



2019 Industry Conference Schedule at a Glance

Wednesday, May 1

4:00pm-7:00pm	Registration	Location: Town Hall, Main level
5:30pm-6:30pm	Industry Forum (Industry Only)	Location: Anderson Room
5:30pm-6:30pm	School Food Service- We are More than What Meets the Eye (All school members)	Location: Pillsbury Room
7:00pm	Social Time-Pizza w/cash bar	Location: North Star Room

Thursday, May 2

7:00am-8:30am	Registration	Location: Town Hall, Main Level
7:00am - 8:15am	Breakfast Buffet	Location: Fairways Restaurant
		Location: Governor's Ballroom

General Sessions

8:30am - 8:45am	Welcome, Announcements	
8:45am - 10:00am	Effective Marketing and Social Media Strategies: Making Your Messages STICK <i>Speaker: Dayle Hayes</i>	
10:00am - 10:15am	Networking -Technology Break	
10:15am - 11:15am	Marketing and Social Media Strategies That WORK: Telling Your Story Effectively <i>Speaker: Dayle Hayes</i>	
11:30am - 12:30pm	Lunch	Location: Fairways Restaurant
12:45pm - 1:45pm	It's Your Story: So Tell It Already! <i>Speaker: Dr. Katie Wilson, PhD</i>	
1:45pm - 2:00pm	Networking-Technology Break	
2:00pm – 3:00pm	Death by PowerPoint <i>Speaker: Dr. Katie Wilson, PhD</i>	
3:00pm - 3:30pm	MDE Update <i>Speaker: Debra Lukkonen, RD, SNS</i>	
3:30pm - 6:30pm	Activities & Free time	
6:30pm-8:00pm	Dinner	Location: Wilson Bay Lodge
8:30pm	Bonfire (Weather permitting)	Location: Patio

Friday, May 3

7:00am - 8:15am	Buffet Breakfast	Location: Fairways Restaurant
8:30am - 9:00am	Announcements MSNA Updates Industry Award Presentation	Location: Governor's Ballroom
9:00am - 12:00pm	Education Sessions -Concurrent	Location: Governor's Ballroom Pillsbury & Anderson Rooms
	Are you looking for Smore Spark? Creating Quick Clips to Tell Your Story How to Use Your 60 Seconds	
12:00pm	Closing Remarks	
12:15pm	Grab N Go Travel Snack	

***schedule is subject to change*