

# Teaming Up to Increase Participation Workshop

Join the Wisconsin School Nutrition Team at this inspiring Team Up workshop on June 19. The goal is to increase student participation in the school meal programs. You'll hear from our dynamic keynote speaker and sit in on panel discussions of creative solutions for improving meal program participation. Through engaging, facilitated conversation and peer-to-peer discussion, you will determine the best strategies to implement at your school and leave the workshop with a plan of action for moving forward.

**Who:** School Nutrition Directors and Managers

**When:** Wednesday, June 19, 2019  
8:00am – 3:00pm

**Where:** Chula Vista Resort  
2501 River Road  
Wisconsin Dells, WI

**Cost:** \$30 Registration Fee  
*(includes breakfast and lunch)*

**Register at:** [dpi.wi.gov/school-nutrition/training](http://dpi.wi.gov/school-nutrition/training)  
Registration closes on May 19, 2019.

**Lodging:** Participants are able to reserve overnight accommodations at Chula Vista for Tuesday, June 18, 2019, at the state rate of \$82 for a single room. State rates are available only until May 19, 2019. Contact Chula Vista at 1-833-480-0626 and reference group ID #G84810.



## *Teaming Up to Increase Participation Featured Sessions*

### **Keynote Session**

*The Magic Kingdom: The Cafeteria* – Why should Disneyland be called the “Magic Kingdom” when school nutrition is the true magic kingdom? Your school cafeteria is saving the nation – one five-star meal at a time. Learn how to engage, energize and electrify your staff and students. Learn how to create magical experiences for your customers, the students!

Keynote Speaker, Maureen G. Mulvaney, better known as MGM, will shake her pom poms as she helps us discover the secret recipes for success. MGM speaks internationally on success topics and has attained the prestigious designation Certified Speaking Professional. She prides herself on making people laugh while learning. MGM has trained thousands of school nutrition professionals and helped them change their attitude to change their behavior.

### **Breakout Sessions**

*Marketing Your Meals* – Generation Z are the customers (students) that you are trying to get into your cafeterias. In this session, hear from schools who are effectively marketing to these “screenagers” and their parents. Learn about different communication styles and techniques being successfully used in schools across the state and engage in discussions about how these techniques fit into your program.

*Meal Appeal* – Making small changes to the cafeteria environment can lead to big changes in your students’ purchasing and eating habits. In this session, you will hear about Smarter Lunchroom strategies that have been successfully implemented in Wisconsin schools and the impact they have had on student selection and satisfaction. Learn about many of the 60 Smarter Lunchroom strategies and build a plan for putting them into action.

*Serving Up Success* – Changing up your style of serving reimbursable meals can have significant impact on the number of students that will want to participate in your programs. Hear success stories from schools who have increased program participation by offering meals in innovative ways and form ideas on making some essential changes inside and outside of your cafeteria.