

SNIP Frequently Asked Questions (FAQs)

What does SNIP stand for?

School Nutrition and Industry Partner

Who Attends SNIP?

As in our name, SNIP is a time for school nutrition directors/purchasers and industry members to convene.

Do I have to be an MSNA/SNA member to attend?

No, you don't have to be a member. Members do receive a discounted registration price, though.

Can any school nutrition professional attend?

SNIP is intended for school **purchasers**. If you are a manager but also make purchasing decisions, SNIP is for you! We know many managers are also involved in purchasing decisions for their district.

Is there a food show at SNIP? Does any selling occur?

No! SNIP is for collaboration and networking amongst school nutrition directors/purchasers and industry partners. SNIP is not about selling and discussing "work," but rather about discussing trends in the industry and how we can better serve Minnesota's kids. There is no food show, and **selling is not allowed**.

What do I wear to SNIP / what is the conference attire?

Business casual is perfect.

What can I expect at SNIP?

- A trademark of SNIP is our SNIP Forum. This is a session in which nutrition and industry professionals ask each other questions, identify challenges, and collaborate on solutions. To structure the forum, during registration, attendees are asked their top areas of concern in the industry and areas they need support with.
- We always have something new up our sleeve! Visit our website and watch your inbox for updates on SNIP activities.

Is there a service project?

Yes - the recipient will be announced via email. Attendees are encouraged to bring donations with them to SNIP for this recipient.

Any tips for first-timers?

- Watch your inbox for emails from MSNA@fusionLP.org – these contain important Know-Before-You-Go information and updates on activities.
- Bookmark the [SNIP webpage](#)!

Do you have any photos of past SNIP events?

We sure do! We had a great time at Grand View in 2025. Check out those photos on the [MSNA Flickr page](#).

Why do prices go up if I wait to register?

View the [SNIP webpage](#) for pricing details and when early bird ends. The earlier you register, the better the committee and staff can plan for a successful conference.

I'm ready to register! What do I need to know?

Check out the [SNIP page](#) for the registration link and more.

I'm ready to book lodging. What do I need to know?

[Book lodging here.](#) The deadline to book before lodging opens to the public is September 21. Limited lodging will be available after this date. Questions? Contact Grand View Lodge at 218-967-8639 or at sales.user@grandviewlodge.com. Please identify yourself as a SNIP attendee.

- **Requesting a single room in the lodge, hotel, or one-bedroom cabin?** Please choose "1 Bedroom unit" and enter which lodging option you are requesting under "Special Requests" - Hotel, Lodge, or Cabin. Grand View will do their best to place you where you prefer.

A majority of the lodging at Grand View is in a cabin-sharing format, as there is limited space at the main Grand View Lodge and at the North Hotel. A majority of cabins hold two (2) to three (3) individuals, some holding one (1) to eight (8) individuals. **Cabins feature separate bedrooms and bathrooms but share common spaces.** A shuttle is available to bus attendees from their cabins to the Gull Lake Center, the location of registration check-in and sessions.

- **For those booking a cabin**, please determine your cabinmates and who will be billed for your cabin. Cabins are billed per space e.g., a four-person cabin with only three attendees will be billed for four individuals. **Please complete one submission per payment method** e.g., only those paying for the cabin should complete the form. The submitter should list ALL cabinmates within the form.
- If you wish to pay Grand View separately, please complete the form, ensuring you list ALL cabinmates *e.g. if Mary, Susan, and Polly are sharing a cabin AND paying separately, each person MUST fill out the reservation form, listing all of their cabinmates AND then must complete the payment form to be billed for their individual payments.*

Who plans SNIP?

A committee thoughtfully crafts the SNIP schedule and list of activities. The committee includes two Co-chairs, the MSNA Industry Chair, and other MSNA members and board members:

2026 SNIP Conference Committee	
Name	Organization
Jackie DeRoma, Co-chair	Orono SD #278
Callie Neumann, Co-chair	Simplot
Laura Cierzan	Chisago Lakes Area Schools-District
Tara Malinski	Centennial SD 12
Kristi Frank	Forest Lake School District
Tracy Smith	Burnsville-Eagan-Savage ISD 191
Brandon Weiberg	JTM Food Group
Mike Perreault	Ritten and Associates
John Emerson	Baker Sales Company
Nancy Rust	Peterson Farms
Jeremy Kurth	Affinity Group
Bekah DeJarlais (Industry Chair)	Upper Lakes Foods
Jess Peña (Secretary/Treasurer)	Brooklyn Center Community Schools
Glen Ritter (Past President)	St. Michael Albertville Schools
Ashley Schneider (President)	Moorhead Public Schools
Ross Larson (President-elect)	ISD 196
Kim Franta (Vice President)	Eastern Carver County Schools

I've had a blast at SNIP! How can I get involved for next year?

We are always looking for future SNIP committee members! Email MSNA@fusionLP.org (320-251-2344) with your interest. Thank you.