



Call for Speakers: NYSNA Annual Conference

NYSNA is currently accepting proposals for presentations related to its upcoming *Annual Conference* for October 24-26, 2019.

The Program Committee is specifically interested in receiving session proposals on the following topics:

Professional Standards:

Key Area 1 – Nutrition

Key Area 2 – Operations

Key Area 3 – Administration

Key Area 4 – Communications & Marketing

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.

Submission deadline is March 15th. Submissions will be reviewed by the Conference Committee. Submit your presentation proposal(s) to alyssa@nyschoolnutrition.org.

All submissions should include:

- Contact Information: Name, Credentials, Title, Organization, Email Address, Phone, City & State
- Session Title, Description and Learner Outcomes
- Speaker Biography

Be sure to let us know if your presentation will include any of the following elements:

- Live Polling
- Small Group Discussions
- Q&A or Panel Discussion
- Facilitated Roundtables
- Other Form of Audience Engagement (please provide details)

***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.*

Our surveys from last year's event had requests for program topics such as:

- Procurement
- Managing Food Costs
- Increasing participation
- Menu planning/new recipes using government food
- Stress management
- Round tables – what new directors need to know, facilitated by veteran directors
- Afterschool meals
- Farm to school – 30% guidance, working with local farmers, tracking 30% purchases
- Dealing with difficult parents and students
- Poverty simulation
- Better understanding of direct diversion/direct deliveries/OGS brown box – how it all works
- Self defense
- Unpaid meal debt
- Conflict resolution
- hands on kitchen tasks – knife skills, measuring
- Staff Help - Recipe conversion/production records/reading CN labels/Meal pattern training
- Summer meals
- How to improve catering
- Audits/Administrative Reviews – Best Practices

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Interested in Submitting a Proposal? What You Need to Know:

Proposals can only be accepted in the following three formats:

Education Sessions: 60-minute, interactive lecture session on a specific topic that is presented and discussed.

Requirements:

- Includes a brief question and answer within the 60-minute presentation.
- Maximum of 3 speakers/panelists per session.
- Sessions typically accommodate 60-150 attendees per session.

Roundtable Sessions: Small group discussions of approximately 60-100 attendees. Emphasis on participation and peer-to-peer engagement.

Requirements:

- Topics must be current and may be relevant to school nutrition regulations or general operations.
- Must be interactive. Audience will have the expectation to participate in the topic discussions in groups for 60 minutes.
- Maximum of 3 speakers/panelists per session.
- Sessions are set in round tables and typically accommodate up to 100 attendees per session.

Speaker Information

- Speakers agree to be available on any day which NYSNA assigns the session.
- Speakers do not need to be NYSNA members; however, if a proposal is accepted ALL speakers must register as conference attendees. Complimentary registration is non-transferable.
 - **If the speaker plans to attend the conference only on the day of their presentation**, they will be given complimentary registration only for the day of the presentation.
 - **If the proposal is accepted and speakers plan to attend the full conference**, they will receive the early bird price for their registration.
 - **NYSNA does not provide** speaker fees or travel expense reimbursement for education session speakers.
 - Speakers are expected to make their own travel arrangements unless otherwise mutually agreed upon in writing.
- Speakers who are Industry partners must purchase a booth and sponsor a workshop, if selected.

**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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