



**National WIC Association  
2015 Technology and Program Integrity Conference  
September 28- 30, 2015**

**FINAL AGENDA**

**Sunday, September 27<sup>th</sup> 2015**

<b>4:00 PM – 7:00 PM</b>	<b>Registration &amp; Information Desk Opens</b>
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**Monday, September 28<sup>th</sup> 2015**

<b>6:15 AM – 7:15 AM</b>	<p><i>Aerobics &amp; More!</i> with Hannah Shultz, NWA Communications, Media &amp; Marketing Coordinator and AFAA Certified Fitness Instructor</p> <p><b>Landmark Foyer</b></p>
<b>7:30 AM – 5:00 PM</b>	<b>Registration &amp; Information Desk Opens</b>
<b>7:30 AM – 8:45 AM</b>	<p><b>Continental Breakfast</b> RM Location: Majestic E</p>
<b>8:45 AM -10:00 AM</b>	<p><b>Opening Session</b></p> <p>Lincoln University Band Drumline  Stan Bien, Conference Chair &amp; Michigan State WIC Director  The Honorable Francis G. Slay, Mayor of St. Louis  Gail Vasterling, Director, Missouri Department of Health and Senior Services  NWA Leadership Academy Cohort 3 Commencement Ceremony</p> <p><b>Lightning Talk Sessions - Rounds of Enlightenment</b>  <i>Technology:</i> Jay Toth, General Manager, State, Local Government &amp; Education, Microsoft  <i>Program Integrity:</i> Art Burger, President &amp; CEO, Burger, Carroll &amp; Associates</p> <p><b>RM Location: Majestic D</b></p>
<b>10:00 AM – 10:30 AM</b>	<p><b>Break</b> RM Location: Majestic E</p>

<p><b>10:30 AM – 12:00 PM</b></p>	<p align="center"><b>General Session</b></p> <p align="center"><b>How is Program Integrity Measured and How this Information is Conveyed to the WIC Community</b></p> <p align="center">Presenter: Art Burger, President &amp; CEO, Burger, Carroll, &amp; Associates</p> <p align="center"><b>Panel</b></p> <p align="center">Preet Kaur, State Vendor Coordinator, Rhode Island WIC Program Melinda Newport, State WIC Director, Chickasaw Nation Acey Staples, Local Agency WIC Director, Affinia Healthcare, St. Louis, MO Craig Watson, Founder and President, Foodlyink</p> <p align="center">Session Coordinators: Stan Bien and Robert A. Lee</p> <p align="center"><b>RM Location: Majestic D</b></p>			
<p><b>12:00 PM – 2:00 PM</b></p>	<p align="center"><b>Exhibit Hall: Networking with Exhibitors / Break Lunch on Your Own</b></p>			
	<p align="center"><b>Technology Track</b></p> <p align="center">Co-chairs: Kobra Eghtedary, PhD Chris Furner</p> <p align="center"><b>RM Location: Majestic A</b></p>	<p align="center"><b>e-WIC/EBT Track</b></p> <p align="center">Co-chairs: Stan Bien, Fran Hawkins</p> <p align="center"><b>RM Location: Majestic B</b></p>	<p align="center"><b>Program Integrity Track</b></p> <p align="center">Co-chairs: David Thomason, Acey Staples</p> <p align="center"><b>RM Location: Majestic C</b></p>	<p align="center"><b>Vendor Track (Gold Sponsor)</b></p> <p align="center">Chair: Robert A. Lee</p> <p align="center"><b>RM Location: Westmoreland/Kingsbury</b></p>
<p><b>2:00 PM – 3:00 PM</b></p>	<p align="center"><b>Communicating Project Successes: Lessons from the CPHMC Project</b></p> <p align="center">Presenters: Elisabet Eppes (NWA) and Hannah Shultz (NWA)</p> <p align="center">Session Coordinator: Robert Lee</p>	<p align="center"><b>EBT Development &amp; Implementation</b></p> <p align="center">Presenters: Steve Porter USDA-FNS, Kim Word (OR), and Denise Ferris (WV)</p> <p align="center">Session Coordinator: Stan Bien</p>	<p align="center"><b>Inventory Audits</b></p> <p align="center">Presenters: Loren Haughn (MI), Mike Perrelli (MI), and Santiago Rios, Assistant Attorney General (MI)</p> <p align="center">Session Coordinator: Stan Bien and Acey Staples</p>	<p align="center"><b>Keeping WIC Connected</b></p> <p align="center">Novo Dia Group Presenters: Ricky Aviles, Vice President, and Josh Wiles, President</p> <p align="center">Session Coordinator: Robert A. Lee</p>
<p><b>3:00 PM – 3:30 PM</b></p>	<p align="center"><b>Exhibit Hall: Networking with Exhibitors / Break</b></p> <p align="center"><b>RM Location: Landmark Ballroom</b></p>			

<p><b>3:30 PM – 4:30 PM</b></p>	<p><b>Connecting Technology to Clients</b></p> <p>Presenters: Chris Furner (UT), Julie Scott (Chickasaw Nation, OK), and Rick Schneider (MI)</p> <p>Session Coordinator: Kobra Eghtedary, PhD</p>	<p><b>How to Prepare for EBT in My Clinic</b></p> <p>Presenters: Tina Andrade (MA), Paula Garrett (VA) and Beth Rowe (VA)</p> <p>Session Coordinator: Fran Hawkins</p>	<p><b>Monitoring Online Infant Formula Sales</b></p> <p>Presenters: Michael Gulbraa and Spencer Lawrence, Michelle Moore (MI) and Emily Gerner (TN)</p> <p>Session Coordinator: Dave Thomason</p>	<p><b>Microsoft Cloud Solutions For WIC</b></p> <p>Microsoft Presenters: Jay Toth, General Manager, Marc Winder, Architect, and Suneel Mathur, CRM CTO</p> <p>Session Coordinator: Robert A. Lee</p>
<p><b>4:30 PM – 7:00 PM</b></p>	<p><b>Exhibit Hall: Opening Reception and Networking with Exhibitor</b></p> <p><b>RM Location: Landmark Ballroom</b></p>			
<p><b>7:00 PM – Until</b></p>	<p><b>Dinner on Your Own</b></p>			

**Tuesday, September 29<sup>th</sup> 2015**

<p><b>6:15 AM – 7:15 AM</b></p>	<p><b><i>Aerobics &amp; More!</i> with Hannah Shultz, NWA Communications, Media &amp; Marketing Coordinator and AFAA Certified Fitness Instructor</b></p> <p><b>Landmark Foyer</b></p>
<p><b>7:30 AM – 5:00 PM</b></p>	<p><b>Registration &amp; Information Desk Opens</b></p>
<p><b>7:30 AM – 8:30 AM</b></p>	<p><b>Continental Breakfast</b> <b>RM Location: Landmark Ballroom</b></p>
<p><b>7:30 AM – 4:00 PM</b></p>	<p><b>Exhibit Hall: Networking with Exhibitors</b></p> <p><b>RM Location: Landmark Ballroom</b></p>

<p><b>8:30 AM – 10:00 AM</b></p>	<p align="center"><b>General Session</b></p> <p align="center"><b>Working with Law Enforcement Agencies to Prevent WIC Fraud</b></p> <p align="center"><b>Panel:</b></p> <p align="center">Ondray Jennings, Deputy Inspector General, Department of Public Health (GA)          Andrew LaFleur, Assistant Special Agent-in-Charge, USDA-OIG (MI)          Leigh Meyer, Senior Auditor, USDA-OIG (NC)          Mark McClutchey, Special Agent-in-Charge, USDA-OIG (MI)          Karen Citizen-Wilcox, Special Agent-in-Charge, USDA-OIG (GA)</p> <p align="center">Session Coordinator: Stan Bien and Robert Lee</p> <p align="center"><b>RM Location: Majestic D</b></p>			
<p><b>10:00 AM – 11:00 AM</b></p>	<p align="center"><b>Exhibit Hall: Networking with Exhibitors / Break</b></p> <p align="center"><b>RM Location: Landmark Ballroom</b></p>			
	<p align="center"><b>Technology Track</b></p> <p align="center">Co-chairs: Kobra Eghtedary, PhD Chris Furner</p> <p align="center"><b>RM Location: Majestic A</b></p>	<p align="center"><b>e-WIC/EBT Track</b></p> <p align="center">Co-chairs: Stan Bien, Fran Hawkins</p> <p align="center"><b>RM Location: Majestic B</b></p>	<p align="center"><b>Program Integrity Track</b></p> <p align="center">Co-chairs: David Thomason, Acey Staples</p> <p align="center"><b>RM Location: Majestic C</b></p>	<p align="center"><b>Vendor Track (Gold Sponsor)</b></p> <p align="center">Chair: Robert A. Lee</p> <p align="center"><b>RM Location: Westmoreland/Kingsbury</b></p>
<p><b>11:00 AM – 12:00 PM</b></p>	<p align="center"><b>Technology &amp; WIC Data: MI-PNSS &amp; PedNSS and PHFE WIC Raptor</b></p> <p align="center">Presenters: Kobra Eghtedary, PhD (MI) and Mike Whaley, (CA)</p> <p align="center">Session Coordinator: Dr. Kobra Eghtedary</p>	<p align="center"><b>e-WIC/EBT Program- Monitoring Data 101</b></p> <p align="center">Presenters: Magdalena Blanco &amp; LeeAnn Fulgham (TX) and Lisa Donohew (WV)</p> <p align="center">Session Coordinator: Stan Bien and David Thomason</p>	<p align="center"><b>Vendor Cost Containment Workshop</b></p> <p align="center">Presenters: Stacey Sheffey (USDA/FNS), Amy Herring (USDA/FNS), Renata Slayton (USDA/FNS)</p> <p align="center">Session Coordinator: Stacey Sheffey, Senior Program Analyst,</p>	<p align="center"><b>EBT Transaction Processing – New Ideas That Put <i>YOUR</i> EBT Needs First</b></p> <p align="center">CQuest Presenter: Diane Decker, Vice President of Business Development</p> <p align="center">Session Coordinator: Robert A. Lee</p>

<b>12:00 PM – 2:00 PM</b>	<b>Exhibit Hall: Networking with Exhibitors / Break/Lunch On Your Own</b> <b>RM Location: Landmark Ballroom</b>			
<b>2:00 PM – 3:00 PM</b>	<p style="text-align: center;"><b>Data Mining: Using EBT Data, GIS and Data Warehouse</b></p> <p style="text-align: center;">Presenters: Kobra Eghtedary, PhD (MI), Fran Hawkins (KY), and Patrick Henry (VT)</p> <p style="text-align: center;">Session Coordinator: Chris Furner</p>	<p style="text-align: center;"><b>Challenge of EBT Implementation in Small States</b></p> <p style="text-align: center;">Presenters: Melinda Newport (Chickasaw Nation), Jung Thai (AZ), Johnny Sena (KY), and Erin McBride, USDA-FNS</p> <p style="text-align: center;">Session Coordinator: Fran Hawkins</p>	<p style="text-align: center;"><b>Fraud Happens Even in EBT</b></p> <p style="text-align: center;">Presenters: Andrew LaFleur USDA-OIG, Stan Bien (MI), Mike Perrelli (MI), Santiago Rios (MI) and Loren Haughn (MI)</p> <p style="text-align: center;">Session Coordinator Dave Thomason &amp; Acey Staples</p>	<p style="text-align: center;"><b>Migrating to EBT With Your MIS Transfer- A Crossroads Perspective</b></p> <p style="text-align: center;">CSC Presenter: Diane Hepburn, Business Analyst Principle Leader</p> <p style="text-align: center;">Session Coordinator: Robert A. Lee</p>
<b>3:00 PM – 4:00 PM</b>	<b>Exhibit Hall: Networking with Exhibitors / Break</b> <b>RM Location: Landmark Ballroom</b>			
<b>4:00 PM – 5:30 PM</b>	<p><b>General Session</b></p> <p><b>USDA National Town Hall</b></p> <p style="text-align: center;">Debbie Whitford, National WIC Director Jerilyn Malliet, WIC EBT Branch Chief Sarah Widor, Program Integrity Branch Chief</p> <p style="text-align: center;">Session Coordinator: Stacey Sheffey</p> <p style="text-align: center;"><b>RM Location: Majestic D</b></p>			
<b>5:30 PM - Until</b>	<b>Dinner on Your Own</b>			

Wednesday, September 30<sup>th</sup> 2015

**8:00 AM – 12:00 PM** **Registration & Information Desk Opens**

**8:00 AM – 9:00 AM** **Continental Breakfast  
RM Location: Landmark Ballroom**

	<b>Technology Track</b>  Co-chairs: Kobra Eghtedary, PhD Chris Furner  <b>RM Location: Majestic A</b>	<b>e-WIC/EBT Track</b>  Co-chairs: Stan Bien, Fran Hawkins  <b>RM Location: Majestic B</b>	<b>Program Integrity Track</b>  Co-chairs: David Thomason, Acey Staples  <b>RM Location: Majestic C</b>	<b>Vendor Track (Gold Sponsor)</b>  Chair: Robert A. Lee  <b>RM Location: Westmoreland/Kingsbury</b>
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<b>9:00 AM – 10:00 AM</b>	<b>iPhone Technology: UPC Technology-APL Central/Monitoring Visits</b>  Presenter: Rick Schneider, (MI) and Shelia Brewer (VA)  Session Coordinator: Kobra Eghtedary, PhD	<b>Collecting UPCs for My APL</b>  Presenter: Erin Bosh (FL)  Session Coordinator: Fran Hawkins	<b>How Does the WIC Food List Affects Program Integrity</b>  Presenter: Emily Gomez (MN), Melanie Hall (MI), Marc Walkin (NY), and Rebecca Polk (MN)  Session Coordinator: Stan Bien and Robert A. Lee	<b>wdICE: Unleash Your Data</b>  CDP Presenter: Johnny Sena, Director, WIC Product Development, Jon Haught, Senior Business Analyst  Session Coordinator: Robert A. Lee
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**10:00 AM – 10:15 AM** **Exhibit Hall: Networking with Exhibitors / Break  
RM Location: Landmark Ballroom**

<p><b>10:15 AM – 11:15 AM</b></p>	<p><b>Using Social Media and Other Technologies for Nutrition Education</b></p> <p>Presenters: Robert Bensley, PhD, (MI), Jason Rivas (MI) Lesli Biediger-Friedman, PhD, (TX)</p> <p>Session Coordinator: Chris Furner</p>	<p><b>Got My APD for EBT, Hmm...Now What?</b></p> <p>Presenter(s): Jerilyn Malliet USDA-FNS, Patti Hauser (WI), and Jane Dvorak (MA)</p> <p>Session Coordinator: Stan Bien</p>	<p><b>FNS WIC Vendor Studies</b></p> <p>Presenter: Melissa Abelev (USDA/FNS)</p> <p>Session Coordinator: Stacey Sheffey (USDA/FNS)</p>	
<p><b>11:15 AM – 12:00 PM</b></p>	<p style="text-align: center;"><b>Conference Closing Plenary</b></p> <p style="text-align: center;"><b>Stop. Think. Connect.</b></p> <p style="text-align: center;">Lisa Kaiser, Computer Scientist, Department of Homeland Security, Cyber Security &amp; Communications (CS&amp;C) Chief Technology Office (CTO)</p> <p style="text-align: center;">Session Coordinator: Robert Lee</p> <p style="text-align: center;"><b>RM Location: Landmark Ballroom</b></p>			