



# SCHEDULE

## March 21

9:30 - 10:30 am	<b>Opening Session: Against All Odds:</b> “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	<b>FreshEx Trade Show</b>	3rd Floor Exhibit Hall A
11:00am - 12:00pm	<b>Workforce Panel Discussion:</b> 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	<b>Wisconsin Bakers Association Member Meetup &amp; Bakers Forum</b>	Room S103 CD
11:00 - 11:15am	<b>The Significance of Social Media:</b> Samantha Buschman, Wisconsin Cheese Queen	Fresh Bite Zone 1
11:30 - 11:45am	<b>Fundamentals of Financial Literacy:</b> Joseph Hastreiter, EWH Small Business Accounting	Fresh Bite Zone 2
12:00 - 12:15pm	<b>Solutions on Staffing: Workforce Visa Program Overview:</b> Susan Quam, Wisconsin Restaurant Association	Fresh Bite Zone 1
12:00 - 12:20pm	<b>Beyond Mocktails Demo:</b> The Counter Bar, Milwaukee	Back of aisles 1300/1400
12:00 - 12:45pm	<b>Pastry Studio Demo: “Comic Style” Cupcake Trend:</b> Holly Baumann & Cheryl Miranda, MATC	Pastry Studio, Back of Booth 1120
12:30 - 12:45pm	<b>Visa Surcharge Changes &amp; What to Know:</b> Sarah Bauer, Heartland	Fresh Bite Zone 2
1:00 - 1:15pm	<b>The Importance of a Successful Loyalty Program:</b> Mike Walker, Lakefront Brewery, Inc.	Fresh Bite Zone 1
1:00 - 1:45pm	<b>Pastry Studio Demo: “Color Your World”:</b> Jill Backhus, Lawrence Foods	Pastry Studio, Back of Booth 1120
1:30 - 1:45pm	<b>The 10 Secrets to Results In Your Business – No Matter the Economy:</b> Joseph Hastreiter, EWH Small Business Accounting	Fresh Bite Zone 2
2:00 - 2:15pm	<b>The Impact of Local Marketing:</b> Samina Kirchen, Culvers Franchising System, LLC.	Fresh Bite Zone 1
2:00 - 2:30pm	<b>Beyond Mocktails Demo:</b> The Counter Bar, Milwaukee	Back of aisles 1300/1400
2:00 - 2:45pm	<b>Pastry Studio Demo: “Spring Forward with 3D Cookies”:</b> Samantha Kristiansen, Cook Specialty Co., Inc.	Pastry Studio, Back of Booth 1120
2:00 - 3:00pm	<b>Solutions on Staffing: Justice Involved Job Seekers:</b> Eli Rivera, The Way Out	Room S103 CD
2:00 - 3:00pm	<b>Republican National Convention: What to Know Now &amp; Expect Then:</b> Visit Milwaukee	Room S103 AB
2:30 - 2:45pm	<b>Energy Saving Solutions:</b> Scott Hoffland, Focus on Energy	Fresh Bite Zone 2
3:00 - 3:15pm	<b>To POS or not to POS &amp; Pay the Fee or not to Pay the Fee....:</b> Shanon Boos, Breakthrough Business Advisors	Fresh Bite Zone 1
3:00 - 3:45pm	<b>Pastry Studio Demo: “Color Your World”:</b> Jill Backhus, Lawrence Foods	Pastry Studio, Back of Booth 1120
4:00pm	<b>Bakery Competition Awards</b>	Fresh Bite Zone 1