

Date	Start Time	End Time	Session/Event	Speakers
<div> <div> <b>NATIONAL WIC ASSOCIATION</b>  <b>WIC TECHNOLOGY, INNOVATION,</b>  <b>AND VENDOR MANAGEMENT</b>  <b>CONFERENCE</b> </div> <div>  </div> </div> <div>   </div>				
<b>Tuesday, September 02, 2025</b>	10:00 AM	1:00 PM	Farmers' Market Nutrition Program Implementation Tools Pre-Conference Workshop - Elevance	
Tuesday, September 02, 2025	2:00 PM	6:00PM	Registration Open	
Tuesday, September 02, 2025	6:00 PM	7:00 PM	Solo No More - Informal Social Hour! Hosted by the Conference Committee	
Wednesday, September 03, 2025	7:00AM	5:00PM	Registration Open	
Wednesday, September 03, 2025	8:15AM	9:15AM	Continental Breakfast Exhibit Hall Open!	
<b>Wednesday, September 03, 2025</b>	<b>9:30AM</b>	<b>11:00AM</b>	<b>Opening General Session</b>	<b>TBD</b>
Wednesday, September 03, 2025	11:00AM	11:30AM	Networking Break	
Wednesday, September 03, 2025	11:30AM	12:30PM	Expanding Access and Streamlining WIC Certification Through AI: The Lundquist WIC Program and HIA Partnership	Josenoe Vargas Marisela Montoya Nancy Avila  <i>Lundquist WIC</i>
Wednesday, September 03, 2025	11:30AM	12:30PM	Piloting a Modern SNAP Application with WIC Options	Chris Pottle <i>Louisiana Office of Public Health</i>
Wednesday, September 03, 2025	11:30AM	12:30PM	PNSS and PedNSS: A vital tool to monitor the demographic and health indicators of WIC population.	Bagya lakshmi Kodur <i>State of Michigan - WIC</i> Krushanu Majmundar Voyatek

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Wednesday, September 03, 2025	11:30AM	12:30PM	Enhancing The Shopping Experinece for WIC Clients	Shiv Mathur <i>FTS SOLUTIONS INC</i> Mark Brumback <i>SSS International, INC</i> John Hanneman <i>ex Texas WIC and Consultant New Mexico WIC ITOs</i>
Wednesday, September 03, 2025	12:30PM	2:00PM	Lunch on own	
Wednesday, September 03, 2025	2:00PM	3:00PM	<b>POWER 30:</b> Designing the Future: Digital Innovation for WIC  & Expanding WIC Access Through Digital Innovation	Ada Nwadugbo <i>Accenture Federal Services</i> Lissa Sirois <i>Westat</i> Lila Gutuskey <i>Westat</i> & Britny Cholost <i>Healthy Together</i> Jared Allgood <i>Healthy Together</i>
Wednesday, September 03, 2025	2:00PM	2:30 PM	Empower, Educate, Elevate: Transforming Education and Support for Healthier Outcomes	Jessica Sember <i>Medela</i>
Wednesday, September 03, 2025	2:00PM	3:00PM	Modernizing WIC Data: Utilizing Interactive Dashboards to Enhance Program Monitoring and Evaluation	Rachel Freund Marcia McCoy  <i>Minnesota Department of Health</i>

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Wednesday, September 03, 2025	2:00PM	3:00PM	WIC Online Shopping: Technological Lessons Learned from Planning and Implementation	Dr Cara Cliburn Allen <i>Center for Nutrition and Health Impact</i>  Dr Lisa Akers <i>Center for Nutrition and Health Impact</i>  Jerry Owens <i>LMI</i> Leonard Fuller <i>LMI</i>
Wednesday, September 03, 2025	3:00 PM	4:00PM	Networking Break	
Wednesday, September 03, 2025	4:00PM	5:00PM	General Session	TBD
Wednesday, September 03, 2025	5:00PM	6:00PM	Welcome Reception	
Thursday, September 04, 2025	7:00AM	4:00PM	Registration Open	
Thursday, September 04, 2025	7:15AM	8:15AM	Continental Breakfast	
Thursday, September 04, 2025	8:30 AM	9:30 AM	USDA Research Updates	TBD
Thursday, September 04, 2025	8:30 AM	9:30 AM	Using Community Partnerships and Data to Innovate and Elevate WIC Outreach	Gina DeVito Open Door Family Medical Center
Thursday, September 04, 2025	8:30 AM	9:30 AM	Unlock Your Analytic Potential: Using MIS Data to Improve Breastfeeding Rates and More	Muadh Ghuneim Leonard Littleton  <i>CDP</i>
Thursday, September 04, 2025	8:30 AM	9:30 AM	Enhancing WIC Store Effectiveness through Client Feedback: A Collaborative Approach to Continuous Improvement	Shawn Gomp <i>Michigan WIC</i>
Thursday, September 04, 2025	9:30AM	9:50 AM	Networking Break	
Thursday, September 04, 2025	9:50 AM	10:50 AM	Protecting Participant Data in WIC	Dan Zibel Sarah Pratter

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Thursday, September 04, 2025	9:50 AM	10:50 AM	Michigan WIC Produce Connection transition to EBT eFMNP	Kristina Brady Pamela Gove Constance Godinez <i>State of Michigan - WIC</i>
Thursday, September 04, 2025	9:50 AM	10:50 AM	From Silos to Synergy: Early Insights from a National Survey on WIC-Healthcare Collaboration	Chloe Dillaway <i>NWA</i>
Thursday, September 04, 2025	9:50 AM	10:50 AM	From Clicks to Connection: Reinventing Vendor Training for a Better WIC Shopping Experience	Kimbra Quinn <i>Maia</i> Katherine Groble <i>Michigan WIC</i> Alex Barson <i>KL&amp;A</i>
Thursday, September 04, 2025	10:50 AM	11:30AM	Networking Break	
Thursday, September 04, 2025	11:30AM	12:30PM	Empowering WIC Participants Through Technology: Maryland's Client Portal Journey	Krushanu Majmundar <i>Voyatek</i> Bryan Thompson <i>Maryland Department of Health</i> Courtney Panunzio <i>Voyatek</i>
Thursday, September 04, 2025	11:30AM	12:30PM	<b>POWER 30:</b> Peeling the Onion: Electronic Data Linkages for WIC  & From Clinic to Cloud: Using VITLAccess to Support Remote WIC Services	Karen Farley <i>California WIC Association</i> & Amy Malinowski <i>Vermont WIC</i>
Thursday, September 04, 2025	11:30AM	12:30PM	Revolutionizing WIC Shopping: Walmart's Digital Innovation for Seamless, Dignified Access	Beth Hutchings <i>Walmart &amp; TBD WIC Staff</i>
Thursday, September 04, 2025	12:30PM	2:00PM	Lunch on own	

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Thursday, September 04, 2025	2:00PM	3:00PM	Help Where It's Needed Most: Using Technology to Improve WIC Participants' Mental Health	Maureen Fura <i>Mammha Care</i> Tamara Wilson <i>Maine WIC</i> Bekah Elrod <i>Mammha Care</i>
Thursday, September 04, 2025	2:00PM	3:00PM	Florida's Willow: Enhancing Participant Access and Intake with AI Automation	Christie Broome Brenda Treadwell Claudia Manzano Paul Ladny  <i>Florida Department of Health</i>
Thursday, September 04, 2025	2:00PM	3:00PM	POWER 30: Rooted in the South, Built for the Future: EquiShop MS and the New Era of WIC & TBD	Kimberly Sampson <i>MS State Department of Health - WIC</i>
Thursday, September 04, 2025	2:00PM	3:00PM	MIS Modernization Strategy Project	Chloe Dillaway <i>NWA</i>
Thursday, September 04, 2025	3:00PM	3:45PM	Last Chance - Network with Sponsors and Exhibitors	
<b>Thursday, September 04, 2025</b>	3:45 PM	5:00 PM	<b>General Session</b>	<b>TBD</b>
<b>Friday, September 05, 2025</b>	7:30 AM	8:30 AM	<b>Continental Breakfast</b>	
Friday, September 05, 2025	8:45 AM	9:45 AM	From Chat to Change: How Participant Feedback Is Shaping WIC Modernization	Rebecca Michelson <i>Code for America</i> & <i>TBD WIC Staff</i>

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Friday, September 05, 2025	8:45 AM	9:45 AM	<b>POWER 30:</b> 2022 WUMEI Framework – Modernizing the WIC EBT-MIS Interface  & Leveraging data systems to advance equity: A healthcare-community partnership to increase WIC enrollment	Jay Saunders <i>Voyatek</i> Robert Longley <i>Connecticut WIC</i> Johnny Sena <i>CDP</i>  Chelsey Canavan Sophia Allen  <i>Dartmouth Health</i>
Friday, September 05, 2025	8:45 AM	9:45 AM	Modernizing Electronic Benefits Transfer: Understanding EBT and the Changes to Improve Security	Amy Duncan Ellen Thompson  <i>EBT Community Council</i>
Friday, September 05, 2025	8:45 AM	9:45 AM	Streamlining WIC Vendor Applications with DocuSign and Rapid Results	Anna Sabin <i>Illinois Department of Human Services</i>
Friday, September 05, 2025	9:45 AM	10:30 AM	Networking Break	
Friday, September 05, 2025	10:30 AM	12:00PM	Closing General Session	TBD