



Friday, April 26, 2019

SPRING SEMINAR
EDUCATION SESSION DESCRIPTIONS

9:00 - 10:00AM

Let's Celebrate Our Serve

Matt Upton – Speaking of Success

It was such a treat to go to Aunt Jackie's home for her special lasagna. I was always thrilled when I knew we were going to her kitchen table. Students are more likely to enjoy our food and our service when we celebrate our serve. Food is always better when it is seasoned with celebration. There are nine practices that will improve our service as we celebrate our serve. Let's celebrate!

10:15 - 11:15AM

BREAKOUT SESSION 1: How to Overcome the Dreaded PDS Syndrome

Matt Upton – Speaking of Success

This year has had a dreadful flu season. The CDC has reported that more people have been overcome by influenza than ever before. Yet even more contagious than the flu is the dreaded PDS - "Pressure, Disappointment, and Stress" - Syndrome. It is wildly contagious and aggressive, causing people to call out from their serve more than any other reason. Many move onto other jobs, quit, or retire because of the PDS Syndrome. This workshop will give each participant the booster that will help you manage pressure, disappointment, and stress and an immunization practice that will safeguard you from contracting the dreaded PDS Syndrome.

BREAKOUT SESSION 2: Marketing: An Art and a Science

Johanna Rohler, RDN, Associate Brand Manager – Heartland Food Products Group

Marketing is critical to the success of every organization. Whether creating excitement in your students for new menu options or communicating the value you provide to school administrators, marketing plays an important role. Come learn the basics and leave equipped with the tools and tricks to put them into action!

1:45 - 2:45PM

BREAKOUT SESSION 1: #FuelGreatness and Your Bottom Line (PANEL)

Hanna Kelley, RD, CD, Director of Health and Wellness – American Dairy Association, Inc.

The vision of every school nutrition program is to provide nutritious, satisfying meals to help students grow and learn. With limited staff, tight budgets, and ever-changing food preferences, how do we keep students engaged and excited about choosing meals at school? The National Dairy Council and National Football League's Fuel Up to Play 60 program can help! Today's cafeteria is tomorrow's classroom. Partnering with Fuel Up to Play 60 can help increase student nutrition knowledge, participation, and—in turn—the bottom line. Hear from and ask questions of a panel of experienced Food Service Directors who have implemented Fuel Up to Play 60 in their schools and have seen benefits to their meal programs. Join us in learning how this national partnership can enhance your school's breakfast and lunch participation.

BREAKOUT SESSION 2: From Hairnets to Hashtags: Marketing Your School Nutrition Program

Amanda Kruse, RD, CD, FAND, Commercialization Manager – Heartland Food Products Group

Lights, camera...now what?! As foodservice professionals, we're expected to do it all. Even while serving students, many of us are dreaming up marketing materials on a budget, thinking of ways to rebrand the cafeteria, wondering how *that* school district got so many followers on social media, or putting together a feature for the local news station that wants to visit "in an hour or so." Amanda Kruse, former Operations Manager and Marketing Coordinator for Indianapolis Public Schools, is here to show you how you can maximize your reach—on any budget, in any size district, with any skill level. Join Amanda as she showcases real world examples and insider tips from IPS and schools across the nation. Be prepared to leave this session ready to put your best hairnet forward!

2:55 - 3:55PM

SERVE THE CELEBRATION THROUGH THE POWER OF INFLUENCE

Matt Upton – Speaking of Success

President Regan said to the leader of the Soviet Union "tear this wall down," and people from both sides of the wall systematically disassembled the barrier between east and west Berlin; and so the top down leadership style has disintegrated. Yet many of us have not recognized and accepted its collapse. Stick around to the end of this year's Spring Seminar and spring into the power of your influence.

