

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>Driving Sales &amp; Customer Loyalty through Marketing Limited Time Offer Promotions</b> Anna Musbach, Director of Sales & Marketing Andy Robertson, Food & Beverage Creative Lincoln Hospitality
11:00 am	<b>Free Ways to Partner Locally with Yelp &amp; Promote Your Business</b> Jessica Johnson, Senior Community Director, Yelp
11:45 am	<b>From Tech to Table: Using AI &amp; Digital Tools to Drive Restaurant Sales</b> Jack Holt, Owner, Smokin' Jack's BBQ
12:45 pm	<b>Working with Your DMO: Practical Strategies to Drive Visibility, Media &amp; Traffic</b> Kathryn Lavey, Creative Director, Visit Milwaukee

Operations Quick Bites (15 minute sessions)	
10:00 am	<b>Get Your Shift Together! How to create a culture that doesn't suck...</b> Beth Hussey, Shifty Founder & Restaurateur
10:30 am	<b>Power Moves: Cut Your Utility Bills Without Cutting Corners</b> Jeremy Wilkinson, Senior Trade Ally Manager, Focus on Energy
11:15 am	<b>Your P&amp;L Is Talking—Are You Listening?</b> Randy Brinkman, CPA-Partner EWH Small Business Accounting
12:00 pm	<b>Found Money: Where Restaurants Are Overpaying Every Month</b> Rodney Wead, Strategic-Partner Adam Smith, Strategic-Partner Schooley Mitchell
1:00 pm	<b>Funding, Financing &amp; Free Help: What Restaurant Owners Don't Know They Qualify For</b> Gregory Martin, Center Director, Small Business Development Center, UW-Milwaukee

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

Super Sessions (45 - 60 minute in-depth session)	
9:30 – 10:15 am	<b>Staying Compliant in a Changing Landscape—What Every Restaurant &amp; Hospitality Employer Must Know About Tips, Labor Law, and Risk</b> Michael Gotzler, Shareholder   Nina Neff, Associate Littler
10:45 – 11:30 am	<b>Compliance Under Pressure: Practical Immigration Compliance Strategies for Wisconsin Restaurants</b> Sam Moheban, Immigration Attorney, Ruder Ware
12:00 – 12:45 pm	<b>Blunt Truths: The Costs That Are Hurting Your Profitability</b> Marla Poytinger, CEO   David Poytinger, Chief Innovation Officer   Erin Hochevar, Vice President Bars & Recreation

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

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

BevX Demos	
10:00 am	<b>Beyond the Can: Monster Energy as a Beverage Game-Changer</b>
10:45 am	<b>"Wisconsin Meets Jalisco" Signature Pour</b>
11:30 am	<b>Proof Is Overrated: The Mocktail Era</b>
12:15 pm	<b>Sip the Experience: Cocktails That Create the Moment</b>
1:15 pm	<b>Unmuddled: Fresh Takes on Wisconsin Spirits</b>

Pastry Studio (45 minute hands-on sessions)	
10:30 am	<b>Frugal Fine Vegan Baking</b> Kindra Meier, Kindra's Cakes
11:30 am	<b>Vintage Piping Basics</b> Chrissy Meisner, Bloomer Bakery
12:30 pm	<b>Celebrating State Fair's 175 Anniversary with a Showstopper Cake</b> CELEBRITY BAKER Kimberly Adams, Signature Sweets
1:30 pm	<b>Sweet Clicks &amp; Smart Pix: AI for Bakeries</b> Rachel Smith, Sweet Peas and Scott Vachavake, Breadsmith of Appleton

**Bakery Competition Awards presentation at 2:30pm in the Super Session Zone**