



2025

MSNA Annual Conference

November 7 - 9
Chateau on the Lake
Branson, MO

Let the
GOOD TIMES
Roll

*Attendee
Brochure*

Feeding Bodies  Fueling Minds



Conference registration is required to be able to reserve rooms within Missouri SNA's discounted hotel room block.

When registering online after you have received your confirmation, you will be given access to the online link at the Chateau on the Lake.

MSNA reserves the right to cancel, without notification, any reservation that does not have a corresponding registration for MSNA 2025 Annual Conference. MSNA will also be using a conference app this year.

To Register

Please go to the MSNA website, www.mosna.org home page.

Scroll down to the Upcoming Events section and click on MSNA 2025 Annual Conference.

There you will find an Attendees section with the links to this brochure, the attendee registration link for credit card registration or check registration, and the pre-conference and keynote speakers' information.

You will receive emailed confirmation after you complete the registration process. The check registration confirmation will contain the mailing instructions for payment. If you have any questions, please contact the MSNA office by emailing msna@mosba.org.

Friday Pre-Conference Session

\$90.00, includes transportation to and from the venue, and lunch for all pre-conference attendees. Registration is limited to 20 participants.

Conference Registration

Includes breakfast Saturday & Sunday and banquet Saturday evening

- Conference – Member \$170.00
- Conference – Non-Member \$220.00

Hotel Reservation Cutoff

Sunday, October 5, 2025

Conference Registration Cutoff

Friday, October 24, 2025



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** Tentative and subject to change!*

Schedule At A Glance*

Thursday, November 6

5:30 pm

2024-2025 Board of Directors Meeting

Friday, November 7

8:30 am - 6:00 pm

Conference Registration

9:00 am - 3:30 pm

Pre-Conference: Pre-registration and payment required.
Lunch at the pre-con location and transportation included.
See pre-conference details in this brochure for more details.
Limited to the first 20 that register!

12:00 - 6:00 pm

Exhibitor Set Up

Feeding Bodies  Fueling Minds

Schedule At A Glance

Saturday, November 8

6:30 – 11:00 am	Conference Registration
6:30 – 7:30 am	Breakfast for Attendees
7:30 – 8:45 am	Opening General Session Annual Membership Meeting
8:45 – 9:45 am	“Staying Right Side Up When Everything’s Upside Down” Presented by Linda Larsen, BSW, MFA, CPAE, View More
10:00 – 10:45 am	Learning Lab – Something Different this Year! After a 15-minute break, everyone returns to the general session area for an “Expert Super Star Panel” facilitated by Linda Larsen <i>“What You Wish You Knew When You Started in School Nutrition”</i>
11:00 am – 2:00 pm	Exhibit Hall Open to All
2:00 – 2:45 pm	Learning Labs

Learning Labs

1. **“Forks Up, Voices Heard: Hosting a Student-Driven Food Show!”**
Presented by Shannon Ebron, Director of School Nutrition Services, Richmond Public Schools, Richmond, VA and previous Missouri SNA Regional Director
2. **“Bring Your Cafeteria to Life: How to Share Your Story”** Presented by Jennifer Holbert, Administrative Assistant, Lee’s Summit R-7 and Jackson County SNA President
3. **“Production Record Management & Record Keeping: Including Salad Bars & Condiments”**
Presented by Paulla White & Ammie Scott, DESE Food & Nutrition Services
4. **“Feed Students Not Landfills and Other Food Sharing Pilots”**
Presented by Kimberly Sprenger, Senior Program/Project Support Coordinator, University of Missouri, Center for Health Policy
5. **“Plant Powered Plates: Nurturing Healthy Habits in K-12 Cafeterias”**
Presented by Christine Coughlin, Food Service Innovation Coordinator, Forward Food Collaborative at Human World for Animals
6. **“MO Beef, It’s What’s for Lunch”**
Presented by Emma Hohenberger, [Mo Beef Kids](#)
7. **“Is Becoming a Manager or Supervisor on Your Bucket List? Get Some Guidance & Advice”**
Presented by Katlyn Lanoue RDN, LD: Officer of Nutrition & Compliance (Kansas City Public Schools)

Wear comfortable shoes!



Feeding Bodies  Fueling Minds

Schedule At A Glance

Saturday, November 8, continued

3:00 – 3:45 pm	Learning Labs 
6:30 pm	Awards Banquet; Installation of Officers
8:30 pm - 12:00 am	Dance Party Live Band “Twisted Fate” <i>Sponsored by Synergy Food Sales</i>

Learning Labs

1. **“Employee Recognition/ Appreciation: All Staff Deserve It”**
Presented by Kelly Cook, Cafeteria Manager, Lee’s Summit R-7 High School & Betsey Slaughter, Cafeteria Manager, Woodland Elementary, Lee’s Summit R-7
2. **“Bring Your Cafeteria to Life: How to Share Your Story”** – REPEAT SESSION Presented by Jennifer Holbert, Lee’s Summit R-7
3. **“Production Record Management & Record Keeping: Including Salad Bars & Condiments”** – REPEAT SESSION Presented by Paulla White & Ammie Scott, DESE Food & Nutrition Services
4. **“No Kid Hungry”** Presented by Jeremy Milarsky, Senior Program/ Project Support Coordinator, University of Missouri, Center for Health Policy
5. **“Plant Powered Plates: Nurturing Healthy Habits in K-12 Cafeterias”** – REPEAT SESSION Presented by Christine Coughlin, Food Service Innovation Coordinator, Forward Food Collaborative at Human World for Animals
6. **“MO Beef, It’s What’s for Lunch”** REPEAT SESSION Presented by Emma Hohenberger, [Mo Beef Kids](#)
7. **“Emotional Intelligence”**
Presented by Candy Whirley, Certified Speaking Professional & Owner of SBG Services, LLC
www.candywhirley.com

Sunday, November 9

6:30 - 7:30 am	Wellness Event
8:00 - 9:00 am	Breakfast for All Attendees
9:00 - 9:15 am	Closing General Session
9:15 - 10:15 am	“It Takes 4 to Tango” Presented by Candy Whirley, Certified Speaking Professional & Owner of SBG Services, LLC, View More
10:15 – 11:00 am	Immediately following the Closing General Session: Special Recognition & Announcements, Purse Raffle Winners Announced, Adjournment
Immediately Following Adjournment	2025-2026 Board of Directors Meeting

Preconference Session

Farm to School Planning

Friday, November 7, 2025

Meet by registration in Atrium by 8:55 am, sharp! Bus departs from the Chateau for the Airbnb venue at 9:00 am.

Hosts: Barbara Shaw, Food & Nutrition Coordinator (DESE) & Katlyn Lanoue RDN, LD: Officer of Nutrition and Compliance (Kansas City Public Schools)

Location: Airbnb 5 minutes from the Chateau on the Lake, Branson, MO

Transportation: Bus transportation to and from the Airbnb

Cultivating Connections from Farm to Cafeteria

In partnership with DHSS, this hands-on, interactive pre-conference is designed to equip school nutrition professionals with the knowledge, tools, and inspiration to launch or expand Farm to School initiatives. From local purchasing to recipe development, participants will gain practical skills and a clear roadmap to success.

What You'll Experience:

- **Farm to School Fundamentals:** Understand the core principles and benefits of integrating local agriculture into school meals.
- **Local Purchasing Strategies:** Learn how to source ingredients from nearby farms and producers.
- **Culinary Innovation:** Engage in a recipe development session featuring a spaghetti meat sauce made with seasonal, locally grown produce.
- **Grant Funding Guidance:** Discover how to leverage available grant funds to support Farm to School efforts.
- **Producer Connections:** Meet local growers and explore opportunities to collaborate and utilize funding effectively.
- **Action Planning:** Walk away with a personalized, actionable plan to integrate Farm to School into your district's nutrition program.



Who Should Attend:

School nutrition directors, food service managers, educators, and anyone passionate about improving student access to fresh, nutritious meals through local sourcing.

Limited Availability:

Only 20 spots are available. Secure your place early to be part of this transformative experience. Check the MSNA website here for more details as they become available.



Keynote Speakers



Linda Larsen

**Opening
Keynote Speaker**

Linda Larsen, BSW, MFA, CPAE, is one of only 232 people worldwide to be inducted into the Speaker Hall of Fame®, joining such notables as General Colin Powell, President Ronald Reagan and Brian Tracy. She has been a featured presenter for over 1,000 conferences and meetings worldwide for groups such as Jaguar Cars, the Kuwait Women's Leadership Summit and McDonalds.

Linda combines her 20-year experience as a professional actress with her education and training in communications and behavioral sciences to deliver entertaining, memorable, power-packed presentations that help people bring the very best versions of themselves to life and work. Author of the best-selling audio program, *12 Steps to High Self-Esteem*, and featured in such publications as Investor's Business Daily, The Chicago Tribune and Opportunity World, Linda is also a popular guest co-host on the ABC-7 Florida television show, The Suncoast View.



**Closing
Keynote
Speaker**

Candy Whirley

Candy brings 'real world' experience from many industries including: training, retail, customer service (certified by International Customer Service Association - ICSA), restaurant, entertainment, management, youth ministry and business owner. Candy has been speaking for over 30 years and has owned SBG Services, LLC, since 2001. She has spoken nationally and internationally, some clients include: Several Association of Fairs Conventions, Million Dollar Round Table, Society of Human Resources Associations, and International Society of Association Executives, GE, Hallmark Cards, Inc., Wal-Mart, AgStar Financial and Johns Hopkins Medical Center.

She is currently on the NSA Chapter Leadership Committee and the National Educational Committee to choose all presenters for the NSA Conferences and Annual Convention. She has also served on the Board of Directors and was the 2007-08 President of the NSA Kansas City Chapter.

Candy graduated Cum Laude from Missouri Western State University with a B.S. Degree in Speech Communications, and Human Relations Emphasis, Masters in Management at the University of Phoenix and a Certified Speaking Professional, (CSP) designation.

You may recognize Candy, she is a former Kansas City Chiefs Chiefette, performed at Starlight Theater in Kansas City and modeled for the Kansas City Star Magazine. Candy's hard copy and digital products include: Top selling book, *It Takes 4 To Tango*, and *It Takes 4 To Tango, Bridging the Gap and Emotional Intelligence*.