



School Nutrition Association of Michigan

“Be the primary resource that empowers our members to advance good nutrition and promote healthy lifestyles for Michigan children.”

Industry Committee Meeting

December 7, 2018

SNAM Office

Summary

Mary Kurkowski, Carolyn Thomas, Carl Hopp - GFS, Beverly Williams – Stiefel and Associates, Mike McKay – Smart Systems, Mike Luch – Waypoint, Andrew Lohser and Tamela Porter – General Mills, Whitney Haughey and Scott Little – SNAM

2019 Industry Conference – March 13th

Tentative Agenda:

- 8:00-9:00 Registration and Continental Breakfast
- 9:00-9:15 Welcome and Overview (Inform attendees of focus groups)
- 9:15-10:00 Behind the Scenes in Industry - From ordering to delivery, hear how Industry works to bring food to your school.
- 10:00-10:30 Break – Networking and Exhibits
- 10:30-10:45 Innovations – Hear from a director that secured a food truck and how that has helped them increase their ability to get food to the community.
- 10:45-11:15 Focus Group Time – Here’s your chance to help shape your organization and ensure it’s providing the right stuff!
- 11:15-11:45 Legislative Update – Learn the latest from a state and national perspective regarding school nutrition programs.
- 11:45-1:00 Lunch – Networking and Exhibits
- 1:00-1:15 Innovations – Hear how a district has successfully implemented a gardening program and how it is integrated with the students.
- 1:15-2:00 No Kid Hungry – Learn more about the push to increase breakfast and why you should care. You’ll also come away with a better understanding of how to tell others in your district why this is so important.
- 2:00-2:30 Break – Networking and Exhibits
- 2:30-2:45 Innovations – Catering ideas? Bee Hives?
- 2:45-3:30 Keynote – Let’s Talk Nu Trends, Bell Institute speaker? – Tamela and Andrew looking into this
- 3:30-3:45 Wrap Up

Discussed having time set aside for small focus groups to discuss what they are looking for from SNAM. The committee thought it’d be good to give the audience some time to think about this, it will be announced during the overview and then break up into groups after the first break. We want to look at having the answers from each group captured in the SNAM App so we are able to display some of the “findings” at the conference. Possibly during the wrap up?

Mike Luch suggested having all exhibits in a different room than the presentations. This should allow us to have more tables available for our Industry partners. We want to really emphasize that the exhibitors should join us in the presentation room and then everyone can head to



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exhibits on the breaks and we'll all have lunch together, as well. We have to check out the dimensions of rooms at Eagle Eye to see which rooms allow us to do this. Another benefit would be that exhibit booths can be torn down after last break, since they'll be in a different room. Carl suggested we have some conversation tables in the exhibit hall, as well.

Theme – innovation

Donations – ask vendors not to throw leftovers away and to place them on their tables

Notes on Potential Topics:

Mobile Kitchen? South Haven, or someone else bring one and park outside. Tanya at L'Anse Cruse. June Altom at South Haven, possible examples. Help people understand how to get one and how to use one. Not everyone will need one. Most won't. Innovative ways to bring school food to the community? Trucks, gardens, catering ideas, chef's club/classes (Katie McConkie or John Estrada). Have each person do a 15 minutes presentation/commercial after each break (10 min and 5 questions).

MDE and Diane to talk about No Kid Hungry. Equip directors to be able to sell the need for breakfast.

Industry Conference Registration - Open Date – First week of January

2019 Annual Conference – October 25-28, Grand Traverse Resort & Spa

- 2018 Annual Conference comments
- Call for topics
 - Formal request will be sent out to members
- Suggestions for Food Show at GTR
 - Possibly include managers in the 1st hour of expo.
 - Add incentive to attend Thurs. & Fri.

Committee members update

- Andrew Heney & Kelly Lively are no longer with SESCO & Capital Cherry
- New members – Mike McKay to replace Michael Miller
- Mike Luch, Liz Perry-Wyss & Beverly Williams to renew terms
- Chair to appoint 1-distributor & 1-food broker.