

2026

# ANNUAL FALL *Conference*

OCTOBER 13-14  
WORCESTER, MA



**SCHOOL NUTRITION  
ASSOCIATION**  
OF MASSACHUSETTS



# GENERAL INFORMATION

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## SNAMMIES

**Tuesday, October 13**  
**5:00 - 7:30 PM**  
Grand Ballroom

## EXHIBIT SHOW

**Wednesday, October 14**  
**12:30 - 3:30 PM**  
North Exhibit Hall

## YOUR CONFERENCE SPACES

**Grand Ballroom:** General sessions, lunch and SNAMMIES Awards Celebration  
**Meeting Rooms A/B & C/D:** Breakout sessions and innovation sessions  
**North Exhibit Hall:** Wednesday Exhibit Show

## PROFESSIONAL DEVELOPMENT

Attend sessions to support your SNA certification and credentials. Keep a record of your learning and confirm credit documentation for verification.

# A MESSAGE FROM OUR PRESIDENT



Hello SNA of Massachusetts Members and Partners,

Welcome to the **2026 School Nutrition Association of Massachusetts Annual Conference!** I am so excited to welcome you to Worcester for two days of learning, connection, celebration, and inspiration on **October 13-14, 2026.**

School nutrition is truly a team effort, and every person plays an important role in the success of our programs and the students we serve. From directors to managers, cooks to interns, there is a seat—and a session—for everyone at this year's conference. Whether you are navigating procurement and processing, sharpening your culinary skills, exploring the latest technology tools, or looking for new ways to strengthen your program, I hope you leave Worcester with practical ideas you can put to work on Monday morning.

We have an exciting lineup planned! We'll kick things off with an inspiring opening keynote, hear important updates from **Rob Leshin and DESE**, and offer breakout tracks designed to provide relevant learning opportunities for every role on your team. You'll also have opportunities to enjoy live cooking demonstrations and competitions, connect with colleagues from across Massachusetts, and learn from others who understand both the challenges and rewards of school nutrition.

One of the highlights of our conference is always the **SNAMMIES Awards Celebration**. This is our opportunity to recognize and celebrate the incredible people who make school nutrition thrive throughout Massachusetts. I hope you'll join us as we honor the dedication, creativity, leadership, and hard work happening in school nutrition programs across our state.

And, of course, be sure to make time for our **Exhibit Show on October 14!** Our industry partners are an important part of the school nutrition community, and the Exhibit Show is a great opportunity to discover new products, equipment, services, and solutions while building relationships with the partners who support our programs throughout the year.

While there is so much to learn during these two days, I also encourage you to take advantage of the opportunity to simply connect. Share ideas with someone from another district, meet a new colleague, reconnect with an old friend, and celebrate the work we do together. Some of the most valuable ideas and relationships can come from the conversations that happen between sessions.

It is an honor to serve as your President, and I am incredibly proud of the school nutrition professionals across Massachusetts who work every day to ensure students have access to nutritious meals and welcoming school meal programs. Thank you for your commitment to your students, your teams, and our profession.

I hope you enjoy the conference, leave feeling energized and appreciated, and return home with new ideas, new connections, and renewed excitement for the important work you do each day.

Welcome to Worcester, and have a wonderful conference!

Melanie Wilk, RDN

President  
School Nutrition Association of Massachusetts



# TEAM SNA OF MASS

## OFFICERS



**Melanie Wilk**  
**President**  
Chicopee Public  
Schools



**Sarah Littmann**  
**President-Elect**  
Triton Regional  
School District



**Taylor Pirog**  
**Past President**  
Andover Public  
Schools



**Alexa Downs**  
**Vice President**  
Arlington  
Public Schools



**Brandon Rabbitt**  
**Treasurer/Secretary**  
Watertown Public  
Schools



**Mandi Donaldson**  
**Membership**  
Millbury  
Public Schools



**Kelly Haley**  
**Exhibits/  
Professional  
Development**  
Lincoln Public  
Schools



**Elizabeth Moulton**  
**Legislative**  
Agawam Public  
Schools



**Bryanna Ippolito**  
**Nutrition**  
Acton-Boxborough  
Regional School  
District



**Cindy McManus**  
**Industry Council**  
Thrive Food Sales

## COMMITTEE CHAIRS

CHAPTER DELEGATES

CHAPTER DELEGATES - ELECT



**Jeremy Wells**  
**Chapter 1**  
Pittsfield Public  
Schools



**VACANT**  
**Chapter 1**



**Ashley Chevrette**  
**Chapter 2**  
Spencer-East  
Brookfield Schools



**Lea Rondeau**  
**Chapter 2**  
Northborough &  
Southborough  
School District



**Aaron Breau**  
**Chapter 3**  
Littleton Public  
Schools



**Katie Franzetti**  
**Chapter 3**  
Littleton Public  
Schools



**VACANT**  
**Chapter 4**



**VACANT**  
**Chapter 4**



**VACANT**  
**Chapter 5**



**VACANT**  
**Chapter 5**





# TUESDAY, OCTOBER 13 MORNING

9:00 - 9:30 AM

## Bites of Wisdom: New Director Roundtable

Meeting Room A/B

9:30 - 9:45 AM

## President's Welcome

Grand Ballroom

9:45 - 10:30 AM

## Opening Session & Keynote Speaker - Jeff Harry

Grand Ballroom

10:30 - 10:45 AM

## Break & Networking

10:45 - 11:30 AM

## Breakout Session 1

### Procurement Unpacked: Getting the Most from Your Distributors, Brokers and Manufacturers

Meeting Room A/B

*Presented by: Tasha Ball & Kristin Gonyea*

Go behind the scenes of K-12 procurement with a panel of distributors, brokers, and manufacturers who will share their perspectives on what makes the procurement process work—and what can get in the way. From bidding and purchasing to forecasting, distribution, product availability, and communication, attendees will better understand the goals and challenges facing their industry partners. This interactive discussion will provide practical insights to help school nutrition professionals strengthen partnerships, navigate procurement more effectively, and make the most of their purchasing power.

### Take It Further with Keynote Speaker, Jeff Harry

Meeting Room C/D

*Presented by: Jeff Harry*

Enjoyed Jeff Harry's keynote? Here's your chance to spend more time with Jeff and take the conversation a step further.

Join Jeff for an engaging breakout session designed to build on the energy and ideas from his keynote. This is an opportunity to connect, explore new perspectives, ask questions, and continue the conversation in a more interactive setting.

If you enjoyed the keynote, you won't want to miss this opportunity to go deeper with Jeff!

11:30 - 11:45 AM

## Lunch Service Begins

11:45 AM - 12:45 PM

## Lunch & DESE Update with Rob Leshin

Grand Ballroom

# TUESDAY, OCTOBER 13 AFTERNOON & EVENING



12:45 - 1:15 PM

## Ultra-Processed Foods: What They Are and What Schools Can Do

Grand Ballroom

*Presented by: **Juliana Cohen, ScD, ScM, RD***

This session will describe what ultra-processed foods (UPFs) are and how they impact children's health. Additionally, this session will discuss effective strategies and resources for diverse schools to reduce UPFs on school menus.

1:30 PM - 2:15 PM

## Breakout Session 2

### Feeding the Feed: Building a Social Media Presence Parents and Students Actually Follow

**Meeting Room A/B**

*Presented by: **Connor Doyle***

Your nutrition program is competing for attention with every other account on a parent's and student's phone. This session shows school nutrition teams how to build a social media presence that actually reaches the two audiences who matter most - parents and students - and turns that attention into participation and support. We'll cover what content performs in K-12 nutrition right now, how to reach parents and students differently on the platforms each one lives on, how to build a month of posts in a single sitting, and which metrics actually signal impact. Based on work managing social media for districts across the country.

### School Nutrition Updates: What You Need to Know

**Meeting Room C/D**

Get up to speed on the latest issues and initiatives impacting school nutrition in this fast-paced update session. Hear brief updates on the legislative landscape, the latest from National SNA, and news from the SNA of Massachusetts Nutrition Committee, including new resources and opportunities to get involved.

2:30 - 3:00 PM

## Innovation Sessions

### General Mills - Ken Rodrigues

**Meeting Room A/B**

### The Viola Group

**Meeting Room C/D**

5:00 - 7:30 PM

## SNAMMIES Awards Celebration

Grand Ballroom



# WEDNESDAY, OCTOBER 14

## MORNING

6:00 - 6:30 AM

### Start Your Day: Group Walk in Worcester

Lobby

### 8:00 - 8:30 AM

#### Start Your Morning

|                                                               |                                                                     |
|---------------------------------------------------------------|---------------------------------------------------------------------|
| <b>Registration &amp; Breakfast</b><br>Foyer & Grand Ballroom | <b>Bites of Wisdom: New Director Roundtable</b><br>Meeting Room A/B |
|---------------------------------------------------------------|---------------------------------------------------------------------|

8:30 - 9:00 AM

### Welcome & Annual Meeting

Grand Ballroom

### 9:00 - 9:45 AM

#### Breakout Session 3

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <b>Local Foods, Already Procured for Your SFA</b><br>Meeting Room A/B<br><i>Presented by: Abby Getman Skillicorn &amp; Simca Horwitz</i><br><br>Join Mass Farm to School and North Attleborough Public Schools for a session all about compliant, cooperative procurements that have already been completed so your school can buy local foods this school year. Vendors procured through the collaborative solicitation processes can supply school districts across the Commonwealth with local produce, seafood, and more. Attendees will leave with concrete resources to utilize the GRO42 Category 3 Local Foods bid and the MAPC Northeast Produce and Seafood bids. | <b>Reaching Gen Alpha: What Today's Students Want from School Nutrition</b><br>Meeting Room C/D<br><i>Presented by: Lynn Shavinsky</i><br><br>You've worked with millennials. You've served Gen Z, but now a whole new generation is coming up: Gen Alpha—today's K-12 students. So, what makes them different? And what does that mean for you as a school nutrition professional? In this lively and thought-provoking session, we'll explore what sets Gen Alpha apart, how their preferences and expectations are shaping school food programs, and how you can adjust your approach to better connect with them. We'll look at the challenges and opportunities of engaging this generation, help you reflect on your own team's strengths and areas for growth, and share creative, practical ways to have fun with the process. Walk away with new insights, actionable ideas, and a fresh perspective on the benefits of tuning in to the next generation of eaters. |
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# WEDNESDAY, OCTOBER 14

## SESSIONS & EXHIBIT SHOW



9:45 - 10:00 AM

### Break & Networking

10:00 - 10:45 AM

### Breakout Session 4

#### Recipe Glow-Ups: Fresh Twists on Familiar Favorites

Meeting Room A/B

Presented by: **Sam Icklan & Ryan Eckles**

Curious how to give your recipes a fresh makeover? Explore practical strategies for transforming existing menu items into exciting new offerings that students will be eager to try. We'll focus on breathing new life into recipes you already know and use. Learn how small changes in ingredients, flavors, preparation methods, and presentation can create exciting new menu options that appeal to students. You'll leave with practical ideas for maximizing your current recipes, reducing menu fatigue, and increasing student enthusiasm for school meals.

#### Cafeteria Visit 101: Bring Policymakers to the Table

Meeting Room C/D

Presented by: **Pam Suyematsu, SNS**

Want to bring legislators into your cafeteria and show them the impact of school nutrition firsthand? Join Pam Suyematsu, National SNA Board Member and Director of Nutrition Services for Ontario School District, for a practical session on how to plan, host, and promote a successful legislator cafeteria visit. Learn how to make the connection, create a meaningful experience, showcase your program, and use available resources to amplify your advocacy efforts before, during, and after the visit. Walk away with the confidence and tools to turn a cafeteria visit into a meaningful advocacy opportunity for your students, staff, and school nutrition program.

11:00 AM - 12:00 PM

### Fun with Foods

Grand Ballroom

Presented by: **Christopher Leotsakos**

Discover how creativity and presentation can make everyday school meals more fun and engaging for students. This interactive session will feature simple, budget-friendly food art ideas using fruits, vegetables, food scraps, and items found in the school kitchen, followed by a hands-on Food Art Challenge where attendees put their creativity to the test. Participants will leave with practical ideas they can take back and try with their own teams.

12:30 - 3:30 PM

### Exhibit Show

North Exhibit Hall



# PARTNERS & EXHIBITORS

## PRESENTING



## DIAMOND



## PLATINUM



## GOLD

Blendology  
Buena Vista Foods  
Butterball  
Cool School Prime  
Country Fresh Inc.  
Daiya Foods  
Demakes Bros  
ES Foods  
Health-e Pro

Heartland School Solutions  
HERSHEY CREAMERY COMPANY  
High Liner Foods  
Hormel Jennie-O Turkey  
International Food Solutions  
J&J Snack Foods Corp.  
Joe Warren and Sons  
Jones Dairy Farm  
JTM

Maintain IQ  
Mansfield Paper Company  
MAP Foodservice  
Mars Snacking  
Meteor Education  
Peterson Farms  
Rich Chicks, LLC  
Rosina Food Products, Inc.  
S&F Foods Inc.

Simplot Global Foods  
Slopeside Syrup  
Sysco  
Tajin International Corp  
TekVisions, Inc.  
Tyson  
Wild Mike's  
Yoplait

## SILVER

AM Manufacturing & Distribution  
American Patriot Sales  
Apple & Eve  
Barfresh  
Bimbo  
Bongards  
Bridgford  
Brisas  
Cedar's

ConAgra  
Country Pure  
Danone  
Dole  
Ekon-O-Pac LLC  
ENVY  
Global Food Solutions  
Harbar  
The Amazing Chickpea

Hidden Villa/Golden Grain  
HPS Group Purchasing  
Idahoan Foods  
Integrated Food Service  
Johnson-Lancaster and Associates  
Land O'Lakes  
Lindy's Froot Jocee  
Michael Foods  
Monsoon Kitchens

Mrs. T's Pierogies  
Ocean Spray  
Provender Brands dba  
Deeply Rooted  
Rebellous Foods  
Tasty Pizza  
Thrive Food Sales  
Yang's 5th Taste

## BRONZE

JUST

## ADDITIONAL EXHIBITORS

Boston Showcase Company

CR Peterson + Associates

2026

# SNAMMIES AWARDS

**MARY PALEN**

Director of the Year

**DIANA BARABANI**

Manager of the Year

**LUCIA DORIA**

Employee of the Year

**ELIZABETH MOULTON**

Advocacy Award

**NATALIA PEREZ**

Best Culturally Relevant Recipe

**ALISIA BROWN**

Best Original Recipe

**MICHAELA SHORT**

Food Kindness Hero

**MARIA BETTENCOURT**

Heart of the Cafeteria

**MATTHEW WALSH**

Industry Member of the Year

**JAMIE SILVERBERG**

Trailblazer

**KELLY HALEY**

Volunteer of the Year



**SCHOOL NUTRITION  
ASSOCIATION**  
OF MASSACHUSETTS

**THANK YOU  
FOR JOINING US**

Stay connected with SNA of Mass.



[snaofmass.org](https://snaofmass.org)