

# 2021 NYSNA ANNUAL CONFERENCE

## Conference at a Glance



### **PRICING:**

- Member Registration(After September 1st) - \$125
- Non-Member Registration - \$150

\*Registration includes access to From the Show Floor Digital Book & access to in-person exhibits.

\*You will be able to earn up to 9.5 CEU's

### **FTSF – Digital Book (virtual)**

\*Launch Date: September 15, 2021

### **KEYNOTE SPEAKERS**

**Inclusive Work Environment: Making it Real** – Joe Gerstandt, Speaker, Author, Advisor  
Administration (3); Policies & Procedures (3420)

### **KEYNOTE SPEAKER**

**Bridging the Gap Between Food and Student: “What I Cook Can Impact Your Life”** – Chef Jernard Wells,  
Award Winning Celebrity Chef/Host  
Communications (4); Customer Service (4130)

**Branding Your School Nutrition Program** – Breanna Gustafson, K-12 Marketing Specialist  
Communications (4); Program Promotion (4120)

**Communication Breakdown** – Stefanie Giannini, MA, SNS, IVATI  
Communications (4); Communication Skills (4140)

**Cooking Demo with Chef Jernard Wells** – Chef Jernard Wells, Award Winning Celebrity Chef/Host  
Operations (2); (2130) Culinary Skills

**Fighting Menu Fatigue** – Renate Durham, Diamond Crystal Brands, Inc.  
Nutrition (1); Cycle Menus (1120)

**Growing Resilience: The Future of Farm to School** – Mikaela Ruiz-Ramón, FINYS / American Farmland Trust  
Nutrition (1); Local Foods - Farm to School (1130)

**Knife Skills** – Josh Diekman, CEC, CCA, Land O’Lakes, Inc.  
Operations (2); Use & Care of Equipment (2140)

**Make Your Mark on Your District & Be the Voice of Your Program** – Ruth Conner, Buffalo CSD  
Administration (3); Retention, Promotion & Recognition (3440)

**Record Maintenance** – New York State Education Department  
Administration (3); Compliance with Regulations/Policies (3320)

**School Nutrition Finance: A Different Approach to Budgets, Projections, and High Impact Decisions** –  
Lindsey Hill, RD, SNS, South Madison Community School Corporation  
Administration (3); Budgets (3330)

**Understanding Your Customer** – NYS Student Panel ft. Harrison Phillips from the Buffalo Bills & Aisha  
King from American Dairy Association North East  
Communications (4); Understanding Your Customer (4130)

**Yoga in Any Space (Chair Yoga)** – Elizabeth Coffey, E-RYT 500, Be Healthy Institute  
Administration (3); Employee Health, Safety & Wellness (3450)

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**IN-PERSON EXHIBITS:**

**ROCHESTER** – October 27, 2021  
DoubleTree Inn Rochester  
1111 Jefferson Road  
Rochester, NY 14623

**SARATOGA** – October 28, 2021  
The Saratoga Springs City Center  
522 Broadway  
Saratoga Springs, NY 12866

**LONG ISLAND** – November 3, 2021  
Hilton Long Island / Huntington  
598 Broad Hollow Road  
Melville, NY 11747

**EXHIBIT TIMES:**

**ROCHESTER** — 12:00 - 3:15pm

**SARATOGA** — 12:00 - 3:15pm

**LONG ISLAND** — 11:00-2:45pm

