



Welcome!

MINNESOTA SCHOOL NUTRITION ASSOCIATION

68TH ANNUAL CONFERENCE | AUGUST 3-6, 2025
MAYO CIVIC CENTER, ROCHESTER, MN

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SCRATCHING THE SURFACE:
THE FUTURE IS UNLIMITED

PRESIDENT'S MESSAGE

Welcome to the 2025 MSNA Annual Conference!



President

Emily Malone

Prior Lake-Savage Schools

It is my absolute pleasure to welcome you to Rochester, MN — a vibrant city that's thrilled to host our conference for the first time in nearly eight years. Whether this is your first conference or your fifteenth, we've got something for everyone. Our conference committees have worked tirelessly to craft an experience that's educational, enriching, and, of course, fun! With inspiring keynote speakers and a wide variety of breakout sessions, there are countless opportunities to learn, grow, and connect. This year's theme, "Scratching the Surface: The Future is Unlimited," beautifully highlights the exciting future of scratch cooking and professional growth in school nutrition, and I hope it inspires each of you to think big about what's possible.

Last year's conference theme, "MSNA For All," was one that came from my heart. I believe deeply that MSNA is here to serve everyone, regardless of your role in child nutrition — whether you work in a school kitchen or represent an industry member or partner. Together, we make up one incredible community. As I write this final message to you as MSNA President, I'm filled with gratitude for the connections I've made and the lessons I've learned. This has been a truly meaningful journey, and I thank you for the opportunity to serve. I hope you make new connections, deepen existing ones, and walk away with fresh ideas and renewed energy to take back to your schools and workplaces.

Let's make this a conference to remember!

CONFERENCE CHAIRS' MESSAGE



Callie Neumann
Simplot

Welcome back to Rochester and to the 68th MSNA Annual Conference! We are excited to have you join us as we explore our theme: "Scratching the Surface: The Future is Unlimited."

With so many new classes, local tours, and events, you're sure to find something new and engaging. Over the next couple of days, we will dive into fresh ideas, listen to incredible professional development sessions to support your growth and success, engage in thought-provoking discussions, and uncover the endless possibilities that await just beneath the surface.

In addition to the new Welcome Reception this year, we have also expanded our schedule to include more wellness activities, giving you space to recharge, reconnect, and be fully present for all that's ahead. With the biggest school nutrition food show in the Midwest, you'll be prepared for a successful new school year.

We invite you to expand your knowledge and start to scratch the surface to something great. The future starts now!



Brenton Lexvold
Zumbrota Mazeppa Schools

Event Policy & Waivers

Disclaimer of Endorsement

Reference herein or during the conference to any products, services, or expressed ideas does not constitute or imply endorsement or recommendation by MSNA.

Anti Trust Policy Statement

It is the policy of MSNA and it is the responsibility of every Association member and participating school food industry organization to comply in all respects with federal and state antitrust laws. No activity or discussion at any Association

meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members that may violate or appear to violate the antitrust laws, including but not limited to raise, lower or stabilize prices, to regulate production; to allocate markets; to encourage boycotts; to foster unfair trade practices; to assist monopolization; or to in any way violate federal or state antitrust laws. Any questions regarding the meaning or applicability of this policy or concerns should be brought to the attention of MSNA.

ABOUT MSNA

MISSION: MSNA is a state organization of school nutrition professionals committed to advancing school meal programs through education and advocacy.

VISION: Be the authority and resource for school nutrition programs.

VALUES:

- Collaboration, Relationship Building, and Teamwork
- Caring Commitment and Service
- Lifelong Wellness and Healthy Lifestyles
- Passion for Lifelong Learning and Professional Development
- Integrity and Ethics

CORE PURPOSE: Well-nourished students prepared for success.



Feeding Bodies. Fueling Minds.

CONFERENCE ETIQUETTE

Business casual attire is appropriate during the conference. Please arrive promptly at all sessions and events and stay until they conclude. Attendees are asked to show courtesy to fellow attendees, staff, and speakers by keeping conversations to a minimum during all sessions. Members are asked to demonstrate good judgment and courtesy to fellow members and staff. For security purposes, you must wear your name badge at all times. Attendees will NOT be allowed to pick up other attendees badges/materials. You will not be allowed in the sessions if you do not have your badge visible. Your cooperation is appreciated.

EVENT PHOTOGRAPHY WAIVER

Attendance at the MSNA Conference constitutes an agreement by the registrant for MSNA to take and use photos, video, and audio tapes in public spaces during the conference and related events. MSNA may make photographs, videos or recordings of MSNA events, which may include the likeness or participation of attendees, and reproduce them in future educational, news or promotional materials, whether in print, electronic or other media, including the MSNA website and its social media channels. Attendance at the MSNA conference constitutes a waiver and release to any claims against MSNA and its board, members, and representatives, as well as granting MSNA permission to make, use, and distribute such items, without payment or compensation.

EVENT FOOD WAIVER

Participation in MSNA's 2025 conference may give rise to occasional instances of loss or injury. Except as may result from the deliberate actions of the Association, MSNA does not and cannot assume any liability for adverse reactions to food, beverages, physical conditions, products, machinery, or other individuals one may encounter while visiting the Exhibit Hall and participating in MSNA-related activities. Consumers who are concerned with food allergies or dietary restrictions must be aware of this risk, and attendance at the MSNA Conference constitutes an agreement to waive and release any claims against MSNA, its staff, members, and representatives arising from allergic conditions or dietary restrictions.

If this is your first time at the MSNA conference, **WELCOME!**

MSNA is your professional organization, and we are confident you will leave with a wealth of information to gain confidence in your role. Here are a few hints for getting the most from the conference:

- **First-Timers Breakfast Session (new!)** – Monday, August 4, 7:00 - 8:15 am | Room 104-105
 - MSNA welcomes you as a first-time Annual Conference attendee. *What sessions are the best to attend? What are all the events? How do I make connections? Where's the bathroom?* So many questions! Enjoy breakfast while President Emily Malone and Vice President Ashley Schneider share tips to help you make this a successful conference. Please wear your badge and first-timer ribbon. We look forward to seeing you!
- **First-Timers Lounge | Room 106** – We've created a space for you and other first-time attendees to convene and unwind throughout the conference. Get questions answered by board members, meet other newbies, enjoy this private area to check emails, rest, and recharge and, ultimately, feel welcome! Please wear your badge and first-timer ribbon for access.
- **Take advantage of the conference app** - Scan the QR code on the next page to see the full schedule, as well as speakers, restaurants, places to explore in Rochester, and more! Utilizing the app is not required, but highly recommended.
- **Get curious about the exhibitors** - Take some time to explore the ever-popular exhibit show floor and ask questions about products and services. Find the list of exhibitors on the flip side of this booklet.

Enjoy the conference and let us know how we can help. Those at the registration desk are ready to assist!

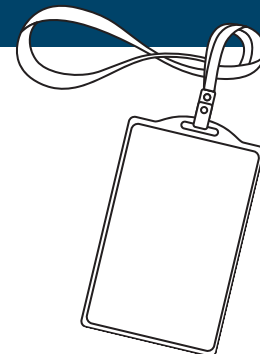
MSNA Committee Members & Staff

Professional Standards & SNA Certificate Program

A tracking form for sessions will be emailed along with the survey following the conference. All general sessions and workshop sessions have been coded for SNA and Professional Standards. Note: not all credits earned at Annual Conference will meet the USDA Professional Standards. Each member is responsible for maintaining documentation on all CEUs earned. MSNA will not track your hours.

**THANK YOU,
LANYARDS SPONSOR!**

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CONFERENCE APP

To stay connected and organized during the conference, MSNA has set up a conference app provided by Sessionize. This app is also accessible through a web browser, requiring no download. Scan the QR code or visit <https://msna-2025-annual-conference.sessionize.com/>



SOCIAL MEDIA

Find MSNA on Facebook & LinkedIn! Use hashtag **#MSNA2025** to stay connected.



FACEBOOK



LINKEDIN

MEAL VOUCHERS

Each registered attendee will receive one Neighborly Dinner voucher card for use during the conference. These vouchers provide one-time access to special meal offerings at the participating restaurants listed below and cannot be redeemed for cash. Scan the QR code below or on the card to see the list of offers. Present the card to your server before ordering to redeem your meal. Check the app to see which restaurants offer vegan and gluten-friendly options!

- | | |
|-----------------------------|-------------------------------|
| -Bebap Korean Kitchen | -Ootori Sushi |
| -Bleu Duck Kitchen | -People's Food Co-op |
| -Boulder Tap House | -Red Cow |
| -Canadian Honker Restaurant | -SMOAK BBQ |
| -Forager Brewery | -Taco Lab |
| -Francisco's Restaurant | -Thai-riffic |
| -Latitude 44 | -ThaiPop |
| -Mill Valley Kitchen | -Townies Philly Kitchen & Bar |
| -Novios Café | -Two Sisters Kitchen + Bar |
| -Olde Brick House | -Workshop Food Hall |



RAFFLE BASKETS SUPPORT OUR SCHOLARS

It's your chance to help build a brighter future for school nutrition. Purchase a \$2 ticket (cash only, please) and enter to win your choice of multiple baskets donated from friends of MSNA. Baskets are on display in the Grand Lobby South. Attendees will get to choose which baskets to enter and multiple drawings will be held Monday-Wednesday. All proceeds support scholarship winners. **YOU MUST BE PRESENT TO WIN.** Check the app or website for the raffle drawing schedule and winners.

AWARDS PROGRAM

We will celebrate the outstanding contributions MSNA members have made during a special recognition at lunch on Monday, August 4. Honors awarded in 2025 include MSNA Director of the Year, Manager of the Year, Employee of the Year, Hero Award, and Hero Site Award.

CONFERENCE COMMITTEE

MSNA extends a huge thank you to the Annual 2025 Conference Committee members for their commitment to planning the array of program & events. They have devoted their time and energy to make the 68th Annual State Conference a chance to not only *scratch the surface*, but dive into the world of school nutrition.

Conference Chairs

Callie Neumann, Simplot, Chair
Brenton Lexvold, Zumbrota-Mazeppa Schools, Co-chair

President

Emily Malone, Prior Lake-Savage Schools

President-Elect

Glen Ritter, St. Michael-Albertville Schools

Executive Director & Staff Members of Fusion Learning Partners

Margaret I. Winchell, MSNA Executive Director
Ian Jordan, Events Manager
Olivia Hui Andersen, Registration Manager
Noelle Hulshizer, Program & Comms. Coordinator

Workshops

Noah Atlas, Anoka-Hennepin Schools, Chair
Jackie DeRoma, Orono Schools, Co-chair
Renee Arbogast, Fridley Public Schools
Kathy Berg, Retired Director
Kathy Faust, Crosslake Community School
Michael Manning, Richfield Public Schools

Registration

Rynetta Renford, Bloomington Public Schools, Chair
Paige Albrecht, Forest Lake Schools, Co-chair

Exhibit Show

Aaron Krulc, Minneapolis Public Schools, Chair
Tami Johnson, Land O'Lakes, Co-chair

Industry Representative

Jeremy Kurth, GVM Marketing

Education Scholarship Fund

Mackenzie Herbst, Foley Public Schools, Chair
Kathy Faust, Crosslake Community School, Co-chair

Decoration/Floral

Michele Hawkinson, Tracy Area Schools
Lori Landowski, Foley Public Schools
Sherry Hanson, St. Michael Albertville Schools

Meals

Amy Thering, Anoka-Hennepin Schools

MDE Representatives

Nicole Barron
Natasha Lemke
Noelle Schrankler

EXECUTIVE BOARD OF DIRECTORS



President
Emily Malone
Prior Lake-Savage Schools



President-Elect
Glen Ritter
St. Michael-Albertville Schools



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Darcy Stueber
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Industry Chair
Jeremy Kurth
GVM Marketing



MDE Representative
Nicole Barron
Minnesota Department of Education



MSNA Executive Director
Margaret I. Winchell
Fusion Learning Partners



THANK YOU, ELITE INDUSTRY MEMBERS

A special thank you to our Elite-level industry members. These companies allow for exceptional events and workshops during the conference and throughout the year due to their support. Thank you!



KEYNOTE SPEAKERS



THANK YOU FOR YOUR SUPPORT:
School Nutrition Leaders of Minnesota
Southern Minnesota School Nutrition Directors



KATHY PARRY

MONDAY, AUGUST 4 FROM 10:30 AM - 12:00 PM

Kathy Parry | Personal Energy, Productivity, and Resilience Leader
Ballroom, 1 CEU Hour

A recognized authority in personal energy, productivity, and resilience, Kathy Parry activates positive changes for overwhelmed professionals. Prior to launching her own speaking and training business, Kathy was a trainer for a super-regional bank on their merger and acquisition team. In this role, she helped others integrate new technology and transition through organizational transformation.

But it was personal and devastating news about her fourth child that led Ms. Parry to a career where she empowers others to become more resilient and energized. Kathy helps professionals like you plan for resilience to positively move through disruptive circumstances. You'll leave her sessions with an action list to power-up your life and create positive mindsets towards change.

Kathy holds degrees in Business and Food Management from Miami University, a Certification in Plant Based Nutrition from T. Colin Campbell Program at eCornell University, and a QualityCare Certification from the Alzheimer's Association. Ms. Parry has authored six books and is the creator of *Power UP and Perform* course. She lives in Canton, Ohio, where she enjoys a mild dark chocolate addiction and cooking for hungry friends.



RAY MCELROY

WEDNESDAY, AUGUST 6 FROM 10:30 AM - 12:15 PM

Ray McElroy | Former NFL football player
Ballroom, 1 CEU Hour

Ray McElroy is a former NFL football player spending six seasons with the Indianapolis Colts, Detroit Lions, and the Chicago Bears. A native of Chicago, Ray served as team chaplain for the Bears organization after his playing career. He now captivates audiences nationwide through corporate motivational speaking and empowers communities through his nonprofit organization, "A Ray of Hope on Earth."

In his keynote session, he'll discuss how ordinary companies and organizations with average talent accomplish extraordinary things. What individuals and organizations see, what they say, and what they show in their actions are all telling factors in their ability to take their professional and personal lives to the next level. To BOLDLY GO is a program that inspires groups to create momentum towards greatness; daring them to achieve, accomplish, and boldly go where others around them have NEVER gone before!

2025 EDUCATION SESSIONS



**CHECK YOUR CONFERENCE BAG
FOR THE VENUE MAP!**

SUNDAY, AUGUST 3

REGISTRATION HOURS: 7:15 - 9:15 am (Sunday Course Registrants Only) | 2:00 - 5:00 pm (All)

8:00 am - 12:00 pm ServSafe Renewal Course (Separate Registration Required)

- *Presenter: Michelle Hill, CFP Council II Allergen Committee Co-Chair, Culinary Allergens SP, FoodSafetyGuy*
Location: Suite 109 (1st floor)
Key Area Two: Operations, Target Audience: All



11:30 am - 1:00 pm Spice Class - First Offering (Separate Registration Required)

- *Presenter: Ted Norgaard, Nutrition Services Operations Specialist, Robbinsdale Area Schools*
Location: Suite 106
Key Area One: Nutrition, Target Audience: All

12:30 - 5:00 pm ServSafe 8-Hour Course Part 2 & Exam (Separate Registration Required)

- *Presenters: Michelle Hill, CFP Council II Allergen Committee Co-Chair, Culinary Allergens SP, FoodSafetyGuy*
Location: Suite 109 (1st floor)
Key Area Two: Operations, Target Audience: All



1:30 - 3:00 pm Spice Class - Second Offering (Separate Registration Required)

- *Presenter: Ted Norgaard, Nutrition Services Operations Specialist, Robbinsdale Area Schools*
Location: Suite 106
Key Area One: Nutrition, Target Audience: All

1:00 - 4:30 pm SNS Exam | Suite 107 (Separate Registration Required)

4:30 - 6:00 pm | House of Delegates Meeting, Suite 110

6:30 - 8:00 pm | President's Reception (Invitation Only), Art Center Lobby

SERVICE PROJECT DETAILS

Founded in 1965 with just three staff members, Family Service Rochester has grown into a trusted nonprofit serving individuals and families across 12 counties. As we celebrate 60 years of service, we now have a dedicated team of over 150 professionals and more than 600 volunteers, and we provide over 30 programs focused on mental health, aging services, and child wellbeing and family stability.



MONDAY, AUGUST 4

Good morning!

REGISTRATION HOURS: 7:00 am - 4:30 pm

7:00 - 8:15 am | Breakfast (Ballroom Lobby)

7:00 - 8:00 am | First-Timers Session

- First-Time Attendee Session**
Presenters: Emily Malone, Ashley Schneider
Location: Suite 104-105, Target Audience: First-Timers
Key Area Two: Operations

Is this your first time attending the Annual Conference? This session is meant to give helpful information on how the conference works, allowing you to meet other first-timers and make your conference experience less overwhelming. You'll hear a rundown of all the highlights and must-do events.

8:15 - 9:15 am WORKSHOP SESSIONS BLOCK 1

- What I Wish I Knew When I Became a New Food Service Director / 1.0 (2.0 OFFERED WED @ 9:15 AM)**
Presenters: Sarah Motl, Danaca Jensen
Location: Suite 109, Target Audience: Director
Key Area Three: Administration

Discover what two food service directors wish they had known when they first started in their role. Learn from their successes and mistakes as they discuss topics including school nutrition finance, hiring and supporting staff, procurement, and more.
- Two Bite Club**
Presenters: Lori Underdahl
Location: Suite 113, Target Audience: All
Key Area One: Nutrition

Trying new foods is fun and exciting! This session will overview the six-week course given to Kindergarten students that teaches the importance of trying new foods and details how each color of the food rainbow helps make our body strong. The program is aided with the Two Bite Club book from USDA, Team Nutrition, and MyPlate. In the course, students gain knowledge and skills, including the importance of food awareness, taking time to use senses when eating, proper handwashing, and much more. See what your students can learn!
- Emergency Planning in Your Kitchen**
Presenters: Jackie DeRoma, Dustin Vincent
Location: Suite 112, Target Audience: All
Key Area Three: Administration

Learn how to adapt and prepare your kitchen team for school emergencies. Learn how your team will respond based on different scenarios, how to come up with emergency feeding plans, and how to help de-escalate emotions during an emergency situation. This session will be led by Dustin Vincent, Safety Coordinator for NE Metro ISD 916, as well as a firefighter for Bayport FD.
- School Nutrition Policy: Legislative Updates & Advocacy Insights**
Presenters: Darcy Stueber, Sam Walseth
Location: Suite 114, Target Audience: All
Key Area Four: Communications/Marketing

Join MSNA's Public Policy Chair and lobbyist for a debrief on the 2025 state legislative session and a look ahead at potential impacts on school nutrition programs. This session will provide valuable insights into the state legislative and budgeting process, key developments from the session, and the role of advocacy in shaping policy. Participants will also gain a deeper understanding of key players influencing legislative decisions affecting school nutrition.

Session Block 1 continued on next page

Do I Really Need A Formal Contract With My Distributor? And How Do I Get It Done?

Presenters: Laura Metzger
Location: Suite 110-111 , Target Audience: Director, Manager
Key Area Three: Administration

Do you spend more than \$175,000 on purchases from your distributor? Do you want a formal agreement in place to protect your school food authority budget and resources? Come and learn how to write and use contracts between your SFA and vendors to have more control over costs and resources.

9:15 - 9:30 am | Break

9:30 - 10:30 am WORKSHOP SESSIONS BLOCK 2

- Navigating Special Diets in School Nutrition Programs**
Presenters: Jenna Kiepke, Megan LeClair, Lexi Reinarts
Location: Suite 114, Target Audience: Director
Key Area One: Nutrition

When it comes to special diets, there's no such thing as 'one-size-fits-all'. This session will cover the key requirements for accommodating special diets in school nutrition programs, including the necessary documentation for special diet statements, managing parent requests vs. disabilities, and how to implement accommodations to ensure compliance and safe meal options for all students.
- From Scratch to Smart: Leveraging AI in School Nutrition**
Presenters: Maria Amerman
Location: Suite 113, Target Audience: Manager, Director
Key Area Three: Administration

In this interactive session, we'll discuss how utilizing artificial intelligence is more accessible than you may think. Participants should bring a laptop or tablet to be able to engage in the session. Participants will have the opportunity to practice with AI tools than can streamline operations, speed up mind-numbing tasks, and save brain power for more creative work. Join us as we scratch the surface of AI's potential!
- Pushing Beyond the Cafeteria with Farm to School**
Presenters: Jayme Anderson, Kate Seybold
Location: Suite 110-111, Target Audience: Director
Key Area One: Nutrition

Participants will explore ways to creatively incorporate Farm to School beyond the standard offerings in the cafeteria through unique hands-on experiential learning in the classroom and community-focused engagement opportunities and partnerships. This interactive session will provide examples and offer opportunities to plan and map out new ways to incorporate Farm to School in your school or district.
- To-the-Point Kitchen Safety 2.0 (REPEATED AT 1:30 AND 2:45 PM)**
Presenters: Royal Dahlstrom
Location: Suite 109, Target Audience: All
Key Area Two: Operations

This demonstration-based session will cover essential kitchen tools, knife safety, and maintenance. Learn which knife to use for which task, proper cutting techniques, and how to sharpen and hone. We'll also show how to clean and care for food processors, plastic wrap, foil cutters, and box knives, plus overview tips for safe washing, storage, and inspection.
- School Nutrition Solicitation Documents**
Presenters: Aaron Krulc
Location: Suite 112, Target Audience: Director
Key Area Two: Operations

As primarily public funded entities, school nutrition programs are required to follow multiple sets of procurement guidelines. Effective use of solicitation documents such as bids and Requests for Proposal helps ensure compliance and best pricing. This presentation will go over the purpose, process, and preparation of these documents.



Lunch Sponsored by Upper Lakes Foods & Pilgrim's

1:30 - 2:30 pm WORKSHOP SESSIONS BLOCK 3

➤ **Let's Talk About It: Summary of USDA's Updates to the School Nutrition Standards**

Presenters: Jenna Kiepke, Megan LeClair, Lexi Reinarts
Location: Suite 113, Target Audience: Manager, Director
Key Area One: Nutrition

It's go time! Many new meal pattern requirements and flexibilities from USDA's Final Rule, "Child Nutrition Programs: Meal Patterns Consistent with the 2020-2025 Dietary Guidelines for Americans," go into effect this school year. This session will summarize this Final Rule, when each aspect must be implemented, and what sponsors need to know to ensure compliance this year and beyond.

➤ **Building Versatile Speed Scratch Recipes for Busy K12 Kitchens**

Presenters: Susie Berglund
Location: Suite 110-111, Target Audience: All
Key Area Two: Operations

Join Land O'Lakes for an inspiring session where you'll discover how incorporating dairy can enhance versatility when used in speed scratch recipes, perfect for busy K12 kitchens!

➤ **Tired of Training Your Staff by Yourself? Learn How Other Directors Do It.**

Presenters: Jeanine Bowman, Margaret Flemming
Location: Suite 109, Target Audience: Director
Key Area Three: Administration

Over the past five years, the Western MN 5 group, now 11 districts strong, has collaborated to host annual bootcamp trainings before the school year begins. Each district serves approximately 1,000 students, and together we've created meaningful, large-scale training experiences for 80-100 staff members. In this session, we'll share how we built our network of directors, divided responsibilities, and planned in-person events featuring speakers, field trips, food shows, and required training topics. We'll discuss logistics, registration, funding, and how we selected appropriate USDA training codes. Visuals and photos will showcase our journey, and we'll end with a roundtable to exchange ideas with fellow attendees.

➤ **To-the-Point Kitchen Safety 2.0 (ALSO OFFERED AT 9:30 AM & REPEATED AT 2:45 PM)**

Presenters: Royal Dahlstrom
Location: Suite 114, Target Audience: All
Key Area Two: Operations

This demonstration-based session will cover essential kitchen tools, knife safety, and maintenance. Learn which knife to use for which task, proper cutting techniques, and how to sharpen and hone. We'll also show how to clean and care for food processors, plastic wrap, foil cutters, and box knives, plus overview tips for safe washing, storage, and inspection.

➤ **USDA Donated Foods Diversion Deep Dive**

Presenters: Aaron Krulc
Location: Suite 112, Target Audience: Director
Key Area One: Nutrition

Diversion processing is the most complicated and potentially most effective usage of Donated Foods entitlement, but it requires significant planning and management to maximize return. This session will focus on the details of diversion processing, how to plan for allocation, manage ongoing resources, and ensure best use of entitlement.

2:45 - 3:45 pm WORKSHOP SESSIONS BLOCK 4

➤ **Site Manager's Guide to Avoiding Common Review Findings**

Presenters: Noelle Schrankler, Natasha Lemke
Location: Suite 110-111, Target Audience: All
Key Area Three: Administration

Preparing for an administrative review this year? Look no further - school nutrition program reviewers will guide you through the common areas that lead to findings during site visits. This session will discuss frequent review findings in the areas of food safety, civil rights, meal pattern, OVS, and meal counting. Please come with a basic knowledge of program requirements as there are many program areas that will be covered. You will leave ready to assess your site's compliance and prepare for your review!

➤ **Hot Topics for Directors! A Roundtable Discussion**

Presenters: Michelle Sagedahl
Location: Suite 109, Target Audience: Director
Key Area Three: Administration

Have any hot topics you need answers to? This session focuses on challenges that directors are facing in their daily job and troubleshooting how to successfully navigate through them! Staffing, equipment, and menus are some of the challenges that will be covered. Bring your best practices and challenges to this discussion!

➤ **Professional Standards and Training Guidelines**

Presenters: Cheryl Pick
Location: Suite 113, Target Audience: All
Key Area Three: Administration

Learn what resources and opportunities are available through your SNA and MSNA memberships, including professional development, networking, and support. We'll discuss why membership matters and how you can earn continuing education hours even if you're unable to attend the Annual Conference. Walk away with practical ideas for training your staff and meeting required education hours throughout the year.

➤ **To-the-Point Kitchen Safety 2.0 (ALSO OFFERED AT 9:30 AM AND 1:30 PM)**

Presenters: Royal Dahlstrom
Location: Suite 114, Target Audience: All
Key Area Two: Operations

This demonstration-based session will cover essential kitchen tools, knife safety, and maintenance. Learn which knife to use for which task, proper cutting techniques, and how to sharpen and hone. We'll also show how to clean and care for food processors, plastic wrap, foil cutters, and box knives, plus overview tips for safe washing, storage, and inspection.

➤ **Procurement Forecasting**

Presenters: Aaron Krulc
Location: Suite 112, Target Audience: Manager, Director
Key Area Two: Operations

One of the biggest asks of vendors and needs of school nutrition programs in procurement is good forecasting. This presentation will detail what forecasting is, why it is necessary, and how to go about it effectively. It will also offer a simple Excel-based forecasting tool for download and use by participants.

4:00 - 5:00 pm WORKSHOP SESSIONS BLOCK 5

➤ **Healing Harvest: From Farm to Table - Cooking Demo & Nutrition Tips**

Presenters: Meiping Liu
Location: Suite 114, Target Audience: All
Key Area One: Nutrition

Discover how to transform humble, seasonal ingredients into nutrient-dense, budget-friendly meals. In this session, you'll learn to create delicious, balanced recipes in under 15 minutes using simple formulas. Explore valuable resources for ongoing nutrition education and profound recipes that cater to busy parents, students, and school staff alike. Gain practical knowledge to harness the power of plant-based whole foods, helping normalize weight, cholesterol, glucose, and more without counting calories. Mei will showcase a variety of meals, including breakfast, lunch, dinner, and dessert. Join us for a fun and informative session that will leave you energized and empowered!

Session Block 5 continued on next page



- **A Balanced Diet: Nourishing Your Work and Personal Life**
Presenters: Ann Lovcik, Alex Gaustad
Location: Suite 112, Target Audience: All
Key Area Four: Communications/Marketing

The modern workplace is a constant pull between personal and professional priorities. How do you balance the two? What are some strategies and ideas to flourish in all areas? Our presentation aims to present some clear, actionable ways to not only identify areas of stress, but ways to handle them in a healthy way.

- **Navigating Dairy: From Added Sugars to Allergies**
Presenters: Haley Miskowiec
Location: Suite 113, Target Audience: All
Key Area One: Nutrition

Should flavored milk and yogurt be offered in school nutrition programs? With concerns around added sugar as well as initiatives and regulations to reduce the sugar content of meals, it can be challenging to navigate dairy offerings across programs. Registered Dietitian, Haley Miskowiec, will discuss the nutrients in dairy foods, including milk, yogurt and cheese, and the potential tradeoffs when eliminating flavored milk and yogurt. School nutrition professionals will be equipped with school data and case studies related to eliminating flavored milk. Additionally, this session will cover lactose-free milk, and Haley will provide guidance on navigating special dietary needs, such as lactose-intolerance versus dairy allergy.

- **Maximize your Membership with Communications & Promo Tools**
Presenters: Emily Sorensen
Location: 110-111, Target Audience: All
Key Area One: Nutrition

Discover communications tools to help promote your profession and your program. Learn about untapped and new value-adds to your membership, including website resources to access turn-key social media promotions, media engagement opportunities, and ready-to-use messaging templates.

NEW

5:00 - 7:00 pm | Welcome Reception for Attendees & Industry Members

Grand Lobby South & Patio

New this year, all attendees and industry members are invited for a fun and casual evening of connection and delicious hors d'oeuvres as we officially open the conference. Whether it's your first time attending or you're a seasoned MSNA conference pro, this is the perfect chance to meet new faces and reunite with familiar ones. Welcome!

THANK YOU, WELCOME RECEPTION SPONSORS!



TUESDAY, AUGUST 5

REGISTRATION HOURS: 7:00 am - 3:30 pm

7:00 - 8:15 am | Breakfast (Ballroom Lobby)

7:15 - 8:30 am | Elite/Director Breakfast, Invitation Only (Suite 104-105)

Exhibit Show | Flip This Booklet to Locate the Exhibit Booklet

Exhibit Show: 9:15 am - 2:00 pm, Exhibit Hall & Auditorium

Director/Purchaser Badges Only: 9:15 - 11:15 am

All Attendees: 11:30 am - 2:00 pm

IMPORTANT

Conference badges must be worn at all times.

8:00 - 9:00 am WORKSHOP SESSIONS BLOCK 6

- **Procurement Power: Ace the USDA Child Nutrition Programs Procurement Review**
Presenters: Austin Bork, Skye Healy
Location: Suite 113, Target Audience: Director
Key Area Three: Administration

This training session is designed for school foodservice directors and administrators responsible for foodservice procurement to ensure they are well-prepared for the USDA Child Nutrition Programs Procurement Review. The session will cover essential requirements for procurement in school nutrition programs, offer strategies for assembling a comprehensive nonprofit school foodservice fund procurement documentation file, and provide guidance on navigating the use of Group Purchasing Organizations (GPOs) and third-party organizations when participating in collaborative purchasing. The training will be led by MDE Financial Review Specialists, with a focus on practical steps for meeting compliance requirements.

- **I Am Safe: Mind-Body Practices for Stress-Management (REPEATED AT 9:15 AM)**
Presenters: Chrissy Mignogna, Kathy Flaminio
Location: Suite 112, Target Audience: All
Key Area Two: Operations

Keeping students well-nourished improves their overall physical and mental health. The demands of your role can be overwhelming, making self-care a priority. Based on the guidebook "I Am Safe," learn simple and accessible mind-body strategies to address symptoms of stress and overwhelm for you, your staff, and students. Explore the science behind why mind-body practices are critical for overall well-being. Build a simple toolkit of practices that engage even the most reluctant students, staff, and family members. Walk away with strategies to reduce stress, ease anxiety, and create stronger connections with both students and colleagues.

- **Food Safety Fundamentals (REPEATED AT 9:15 AM)**
Presenters: Michelle Hill
Location: Suite 114, Target Audience: All
Key Area Two: Operations

As food safety is rooted in human behavior, it is important to understand the fundamentals from hand care/personal hygiene to safe and excellent service. Participants will understand the five risk factors for foodborne illness and controls for each, as well as how to safely handle food including personal hygiene, glove use, safe display, and service of food.

- **Commodity Connections: A Roundtable on Maximizing USDA Foods in School Nutrition**
Presenters: Tony Rank, Allison Loomis, Donna Paulson
Location: Suite 109, Target Audience: Manager, Director
Key Area Two: Operations

This training session is designed to empower school foodservice directors with the knowledge and tools to effectively utilize USDA Commodity Foods in their school nutrition menus. The session will foster a collaborative environment through a roundtable format, where foodservice directors can share insights and experiences while state agency Food Distribution Program members facilitate meaningful discussions and guide the exchange of best practices for ordering and getting full use of available entitlement.

Session Block 6 continued on next page

➤ **Navigating the New Meal Pattern Requirements: Strategies for Success Within the Cafeteria and Beyond**
Presenters: Gail Anderson, Jenna Kiepke, Terri Swartout
Location: Suite 110-111, Target Audience: Director
Key Area One: Nutrition

This session will explore strategies for implementing the new meal pattern requirements, with a focus on reducing added sugar and sodium in school meals. It will discuss best practices for adjusting breakfast and lunch menus to ensure compliance. It will also explore beyond the cafeteria, highlighting methods for coordinating with the broader school community to set the school up for a smoother transition, including ways to foster understanding and gain buy-in from students, staff, and parents. By taking a holistic approach, this interactive session aims to support the changes within the cafeteria and promote a healthier environment for the entire school community.

9:00 - 9:15 am | Refreshment Break (Lobby West)

9:15 -11:15 am | Director/Purchaser Badge Exhibit Show Access, Exhibit Hall & Auditorium

9:15 - 10:15 am WORKSHOP SESSIONS BLOCK 7

➤ **PERA: From Hire to Retire (REPEATED AT 10:30 AM)**
Presenters: Stacy Martin
Location: Suite 110-111, Target Audience: All
Key Area Three: Administration

This session is designed for Public Employees Retirement Association (PERA) members, those who are new or close to retirement, and everyone in between. The PERA pension will be discussed in detail, including how it fits into an overall retirement plan. Participants will be able to differentiate between a pension and other retirement savings accounts, be able to describe the various pension benefit options, and be able to identify criteria necessary to receive a pension benefit.

➤ **Food Safety Fundamentals (ALSO OFFERED AT 8:00 AM)**
Presenters: Michelle Hill
Location: Suite 114, Target Audience: All
Key Area Two: Operations

As food safety is rooted in human behavior, it is important to understand the fundamentals from hand care/personal hygiene to safe and excellent service. Participants will understand the five risk factors for foodborne illness and controls for each, as well as how to safely handle food including personal hygiene, glove use, safe display, and service of food.

➤ **From Science Fiction to School Kitchens: The Power of AI in Food Service (REPEATED AT 10:30 AM)**
Presenters: Chris Kamarianakis
Location: Suite 113, Target Audience: All
Key Area Two: Operations

AI is transforming industries—including school nutrition. This session demystifies artificial intelligence, breaking down key concepts like machine learning and generative AI in simple terms. We'll explore real-world applications across industries before diving into how AI is already making an impact in food service. Learn how AI can help schools cut costs, predict maintenance issues before they become costly breakdowns, streamline compliance, and improve operational efficiency. Walk away with a clear understanding of AI and practical ways to leverage it in your nutrition programs.

➤ **I Am Safe: Mind-Body Practices for Stress-Management (ALSO OFFERED AT 8:00 AM)**
Presenters: Chrissy Mignogna, Kathy Flaminio
Location: Suite 112, Target Audience: All
Key Area Two: Operations

Keeping students well-nourished improves their overall physical and mental health. The demands of your role can be overwhelming, making self-care a priority. Based on the guidebook "I Am Safe," learn simple and accessible mind-body strategies to address symptoms of stress and overwhelm for you, your staff, and students. Explore the science behind why mind-body practices are critical for overall well-being. Build a simple toolkit of practices that engage even the most reluctant students, staff, and family members. Walk away with strategies to reduce stress, ease anxiety, and create stronger connections with both students and colleagues.

10:15 - 10:30 am | Refreshment Break (Lobby West)

10:30 - 11:30 am WORKSHOP SESSIONS BLOCK 8

➤ **PERA: From Hire to Retire (ALSO OFFERED AT 9:15 AM)**
Presenters: Stacy Martin
Location: Suite 110-111, Target Audience: All
Key Area Three: Administration

This session is designed for Public Employees Retirement Association (PERA) members, those who are new or close to retirement, and everyone in between. The PERA pension will be discussed in detail, including how it fits into an overall retirement plan. Participants will be able to differentiate between a pension and other retirement savings accounts, be able to describe the various pension benefit options, and be able to identify criteria necessary to receive a pension benefit.

➤ **Budget-Friendly Plant-Based Proteins for School Meals**
Presenters: Jodi Miller Gruhn
Location: Suite 114, Target Audience: All
Key Area One: Nutrition

Let's face it - working with unfamiliar ingredients can be intimidating. If you've ever wondered what to do with lentils, tofu, or tempeh, you're not alone. Join me for a practical, hands-on session where I'll demystify plant proteins and transform them into student-approved dishes. No fancy techniques - just straightforward demonstrations, practical tips, and kitchen-tested recipes you can recreate with confidence.

➤ **From Science Fiction to School Kitchens: The Power of AI in Food Service (ALSO OFFERED AT 9:15 AM)**
Presenters: Chris Kamarianakis
Location: Suite 113, Target Audience: All
Key Area Two: Operations

AI is transforming industries—including school nutrition. This session demystifies artificial intelligence, breaking down key concepts like machine learning and generative AI in simple terms. We'll explore real-world applications across industries before diving into how AI is already making an impact in food service. Learn how AI can help schools cut costs, predict maintenance issues before they become costly breakdowns, streamline compliance, and improve operational efficiency. Walk away with a clear understanding of AI and practical ways to leverage it in your nutrition programs.

➤ **Allergen Management for School Nutrition**
Presenters: Michelle Hill
Location: Suite 112, Target Audience: All
Key Area Two: Operations

We will cover the Big-9 Food Allergens, including prevalence, derivatives, and best practices for label reading to discover unexpected ways allergens can appear in food. Participants will learn the signs and symptoms of food allergies, what to do when a person is experiencing an allergy event, as well as learn about allergen controls - cross-contact, preparation practices, and proper cleaning.

11:30 am - 2:00 pm | ALL ATTENDEES Exhibit Show Access, Exhibit Hall

Flip This Booklet to Locate the Exhibit Booklet

2:15 - 3:30 pm | MSNA Champions Challenge

Organizers: Ashley Schneider, Jess Peña
Location: Ballroom 1, Target Audience: All
Key Area Two: Operations

This team building activity is all about building connections through fun and friendly challenges. Join fellow members for a lively team-building event designed to spark conversation, collaboration, and a few laughs, all while celebrating your shared passion for school nutrition. Bring your nutrition knowledge and enjoy a good time with your peers!

4:00 - 5/6:00 pm | Offsite Tours (Separate Registration Required)

Tour Option 1: Bishop Elementary School - 406 36th Ave NW, Rochester, MN 55901
Tour Option 2: Hidden Stream Farm - 27079 Wabasha County Rd 25, Elgin, MN 55932
Key Area Two: Operations, Target Audience: All



5:00 - 8:00 pm | Downtown Rochester Scavenger Hunt



Access the conference app to play or pick up paper copies at registration. **Two participants will win prizes! Winners will be announced at the Wednesday Closing Session. You must be present to win.**

Get ready to explore downtown Rochester like never before. Join in on a fun and interactive Scavenger Hunt around the city. Whether you're a first-time visitor or a Rochester regular, this adventure will have you discovering new places and connecting with others along the way.

WEDNESDAY, AUGUST 6

6:45 - 7:30 am | Fitness Boot Camp with Callie Neumann (Grand Lobby S) | Sign-Up Required

7:00 - 7:45 am | Yoga with Marnie Henke (Ballroom Lobby S) | Sign-Up Required

7:00 - 7:45 am | Wellness Walk (Meet by Registration) | Sign-Up Required

7:00 - 8:15 am | Breakfast (Ballroom Lobby) | Sponsored by Peterson Farms Fresh & Cool Tropics

8:00 - 9:00 am WORKSHOP SESSIONS BLOCK 9

➤ Offer Versus Serve (REPEATED AT 9:15 AM)

Presenters: Nicole Barron, Kara Strandlund
Location: Suite 110-111, Target Audience: All
Key Area One: Nutrition

Offer vs Serve (OVS) is a method of menu planning and meal service that allows students to decline some of the foods offered in a reimbursable lunch or breakfast, helping to reduce food waste and costs while ensuring students receive nutritious meals they enjoy. This session will teach participants how to plan menus and identify reimbursable meals at breakfast and lunch under the OVS requirements.

➤ Myth-Busting Farm to School and Creative Solutions on How to Navigate it Successfully

Presenters: Sara George, Carrie Frank, Jayme Anderson, Cheryl Pick, Jane Jewett
Location: Suite 112, Target Audience: Manager, Director
Key Area Two: Operations

In this session, we'll cover: 1) Myth-busting Farm to School regulations: What are the rules for schools purchasing local food and farmers selling to those schools? We'll cover quirks of state and federal laws pertaining to locally sourced foods; 2) Farmer/Hub Connections: Learn about food hubs located throughout the state and how they can make Farm to School easier; 3) Navigating F2S Successfully: Grant writing can be intimidating. Hear from a retired Food and Nutrition Director and a self-taught grant writer on how easy it can be by using effective grant writing tips; and 4) Navigating FS2: F2S doesn't have to be more expensive. You can use your commodity entitlement to use toward local purchases. A retired Food and Nutrition Director will share strategies to offset food cost successfully!

➤ Eating With Your Eyes - Promoting Your Program Through Food Photography

Presenters: Laura Wacker-Hansen
Location: Suite 113, Target Audience: All
Key Area Four: Communications/Marketing

In today's digital age, a picture is worth a thousand words. Food photos can be a powerful tool for shaping perceptions of school meals and promoting healthy eating. By carefully curating your food photos, you can help elevate your program's reputation, encourage participation, and communicate the quality and care behind each meal. In this session, you'll learn simple yet effective techniques that make your meals look as appetizing as they are nutritious. This session is perfect for directors, school nutrition staff, and anyone passionate about showcasing school food in a way that supports and promotes your program.

Session Block 9 continued on next page

➤ Nourishing the Future: The Power of Plant-Based, Vegetable-Rich Nutrition for Kids

Presenters: Dr. Jengyu Lai
Location: Suite 114, Target Audience: All
Key Area One: Nutrition

This session explores the transformative impact of whole food, plant-based nutrition—especially vegetables—on the health and wellness of school-aged children. We'll examine how a vegetable-rich diet supports physical growth, emotional well-being, and academic performance while addressing key concerns like obesity, diabetes, and mental health. Participants will gain practical strategies for integrating plant-based meals into school nutrition programs, leveraging cost-effective solutions, and implementing produce prescription initiatives. Join us to discover how food as medicine can create a healthier future for our children

9:00 - 9:15 am | Refreshment Break (Lobby West)

9:15 - 10:15 am WORKSHOP SESSIONS BLOCK 10

➤ Cheese Essentials: From Basics to Culinary Excellence

Presenters: Maggie Maggio
Location: Suite 113, Target Audience: All
Key Area One: Nutrition

Cheese is a beloved ingredient, but do you know the difference between processed and natural cheese, or why certain cheeses excel in specific recipes? Join Maggie Maggio, Culinary Manager in the Land O'Lakes Test Kitchen, for an enlightening presentation that covers the essentials of cheese, optimal culinary applications, and expert tips on recipe development. Maggie will share valuable insights from the Land O'Lakes Test Kitchen, including best practices for researching trends, developing recipes, and conducting taste panels. This session promises to enhance your culinary skills and deepen your appreciation for the versatility of cheese.

➤ Offer Versus Serve (ALSO OFFERED AT 8:00 AM)

Presenters: Nicole Barron, Kara Strandlund
Location: Suite 110-111, Target Audience: All
Key Area One: Nutrition

Offer vs Serve (OVS) is a method of menu planning and meal service that allows students to decline some of the foods offered in a reimbursable lunch or breakfast, helping to reduce food waste and costs while ensuring students receive nutritious meals they enjoy. This session will teach participants how to plan menus and identify reimbursable meals at breakfast and lunch under the OVS requirements.

➤ Maximize Commodities and Reduce Food Waste Using New Tools and Resources

Presenters: Megan Flynn (Moderator), Jackie DeRoma, Jeremy Kurth, Bridget Lehn, Brianna Carverzagie
Location: Suite 114, Target Audience: All
Key Area One: Nutrition

School nutrition programs continue to face the complex challenge of maximizing USDA commodity foods while maintaining meal quality, minimizing waste & staying responsive to student preferences. As scratch cooking & flexible menu planning become more common, the role of commodities must evolve from surplus stock to strategic ingredient. This session will explore the current state of commodity utilization and present a vision for how districts can better align USDA Foods with menu planning, inventory management, & compliance goals. Attendees will explore a free, USDA-compliant recipe catalog that integrates all types of commodities. These recipes leverage real-time data from manufacturers via the GDSN & include crediting, nutrition facts, & allergens for planning nutritious, compliant meals.

➤ Cultivate Collaboration and Innovation in your Future

Presenters: Sue Malesa, Jennifer Walters
Location: Suite 112, Target Audience: All
Key Area Two: Operations

Is innovation a word that scares you, motivates you or both? Learn about the journey of one school district that continued to move forward, bringing fresh food and student engagement to the high school. Hear how collaborating with other departments for support and the day-to-day management of this hydroponic farm made this project a great success, and how you can navigate this in your district.

➤ What I Wish I Knew When I Became a New Food Service Director 2.0 (1.0 OFFERED ON MON @ 8:15 AM)

Presenters: Sarah Motl, Danaca Jensen
Location: Suite 109, Target Audience: Director
Key Area Three: Administration

A more in-depth session from two school nutrition directors discussing their lessons learned when starting their careers in school nutrition. We will discuss topics in-depth including finance, personnel, commodities, procurement and more.

10:30 am - 12:00 pm Closing General Session

- Featured Speaker Ray McElroy
- Installation of MSNA 2025-2026 Board of Directors
- Final Scholarship Fund Raffle Drawing (*must be present to win*)



2025 SNA/MSNA AWARD WINNERS

Congratulations, Award Winners!

DIRECTOR OF THE YEAR



Jennifer Walters
Nutrition Director
Winona Area Public Schools

MANAGER OF THE YEAR



Donna Walter
Centerville Elementary
Centennial ISD

EMPLOYEE OF THE YEAR



Barbi King
Centennial Middle School
ISD 12

INDUSTRY PARTNER OF THE YEAR



Royal Dahlstrom
Curate

MSNA HERO AWARD



Stacey Gaetz
Roseville Area School
District

MSNA HERO SITE AWARD



Lakeland Elementary School
Willmar Public Schools



Top 6 Reasons to Join MSNA

1

Conferences & Workshops

Reduced rates for Annual Conference & School Nutrition Industry Partner registration

2

MSNA Minute Newsletter

Plus, state & national updates delivered to your inbox with need to know info

3

Education & Training

Free webinars and programming to grow professionally and earn CEUs

4

Scholarship Programs

Enabling more members to attend state and national conferences

5

Networking & mentorship

Relationship building for member idea sharing and support for new members to thrive

6

Legislative & Advocacy

Strong efforts on the state and national level to support action

MSNA has provided me with great opportunities to network with others who share my passion.

Kerry Peterson
Food Service Director
Murray County Central Schools

MSNA membership is a smart investment for you and your program.

Become a member today at mnsna.org/membership



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FUTURE MSNA CONFERENCES

SNIP (School Nutrition Industry Partner) Conference

October 22-24, 2025 Grand View Lodge, Nisswa, MN

State Conference

August 2-5, 2026 St. Cloud, MN
August 1-4, 2027 St. Cloud, MN
August 6-9, 2028 Rochester, MN

FUTURE SNA CONFERENCES

ANC

July 12-14, 2026 Charlotte, NC
July 11-13, 2027 Phoenix, AZ
July 9-11, 2028 Nashville, TN

LAC

March 8-10, 2026 Washington D.C.
March 7-9, 2027 Washington D.C.
March 5-7, 2028 Washington D.C.

SNIC

January 11-13, 2026 Austin, TX
January 10-12, 2027 Tampa, FL
January 23-25, 2028 San Diego, CA

NLC

April 23-25, 2026 Kansas City, MO

FUTURE SNA EVENTS

National School Lunch Week

Theme: *Taste the World:
Your School Lunch Passport!*
Date: October 13-17, 2025



National School Breakfast Week

Date: March 2-6, 2026

National School Lunch Hero Day

Date: May 1, 2026

Thank you for joining us, and we'll see you August 2-5, 2026 in St. Cloud!





SCRATCHING THE SURFACE:
THE FUTURE IS UNLIMITED

2025 ANNUAL CONFERENCE EXHIBIT SHOW

Tuesday, August 5
Mayo Civic Center
Rochester, MN

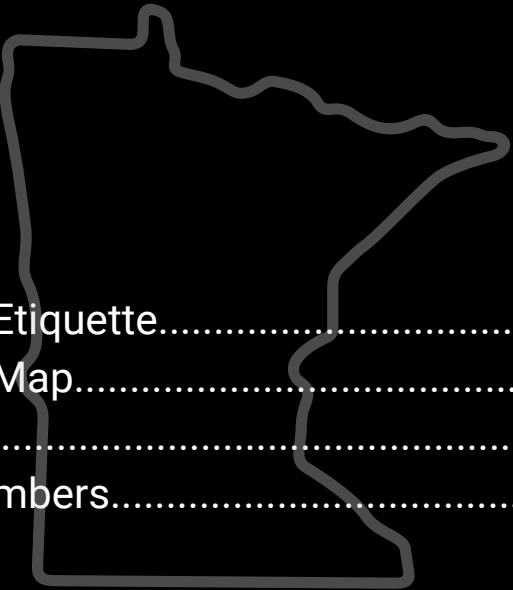


Exhibit Hall Etiquette.....	1
Exhibit Hall Map.....	2
Exhibitors.....	3-4
Industry Members.....	5

EXHIBIT HALL ETIQUETTE

Welcome!

Don't Just Scratch the Surface — Dig Into the Full Exhibit Experience

If this is your first time exploring the Exhibit Hall at the Annual Conference, you're not in for just a treat, but truly the cherry on top of the conference! This year, we're excited to feature a **full** show that is so packed with opportunity that exhibits are spread across two spaces: the main Exhibit Hall and the Auditorium. Be sure to visit both exhibit areas so you don't miss a single opportunity - don't just scratch the surface, but dig in!

Our Exhibit Hall is a high-energy space filled with innovation, inspiration, and connections. With dozens of vendors showcasing cutting-edge products and services, it can feel overwhelming, especially if you're new. With a little preparation, though, you'll leave with valuable ideas and relationships to take back to your district.

Here are some key guidelines to help you make the most of your visit:

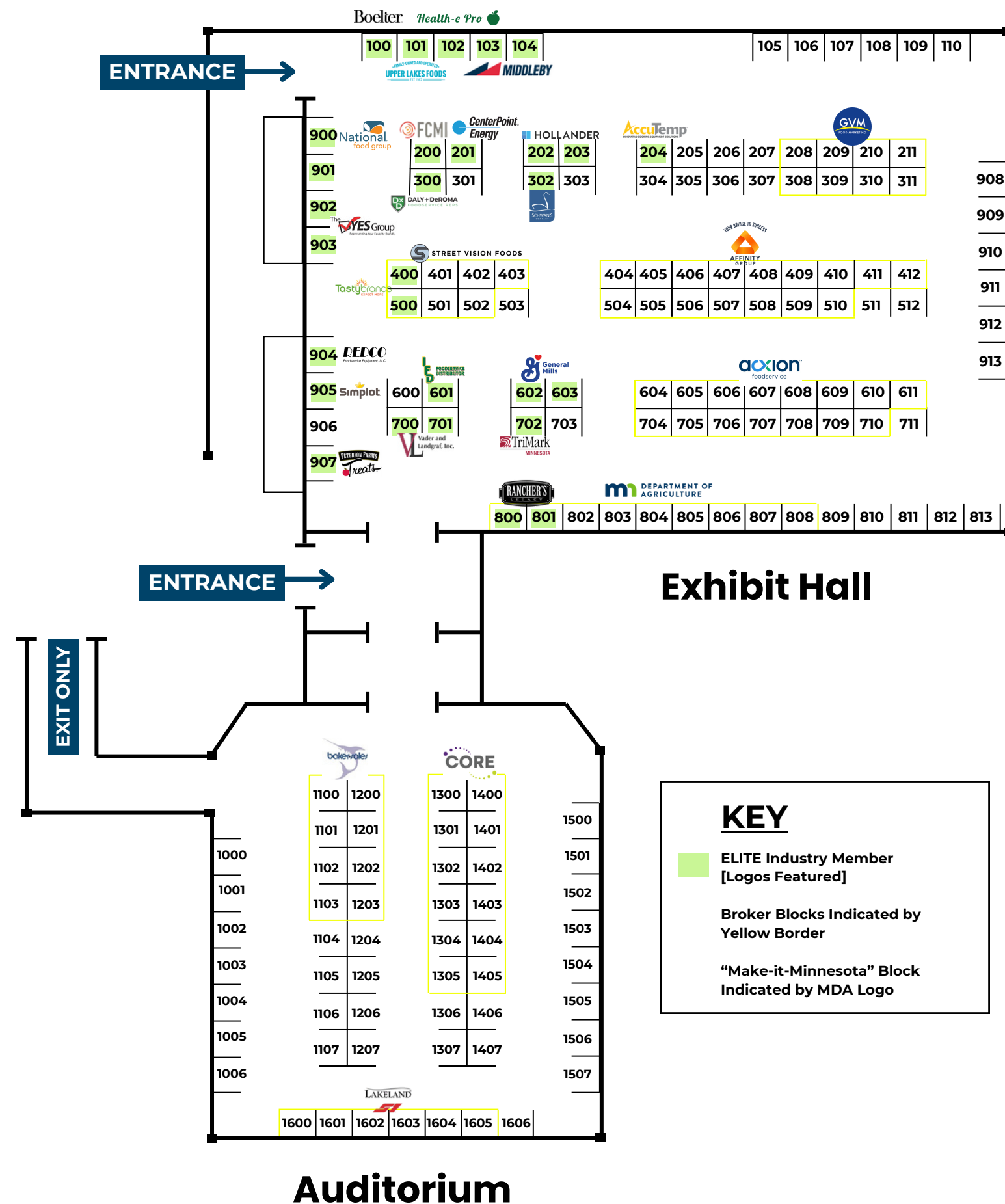
- **All attendees must wear an official conference badge to enter the exhibit hall. If you've misplaced yours, please stop by the registration desk.**
- No complimentary exhibit-only passes will be given out. Special situations must be arranged ahead of time through the MSNA President or staff members.
- **Rolling bags are not allowed on the show floor for safety reasons.**
- Share your district's challenges and be open to the creative solutions vendors offer.
- **Respect the generosity of samples and giveaways - please ask before taking extras.**
- Familiarize yourself with your district's policies on contest prizes and giveaways.

Note: For safety and liability reasons, no one under the age of 16 is permitted on the exhibit floor at any time.

Those with a Director/Purchaser pass: You have exclusive access from 9:15 AM to 11:15 AM to walk the floor and connect with exhibitors before the general crowd, in addition to regular hours.



EXHIBIT HALL MAP



Accutemp Products
#204
Exhibit Hall

Axion Foodservice
#604-611/704-710
Exhibit Hall
Brookwood Farms
Butterball
C.H. Guenther
Cargill
Classic Delight
Conagra
Frazil
Home Market
Kikkoman
Land O'Lakes
Mission Foods
Palmetto
Pilgrim's
Savannah Classics
Starkist
Super Bakery
Trident
Ventura

Affinity Group Midwest
#404-412/504-510
Exhibit Hall
Apple & Eve
Baker Boy
Basic American Foods
Buena Vista
Bush Brothers
Catallia
Cavendish Farms
Dole
ES Foods
Foster Farms
Hormel/Jennie-O
Jack Links
Red Gold
SA Piazza/Wild Mike's
Pizza
Smithfield
Smucker's

AmTab
#1206
Auditorium

ATSR Planners Architects & Engineers
#600
Exhibit Hall

Baker Sales
#1100-1103/1200-1203
Auditorium
Cloverdale Foods
Harvest Hills/Juicy Juice
Jonny Pops
JTM Food Group
Kraft Heinz
Magic Seasoning Blends
MCI Foods/Los Cabos-
Mexican Foods
Nordic Waffles

Boelter Companies
#100
Exhibit Hall

Brakebush Brothers
#106
Exhibit Hall

Brown's Ice Cream
#1006
Auditorium

Cambro Manufacturing
#503
Exhibit Hall

Caulfield & Associates
#1507
Auditorium

CenterPoint Energy
#201
Exhibit Hall

CORE Foodservice
#1300-1305/1400-1405
Auditorium
Arlington Valley Farms
Aspire
Butter Buds
Campbell's Foodservice
Captain Ken's
Danone North America
High Liner Foods
International Food Solutions
J&J Snack Foods
McCain
Tree Top

Cool School Cafe
#1000
Auditorium

Cool Tropics
#906
Exhibit Hall

Country Pure Foods
#908
Exhibit Hall

Country View Dairy
#711
Exhibit Hall

Curate
#305
Exhibit Hall

Daly & DeRoma
#300
Exhibit Hall

Domino's Smart Slice
#1500
Auditorium

Educational Biometric Technology
#109
Exhibit Hall

EduTrak
#307
Exhibit Hall

Ekon-O-Pac
#1205
Auditorium

Equalis Group
#1107
Auditorium

Food Chain Management
#200
Exhibit Hall

Fork Farms
#1306
Auditorium

Freshpoint-Bix Produce
#703
Exhibit Hall

Frito Lay-Pepsico
#1504
Auditorium

Gaia Software
#511
Exhibit Hall

General Mills
#602 & 603
Exhibit Hall

General Parts
#1406
Auditorium

GVM Food Marketing
#208-211/308-311
Exhibit Hall
Albies
Amazin Raisins
Del Real
Envy
Integrated Foodservice
MBC Companies (Bake-
Crafters & Nardone Bros)
Mission Nutrition
ProView
Yang's

Health-e Pro
#102
Exhibit Hall

Hobart
#301
Exhibit Hall

Hollander
#202 & 203
Exhibit Hall

IFD Foodservice Distributor
#601
Exhibit Hall

Imperial Dade
#1104 & 1105
Auditorium

Infinite Campus
#1307
Auditorium

Lakeland Minneapolis
#1600-1605
Auditorium
Bridgford
Darlington
Heartland Foods
Idahoan
Kings Command
Knouse
Marzetti
MIC Food
Tajin
Pacific Coast Producers

Make-It-Minnesota Block
#800-808
Exhibit Hall
Hoyo SBC
Minnesota Department of-
Agriculture
Deeply Rooted Farms/BAMF-
Meats
R&R Cultivation
Rancher's Legacy
The Amazing Chickpea
The Good Acre/Sprout Food-
Hub/Renewing The-
Countryside
Tree-Range Farms

Middleby
#103 & 104
Exhibit Hall

Minnesota Department of Education
#512
Exhibit Hall

National Food Group
#900
Exhibit Hall

Nippon Shokken
#913 & 914
Exhibit Hall

North Star Agency
#205
Exhibit Hall

Oliver Packaging & Equipment
#1005
Auditorium

Performance Food Group
#1004
Auditorium

Peterson Farms Fresh
#907
Exhibit Hall

Playr1
#1407
Auditorium

PrimeroEdge + SchoolCafé
#1503
Auditorium

ProTeam Foodservice Advisors
#107
Exhibit Hall

Raisels
#1002
Auditorium

Rapids & Affiliates
#811
Exhibit Hall

Rebellyous Foods
#1003
Auditorium

Redco Foodservice Equipment
#904
Exhibit Hall

Rich Products
#1204
Auditorium

Rich's Ice Cream
#105
Exhibit Hall

Ritten Associates
#1502
Auditorium

Rochester Restaurant Supply
#110
Exhibit Hall

Safer Plate
#809
Exhibit Hall

Schwan's
#302
Exhibit Hall

SEIU Local 284
#1506
Auditorium

Sico America
#910
Exhibit Hall

Simplot
#905
Exhibit Hall

Sno Pac Foods
#810
Exhibit Hall

Southern Peanut Growers
#1207
Auditorium

South-Town Refrigeration & Mechanical
#911
Exhibit Hall

Street Vision Foods
#400-403/500-502
Exhibit Hall
Bongards Cheese
Cookies Food Products
Jones Dairy Farm
Lindy's Froot Jooce
Post Cereal
Tasty Brands

Sunset Orchard/Richland Hills Farms
#303
Exhibit Hall

Sysco Western MN
#304
Exhibit Hall

Taylor Farms
#1606
Auditorium

TekVisions
#1106
Auditorium

The Yes Group
#901-903
Exhibit Hall

Total Restaurant Supply
#1001
Auditorium

Trimark
#702
Exhibit Hall

Trio Supply Company
#912
Exhibit Hall

Tyson Foods
#1505
Auditorium

United Food & Oriental
#812 & 813
Exhibit Hall

Unox
#206
Exhibit Hall

Upper Lakes Foods
#101
Exhibit Hall

Vader and Landgraf
#700 & 701
Exhibit Hall

Vistar Minnesota
#108
Exhibit Hall

Vollrath Co.
#207
Exhibit Hall

Winholt
#1501
Auditorium

WK Kellogg
#909
Exhibit Hall

Zepole Supply Co.
#306
Exhibit Hall

MSNA 2025 Elite Industry Members



MSNA 2025 Industry Members [Elite, Premier, and Industry]

ACCUTEMP PRODUCTS, INC	FOSTER FARMS	PROTEAM FOODSERVICE ADVISORS, LLC
ACXION FOODSERVICE	GAIA SOFTWARE	PROVENDER BRANDS, LLC DBA DEEPLY ROOTED FARMS
ADVANCED COMMERCIAL KITCHENS	GENERAL MILLS	PROVIEW BY TASTY BRANDS
AFFINITY GROUP MIDWEST, LLC	GENERAL PARTS, INC	RAISELS
ALBIE'S FOOD PRODUCTS	GVM FOOD MARKETING	RANCHER'S LEGACY (RANCHERS US OP LLC)
AMTAB	HARVEST HILLS / JUICY JUICE	RAPIDS & AFFILIATES
APPLE & EVE	HEALTH-e PRO	REBELLYOUS FOODS
ARLINGTON VALLEY FARMS	HOBART	RED GOLD
ATSR ARCHITECTS	HOLLANDER COMPANY	REDCO FOODSERVICE EQUIPMENT
BAKER BOY	HOYO, SBC	RICH'S ICE CREAM
BAKER SALES COMPANY	IFD FOODSERVICE DISTRIBUTOR	RICH'S PRODUCTS
BASIC AMERICAN FOODS	IMPERIAL DADE	RIPPE ASSOCIATES, INC.
BEN'S ORIGINAL	INTEGRATED FOOD SERVICE	RITTEN ASSOCIATES, INC
BIX PRODUCE CO.	INTERNATIONAL FOOD SOLUTIONS	SA PIAZZA / WILD MIKE'S PIZZA
BLUE AIR FSE, LLC	IPS REBATES	SCHWAN'S FOOD COMPANY
BOELTER	J&J SNACK FOODS	SICO AMERICA
BONGARDS	JENNIE O TURKEY STORE	SIMPLOT
BRAKEBUSH BROTHERS, INC	JONNNY POPS	SNO PAC FOODS
BUENA VISTA FOODS	JTM FOOD GROUP	SOUTH-TOWN REFRIGERATION & MECHANICAL
BUSH'S BEANS	KIKKOMAN	STREET VISION FOODS
BUTTERBALL	KRAFT HEINZ	SUNSET ORCHARD/RICHLAND HILLS FARMS
CAMBRO	LAJ CONSULTING / FOOD SAFETY GUY	SUPER BAKERY
CAPTAIN KEN'S FOODS, INC.	LAKELAND MPLS	SYSCO WESTERN MN
CARGILL	LAND O' LAKES	TASTY BRANDS
CATALLIA MEXICAN FOODS	LIAM'S BY SAFER PLATE	TEKVISIONS, INC.
CAULFIELD AND ASSOCIATES	LINDY'S HOMEMADE, LLC (FROOT JUICE)	THE AMAZING CHICKPEA
CAVENDISH FARMS	LOS CABOS MEXICAN FOODS	THE J.M. SMUCKER COMPANY
CENTERPOINT ENERGY	MAGLIO PRODUCE	THE VOLLRATH COMPANY
CLOVERDALE FOODS	MBC COMPANIES	THE YES GROUP
CONAGRA FOODS	MCCAIN	TOTAL RESTAURANT SUPPLY
COOKIES FOOD PRODUCTS	MIDDLEBY DIRECT	TREE TOP, INC.
COOL SCHOOL CAFE -REAL TIME SOLUTIONS	MIDWEST DAIRY	TREE-RANGE FARMS
COOL TROPICS	MINNESOTA SCHOOL FOOD BUYING GROUP (MSFBG)	TRIDENT SEAFOODS
CORE FOOD SERVICE	MISSION NUTRITION	TRIMARK MINNESOTA
COUNTRY PURE FOODS	NATIONAL FOOD GROUP (ZEEZEE'S)	TRIO SUPPLY COMPANY
COUNTRY VIEW DAIRY	NIPPON SHOKKEN USA	TYSON
CURATE	NORDIC WAFFLES	UNITED FOOD & ORIENTAL LLC
DALY & DeROMA GROUP, INC	NORTH STAR AGENCY, LLC	UPPER LAKES FOODS
DEL REAL FOODS	NUTRISTUDENTS K-12	VADER AND LANDGRAF, INC
DOLE	PALMETTO FOODS (WOODLES)	VISTAR MINNESOTA
DOMINO'S SMART SLICE	PCS REVENUE CONTROL SYSTEMS INC	VISUALZ
EDUCATIONAL BIOMETRIC TECHNOLOGY	PEPSICO FOODSERVICE	WINHOLT EQUIPMENT
EDUTRAK SOFTWARE	PETERSON FARMS, INC	WK KELLOGG CO
ES FOODS	PILGRIM'S	YANGS 5TH TASTE
FOOD CHAIN MANAGEMENT, INC.	POST FOODSERVICE	ZEPOLE RESTAURANT SUPPLY CO
FOODSERVICE CONCEPT DESIGN	PRIMEROEDGE + SCHOOLCAFE	