



SCHEDULE

March 21

9:30 - 10:30 am	Opening Session: Against All Odds: “Famous” Dave Anderson From humble beginnings to becoming a highly sought after keynote speaker, filled with a lifetime of success and adversity in between, join us to hear Famous Dave Anderson’s compelling story. Dave will share his fascinating experience as a restaurateur where he got his start in Hayward Wisconsin and then went on to add retailer, baker, industry advocate and humanitarian to his resume.	1st Floor Ballroom A
10:30am - 4:30pm	FreshEx Trade Show	3rd Floor Exhibit Hall A
11:00am - 12:00pm	Workforce Panel Discussion: Jack Woznick, Director of Training & Development, Toro, Toro, Toro / Nate Arkush, Owner, FreshFin / Matt Lorbiecki, Director of Operations, Lowlands / Chef Alex Sazama, Benson’s Restaurant Group	Room S103 AB
11:00am - 12:00pm	Wisconsin Bakers Association Member Meetup & Bakers Forum	Room S103 CD
11:00 - 11:15am	The Significance of Social Media: Samantha Buschman, Wisconsin Cheese Queen	Fresh Bite Zone 1
11:30 - 11:45am	Fundamentals of Financial Literacy: Joseph Hastreiter, EWH Small Business Accounting	Fresh Bite Zone 2
12:00 - 12:15pm	Solutions on Staffing: Workforce Visa Program Overview: Susan Quam, Wisconsin Restaurant Association	Fresh Bite Zone 1
12:00 - 12:20pm	Beyond Mocktails Demo: The Counter Bar, Milwaukee	Back of aisles 1300/1400
12:00 - 12:45pm	Pastry Studio Demo: “Comic Style” Cupcake Trend: Holly Baumann & Cheryl Miranda, MATC	Pastry Studio, Back of Booth 1120
12:30 - 12:45pm	Visa Surcharge Changes & What to Know: Sarah Bauer, Heartland	Fresh Bite Zone 2
1:00 - 1:15pm	The Importance of a Successful Loyalty Program: Mike Walker, Lakefront Brewery, Inc.	Fresh Bite Zone 1
1:00 - 1:45pm	Pastry Studio Demo: “Color Your World”: Jill Backhus, Lawrence Foods	Pastry Studio, Back of Booth 1120
1:30 - 1:45pm	The 10 Secrets to Results In Your Business – No Matter the Economy: Joseph Hastreiter, EWH Small Business Accounting	Fresh Bite Zone 2
2:00 - 2:15pm	The Impact of Local Marketing: Samina Kirchen, Culvers Franchising System, LLC.	Fresh Bite Zone 1
2:00 - 2:30pm	Beyond Mocktails Demo: The Counter Bar, Milwaukee	Back of aisles 1300/1400
2:00 - 2:45pm	Pastry Studio Demo: “Spring Forward with 3D Cookies”: Samantha Kristiansen, Cook Specialty Co., Inc.	Pastry Studio, Back of Booth 1120
2:00 - 3:00pm	Solutions on Staffing: Justice Involved Job Seekers: Eli Rivera, The Way Out	Room S103 CD
2:00 - 3:00pm	Republican National Convention: What to Know Now & Expect Then: Visit Milwaukee	Room S103 AB
2:30 - 2:45pm	Energy Saving Solutions: Scott Hoffland, Focus on Energy	Fresh Bite Zone 2
3:00 - 3:15pm	To POS or not to POS & Pay the Fee or not to Pay the Fee...: Shanon Boos, Breakthrough Business Advisors	Fresh Bite Zone 1
3:00 - 3:45pm	Pastry Studio Demo: “Color Your World”: Jill Backhus, Lawrence Foods	Pastry Studio, Back of Booth 1120
4:00pm	Bakery Competition Awards	Fresh Bite Zone 1