



SPEAKER BIO

John Bennett owns and operates his own school food service marketing firm, but he got his start at age 16 as a crab steamer in a Maryland crab house. John worked for eight years as a busboy, cook, and waiter while he earned his B.A. in English from Towson University in Baltimore and his M.A. in Rhetoric and Writing from North Carolina State University in Raleigh. (He still loves to cook.)

John has written extensively for journals, newspapers, and marketing firms nationwide, specializing since 1991 in child nutrition marketing. John served as Community Outreach Coordinator for the Maryland Department of Education's Nutrition Office from 1992 - 1995, and ever since then he has worked exclusively with child nutrition professionals across the U.S. as a marketing, public relations, customer service, and community outreach consultant. He has spoken at nine national SNA conferences and in more than 40 states.

His "School Meals: We Serve Education Every Day" public service advertising campaign has been used by states and districts from Alaska to the Florida Keys, and his "Wellness is a Way of Life" campaign is used in nearly 500 child nutrition programs nationwide. Recently, John created highly successful campaigns for the introduction and on-going implementation of the New Lunch and Breakfast Regs. John also wrote three marketing case studies for the 1999 and 2007 editions of the book *Managing Child Nutrition Programs*, edited by Josephine Martin.

John's considerable persuasive powers won him several regional ADDY awards for his advertising work, and he now brings that expertise to bear exclusively in the service of improving the image of School Meals and increasing kids' participation in our programs.

SHORTENED VERSION

PLEASE NOTE: In some settings, like a state conference, you might want to use the full version above to introduce John. But for employee groups, the shortened version below is plenty. If you want to say something different, by all means, please do!

John Bennett's company provides comprehensive marketing, communications, menu design, and training services for America's child nutrition professionals. Since 1991, John has been working with child nutrition groups all over the United States to market our programs more effectively and keep our customers happy. His goal today is to keep you happy! So please join me in welcoming John Bennett.

John Bennett Creative Services
for Child Nutrition Professionals

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