

# Inside Industry

LISA MCCARTY, SNA-VA IAB CHAIR



## Industry Board Spotlight: COLIN SQUIER



I have been in my current role at Squier Associates for over 9 years now. Although I grew up around the foodservice industry, my first formal introduction to it was working at a bakery near my parent's house in Maryland. It was the first time I realized how much I enjoyed interacting with people and assisting customers as they entered the shop. I especially loved it when I started to have regulars and could have their order exactly how they liked it without having to ask a question...it was also not a bad gig having a constant supply of fresh bread and pastries around.

After I graduated James Madison University (Go Dukes!), I went to work with my dad and Grandpa at Squier Associates. They had been members of SNA Virginia for a number of years and I started to get involved soon after I started. While we participate in a few organizations similar to SNA, none could match SNA-VA. I have always been impressed by the number of foodservice professionals active in the chapter and how positive and welcoming everyone is, something that left a lasting impression from when I was first starting out. Since then, I have always wanted to be involved and contribute to the organization however I could and hope to be able to do so for many years into the future.

Outside of work, I spend my time with my wife Lauren, our son Owen and dog Madison. We are expecting our second child late September and are eagerly looking forward to the newest addition to our family. I enjoy running, cycling and traveling, something which we are just starting to do again with our son.

Sláinte!

Welcome back! I am excited about this upcoming school year as the Industry Advisory Chair for the School Nutrition Association of Virginia. My goal as chair is to build industry support for SNA-VA by not just participating in the statewide show but also being open to other networking opportunities that connect all layers of Virginia SNA together.

To do this, I want each Industry member to feel they can come to me with ideas or concerns on how we can work together, not just to better ourselves professionally, but to better ourselves personally. I want to be the voice that helps bring the best to schools across Virginia. I want to support the smallest to largest industry member and ensure each feel like they have a seat at the table through me as the Industry Advisory Board Chair.

Be on the lookout for "Industry Insider" spotlights in the coming weeks where we will feature an industry member – not just the company they represent, but the personal story that got them to where they are today. Below is my story! **If you would like to be featured next, please let me know!**

Lisa McCarty – Industry Insider...In 2005, I moved from Michigan, where I had resided all my life, to Florida. Just a few short weeks later, my kids started school and I found myself bored. I showed up at the elementary school one morning and asked where I could volunteer. They sent me to the cafeteria to help prepare the day's menu. It didn't take long for me to figure out that I had found a position that I loved so I applied and started officially just a few weeks later. Less than 2 months in, I moved into a manager in training role and was quickly placed in a situation where it was sink or swim as a Cafeteria Manager. Thankfully I swam and the following Fall I opened the Wolfateria at Wolf Lake Elementary. I stayed at Wolf Lake Elementary for almost six years, and during that time I became a member of the local association, where I became the local chapter president. During those years, I attended local chapter meetings, statewide conferences, and national conferences. At each of these events I found myself wanting to know more about the industry side of school food service. After leaving the elementary school, I went to work for a broker for 5 years. I loved visiting all the districts in Florida and helping plan their menus with products that I represented.

When we decided to move out of state, I was given the opportunity to go to work for Schwan's Foodservice. I have been with Schwan's just over four years and call on schools, colleges/universities, hospitals, restaurants and amusement parks and cover the entire state of Virginia.

I reside in Ashland (just north of Richmond) with my husband and our two crazy huskies!

**What's your story? Submit your Insider Information to me at [lisa.mccarty@schwans.com](mailto:lisa.mccarty@schwans.com)**

Let's get to know more about one another and how we got into school food service.