

TENTATIVE OUTLINE FOR BUILDING YOUR BRAND

DEANS AND DIRECTORS RETREAT

MARCH 15-17, 2019

Friday

6 p.m.

Meet and Greet TBA

Network with your peers!

Meet our Weekend Moderator, Paul Sorgule, Harvest America

Saturday

8:15

Continental Breakfast

9-12

Touchstones Part 2

And back by popular demand, the retreat will begin its program with the Touchstone Discussion Project leaders, Howard Zeiderman and Stefanie Takacs, for Part 2 of their exercises focusing on **Visioning Your Program**.

- How do you vision your program?
- What makes your program unique?
- What are you most proud of in your program?
- What are the challenges?

Attendees will practice their skills so that they will be able to effectively lead productive meetings at their own schools.

12-1:30

networking time!

Lunch and 10-15-minute **Shared Solutions Talks (more**

- Who is the new Culinary Student? How do you balance employer needs and relationships to this new type of student? Leigh Uhlir, Kendall College
- How do you say “yes” to good opportunities that students can benefit from and discourage callers looking for freebies? Mo Montgomery, Pueblo Comm. College
- Co-branding is a winning technique! Michael Carmel, Trident Technical College

1:45-2:30 **Brand Building**—Kevin Ryan, International Culinary Chefs Association

Kevin L. Ryan is the current CEO/Executive Director of the International Corporate Chefs Association and The Global Culinary Innovators Association plus is the founder and president of **MARKETING A LA CARTE**. **MARKETING A LA CARTE** is a Marketing and Public Relations firm specializing in the foodservice industry and exclusively representing the culinary profession and foodservice associations for more than 25 years.

2:45-3:45 **Designing Your Brand and measuring results PANEL**

- Michael Carmel, Trident Technical College
- Joe Bonaparte, Horry Georgetown Technical College.
- Glen Mack, EdD

Sunday

8:15 Continental Breakfast

9-10 a.m. ***Integrating Social Media for brand building***

Presented by Obviouslee Marketing, Charleston

10:15-11:30 **Innovations Panel NEW PROGRAMS PANEL**

- Frank Costantino Monroe College (Food Media Studies)
- Mark Mistriner Niagara Falls Culinary Institute (Brewing and Distilling Degrees)
- Kenneth Goldberg (Digital Resources)

11:30-12:30 Farewell Lunch and more networking time! *Speaker, TBD*