

# VIRTUAL SNA INDUSTRY BOOT CAMP

Each Tuesday, October 7,14,21,28, & November 4, 2025 2:00 pm – 4:00 pm ET

*Individual sessions' scheduled start and end times are subject to change,  
but each day's programming will occur between 2 – 4:00 pm ET.*

## AGENDA

Tuesday October 7, 2025

2:00 pm – 2:15 pm	Welcome to Boot Camp	<b>Danielle Duran Baron</b> <i>SNA Vice President, Marketing, Communications &amp; Industry Relations</i> <b>Stephanie Dillard, MS, SNS</b> <i>SNA President</i> <b>Sarah Murphy Youssef, MS, CAE</b> <i>SNA Director of Professional Development</i>
2:15 pm – 2:45 pm	School Nutrition Program Overview & Trends	<b>Sarah Murphy Youssef, MS, CAE</b> <i>SNA Director of Professional Development</i>
2:45 pm – 3:30 pm	Legislative Update	<b>Liz Campbell</b> <i>Vice President, Government Affairs &amp; Media Relations, SNA</i>
3:30 pm – 3:55 pm	Industry Advocacy Panel	<b>Moderator: Carole Erb</b> <i>Executive Director, Education and Governmental Sales, JTM Food Groups</i> <b>Panelists: Teisha Robertson</b> <i>K-12 Northeast Regional Sales Manager, Pilgrim's Pride Corporation</i> <b>Richard Wood</b> <i>Director of Sales, Integrated Food Service</i> <b>Jennifer Odgers</b> <i>School Sales Specialist, PMR Inc.</i> <b>Stephanie Ewing, RD</b> <i>Chief Government Officer, GS Foods Group/Gold Star Foods</i>
3:55 pm – 4:00 pm	Discussion	

## Tuesday October 14, 2025

2:00 pm – 2:05 pm	Welcome!	<b>Sarah Murphy Youssef, MS, CAE</b> <i>SNA Director of Professional Development</i>
2:05 pm – 2:55 pm	Meal Patterns – Breakfast and Lunch Meal Components, Offer vs. Serve, and Reimbursable Meals	<b>Christine Clarahan, RD, SNS</b> <i>Director of Food &amp; Nutrition Services School City of Hammond</i>
2:55 pm – 3:55 pm	Directors Panel – Innovative Menu Planning Perspectives	<b>Moderator:</b> Christine Clarahan, RD, SNS <i>Director of Food &amp; Nutrition Services School City of Hammond</i> <b>Panelists:</b> Hollie Best RDN, LDN, MBA, SNS <i>Child Nutrition Director at Wood County Schools</i> <b>Katie Cossette, RDN</b> <i>Director of Nutrition &amp; Warehouse Services at St. Vrain Valley SD</i> <b>Jordan Haas</b> <i>SN Director at Hood River County SD</i> <b>Jessy Sadler</b> <i>Director of Nutrition Services at Urbandale Comm SD</i>
3:55 pm – 4:00 pm	Discussion	

## Tuesday October 21, 2025

2:00 pm – 2:05 pm	Welcome!	<b>Sarah Murphy Youssef, MS, CAE</b> <i>SNA Director of Professional Development</i>
2:05 pm – 3:05 pm	Government Procurement and Buy American	
3:05 pm – 3:55 pm	Procurement Panel	
3:55 pm – 4:00 pm	Discussion	

## Tuesday October 28, 2025

2:00 pm – 2:05 pm	Welcome!	<b>Sarah Murphy Youssef, MS, CAE</b> <i>SNA Director of Professional Development</i>
2:05 pm – 3:05 pm	Breaking Down USDA Foods & Commodity Processing	
3:05 pm – 3:55 pm	USDA Foods Panel Highlights	
3:55 pm – 4:00 pm	Discussion	

Tuesday November 4, 2025

2:00 pm – 2:05 pm	Welcome!	<b>Sarah Murphy Youssef, MS, CAE</b> <i>SNA Director of Professional Development</i>
2:05 pm – 3:00 pm	Financial Management - An In-Depth Look	<b>Jessica Gould, RD, SNS</b> <i>Director of Nutrition and Warehouse at Littleton Public Schools</i>
3:00 pm – 3:50 pm	Hot Topic Panel	
3:50 pm – 4:15 pm	Discussion & Wrap-Up	