



25th Annual Leadership Conference - Tentative Agenda

“Reach Them, Teach Them, Keep Them”

Sunday, March 8th – Tuesday, March 10th, 2015

Sunday, March 8, 2015—The Westin Georgetown, Grand Ballroom		
8:00 a.m. – 6:00 p.m.	Conference Registration Desk Open	
8:45 a.m. – 9:30 a.m.	Welcome & Opening Remarks	Theresa Landau , Board Chair, National WIC Association Rev. Douglas Greenaway , President & CEO, National WIC Association
9:30 a.m. – 10:30 a.m.	Breakout Workshops	<p>“Being a Voice for WIC: From Washington, DC to My Community”</p> <ul style="list-style-type: none"> This session will provide an overview of all the different ways to get the word out about WIC, including social media, traditional media, and other community outreach strategies as well as communicating with decision makers. <p>“Creating WIC Messages”</p> <ul style="list-style-type: none"> This session will focus on fine-tuning WIC messages for various audiences, from clients to Congress.
10:30 a.m. – 11:00 a.m.	Networking Break	
11:00 a.m. - Noon	Breakout Workshops	<p>“The WIC Policy Making Process : Funding, Food Packages, and Reauthorization”</p> <ul style="list-style-type: none"> This WIC policy 101 session is geared toward new Leadership Conference attendees. <p>“Current WIC Policy Issues Explained”</p> <ul style="list-style-type: none"> This WIC policy 201 session is geared toward attendees who already have a basic understanding of WIC policy processes that will provide details about complex WIC policy issues.
Noon – 1:30 p.m.	Lunch On Your Own or with Colleagues	
1:30 p.m. – 2:00 p.m.	Special Remarks from USDA	Kevin Concannon , Undersecretary for Food, Nutrition, & Consumer Services, USDA/FNS, <i>invited</i>
2:00 p.m. – 2:30 p.m.	Budget Update	Robert Greenstein , <i>invited</i>
2:30 p.m. – 3:00 p.m.	Immigration and WIC	Speaker TBD
3:00 p.m. – 3:30 p.m.	Networking Break	
3:30 p.m. – 4:30 p.m.	Breakout Workshops	<p>“Creating WIC Messages”</p> <ul style="list-style-type: none"> This session will focus on fine-tuning WIC messages for various audiences, from clients to Congress.

		<p>“Social Media Training”</p> <ul style="list-style-type: none"> This session will walk through ways to engage clients, partner organizations, and the greater community through various social media channels and promote the value and success of your WIC program.
4:30 p.m. – 5:30 p.m.	Breakout Workshops	<p>“Media Training”</p> <ul style="list-style-type: none"> This session will show you how to reach out to media, write press releases and Op-Eds, and be a spokesperson for your WIC Program. <p>“Presentation Training”</p> <ul style="list-style-type: none"> This session will provide tips on how to give effective presentations to your colleagues, bosses, clients, and community.
5:30 p.m. – 6:30 p.m.	<p>Section & Regional Caucuses California WIC Association, Scott Room NY WIC Association, DuPont Room</p>	
6:30 p.m.	<p>Dinner on Your Own</p>	
<p>Monday, March 9, 2015— Location on Capitol Hill TBD</p>		
<p>Room TBD</p>		
9:00 a.m. – 9:30 a.m.	Hill Staff Q&A: WIC Appropriations	<ul style="list-style-type: none"> Senate Agriculture Appropriations Committee Staff House Agriculture Appropriations Committee Staff
9:30 a.m. – 10:00 a.m.	Hill Staff Q&A: WIC Reauthorization	<ul style="list-style-type: none"> Senate Agriculture Committee Staff House Education and the Workforce Committee Staff
10:00 a.m. – 11:00 a.m.	Regional Briefing #1: Mid-Atlantic	<ul style="list-style-type: none"> Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
11:00 a.m. – 11:15 a.m.	<p>Break</p>	
11:15 a.m. – 12:15 p.m.	Regional Briefing #2: Midwest	<ul style="list-style-type: none"> Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
12:15 p.m. – 1:45 p.m.	<p>Lunch on Your Own in the Capitol Visitor’s Center</p>	
1:45 p.m. – 2:45 p.m.	Regional Briefing #3: Mountain Plains	<ul style="list-style-type: none"> Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
2:45 p.m. – 3:00 p.m.	<p>Break</p>	
3:00 p.m. – 4:00 p.m.	Regional Briefing #4: Northeast	<ul style="list-style-type: none"> Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
4:00 p.m. – 6:00 p.m.	Meet and Greet Reception with Congressional Staff on Capitol	<ul style="list-style-type: none"> Senator Roberts (R-KS), invited Senator Stabenow (D-MI), invited Senator Cochran (R-MS), invited

	Hill	<ul style="list-style-type: none"> • Senator Gillibrand (D-NY), invited • Congressman Kline (R-MN), invited • Congressman Scott (D-VA), invited • Congresswoman DeLauro (D-CT), invited
6:00 p.m.	Dinner on Your Own or with Colleagues	
Tuesday, March 10, 2015— Location on Capitol Hill TBD		
9:00 a.m. – 9:30 a.m.	Hill Perspectives	<ul style="list-style-type: none"> • Senator Roberts (R-KS), invited • Senator Stabenow (D-MI), invited • Senator Cochran (R-MS), invited • Senator Gillibrand (D-NY), invited • Congressman Kline (R-MN), invited • Congressman Scott (D-VA), invited • Congresswoman DeLauro (D-CT), invited
9:30 a.m. – 10:30 a.m.	Regional Briefing #5: Southeast	<ul style="list-style-type: none"> • Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
10:30 a.m. – 10:45 a.m.	Break	
10:45 a.m. – 11:45 a.m.	Regional Briefing #6: Southwest	<ul style="list-style-type: none"> • Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
11:45 a.m. – noon	Break	
noon – 1:00 p.m.	Regional Briefing #7: Western	<ul style="list-style-type: none"> • Brief presentations from WIC programs across the region, showcasing WIC services, best practices, and impact/outcome data
1:00 p.m.	Closing Remarks	
Post-Conference		
1:00 p.m. – 2:00 p.m.	Lunch on Your Own	
	White House Briefing, Invitation Only	Hill Visits
2:00 p.m. – 2:30 p.m.	Depart for Eisenhower Executive Office Building	
2:30 p.m. – 3:00 p.m.	Assembly & Security Clearance	
3:00 p.m. – 4:30 p.m.	White House Briefing	
4:30 p.m. – 5:30 p.m.		