



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	Danielle Duran Baron <i>SNA Vice President, Marketing, Communications & Industry Relations</i> Stephanie Dillard, MS, SNS <i>SNA President</i> Sarah Murphy Youssef, MS, CAE <i>SNA Director of Professional Development</i>
2:15 pm – 2:45 pm	School Nutrition Program Overview & Trends	Sarah Murphy Youssef, MS, CAE <i>SNA Director of Professional Development</i>
2:45 pm – 3:30 pm	Legislative Update	Liz Campbell <i>Vice President, Government Affairs & Media Relations, SNA</i>
3:30 pm – 3:55 pm	Industry Advocacy Panel	Moderator: Carole Erb <i>Executive Director, Education and Governmental Sales, JTM Food Groups</i> Panelists: Teisha Robertson <i>K-12 Northeast Regional Sales Manager, Pilgrim's Pride Corporation</i> Richard Wood <i>Director of Sales, Integrated Food Service</i> Jennifer Odgers <i>School Sales Specialist, PMR Inc.</i> Stephanie Ewing, RD <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!	Sarah Murphy Youssef, MS, CAE <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	Christine Clarahan, RD, SNS <i>Food Service Director at Crown Point Schools</i>
2:55 pm – 3:55 pm	Directors Panel – Innovative Menu Planning Perspectives	Panelists: Hollie Best RDN, LDN, MBA, SNS <i>Child Nutrition Director at Wood County Schools, WV</i> Katie Cossette, MDA, RDN, SNS <i>Director of Nutrition & Warehouse Services at St. Vrain Valley SD, CO</i> Jordan Haas, RD, SNS <i>SN Director at Hood River County SD, OR</i> Andrea S. Early, MS, RDN <i>Director of Food and Nutrition at Prince William County Public Schools, VA</i>
3:55 pm – 4:00 pm	Discussion	

Tuesday October 21, 2025

2:00 pm – 2:05 pm	Welcome!	Sarah Murphy Youssef, MS, CAE <i>SNA Director of Professional Development</i>
2:05 pm – 3:05 pm	Government Procurement and Buy American	Ashley Powell Ph.D, RDN, SNS <i>Child Nutrition Director for Auburn City Schools, AL</i>
3:05 pm – 3:55 pm	Procurement Panel	Moderator: Ashley Powell Ph.D, RDN, SNS Panelists: Pam Suyematsu <i>Director of Nutrition Services at Ontario School District, OR</i> Stephanie Walker Hynes, m. Ed, SNS <i>Child Nutrition Director at Little Rock School District, AR</i> Emma Anne Hallman <i>Child Nutrition Director at Haleyville City School District, AL</i> Alisa Roman <i>Director of Nutrition and Transportation at Lewiston Public Schools, ME</i>
3:55 pm – 4:00 pm	Discussion	

Tuesday October 28, 2025

2:00 pm – 2:05 pm	Welcome!	Sarah Murphy Youssef, MS, CAE <i>SNA Director of Professional Development</i>
2:05 pm – 3:05 pm	Breaking Down USDA Foods & Commodity Processing	Carole Erb <i>Executive Director, Education and Governmental Sales, JTM Food Groups</i>
3:05 pm – 3:55 pm	USDA Foods Panel Highlights	Moderator: Carole Erb Panelists: Aaron Krulc <i>Buyer at CWS at Minneapolis Public Schools, MN</i> Katie Cossette, MDA, RDN, SNS <i>Director of Nutrition & Warehouse Services at St. Vrain Valley SD, CO</i> Mary Darnton <i>Director of Food Service at Kenison Public Schools, MI</i> Jessica Shelly, MBA, SNS, REHS <i>Director of Student Dining Services at Cincinnati Public Schools, OH</i>
3:55 pm – 4:00 pm	Discussion	

Tuesday November 4, 2025

2:00 pm – 2:05 pm	Welcome!	Sarah Murphy Youssef, MS, CAE <i>SNA Director of Professional Development</i>
2:05 pm – 3:00 pm	Financial Management – An In-Depth Look	Jessica Gould, RD, SNS <i>Director of Nutrition and Warehouse at Littleton Public Schools, CO</i>
3:00 pm – 3:50 pm	Hot Topic Panel	Panelists: Mark Oswalt, MS, RD <i>Assistant Director of Nutrition Services at Mead School District, WA</i> Susan Maffe, MS, RD <i>Director, Meriden Public Schools, CT</i> Caitlin Lazarski, MS, RD, SNS <i>Director of School Nutrition Pine Bush Central Schools, NY</i> Lindsay Aguilar, RD, SNS <i>Director, Food Services at Tucson Unified School District, AZ</i>
3:50 pm – 4:15 pm	Discussion & Wrap-Up	