



School Nutrition Association of North Carolina 2016 Industry Seminar Agenda

Monday - January 25, 2016

4:00pm – 5:30pm	Registration Open to pick up Registration Packet
1:30pm -- 3:00pm	USDA Advisory Council Meeting
3:30pm – 5:00pm	Farm to School Board Meeting
8:00pm -- 9:00pm	Dessert Social

Tuesday - January 26, 2016

8:00am – 8:30am	Registration Open to pick up Registration Packet
8:00am – 8:30am	Beverage Break
8:30am – 10:30am	Welcome Opening General Session <i>“Who Hijacked my Fairytale? Hanging on to Humor When Life Doesn’t Go the Way You Planned.”</i> <i>Speaker: Kelly Swanson</i> NCDPI Update from Dr. Lynn Harvey and NCDA Update from Gary Gay
10:30am – 10:45am	Break
10:30am – 1:30pm	Vendor Set Up for Table Top Exhibits
10:45am – 12:00pm	General Session <i>“Branding your School Nutrition Program and the Principals of Marketing”</i> <i>Speaker: Michael Borges, School Nutrition Network</i>
12:00pm – 1:15pm	Lunch
1:30pm – 4:30pm	Table Top Exhibits
7:00pm – 9:00pm	Dinner at the Carolina Hotel

Wednesday - January 27, 2016

8:00am – 9:15am	Golden Opportunities Networking Breakfast
9:30am --10:45am	General Session <i>“Success Begins with Taking Care of You”</i> <i>Speaker: Ellen Essick, Section Chief, NC DPI Healthy Schools</i>
11:00am -- 12:00pm	Mini Session 1 <i>“Finance Success Stories-Little Changes That Lead to Financial Success”</i> <i>Speaker: Janet Johnson, Asst. Section Chief, NC DPI</i> Mini Session 2 <i>“Successful Processing, We CAN Do It”</i> <i>Speakers: Rebecca Jones, MS,RD,LDN, Lisa Payne, and Libby Post, MS,RD,LDN</i>
12:00pm -- 12:15pm	Break
12:15pm -- 1:15pm	Closing General Session <i>“Embracing Technology for Marketing Success”</i> <i>Speaker: Michael Borges, School Nutrition Network</i>