



CALL FOR SPEAKERS

VIRTUAL WORKSHOP SPEAKERS

NYSNA is currently accepting proposals for virtual presentations (30-minute and 60-minute) for Spring workshops, From the Show Floor, and the 2021 Annual Conference.

Interested in Submitting a Proposal?

Here's what you need to know!

ALL SUBMISSIONS SHOULD INCLUDE:

- **Contact Information:** Name, Credentials, Title, Organization, Email Address, Phone, City & State
- **Education Session:** Title, Description, Learning Objectives, and Length of Session
 - Sessions should be 30-minutes or 60-minutes and include a brief Q&A.
- Speaker Biography

SPEAKER FEES:

- If you require a speaker fee, please be sure to include the fee in your proposal.
 - NYSNA will give preference to workshops that do not require a fee.
- Speakers who are Industry partners **MUST** purchase a booth at the 2021 Annual Conference **AND** sponsor a workshop, if selected.

TIPS FOR YOUR PROPOSALS:

- **Content is King:** If you really want to impress the NYSNA audience, pack your presentation with powerful content.
- **Make it Compelling:** The NYSNA audience is composed of food service directors, managers, and staff. Learning levels are diverse, and we are seeking programs for each level of attendee present.
- **Be Authentic and Vulnerable:** Don't be afraid to speak of failure as well as success.
- **Customize:** Be sure your content truly speaks to the association audience and is customized to their unique situations.
- **Knowledge Sharing is the Most Effective Marketing:** Sales pitches disguised as education will result in poor ratings and lost opportunities.
- **USDA Professional Standards Training Requirements:** The conference committee is specifically interested in receiving proposals that are aligned with the following professional standards
 - Key Area 1 – Nutrition
 - Key Area 2 – Operations
 - Key Area 3 – Administration
 - Key Area 4 – Communications & Marketing

Submission deadline is March 15, 2021

Submissions will be reviewed by the Conference Committee.
Submit your presentation proposal(s) to allyssa@nyschoolnutrition.org

***NOTE:** *Presentations must be educational. We understand that our speakers wish to network with attendees and showcase their services, but we kindly ask that your presentation not be a sales pitch. Networking time will be made available to speakers, sponsors, and attendees for this purpose. We appreciate your cooperation. We will keep all presentations and speaker information on file in the event your presentation is not selected for a particular program.*

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PAST CONFERENCE SURVEYS REQUESTED PROGRAM TOPICS SUCH AS:

→ Customer Service:

- Understanding your Customer
- How to Attract Student Customers/Marketing

→ Community Marketing / Program Promotion:

- Social Media
- Making Lunch Fun
- Getting students/parents involved
- Getting students/parents to see value in what we do

→ Conflict Resolution:

- Progressive Discipline
- Dealing with difficult people/getting along with others

→ Staff Training:

- Motivating Staff – taking pride in what we do
- Team Building Skills
- Hands-on Skills Training
- Communication

→ Workplace Wellness:

- Stress Management

→ Farm to School:

- 30% Guidance
- Building Partnerships with Local Farmers
- Tracking 30% Purchases
- Cost Effective Ways to Reach the 30%
- Procurement

→ Purchasing:

- The best way to spend entitlement dollars
- Large vs. Small School Purchasing/Management
- Government Food - Process and Purchasing
- Enhancing School Bids

→ Nutrition Education:

- Where Our Food Comes From
- Nutrition - Why Different Color Veggies

→ Menu Planning:

- Creating New Recipes
- Education on Scratch Cooking
- Cycle Menus

→ Financial Management:

- Student Lunch Debt
- Farm to School Grant Writing
- How to find grants and/or raise funds outside of reimbursements

→ Other:

- Emergency Feeding
- Audits/Administrative Reviews – Best Practices
- Offer vs. Serve
- Commodities and Distribution
- Employee Morale and Incentives
- Violence in the Workplace - Run, Hide, Fight

****Experience has proven that participation in NYSNA's Annual Conference programming has often provided exposure for speakers garnishing future speaking engagements with districts/local chapters throughout New York State.***

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