Teamwork Makes the Dream Work

Alison Powers
Melissa Butler
Michael Miller
Laura Terry
"Individual commitment to a group effort- that is what makes a team work, a company work, a society work, a civilization work."

Vince Lombardi
Objectives

After this panel discussion, participants will ...

1. Identify industry partners and distinguish their roles in Child Nutrition.
2. Understand the partnership that exists between Child Nutrition Programs and industry members.
Alison Powers, MBA, RD

• Background in healthcare, K12 schools, marketing and food manufacturing
• Former RD and Assistant Director at Franklin Township Schools in Indianapolis, IN

Love to Travel!

❤️ Love collaborating with districts across the country
❤️ Love K12 Schools!
Alison Powers
Manufacturer Sales Representative’s Role:

- Increase Sales
- Customer Education
- Customer Service
- Broker Training & Management
- Collaboration with State Agencies, Distributor, Broker & RA
- USDA Food Utilization
- Representation on local and national SNA levels
Alison Powers

Communication is King!

- Streamlining inventory for RA and Distributor
  - Forecasting, forecasting, forecasting!
- Unique training environment by employer
  - Increasing digital footprint in sales role
  - Modifying message and resources for Gen X & Millennial staff
  - Ohio Young Professional SNA Task Force
Melissa Butler

- Market Day- School Fundraising
- General Mills- Retail and Foodservice Experience- Healthcare, Restaurants, Schools
- Gordon Food Service- School Foodservice Focus
  - Travel- Time at Lake Tippecanoe
Melissa Butler
Distributor- Education Specialist

- I see my role as the “point guard” for the customer- If customer has a question, concern, needs further information, I try to point them in the right direction whether that is the broker, manufacturer, within GFS (transportation, customer service, our commodity team, etc.)

- Example of great communication from a broker to me with the customer copied:
  - Whitley Co. schools, RA xxxx, contacted me today to request cheese commodity pounds for Wild Mike’s. I’ve made the request with Linda at the state. She will be using our mozzarella bites, mfg code 11003. Her volume will be 36cs/mo for 3 months beginning with Dec., then 18cs/mo for the next 3 months. Please make this item and the commodity discount available to her at your earliest convenience. Processor link should be set up in the next 7 days.
Melissa Butler

Communication with Customers- #1 Priority

- Monthly Newsletter- Communicate New Items, Disco’s, Share Recipes, Vendor Spotlight, Promotions- all relevant info. to my customer group
- Relationship Building w/ customer- bring in manufacturer and broker support as needed
- Get customers the info. they need in a timely manner- this is where teamwork between all involved in vital!
Michael Miller

- President & Managing Partner at SMART Systems. Since 1993 ~ 26 years
- Product of the School Nutrition Program in South Bend, IN
- High Energy. Active. Passionate
- Customer Service Background
  - Customer Delight Philosophy
- Teamwork makes my dream work
Michael Miller
Service Business

• Service Business:
  • IN, KY, MI, OH | National Team
  • Our Service Team is our product
  • Navigating the Logistics

• While all K12 serve meals, operational needs are different

• *The better we understand, the better we can meet customers needs and challenges.*

• Procurement is *slightly different, not complicated*

• Interface with Vendors to navigate Industry specific concerns:
  • VOC requirements – *growing concern*
  • Environmental Issues
  • OSHA

• Teamwork truly makes the dream work

Needs & Concerns

• Food Safety
• Manual & Mechanical Sanitation
• Professional Standards | Training & Education
• Loss Prevention
• Compliance: Health Department / OSHA

Provide
• Goods
• Services

*Customer Delight!*
Michael Miller – The value of experience

• 26 years of Serving & Supporting the School Nutrition Industry (since 1993):
  • Active Participation & Support of SNA’s
    • ISNA Chapter Member & past President 1995
    • ISNA Industry Member
    • ISNA Industry Chair (2X)
    • ISNA Legislative Chair (3X)
    • KSNA Industry Member
    • SNAM Industry Member
    • SNA Marketing Committee
    • SNA Education Committee
    • SNA Industry Committee (2X)
    • SNA Industry Chair 2017-2019
    • SNS certification coming soon
  • Understand “big picture” importance of School Nutrition Programs
  • Ability to connect our success with customers

TEAM WORK TRULY MAKES THE DREAM WORK
Laura Terry, CFSP

Northwood University
- BBA in Finance

- 7 years experience in foodservice
- C&T since August 2017
  - Focus on healthcare purchasing and K-12 foodservice
EQUIPMENT DISTRIBUTION CHANNEL

MANUFACTURERS

ARCHITECTS

FOODSERVICE CONSULTANTS

DEALERS

FACTORY REPRESENTATIVES

MANUFACTURERS’ REPRESENTATIVES

CATALOG

SHOWROOM

FULL SERVICE

END USERS
Services Offered by Dealers

- Design Services
- CAD Engineering
- Warehousing/ Storage
- Delivery to Site
- Installation of Equipment
- Removal of Existing Equipment
- Utility Connections
- Coordination with other trades
Questions?