derico, MS, SNS, SNA President; Warren DeShields, SNS, Secretary/Treasurer; Stefanie Giannini, Director of Food & Nutrition Services; Alisa Roman, SNS, Director of Nutrition and Transportation</i> (Future Leaders Program Only) Experienced Leaders - Adding Value: Innovative and Creative Ways to Recruit and Retain Members and Build Leaders <i>Kaitlin Tauriainen, President-Elect, SNA Wisconsin</i> <i>Hear about one state affiliate's journey building and launching 2 new initiatives to engage existing members and potentially recruit new members and leaders. The intention is not only to provide a value-add but also fill a gap voiced by members- Directors need help coaching, training and mentoring their managers and emerging leadership staff. These programs went from ideas to launch in as little as 6 months. Session attendees will also learn about ideas and plans to further grow and develop these programs into future years, to help sustain the association and increase the number of volunteers willing to serve in leadership roles. Ideas from a variety of state affiliates will also be shared.</i> Presiding Leaders - Growing your state association to appeal to the next generation of members <i>Cathy Johnson, Director of Nutrition, Richmond County School System</i> <i>We will use the successes we've experienced in GSNA to help other states grow and glow. Discussion of how to attract new members who may have different wants and needs than our current members. How to encourage new members to get involved in volunteer and leadership roles. Providing ideas of events and communication opportunities to entice new members to get more involved and to meet the needs of members.</i>
1:45 pm – 2:00 pm	Break
2:00 pm – 2:45 pm	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> Talk Like TED <i>Abby Miller, Team Nutrition Grant Coordinator, Northeast Washington ESD 101</i> <i>It is believed that 75% of people fear public speaking. But, as leaders in school nutrition, it is our role to present information in succinct, professional, and powerful ways. In this session you will learn how to share your school meal story as you advocate to lawmakers, present to your state associations, and share with school administrators. Learn</i>

	<p>from an experienced speaker, as she summarizes the tips and tricks from the most influential TED talks including: • the art of storytelling, • showing your passion, • lightening up, • the best rate, volume and gestures for speaking in public, • the 18 minute rule, • adding multisensory elements, • and creating powerful moments. Drawing on her own experience on the TED stage, Abby will teach you how to craft your own memorable messages so that we can all be partners in advocating for school meal programs.</p> <ul style="list-style-type: none"> Change Management 101 <i>Stefanie Giannini, Director of Food & Nutrition Services, Marquardt School District 15</i> <i>We've all heard it at some point; the only thing constant is change itself! So why do so many of us struggle with handling change? Why do so many organizations struggle with implementing change successfully? No one said change was easy, but there is a method to the madness! Join this session to learn the basics of change management including the diagnosis of the problem being addressed, what factors to consider, what data to gather, how to get buy-in, and how to evaluate whether a change program was successful! This class is valuable for all individuals regardless of their role, because successful change does just come from thoughtful processes; it comes from successful mindsets!</i> Building Better Bylaws <i>Paul McClintock, PRP, CP-T, Professional Parliamentarian</i> <i>Bylaws define the organization, specifying its name, purpose, and structure. Learn what Robert's Rules of Order Newly Revised says should be in the bylaws and other governing documents, and ten tips for building better bylaws. Learn about the tips to have a table of contents and a bylaws calendar, and 8 more tips.</i>
2:45 pm – 3:00pm	Break
3:00 pm – 3:45 pm	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> Discover Your Leadership Style: One Size Does NOT Fit All! <i>Stefanie Giannini, Director of Food & Nutrition Services, Marquardt School District 15</i> <i>Is there one right way to be a leader? If only it were that simple! Every leader is different from one another and that is why leadership can be so complex! You may hear the "right" way to lead, but rest assured that how you lead successfully will look very different from the person next to you. Learn about the pros and cons of different leadership styles, how to know which styles work best for you, how to improve certain styles, and when you should be utilizing or avoiding different leadership styles!</i> Overcoming the Hurdles to Productivity: Strategies for Success <i>Janice Watt, SNS, Gallup Certified Clifton Strengths Coach, Engaged Performance Coaching</i> <i>With only so much time in the day, it is crucial to maximize as many moments as you can. Procrastination is a common habit that interrupts</i>

	<p><i>the ability to make the most out of your time; it is productivity's enemy #1. Procrastinators understand their responsibilities, yet consciously choose to focus on less important tasks or worse, participate in full-on avoidance! Learn how to identify and overcome procrastination and then get inspired to take the important actions for a positive impact in your life!</i></p> <ul style="list-style-type: none"> • "Robert's Rules of Order" <i>Paul McClintock, PRP, CP-T, Professional Parliamentarian Experience a practice meeting, start to finish, modeling how Robert's Rules of Order Newly Revised says to run and participate in meetings fairly, effectively, efficiently, and purposefully. Learn the standard order of business, rights of members, types and uses of motions, steps in handling a motion, rules for small boards and committees, hierarchy of rules, efficiency techniques, how to correct mistakes, tips for debate, how to give reports, and how to process secondary motions.</i>
3:50 pm – 5:00 pm	State Planning Time
3:50 pm – 5:00pm	Introduction To DiSC[®] Profiles (Future Leaders Program Only)

Saturday, April 27

7:30 am – 8:30 am	Continental Breakfast
9:00 am -12:00 pm	Headshot Lounge Open
8:30am – 11:30am	Future Leaders Program
8:30 am – 9:30 am	<p>Keynote Address</p> <ul style="list-style-type: none"> • When Leadership Meets Stewardship <i>Sharon Newport, CAE</i> <p><i>Exploring leadership through the lens of stewardship allows for a more holistic approach to our responsibilities and a longer lens on sustainability. Using leading-edge frameworks, this interactive session will explore:</i></p> <ul style="list-style-type: none"> • <i>Associations as systems of belonging and catalysts for change.</i> • <i>Deeper understanding of organizational culture, leadership, and stewardship.</i> • <i>Improving your impact in these complex times.</i> • <i>Common ways we get stuck and can get unstuck on the journey toward success.</i> <p><i>Join us for this inspiring session to learn how to improve your stewardship for the sake of serving our children.</i></p>

9:30am – 9:45am	Break
9:45 am – 10:30 am	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> <p>Navigating Polarities and Getting Unstuck</p> <p><i>Sharon Newport, CAE</i></p> <p><i>This highly interactive session will dive further into polarities as a follow-up to this morning’s keynote session from Sharon Newport, CAE. Participants will learn the difference between a polarity and a problem, why mindsets matter, and how identity and vulnerability will require our attention as the group navigates a polarity together. This session will offer immediate tools you can take back to your schools and teams to support improved outcomes.</i></p> <p>Visionary Insights & Innovative Sparks: Unleashing Leadership Potential</p> <p><i>Katie Cossette, Director of Nutrition Services & Warehouse</i></p> <p><i>This power-packed experience is crafted to unlock the latent leadership potential within every participant. Join us for a dynamic exploration where visionary insights and innovative sparks converge. Delve into the essence of visionary leadership, understanding how to cast a compelling vision, and master the art of innovation to turn vision into impactful reality. Through thought-provoking discussions and practical exercises, this session promises to ignite your imagination, leaving you with actionable insights to propel your leadership journey. Be prepared to discover the alchemy that occurs when vision and innovation intertwine, transforming not only your leadership style but the very fabric of your professional trajectory. This session is your gateway to a new era of leadership excellence.</i></p> <p>Get Your Board on Board: Essentials for Onboarding Success</p> <p><i>Moderator: Brandon Monk, Executive Director, SNAPA</i></p> <p><i>Panelists: Margaret Winchell, Executive Director, MSNA; Dawn Roth, Executive Director, SNA-NC; Craig Weidel, SNS, Executive Director, SNAAZ</i></p> <p><i>This session will provide practical insights on the key elements of effective board orientations, identifying the orientation needs for your board, and strategies to keep the board aligned with strategic goals throughout the year. Participants will learn how other state associations have tailored orientation processes to suit their board’s unique composition and expertise, ensuring that all members are equipped with knowledge and tools to contribute effectively from the start. The</i></p>

	<i>panelists will also share how they keep alignment between the board's annual activities and the association's strategic objectives.</i>
10:30am – 10:45am	Break
10:45 am – 11:15 am	<p>“Hear from your Peers” Sessions</p> <p>The “Hear from Your Peers” sessions will provide a forum for attendees to share successful practices and knowledge from their state or national leadership experience. They will walk away with strategies for better collaboration while establishing relationships that will transcend the summit.</p> <ul style="list-style-type: none"> • Future Leaders – Reflection on yourself using DiSC® Profiles - <i>Rhea Steele, FASAE, CAE, ODCP, SNA Chief of Staff and Vice President of Governance & Strategy (Future Leaders Program Only)</i> • Experienced Leaders – New Format, details to be shared on site! • Presiding Leaders – New format, details to be shared on site!
11:30am	Conference Ends
1:00pm – 4:00pm	OPTIONAL – State Planning Time