



Feeding Bodies. Fueling Minds.™

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**KSNA Platinum Industry
Partners 2023-2024:**

C&T Design & Equipment
CSI Commercial Services, Inc
Diversified Foods, Inc
Domino's Smart Slice
DRC Marketing
Dynamic FoodService Solutions
General Mills
General Parts
Gold Creek Foods
Hobart
JTM Food Group
Manning Brothers
MenuLogic K12
MPK Kentucky Processing Group
National Food Group
NuFood Consultants
Parsley Marketing
Peterson Farms Fresh, LLC
Phoenix Marketing
Pilgrim's
ProTeam Foodservice Advisors
Proview Foods
Rich Products
Schwan's Foodservice
Sesco Food Service Equipment
Smart Mouth Pizza
SMART Systems
Taylor Belle's
Vanco
Zink Foodservice Group

KENTUCKY SCHOOL NUTRITION ASSOCIATION

Dear Industry Partners:

The Kentucky School Nutrition Association (KSNA) is excited to provide the Partnership Packet for SY 2024-2025. Your partnership terms will be from June 2024-May 2025. Our 67th Annual Conference will take place, Monday through Wednesday, June 17-19, 2024 at the Central Bank Center in Lexington, KY. The exhibits show will be held on Tuesday, June 18th. Partnerships will include registration fees to all KSNA Conferences.

Included in your packet:

- ❖ Tentative Schedule for Annual Conference
- ❖ Annual Conference Exhibit Details
- ❖ KSNA Exhibitor Checklist/Deadlines
- ❖ KSNA Partnership Opportunities
- ❖ LFCHD Temporary Foodservice Guidelines
- ❖ LFCHD Sampling Guideline for Food Vendors
- ❖ Conference Program & Challenger Ad Specifications
- ❖ Meeting Presentation Guidelines

If you are interested in other opportunities to support KSNA, please feel free to contact us to discuss your idea. Also, feel free to contact us should you have any questions. Thanks in advance for your support of KSNA.

We are looking forward to working with you to make the 2024-2025 SY a great success.

Sincerely,

Alicia Arnett

Alicia Arnett
KSNA Industry Relations Chair
alicia.arnett@jefferson.kyschools.us

Lena Reese

Lena Reese
KSNA Industry Relations Co-Chair
Lena.reese@ashland.kyschools.us

Tim Emrich

Tim Emrich
KSNA Industry Advisory Council
Chair
temrich@rizwitsch.com



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2024 KSNA Annual Conference Tentative Schedule

(Schedule is subject to change)

Sunday, June 16

SNS Exam (Fee required with SNA)
Pre-Conference Sessions

Monday, June 17

Education Sessions

Lunch on your own for Attendees

12:00 p.m. – 4:00 p.m. | Exhibitor Registration/Set-up (Central Bank)

Opening General Session

Education Sessions

Open House (by invitation only)

(Opportunity for Platinum & Gold)

KSNA President's Dinner & Party

Open to all KSNA Attendees

(Opportunity for Platinum & Gold)

Tuesday, June 18

Education Sessions

Second General Session

10:30 a.m. – 12:30 p.m. | Exhibits for Directors/Administrators Only

10:30 a.m. – 12:30 p.m. | Managers and Assistants Education Sessions

12:30 p.m. – 2:30 p.m. | Exhibits for All Attendees

Dinner on your Own

Wednesday, June 19

Education Sessions

Brunch Served

Closing General Session

For more details and registration information, visit www.kysna.org



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2024 KSNA Annual Conference Exhibit Details

Please join us at the 2024 Kentucky School Nutrition Association Annual Conference and Exhibit Show, June 17-19, 2024, at the Central Bank located at 430 W. Vine St., Lexington, KY 40507. We have strived to plan a successful even for both our members and partners.

Exhibit Location:

Central Bank Center
430 W. Vine St.
Lexington, KY 40507

Exhibit Set-Up Hours:

Monday, June 17, 2024: 12:00-4:00p.m.
Tuesday, June 18, 2024: 7:00-9:00a.m

Health Department Walk Through:

Tuesday, June 18, 2024, 9:00-10:15 a.m.

Exhibit Hours:

Tuesday, June 18, 2024
10:30 – 12:30, Directors Only
12:30 –2:30, AllAttendees

Exhibit Tear-Down Hours:

Tuesday, June 18, 2024 after 2:30 p.m.
NO early tear downs.

Each Booth will be Furnished with the Following:

- (1) 8' skirted table
- (1) 8' non-skirted table
- (2) Folding chairs
- (1) Wastebasket
- (1) Booth Identification

Exhibitor Kit: Now Online Ordering: Choose KSNA Annual Conference

<https://lexingtoncenter.ungerboeck.net/prod/app85.cshml?AppCode=COE&CC=1&OrgCode=10>

Loading Docks Directions:

Central Bank Center, Lexington, KY - Loading Docks are located by right turn off High Street to Manchester Street or Manchester Street via Oliver Lewis Way.



KSNA Exhibitor Deadlines



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✓	Task	Deadline
	Read and understand all terms, conditions, and deadlines	ASAP
	Partner/Exhibitor applications due Any applications April 15, 2024 and after, will have an <u>additional \$100 late fee added to registration</u>	April 14, 2024
	Complete and sign booth application/contract and send payment. Application available at: TBD <i>All manufacturers must be at least a Silver Partner and are responsible for choosing their own booth. If multiple manufacturers want to be next to each other, they must coordinate booth selections from the dates listed.</i> <i>Reminder: No splitting of booths!</i>	Booth Selection done electronically as follows: April 29, 2024 P May 1, 2024 G May 3, 2024 S
	Submit and pay orders online for additional utilities (including internet) needed for Exhibit Show: https://lexingtoncenter.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=1&OrgCode=10	June 7, 2024
	All necessary permits and fees to be paid to LFCHD Health Department by deadline. Questions if any current permits are still active: Contact: Denny "Skip" Castleman: 859-231-9791 FAX: 859-231-9459	June 7, 2024
	Ad's for Challenger and Conference App will be uploaded during registration.	April 14, 2024
	Hotel Booking. (KSNA Room rates are available to Industry Partners) Hyatt Regency and Hilton Downtown Lexington will be our Host Hotels: <ul style="list-style-type: none"> Registration link for the Hotels will be sent to you in a separate email once you register for Annual Conference 	Deadline will be given in email after registration
	Platinum Partners: Send conference promotional materials (i.e. business cards, inserts, bags, etc.) to Central Bank Center, Attn: KSNA, 430 West Vine Street, Lexington, KY 40507 by deadline. No IW or Bulk perishable food items allowed for bags. Optional: Promotional materials can be distributed inside booths only	June 2, 2024
	Bring door prizes with an approximate value of \$25 to Tim Emrich, Lena Reese or Alicia Arnett at the KSNA Partner registration table.	June 18, 2024



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KSNA Partnership Opportunities

Partner Level Opportunities	Platinum \$2,200	Gold \$1,650	Silver \$1,000
All Manufacturers have to be partners with KSNA and select partner membership (Platinum, Gold, or Silver). Partnership fee must be paid in full.	✓	✓	✓
Partnership provides 1 Vendor Booth at Annual Conference	✓	✓	✓
Partnership provides Free Conference Registration (Meals included). • Annual Conference	2 Free	1 Free	1 Free
Partnership provides Free Conference Registration (Meals included). • Administration Conference • Managers Conference	2 Free	1 Free	
Annual Conference Booth Selections will be electronic, and instructions will be sent to Registered Partners. Booth selection will open per dates listed in Columns. <i>All manufacturers must be at least a Silver Partner and are responsible for choosing their own booth. If multiple manufacturers want to be next to each other, they must coordinate booth selections with the dates listed.</i> *** No Splitting Booths*** Max: 126 Booths	First Priority 4/29	Second Priority 5/1	Third Priority 5/3
Additional Conference Badges: Additional KSNA Conference Badges for each event can be purchased for \$150, allowing full access to that KSNA conference.	✓	✓	
Annual Conference Networking opportunity with Directors. Open House Event Monday, June 17, 2024.	✓	✓	
Free Color Digital Ad in Annual Conference App. Ads Due: April 14, 2024 • Ad will be added to contact page under Sponsors • Platinum Partners will have their logo scroll on banner of homepage	✓	✓	✓
Free Color Digital Ad in Fall 2024 and Spring 2025 Issue of <i>The Challenger</i> . (See Specifications Sheet Included in this Packet) (Ads/Logos due during registration)	Half Page	Quarter Page	Company Logo
Special Recognition at all KSNA Events. (Entrance Displays, Logo Loops, Flyers in registration bags)	✓		
Opportunity to Serve in an Elected Industry Advisory Council Position.	✓	✓	
Attendee List Distributed Prior to Events in Excel Spreadsheet format.	✓		
Electronic School Nutrition Directors Listing.	✓	✓	
Company Information on KSNA Website.	Contact Info, Logo & Link	Contact Info	
Sponsorship and Training Opportunities at all KSNA events. Call for Presentation Proposal Deadlines: • KSNA Admin Conference / Managers Conference / Annual Conference • Email will be sent for All Call for Presentations	✓	✓	
Recognition on KSNA Letterhead.	✓		
Opportunity to send Conference Promotional materials. No IW or Bulk perishable food items allowed for registration bags.	✓		
Opportunity to participate in a networking event at KSNA Admin Conference. (Opportunity to be discussed 3 months prior to event)	✓	✓	
Opportunity to participate in networking event at Manager Conference. (Opportunity to be discussed 3 months prior to event)	✓	✓	



LFCHD Temporary Foodservice Guidelines

Permitting

A temporary food service permit is required for preparing and/or serving food/drinks to the public; to include, beverages or samples of food/drink products. Commercial pre-packaged, shelf-stable food products do not need a temporary permit.

A public foodservice establishment or other food vendor must obtain a permit from the Lexington-Fayette County Health Department (LFCHD) for each temporary foodservice event in which it participates. LFCHD will inspect temporary events and if minimum sanitation standards are not met, the foodservice operation will be discontinued until corrections are completed and verified by LFCHD Environmental Health Specialists.

Owners / operators of a temporary foodservice must notify LFCHD of the following items no less than two business days (48-hours) prior to the scheduled event and complete a Temporary Foodservice Registration form to include the following information:

- 1) Type of Foodservice proposed,
- 2) Food list, method of storage, and how (coolers, refrigerators, hotboxes, etc.) temperature will be maintained,
- 3) Time and location of the event,

If, for whatever reason, you do NOT set-up for operation or are late please call 859-231-9791 during normal working hours or after-hours / weekends / holidays call 859-335-7071 to notify the Environmental Health representative. This is the only way you can potentially be credited for a future temporary foodservice application.

Fees

Temporary public Foodservice establishments and vendors are required to pay the following license fees at the time of licensing:

- 1-3 day event – \$60
- 4-7 day event – \$90
- 8-14 day event - \$125

Foodservice Personnel

All foodservice personnel that prepare/handle food must have a valid Lexington-Fayette County Health Department Food Handler Card.

- Lexington-Fayette County Health Department food handler cards may be obtained online for \$23 at: www.lfchd.org
- **If you have already purchased your Food Handler Card, check your expiration date as it may still be valid, and a new card does not have to be purchased.**

Employees may not touch ready-to-eat (RTE) food with their bare hands. Employees must use suitable utensils such as deli tissue, spatulas, tongs, single-use gloves, or dispensing equipment when handling RTE food.

All personnel must wash their hands prior to beginning work, when returning to work after any break in food preparation activities, when putting on or changing gloves, or any time their hands become unclean.

Smoking is prohibited in a food preparation, ware washing, or in food storage areas.

Personnel must wear clean outer garments, effective hair restraints and no jewelry on their hands or arms (except plain wedding bands). If worn, artificial and painted fingernails must be covered by intact gloves.

All personnel must be free of open sores and skin infections, respiratory infections, upset stomach, diarrhea or other communicable diseases.

Facilities

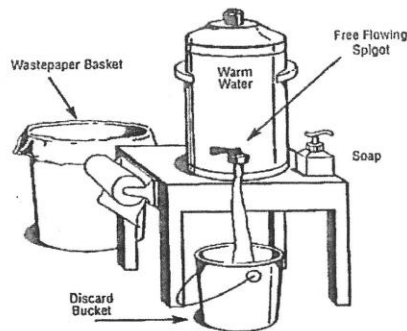
The specific requirements for the temporary event physical facility where food is prepared or handled are based on the length of the event, the type of food that is prepared or served, and the extent of food preparation conducted at the temporary facility. **“Time/Temperature control for safety food (TCS)”** (formerly potentially hazardous food) means Food that requires time/temperature control for safety (TCS) to limit pathogenic microorganism growth or toxin formation. Minimum requirements include:

- 1) Foodservice operators must provide overhead protection where food is prepared or portioned or stored or ware washing is done onsite.
- 2) Flooring may be concrete, machine-laid asphalt or dirt/gravel if it is covered with mats, removable platforms, duckboards, or other suitable approved materials that effectively control dust and mud and are graded to drain.
- 3) Walls and ceilings should be constructed of a material that protects the interior from the weather, windblown dust and debris, or other forms of cross contamination.
- 4) When time/temperature control for safety (TCS) foods are prepared at events, the physical structure where the food preparation occurs must be protected against flying insects and other vermin by an effective means.
- 5) A three-compartment sink is required within the temporary foodservice for washing, rinsing and sanitizing utensils and equipment. If this activity is conducted at an approved, remotely located commissary or foodservice establishment, an adequate supply of spare preparation and serving utensils must be maintained on the premises in case the original utensils become unclean. **Refer to the diagram below.**
- 6) A hand washing station is required. This station may be a clean, portable container equipped with an on/off valve and a catch bucket to collect the waste water. Soap and single-service paper towels must be available for hand washing and hand drying. **Refer to the diagram below.**

HANDWASHING

At least one convenient handwashing facility must be available for handwashing on site **at all times**. This facility must consist of, at least, a container with warm potable running water (via spigot if sinks won't be utilized), a catch bucket for wastewater, soap, individual single-use paper towels, and a trash container for disposal of paper towels. Employees must wash their hands at all necessary times during food preparation and service.

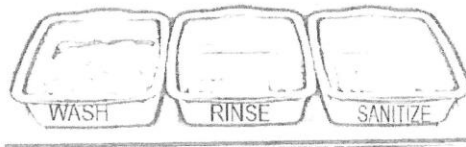
- Prior to starting food handling activities
- After using the restroom
- After sneezing, coughing, blowing your nose, eating, drinking, smoking, or touching a part of the body
- After touching an open sore, boil, or cut
- After handling money or other soiled items
- After taking out the trash or following any activity during which hands may have become contaminated.



DISHWASHING

Facilities must be provided to wash, rinse, and sanitize multi-use utensils, dishware and equipment used for food preparation at the site. Proper chemical sanitizer and the appropriate chemical test kit must be provided **and used** at each site. All dishes and utensils must be air-dried. Use of disposable pans is recommended.

PROPER SET-UP



PROPER SANITIZER CONCENTRATIONS

Chlorine
50-100 ppm*

Quaternary Ammonia
200 ppm*

Iodine
12.5-25 ppm*

* Or as otherwise indicated by the Code of Federal Regulations (CFR) or by the manufacturer of the product.

Water

All foodservice operations that prepare or portion food on the premises must provide an adequate supply of potable water for purposes of employee hand washing and cleaning. Municipal connections, holding tanks or portable containers are accepted means to provide an adequate supply of water, ensure hoses specifically state "food grade" water hose.

Solid and Liquid Waste

Operators must remove all garbage and rubbish from the premises often enough to prevent nuisance conditions and dispose solid waste properly in tight-fitting, covered containers.

Operators must dispose liquid waste in a public or other approved waste water system.

To Prevent Foodborne Illness

- Obtain foods from an approved source. **The preparation of foods in a home kitchen or any other establishment not subject to a Health Department inspection is prohibited. Home canned foods or shellfish are also prohibited.**
- Wash hands thoroughly before handling food, single-service items and clean equipment and utensils.
- Maintain hot foods at temperatures of 135° F or above.
- Maintain cold foods at temperatures of 41° F or below.
- Reheat cooked foods to a minimum temperature of 165° F within two hours for hot holding.
- **Check food temperatures frequently with a metal stem thermometer.**
- Heat foods quickly and cool foods rapidly to minimize the time foods are in the food danger zone (41° F to 135° F).
- Keep raw and cooked foods separated.
- Thaw foods properly: completely submerged under cold running water no longer than four hours, or as part of the cooking process, or under refrigeration.
- Use single-service articles whenever possible.
- Keep foods covered and protected from dust, dirt, insects, vermin and human cross contamination.
- Protect all food, including displayed food, from customer contamination (touching, coughing, sneezing, etc.).
- Minimize handling of foods before, during and after preparation.
- Do not store food directly in contact with ice that is used for beverages.
- Do not use swollen, leaking or damaged canned goods.
- Store all food products, equipment, and single-service articles (cups, straws, napkins) at least six inches off the ground.
- Store prepackaged foods and drinks in drained ice.
- Condiments must be provided in individual packages or approved dispensers.
- Do not display relish/onions/etc. for customer self-service.
- All light fixtures (exception: heat lamps) shall be shielded or shatter-proof

Type of Food	Minimum Internal Temperature
Poultry	165°F
Ground meats (beef, pork, and seafood)	155°F
Steaks of pork, beef, veal, and lamb	145°F

Required Items

- Sanitizer (Quaternary Ammonia or properly diluted unscented bleach may be used)
- Metal stem thermometer
- Thermometers for refrigeration unit(s) / cooler(s)
- Chemical test strips (for measuring sanitizer concentration)
- Three-compartment sink to wash, rinse and sanitize equipment and utensils or access to such facilities at an approved commissary or Foodservice establishment
- Use utensils and scoops with handles for food and ice.
- Hair restraints (hair net, ball cap, visor, scarf, or bandanas are acceptable)
- Adequate supply of back-up utensils
- Adequate supply of potable water
- Soap and single-service towels
- Adequate equipment and facilities to maintain food at the proper temperatures (keep hot foods hot $\geq 135^{\circ}\text{F}$ and cold foods cold $\leq 41^{\circ}\text{F}$)
- Adequate protection from flying insects, vermin, dust, dirt and weather
- Adequate protection for displayed, prepared, and stored food



Sampling Guidelines for Food Vendors and Demonstrators at Temporary Food Events

Distribution of food samples to the public allows consumers to sample items before purchasing. It allows sellers to introduce new and less common varieties of produce and other items as well as demonstrate the quality, taste and freshness of their products to consumers. Sampling has a positive effect on the sales of products at food facilities and special events, etc. In order to provide safe samples to the public, the following guidelines developed from the Kentucky Retail Food Code must be followed:

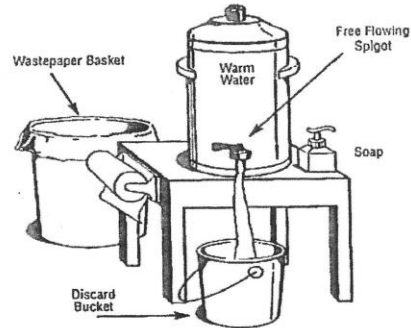
Time and Temperature Control for Safety (TCS) foods will require a temporary food service permit: (<https://www.lfchd.org/temporary-food-service/>). TCS foods require temperature control and include Grade A dairy, meats, and raw cut / sliced vegetables and fruits. For questions as to what constitutes a TCS food, please call (859) 231-9791 and ask to speak to an inspector.

1. Keep samples in clean, covered containers approved by this Department. A clear plastic container with a hinged lid or a plate with a clear dome cover would be effective and still allow the customer to see the product.
2. The vendor must distribute samples in a sanitary manner. Use toothpicks or disposable utensils to distribute the samples. This is to avoid contact with consumer's hands.
3. Clean, disposable plastic gloves can be used when cutting food samples (NO bare hand contact).
4. A hand washing station must be provided. At a minimum provide a five (5) gallon water container with a dispensing valve to leave hands free for washing; a container to contain the wastewater (**refer to the diagram on the next page**); soap dispenser and paper towels.
5. Food intended for sampling shall be washed, or cleaned in another manner, of any soil or other material by potable water in order that it is wholesome and safe for consumption, if applicable.
6. Potable water shall be provided for hand washing and sanitizing as approved by this Department.
7. Utensils and cutting surfaces shall be smooth, nonabsorbent, and easily cleaned or disposed of as approved by this Department.
8. Utensil washing shall be provided if samples are prepared onsite. Provide three tubs (**refer to diagram on the next page**), washing, rinsing, and sanitizing. Use approved sanitizer - chlorine, iodine, or quaternary ammonium in approved concentrations. Provide a method for testing sanitizer concentration.
9. Utensil and hand washing wastewater shall be disposed of in a facility connected to the public sewer system.
10. Approved toilet and hand washing facilities shall be available within 60 meters (200 feet) of the premises.
11. No live animals, birds, or fowl shall be kept or allowed within 6 meters (20 feet) of any area where food is stored or held for sale. This does not apply to guide dogs, signal dogs, or service dogs when used in accordance with the American Disabilities Act (ADA).
12. All garbage and rubbish shall be stored, and disposed of, in a manner approved by this Department.

HANDWASHING

At least one convenient handwashing facility must be available for handwashing on site at all times. This facility must consist of, at least, a container with warm potable running water (via spigot if sinks won't be utilized), a catch bucket for wastewater, soap, individual single-use paper towels, and a trash container for disposal of paper towels. Employees must wash their hands at all necessary times during food preparation and service.

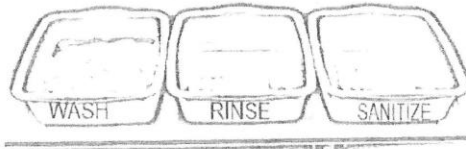
- Prior to starting food handling activities
- After using the restroom
- After sneezing, coughing, blowing your nose, eating, drinking, smoking, or touching a part of the body
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PROPER SET-UP



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50-100 ppm*

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200 ppm*

Iodine
12.5-25 ppm*

* Or as otherwise indicated by the Code of Federal Regulations (CFR) or by the manufacturer of the product.

KSNA Conference Program & The Challenger Ad Specifications



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Pages in the Conference Program and the two Challenger publications are 8.5" X 11" and are printed in COLOR.

Ad Sizing:

- **Full Page: 7.5" wide X 10" high**
- **Half Page: 7.5" wide X 4.75" high**
- **Quarter Page: 3.75" wide X 4.75" high**

Guidelines:

- **All ads should be submitted in COLOR**
- **Ads may be submitted in the following formats for best results (PC compatible)**
 - **JPEG in high resolution**
 - **Tiff in high resolution**
 - **PDF in high resolution**
- **All formats listed above should include all fonts and graphics.**

Upgrade Ad Pricing:

- **Full Page Ad Upgrade for Challenger: \$200 for Platinum Partners**
- **Half Page Ad Upgrade for Challenger: \$150 for Gold Partners to upgrade**
- **Quarter Page Ad Upgrade for Challenger: \$50 for Silver Partners to upgrade**

Questions? Contact Deanna Sanders at deanna.sanders@owensboro.kyschools.us

KSNA Meeting Presentation Guidelines



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The purpose of this document is to outline policies and procedures for presentation materials shown or distributed at KSNA meetings, conference, and events.

Section I: Formatting

- **The smallest font size to use should be 30 pt as session rooms are large.**
- **If there are multiple presenters, the presentation should be merged into one document.**
- **The first slide or page of the presentation should include: Session Title, Date, and Time; Presenters' Name (s), Title, Company.**
- **To encourage practical use of content, learning objectives must be clearly outlined prior to beginning the content.**

Section II: Visual Aids

To help engage the audience, presenters are encouraged to use images and visual aids to reinforce learning.

- **Speakers should ensure that no images used are copyrighted or intellectual property of another person, organization, or entity.**
- **Proper citation and credit are to be provided to originating source when using images, data or examples from other organizations or speakers.**
- **Presenters should avoid using images that contradict the mission of KSNA. This includes images of fast foods, unhealthy options, or other images that contradict the importance of providing healthy, nutritious meals to students.**

Section III: Marketing and Branding

As a member driven organization, KSNA must be careful to avoid conflicts of interest with commercial entities. Therefore, in cases where an education session is presented by an industry group, organization, consultant, or entity that has a potential conflict of interest, the policy below must be followed.

KSNA does not permit merchandise, products, self-promotion, food samples, food- tasting, live culinary demonstrations, or advertisements during any education sessions at any KSNA meetings. Any exceptions are at the sole discretion of KSNA.

- **The presentation cannot promote any brand, company, personal interests, or product.**
- **If using images of the organization's product images, at least 2 other competing brands are required to be included in the presentation to avoid conflicts of interest.**
- **For PowerPoint Presentations, no company logos may be used unless mutually agreed by**

KSNA to allow the logo on the first and last page.

- **A disclosure slide must be included immediately after the title slide. Sample disclosure slides are provided below.**

Affiliation or Financial Disclosures

- Employee: ABC Industries
- Consultant: XYZ Holdings, INC.

Affiliation or Financial Disclosures

- Joe Smith
Employee: XYZ Industries
- Jane Doe
Consultant: ABC Global LTD.
- Kevin Samples
Consultant: JKL & Affiliates LLC.

Section IV: Miscellaneous

- **Presentations cannot include statements or images that contradict or damage KSNA's image, mission statement and code of ethics, including but not limited to its members and affiliates.**