



National WIC Association

**28th Annual Washington Leadership Conference:
Sunday, March 4 – Tuesday, March 6, 2018
Invite-Only Post Conference on Wednesday, March 7, 2018**

Agenda

Sunday, March 4, 2018 — The Westin Georgetown		
8:30 a.m. – 6:00 p.m.	Conference Registration Desk Open Grand Ballroom	
8:45 a.m. – 9:45 a.m.	Breakfast Will Be Provided	
9:45 a.m. – 10:40 a.m.	Welcome & Opening Remarks, Grand Ballroom	Diana Hoek , Board Chair, National WIC Association Rev. Douglas Greenaway , President & CEO, National WIC Association
10:40 a.m. – 10:45 a.m.	Call for Nominations, Grand Ballroom	Donna Bister , Chair Emeritus, National WIC Association
10:45 a.m. – 11:15 a.m.	Opening Remarks from USDA, Grand Ballroom	Sarah Widor , Director, Supplemental Food Programs Division, USDA/FNS
11:15 a.m. – 11:45 a.m.	Networking Break	
11:45 a.m. – 12:30 p.m.	Breakout Workshops Grand Ballroom Scott Room	“WIC Policy Overview and Current Issues,” Elisabet Eppes , Senior Associate, Federal Government Affairs, National WIC Association <ul style="list-style-type: none"> This WIC policy 101 session is geared toward new Leadership Conference attendees and will explain key WIC policy processes and WIC policy issues, including advocacy vs. lobbying. “Current WIC Policy Issues and Analysis,” Ali Hard , Senior Public Policy Associate, National WIC Association <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 and issues. This session will dive deeper into the details about complex WIC policy issues and will review advocacy vs. lobbying.
12:30 p.m. – 2:00 p.m.	Lunch On Your Own or with Colleagues	
2:00 p.m. – 2:45 p.m.	Immigration and WIC,	Jackie Vimo , Economic Justice Policy Analyst, National Immigration Law Center

	Grand Ballroom	<ul style="list-style-type: none"> This session will provide an update on immigrants' access to WIC and ways that local and state WIC agency staff can protect access to WIC for all eligible families.
2:45 p.m. – 3:45 p.m.	WIC State Policy, Grand Ballroom	<p>Brian Dittmeier, State Government Affairs Counsel, National WIC Association, Sue Woodbury, State Section Manager and WIC Director, Oregon Health Authority, Public Health Division, Nutrition & Health Screening Section, Janet Moran, WIC Program Manager, Wyoming Department of Health, and Dave Thomason, Director, KDHE Bureau of Family Health, Nutrition and WIC Services</p> <ul style="list-style-type: none"> This session will provide an update on state policy issues that the National WIC Association is watching. The session will also provide guidance on responding to state-level policy threats to WIC.
3:45 p.m. – 4:00 p.m.	Break	
4:00 p.m. – 5:30 p.m.	Workshop: Becoming a Strong WIC Spokesperson, Grand Ballroom	<p>Alison Hard, Senior Associate, Federal Government Affairs, Elisabet Eppes, Senior Associate, Federal Government Affairs, Brian Dittmeier, State Government Affairs Counsel, and Sarah Diaz, Policy and Media Coordinator, California WIC Association</p> <ul style="list-style-type: none"> This session will go over NWA's key strategic WIC messages for 2018 and train attendees in how to use these messages to effectively talk about the value of WIC. Workshop presenters will walk you through fine-tuning these messages for various audiences and discuss how to combine data, research, and stories to effectively educate about WIC. This session will also cover the NWA fact sheets that will be included in this year's Congressional packets.
5:30 p.m.	Dinner on Your Own or with Colleagues	
5:30 p.m. – 6:30 p.m.	Section & Regional Caucuses California WIC Association , Thomas Room NY WIC Association , DuPont Room	

Monday, March 5, 2018 — The Westin Georgetown

7:45 a.m. – 8:45 a.m.	Breakfast Will Be Provided	
8:45 a.m. – 9:00 a.m.	Special Remarks from Congress, Grand Ballroom	Congressman Roger Marshall (R-KS)
9:00 a.m. – 9:30 a.m.	Keynote Remarks, Grand Ballroom	Kevin Concannon , Former Under Secretary, USDA Food, Nutrition and Consumer Services
9:30 a.m. – 10:30 a.m.	Budget Update, Grand Ballroom	Bob Greenstein , President, Center on Budget and Policy Priorities <ul style="list-style-type: none"> • This session will cover how WIC fits into the broader federal budget.
10:30 a.m. – 10:45 a.m.	Break	
10:45 a.m. – 11:45 a.m.	WIC Research Update, Grand Ballroom	Georgia Machell , Research & Evaluation Manager, NWA, Victor Oliveira , Agricultural Economist, USDA's Economic Research Service, and Anthony Panzera , Social Science Research Analyst, Food and Nutrition Service, USDA <ul style="list-style-type: none"> • This session will provide a summary of research currently being funded by FNS and ERS and discuss the important role of WIC research and data in advocacy.
11:45 a.m. – 12:30 p.m.	WIC Advocacy Best Practices and Lessons Learned – Part 1, Grand Ballroom	Jill Bonczynski , Director of Nutrition, Tri-County Health Department, Brittany Tybo , WIC Program Director/Breastfeeding Coordinator, Inter-Tribal Council of Nevada, and Kate Girard , WIC Section Supervisor/Program Director, Montana Family and Community Health Bureau <ul style="list-style-type: none"> • During this session, panelists will discuss their experiences with WIC advocacy and provide insights into best practices and lessons learned.
12:30 p.m. – 2:00 p.m.	Lunch on Your Own or with Colleagues	
2:00 p.m. – 3:00 p.m.	Policies that Impact WIC: An Update on Hunger, Nutrition, Breastfeeding, and Healthcare	Jane Sheehan , Senior Government Affairs Manager, Families USA, Lauren Badger , Government Relations Associate, Food Research and Action Center, Kristy Anderson , Senior Government Relations Advisor, American Heart Association, Jadi Chapman , Legislative Analyst, Feeding America, and Cheryl Lebedevitch , Senior Workplace Program Manager & Policy Analyst, United States Breastfeeding Committee <ul style="list-style-type: none"> • This session will discuss the current policy environment for programs and policies such as Medicaid, SNAP, breastfeeding policy, and nutrition policy.

3:00 p.m. – 3:15 p.m.	USDA’s WIC Priorities for 2018	Brandon Lipps , Administrator and Acting Deputy Under Secretary, Food, Nutrition, and Consumer Services, USDA
3:15 p.m. – 4:00 p.m.	WIC Advocacy Best Practices and Lessons Learned – Part 2 Grand Ballroom (Local Directors and Staff) WIC Program Updates, Scott Room (State Directors Only)	Quinney Harris , Senior Program Manager, and Elisabet Eppes , Senior Associate, Federal Government Affairs, National WIC Association <ul style="list-style-type: none"> This workshop will build on the WIC Advocacy Best Practices and Lessons Learned Part 1 session by using specific examples from NWA’s Community Partnerships for Healthy Mothers and Children project as a catalyst for developing individual community action plans. The workshop will include video screenings and group activities to build community capacity for WIC advocacy. Moderator: Rev. Douglas Greenaway , President & CEO, National WIC Association. Panelists: The following representatives from the Supplemental Food Programs Division at FNS/USDA: Sarah Widor , Division Director, Anne Bartholomew , Chief, Nutrition Services Branch, Kurtria Watson , Chief, Policy Branch, Jerilyn Malliet , Chief, WIC EBT Branch, Hayes Brown , Chief, Funding, Reporting and Analysis Branch, and Amy Herring , Chief, Program Integrity & Monitoring Branch
4:00 p.m. – 4:15 p.m.	Break	
4:15 p.m. – 5:00 p.m.	Threats to the Safety Net: A Bipartisan Discussion, Grand Ballroom	Bill Hoagland , Senior Vice President, Bipartisan Policy Center, Mary Christ-Erwin , Partner, Porter Novelli, and Rebecca Vallas , Vice President, Poverty to Prosperity Program, Center for American Progress <ul style="list-style-type: none"> This session will provide an update on efforts by Congress and the Administration to enact entitlement cuts (a.k.a. welfare reform). This session will also present arguments from both sides of the welfare debate, and provide insights about how to respond when you encounter attacks on WIC and other government programs and their recipients.
5:00 p.m. – 6:00 p.m.	Preparing for Hill Visits, Grand Ballroom	Ali Hard , Senior Associate, Federal Government Affairs, Brian Dittmeier , State Government Affairs Counsel, and Elisabet Eppes , Senior Associate, Federal Government Affairs, National WIC Association <ul style="list-style-type: none"> This session will provide an interactive opportunity for conference attendees to practice and prepare for their visits with members of Congress.
7:00 p.m. – 9:00 p.m.	WIC Voices Reception Top of the Hill at the Reserve Officers Association 1 Constitution Avenue NE Washington, DC 20002	

Tuesday, March 6, 2018 — Dirksen Senate Office Building Room SD-G50 2nd St NE, Washington, DC 20002		
9:00 a.m. – 10:00 a.m.	Voices of WIC Briefing (Coffee and Light Breakfast Will Be Provided)	Congresswoman Chellie Pingree (D-ME), Rev. Douglas Greenaway , President and CEO, National WIC Association, Quinney Harris , Senior Program Manager, National WIC Association, Kelsi Depew , Kansas WIC Mom, Cindy Marte , New York WIC Mom, and Anna Carson , California WIC Mom <ul style="list-style-type: none"> • The purpose of this briefing is to highlight the power of storytelling and the impact that WIC has on the lives of families across America.
10:00 a.m. – 10:30 a.m.	2018 Leadership Award Presentation and Closing Remarks	Rev. Douglas Greenaway , President & CEO, National WIC Association <ul style="list-style-type: none"> • During this award presentation, we will recognize colleagues for their outstanding WIC service.
10:30 a.m. – 4:00 p.m.	WIC Advocacy Day: Coordinated Hill Visits	

Wednesday, March 7, 2018 — Westin Georgetown, Scott Room	
Invitation Only Post Conference	
9:00 a.m. – 4:00 p.m.	NWA WIC Vendor & Business Partners Meeting, Invitation Only