

**Conference Schedule**  
NYSNA's 73<sup>rd</sup> Annual Conference 2024

**Thursday, October 24, 2024:**

- 1:00 – 5:00pm**      **School Nutrition Specialist (SNS) Exam** - *(must register through SNA)*  
**2:00 – 6:00pm**      **Exhibitor Registration / Move-in & Booth Setup**  
**6:00 – 8:30pm**      **Industry Game Night** *(Pre- registration required)*

**Friday, October 25, 2024:**

- 8:00 – 5:00pm**      **Registration Opens & NYSNA Zone**  
**8:00 – 12:00pm**      **Exhibitor Move-in & Booth Setup**  
**8:00 – 9:00am**      **Breakfast After the Bell**  
**8:30 – 10:00am**      **NYSNA Townhall – All are welcome**  
**10:30am-12:15pm**      **General Session - Agency Updates & Awards**  
**12:30pm – 4:00pm**      **Exhibits / Exhibit Hall**  
**6:00 – 8:00pm**      **Industry Appreciation Dinner**

**Saturday, October 26, 2024:**

- 8:00 – 2:00pm**      **Registration Opens & NYSNA Zone**  
**8:00 – 9:15am**      **Breakfast After the Bell – Networking Lab**  
**9:30 – 12:00pm**      **General Session – Awards, Keynote** *(Sponsored by American Dairy Association North East)*  
**12:15pm – 1:30pm**      **Lunch & Learn**  
**1:45pm – 2:30pm**      **Breakout Workshops**  
**Seeds to Success: Harvest Your Vision and Reap the Rewards**  
*Joe Pettit, Joe Pettit, LLC*  
**Marketing Trends for Generational Success**  
*Kim Mrowczynski, Rich Products*  
**Spice Up School Meals: Exploring Scratch Cooking & Farm to School to Create Menu**  
*Patrick Kenneally, Chef Ann Foundation, and Rebecca Polson, Che Rebecca K12 Culinary Consulting*  
**Presenting Your Program Realities to Your Admin and Board 3.0**  
*Debbie Beauvais, RD, SNS, ProTeam Foodservice Advisors*  
**Vending 101: School Meals Unpacked**  
*Amanda Venezia, M.Ed., SNS, On behalf of American Dairy Association North East*
- 2:45pm – 3:30pm**      **Breakout Workshops**  
**Advocating on Behalf of Your School Lunch Program**  
*Megan Bates, SNS, Capital Region BOCES*  
**The Future of Food Education: Forming Strategic Partnerships to Unlock Student Engagement**  
*Marissa Dake, FRESHEALTH and Eileen Torpy, Pilot Light*  
**Healthy School Food Pathway: A State-Based Apprenticeship Program**  
*Kelsey Glass and Patrick Kenneally, Chef Ann Foundation*  
**Team United: How Our Differences Give Us Power**  
*Joe Pettit, Joe Pettit, LLC*  
**Commodities and Diverting Poultry**  
*Marianne Dayton, SNS, Affinity Group*
- 3:45pm – 4:30pm**      **Breakout Workshops**  
**Offering a Complete Afterschool Meal Through CACFP**  
*Kayla Snyder, MA and Cody Bloomfield, Hunger Solutions New York*  
**Using Technology to Save on Labor**  
*Doug Vincent, P3 Reps/Lake Effect Sales & Marketing and Shawn Ebling, CEPC*  
**Practical Farm-to-School Partnerships in NYS: A Digital Platform for Connecting Farms and Educational Institutions**  
*Ana Jakimovska, WildKale.com, and Sarah Ficken, MS, New Moon Farmstead*  
**Creating Innovative, Culturally Inspired School Menus Around Locally-Sourced Ingredients**  
*Beth Stark, RDN, LDN*
- 5:00-6:00pm**      **Headshots – Complimentary to conference attendees**
- 6:00 – 8:00pm**      **Conference Banquet / President's Dinner**