



Feeding Bodies. Fueling Minds.™

MSNA SNIP CONFERENCE

May 2-3, 2019

Madden's Resort, Brainerd MN

Early Bird Deadline: April 10, 2019

Any questions please
call the MSNA Office at
877-251-2344

**Madden's Resort
11266 Pine Beach Peninsula
Brainerd, MN 56401**

Name: _____ MSNA Member#: _____ Industry Member # _____

Preferred Name on Badge: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

District/Company Name: _____

Please check here to opt out your contact information from our published attendee roster

Phone :(_____) _____ Onsite Contact # _____

Update my contact information

E-mail Address: _____

REGISTRATION FEES:

Includes all sessions, materials and meals

	EB 4/10	After 4/10	OS
___ MSNA School Food Service Member	\$300.00	\$350.00	\$400.00
___ MSNA Industry Partner	\$300.00	\$350.00	\$400.00
___ Non-Member	\$400.00	\$450.00	\$500.00
___ Canvas & Cocktails Activity	\$45.00	\$45.00	\$45.00

Cancellations: Refunds must be requested in writing by April 22nd. A \$50 cancellation fee will be charged for refunds. No refunds after April 22 or for No Shows.

REGISTER to pay by Credit Card or Check

1. **WEB:** Online at www.mnsna.org/upcoming-events

2. **CREDIT CARDS:** email registration form with credit card information to info@mnsna.org

MSNA accepts VISA, MasterCard, Discover or American Express

3. **CHECK:** Send this registration form and payment to:

**MSNA SNIP Conference
21997 County Road 141
Kimball, MN 55353**

Select Credit Card: MasterCard Visa Discover American Express

Credit Card # _____

Expiration Date _____

Name on Card: _____

Billing Address: _____ State _____ Zip _____

Billing address MUST be the address associated with the credit card

Signature: _____

Total Amount \$ _____

Madden's Resort-Online Hotel Reservations: www.maddens.com

Hotel Registration Deadline: March 26, 2019

Payment Information: Full package payment is required at the time of reservation request.

Cancellation Policy: You are responsible for your entire stay; early departures or reservation reductions are not refundable. Package payments are refundable minus a \$25.00 cancellation fee if you cancel by March 26, 2019. Any cancellation made after March 26, 2019 will not receive a refund (replacements are gladly accepted). Reservations made after the deadline are non-refundable.

What's your story? #SNIPCHAT, is there an App for that?

Dayle Hayes



Dayle Hayes

Dayle Hayes is an award-winning author and educator. Her creativity and common-sense have made her a sought-after speaker across the USA. She will help apply the powerful strategies of Made To Stick to marketing and social media messaging in school nutrition settings. Being “sticky” not only makes your school nutrition messaging memorable; it motivates your community to become your customers. Make it one message that sticks!

Dr. Katie Wilson, PhD, SNS



Dr. Wilson has a passion for child nutrition and has dedicated her career to improving access to healthy food for all children and their families.

Her keynote- **It's Your Story: So Tell It Already!** will provide ideas on giving your message a clear take away for your listeners.

Your role in providing healthy food to children is a story that needs to be told to local, state, and national audiences. If you tell your story right you can resonate with your audience over the long run, rather than gamble on a short-term hard sell of whatever you are trying to move.

Education Sessions

Marketing and Social Media Strategies That WORK: Telling Your Story Effectively

Savvy marketers and social media mavens believe that storytelling skills are the “secret sauce” for successful marketing in our world of digital messaging. Effective marketing and social media messages are a world apart from those old monthly paper school menus. The goal today is to create a school nutrition brand that resonates personally with your customers. In order to do that, it is important to tell the story of your program in words, photos and graphics at a glance.

Death by Power Point

How many times have you heard the statement “You can't see this chart on my slide, but...” or you did everything possible to stay awake while someone was reading the slides to you? This presentation takes you through simple steps to use your power point wisely, keep the audience's attention, and get your point across. Don't hide behind a deck of slides, step out in front and make an impression.

Are you looking for Smore Spark in your marketing Canva???

Learn new, innovative and easy ways to communicate with your target audience using various free programs, like Canva, Adobe Spark and Smore. Participants will learn and create their own marketing piece or newsletter.

How to Use Your 60 Seconds

Learn and practice your 60 second elevator speech to promote your program or company. In this session, participants will develop and put into action their pitch, while being recorded, to allow for reflection and feedback.

Creating Quick Clips to Tell Your Story

Learn how to create a quick and easy video using iMovie to tell your story to customers or stakeholders. Participants will work in small groups to create their own iMovies. An Apple device will be needed for this session. Please bring your device to this session.

How to Make Your Serving Lines Go From 0-60

Listen to a panel of experts on easy and affordable ways to spruce up your serving lines, booths, food presentation and so much more!

Activities

Golf, 9 holes at the Pine Beach East Golf Course.

Players will pay fees at the club house on check in Tee Times begin at 4:03 PM on Thursday May 2nd-\$36.00 +tax w/ Cart. Signup sheets for golf will be available at the registration desk

CANVAS & COCKTAILS!

2-hour guided art instruction with featured “Calm Lake” painting. Art materials included and each participant will receive one drink ticket. Paint in a casual, relaxed social setting. \$45.00 per person.



SERVICE PROJECT

We are asking our SNIP Attendees to donate food items for the Second Harvest North Central Food Bank. They serve hunger relief agencies in many counties in the local communities in North Central Minnesota. Help us supply the most basic of human needs – FOOD. Bring your items to the registration area.