

Jump in and out of these bite-sized learning sessions. Our Quick Bite zones offer rapid-fire 15-minute sessions where you'll grab fresh ideas, ask questions, and connect with peers who share your challenges and goals.

## Marketing Quick Bites (15 minute sessions)

10:15 am	<b>Experience Marketing: Building Brand Loyalty</b> Aimee Anderson, Director of Operations, Buck & Honey's
11:00 am	<b>A Restaurant Operator's No-BS Guide to Tech Tools That Actually Work</b> Presented by: Food Fight Restaurant Group, Amanda Jabs, Chief Financial Officer, Lauren Fehrenbach, IT Analyst, Ben Brady, Director of Training & Development
11:45 am	<b>Dish &amp; Tell: Pitching Your Restaurant's Story</b> Lori Fredrich, Dining Editor, OnMilwaukee
12:45 pm	<b>Building Your Restaurant's DNA: The Foundation for Everything You Do</b> Justin Johnson, CEO/Founder, Sustainable Kitchens
1:30 pm	<b>Ready to Supercharge Your Restaurant's Marketing? Let's Talk Loyalty &amp; LTOs!</b> Nick Dillon, Director of Operations, Levy Restaurants, Harley-Davidson Museum & Kelly Mallegni, Sr. Marketing Manager, Levy Restaurants

## Operations Quick Bites (15 minute sessions)

9:30 am	<b>BOH Efficiencies: Streamline Your Food Prep with Custom, Pre-Packaged Solutions</b> Joshua Weber, Chief Financial Officer, Cut Fresh & V. Marchese
10:00 am	<b>Developing Rockstars: Turn Your Team into Tomorrow's Leaders</b> Kai Speth, Chief Operation Officer, The Bartolotta Restaurants
10:30 am	<b>Back of House Mastery: Work Smarter, Not Harder</b> Chef Nate Goetsch, Anderson Foodservice Solutions
11:15 am	<b>Two Truths &amp; a Lie About Building a Business</b> Marla Poytinger, President & CEO, Bars & Recreation
12:00 pm	<b>THC &amp; CBD: The How To's for Your Bar Sales</b> Danielle Baerwald, Owner, Erv's Mug & Chris "Sparky" Wittemann, Director of Sales & Business Development, The Fermentorium
1:00 pm	<b>Stay Legal, Stay Successful: Wisconsin Restaurant Labor Law Update</b> Susan Quam, Executive Vice President, Wisconsin Restaurant Association & Carrie Douglas, Member Engagement Manager, Wisconsin Restaurant Association

Dive deeper with extended Super Sessions that hit on trending industry topics.

## Super Sessions (45 - 60 minute in-depth session)

10:30 - 11:30 am	<b>Making Marketing Work: Real Talk with Operators Who've Cracked the Code</b> Moderator: Brian Lee, President, Revelation PR, Advertising & Social Media Panelists: Dana Spandet, Owner, Flour Girl & Flame Ken McNulty, Owner, Wisconsin Cheese Mart
12:30 - 1:30 pm	<b>Restaurant AI Simplified: Tools, Tactics and Real Results</b> Dan Lindberg, MS, Economist, Educator, AI-Enthusiast, Principal of Applied Economic Insight® LLC

Our master beverage trainers will be sharing insider tips and sips to help you add more profit to your business.

## BevX (15 minute talks and demos)

10:00 am	<b>Tito's Handmade Vodka: Pouring Love Back Into Our Community</b>
11:30 am	<b>Zero Proof, Full Flavor: The Growing Popularity of N/A Drinks</b>
12:15 pm	<b>Shaking Things Up: Cocktail Trends to Watch in 2025</b>
1:30 pm	<b>White Wine's Having a Moment: Come Taste Why!</b>

Join us for hands-on pastry studio demos where you can learn from expert instructors and bring some sweet new ideas back to your business.

## Pastry Studio (45 minute hands-on sessions)

10:30 am	<b>Explore the World of Vegan Baking</b> Kindra Meier, Kindra's Vegan Treats
11:30 am	<b>Mastering the Art of Cream Puffs</b> Joseph Feliciano, MATC
12:30 pm	<b>PYO (Paint Your Own) Cookies</b> Samantha Kristiansen, Cook Specialty Co. Inc.
1:30 pm	<b>Baking Better Brownies</b> Douglas Phillips, Lawrence Foods