



Friday, April 26, 2019

Embassy Suites by Hilton Event Center • 2353 Perry Road • Plainfield • 46168

SPRING SEMINAR AGENDA

- 8:00 - 8:45AM** **REGISTRATION**
- 8:45 - 9:00AM** **ISNA BYLAWS VOTE**
WELCOME & INTRODUCTIONS
- 9:00 - 10:00AM** **Let's Celebrate Our Serve**
Matt Upton, Speaking of Success
- 10:00 - 10:15AM** **BREAK**
- 10:15 - 11:15AM** **BREAKOUT SESSION 1: How to Overcome the Dreaded PDS (Pressure, Disappointment, and Stress) Syndrome**
Matt Upton, Speaking of Success
- BREAKOUT SESSION 2: Marketing: An Art and a Science**
Johanna Rohler, RDN, Associate Brand Manager, Heartland Food Products Group
- 11:15 - 12:15PM** **LUNCH**
- 12:15 - 1:45PM** **INDUSTRY INTERACTION**
- 1:45 - 2:45PM** **BREAKOUT SESSION 1: #FuelGreatness and Your Bottom Line**
Hanna Kelley, RD, CD, Director of Health and Wellness, American Dairy Association Indiana, Inc.
- BREAKOUT SESSION 2: From Hairnets to Hashtags: Marketing your School Nutrition Program**
Amanda Kruse, RD, CD, FAND, Commercialization Manager, Heartland Food Products Group
- 2:55 - 3:50PM** **Serve the Celebration through the Power of Influence**
Matt Upton, Speaking of Success
- 3:50PM** **CLOSING & DOOR PRIZE DRAWING (MUST BE PRESENT TO WIN)**

