



*You will want to join us for CSNA Industry Seminar at the Disney's Grand Californian Hotel & Spa, 1600 S. Disneyland Drive, Anaheim, CA 92802.*

*This event is scheduled for May 3rd - 5th. The Disney's Grand Californian Hotel & Spa offers special amenities for our group, so plan on arriving early or staying late to take advantage of everything the property has to offer. Our Group Rate will be honored 3 days before and after the Industry Seminar, subject to availability.*

The Industry Seminar Committee is hard at work planning the details of the event.  
*See the schedule below for complete details.*

**SUNDAY, MAY 3, 2015**

12:00 PM Registration  
 1:00 PM **Welcome & Overview**  
 Housekeeping  
 Presidents Message  
**State Update** - *You think you may have heard the latest, but there is more.*  
**Legislative Update** - *Latest information on all things legislation*  
**Customer Relations Part 1** - *This creative presentation will outline the Do's and Don'ts when it comes to a quality working relationship between districts and vendors*  
 5:00 PM Adjourn  
 6:00 PM Reception  
 6:30 PM **Installation of Officers Dinner\***  
*\* Included in Industry Seminar Registration, but you can register for this as a stand alone dinner if you are not attending Industry Seminar.*

**MONDAY, MAY 4, 2015**

8:00 AM **Continental Breakfast**  
 9:00 AM **Time Management** - *Of your lines, that is. This informative presentation will focus on how best to speed up your lines. You'll also hear from other districts on how they maximize their time in determining what kids will like most*

**Open Forum** – *Have a burning question that you might be too afraid to ask? This is your chance to anonymously ask that question and hear the real answers you need.*  
**Procurement and the Bid Process**  
 - *An in depth look at the process and what works best for districts and for vendors*

12:00PM Lunch  
**Ala Carte and the Crystal Ball**  
 – *What the Future Holds – With smart snacks, will ala carte stage a comeback? A panel of food service directors and vendors will share their thoughts on this important part of your revenue stream.*

2:00 PM **Customer Relations Part 2** – *Food Services has lots of customers to please and this informative presentation will leave you with ideas on what you should do and should not do.*

4:00 PM Adjourn  
 5:00 PM - 7:00 PM  
**Reception in Downtown Disney**  
 - **Tortilla Joe's** (included for School District Employees, Additional Fee for non-sponsoring Industry and Guests. Click link below)

*\*\* Included for School District Employees, Additional Fee for Industry and Guests. Interested in sponsoring the Industry Party?*

**TUESDAY, MAY 5, 2015**

8:00 AM **Continental Breakfast**  
 9:00 AM **The Joy of Marketing your Food Services Program** - *Money to spend, but don't know where you can or cannot spend it? This session will help you think outside the box with new ideas for promoting your program.*  
 11:45 AM Adjourn

**California School Nutrition Association**  
**(818) 842-3040**  
**www.CalSNA.org**

Take care of the lodging details now!  
**Hotel Reservation Cut-Off date is Monday, April 13th!**

Lodging at Disney's Grand Californian Hotel & Spa is \$189 per night, Single-Quad resort guestroom plus tax. Subject to availability, the rate will be honored 3 days pre/post conference. We negotiated with the hotel to waive the resort fee for our group, and we have negotiated a discounted self-parking rate of \$15 or valet parking rate of \$22 per day (for those coming in for the day or overnight.)

Reservations can be made by calling the Hotel Directly at: (714) 520-5005

**See you in Anaheim!**

# 2015 CSNA Industry Seminar Registration Form

May 3-5, 2015 at Disney's Grand Californian Hotel, Anaheim, California

Name \_\_\_\_\_  
 District/Company \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_  
 Email \_\_\_\_\_

## Seminar Registration Fees

	After April 5	Total
Director/Supervisor <i>Includes Monday Night Reception</i>	\$445	_____
Non-CSNA Member Dir./Sup. <i>Includes Monday Night Reception</i>	\$495	_____
Industry Representative	\$495	_____
Non-CSNA Industry Representative	\$545	_____
GUEST <i>(Guest Fee Includes all CSNA meal events. Does NOT include Sessions)</i>	\$325	_____

GUEST NAME \_\_\_\_\_

Monday Night Industry Reception Sponsorship\*\* **\$700**  
 \*\**(Includes 4 Tickets for your company use. Additional Tickets will be available at \$75 each)*

Additional Tickets for Industry Reception - Monday, May 4, 2015 **\$75** x \_\_\_\_\_

**Installation of Officers Dinner ONLY - Sunday, May 3, 2015** **\$100** x \_\_\_\_\_

\* The Installation of Officers Dinner is Included in Industry Seminar Registration, but you can register for this as a stand alone dinner if you are not attending Industry Seminar. Please indicate the number of additional Dinners you will be purchasing above.

TOTAL AMOUNT ENCLOSED \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ V-Code \_\_\_\_\_

V-Code is the 3 Digit Code on Back of Visa & MC  
or the 4 Digit Code on the front of American Express cards

Signature \_\_\_\_\_

**If paying with a Credit Card, you may FAX Completed Registration to (818) 843-7423**

Please make checks payable to CSNA. **SORRY, NO PURCHASE ORDERS**  
 Please send your completed Registration Form with Fee to:  
 CSNA Industry Seminar, 210 N. Glenoaks Blvd., Suite C, Burbank, CA 91502

This registration is for Seminar ONLY! Please contact Hotel directly for Room Reservations.  
 Disney's Grand Californian Hotel & Spa, 1600 S. Disneyland Drive, Anaheim, CA 92802

Make Reservations online at [www.disneyland.disney.go.com/hotels/grand-californian-hotel/](http://www.disneyland.disney.go.com/hotels/grand-californian-hotel/)  
 or call the Hotel at (714) 520-5005

**Hotel Reservation Cut-Off date is Monday, April 13th!**

**SEMINAR REGISTRATION IS NON-REFUNDABLE AFTER April 5, 2015**