

# NATIONAL WIC ASSOCIATION WIC TECHNOLOGY, INNOVATION, AND VENDOR MANAGEMENT CONFERENCE



## TENTATIVE AGENDA

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### TUESDAY

September 02

10:00 AM - 1:00 PM	<i>Farmers' Market Nutrition Program Implementation Tools Pre-Conference Workshop - Elevance <b>Applying for CPEU</b></i>	<b>Symphony Ballroom</b>	*Separate registration required*
2:00 PM - 6:00 PM	<i>Registration Open</i>	<b>Prefunction - Level 3</b>	
6:00PM - 7:00PM	<i>Solo No More - Informal Social Hour! Hosted by the Conference Committee</i>	<b>Ten 01 Social Lobby Floor</b>	Come mix and mingle at this relaxed social hour! Whether you're attending alone or just looking to meet new people, this is the perfect space to break the ice and connect with fellow attendees before the main event begins. Note: This is a casual gathering-attendees are responsible for their own food and drinks.

### WEDNESDAY

September 03

6:00AM - 7:00AM	<i>Daybreaker - Sunrise Walk with NWA</i>	<b>Hotel Lobby</b>	
7:00 AM - 5:00 PM	<i>Registration Open</i>	<b>Prefunction - Level 3</b>	
8:15 AM - 9:15 AM	<i>Continental Breakfast Exhibit Hall Open!</i>	<b>Minneapolis Grand Ballroom CD</b>	
9:30 AM - 11:00 AM	<i>Opening General Session: From Confusion to Confidence: Demystifying &amp; Navigating AI for Public Healthcare Leaders in a Tech-Driven World <b>Not Receiving CPEUs</b> ●REC</i>	<b>Minneapolis Grand Ballroom E - Level 3</b>	Marisa Zalabak <i>Global Alliance for Digital Education &amp; Sustainability (GADES) &amp; IEEE.org</i>
11:00 AM - 11:30 AM	<i>Networking Break</i>	<b>Minneapolis Grand Ballroom CD</b>	

### Concurrent Sessions 11:30 AM - 12:30 PM

Participant Access	<i>Expanding Access and Streamlining WIC Certification Through AI: The Lundquist WIC Program and HIA Partnership <b>Applying for CPEU</b> ●REC</i>	<b>Minneapolis Grand Ballroom E - Level 3</b>	Josenoe Vargas Marisela Montoya Nancy Avila <i>Lundquist WIC</i>
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### Concurrent Sessions 11:30 AM - 12:30 PM Continued

<b>Evaluation and Quality Improvement</b>	<i>PNSS and PedNSS: A vital tool to monitor the demographic and health indicators of WIC population. Applying for CPEU Applying for CERPs</i>	<b>Marquette Ballroom - Level 3</b>	Bagya lakshmi Kodur State of Michigan WIC Krushanu Majmundar Voyatek
<b>The WIC Shopping Experience</b>	<b>REC</b> <i>Enhancing the Shopping Experience for WIC Clients Applying for CPEU</i>	<b>Marquette Ballroom 5 - Level 2</b>	Sumit Mathur FTS SOLUTIONS INC Mark Brumback SSS International, INC John Hanneman ex Texas WIC and Consultant New Mexico WIC ITOs
<b>Data Linkages</b>	<i>Piloting a Modern SNAP Application with WIC Options Applying for CPEU</i>	<b>Orchestra Ballroom - Level 2</b>	Chris Pottle Louisiana Office of Public Health
<b>12:30 PM - 2:00 PM</b>	<i>Lunch Break On Your Own</i>		

### Concurrent Sessions 2:30 PM - 3:30 PM

<b>Data Linkages</b>	<i>POWER 30: Designing the Future: Digital Innovation for WIC and FMNP Services Applying for CPEU REC</i>	<b>Marquette Ballroom 5 - Level 2</b>	Ada Nwadugbo, Accenture Federal Services) Lissa Sirois & Lila Gutuskey, Westat
<b>Participant Access</b>	<i>Expanding WIC Access Through Digital Innovation Applying for CPEU REC</i>		Shane Reeves, Healthy Together Lacy Little, State of Montana DPHHS
<b>Participant Access</b>	<i>Power 30: Empower, Educate, Elevate: Transforming Education and Support for Healthier Outcomes Not Receiving CPEU</i>	<b>Orchestra Ballroom - Level 2</b>	Jessica Sember Mendela
<b>The WIC Shopping Experience</b>	<i>Securing Transactions with OAuth: Basic Concepts and Applications in Payments and WIC Applying for CPEU</i>		
<b>Evaluation and Quality Improvement</b>	<i>Modernizing WIC Data: Utilizing Interactive Dashboards to Enhance Program Monitoring and Evaluation Applying for CPEU REC</i>	<b>Minneapolis Ballroom E - Level 3</b>	Rachel Freund Marcia McCoy Minnesota Department of Health

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2:00PM - 3:00PM	NWA Session: SignUpWIC and the NWA Online Community <i>Not Receiving CPEU</i>	Marquette Ballroom 3 - Level 2	Sarah Younker & Whitney Carlson NWA Comms
3:00PM - 4:00PM	Networking Break	Minneapolis Grand Ballroom CD	
4:00PM - 5:00PM	General Session: WIC Online Shopping: Technological Lessons Learned from Planning and Implementation <i>Applying for CPEU</i> ●REC	Minneapolis Ballroom E - Level 3	Dr Cara Cliburn Allen Center for Nutrition and Health Impact Dr Lisa Akers Center for Nutrition and Health Impact
5:00PM - 6:00PM	Welcome Reception	Minneapolis Grand Ballroom CD	

THURSDAY

September 04

6:00AM - 7:00AM	Daybreaker - Sunrise Walk with NWA	Hotel Lobby	
7:00AM - 4:00PM	Registration Open	Prefunction - Level 3	
7:15AM - 8:15AM	Continental Breakfast	Minneapolis Grand Ballroom CD	

### Concurrent Sessions 8:30 AM - 9:30 AM

Evaluation and Quality Improvement	2022 WUMEI Framework - Modernizing the WIC EBT-MIS Interface <i>Applying for CPEU</i> ●REC	Minneapolis Ballroom E - Level 3	Jay Saunders Voyatek Robert Longley Connecticut WIC Johnny Sena CDP
Data Linkages	Using Community Partnerships and Data to Innovate and Elevate WIC Outreach <i>Applying for CPEU</i>	Orchestra Ballroom - Level 2	Gina DeVito Open Door Family Medical

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### Concurrent Sessions 8:30 AM - 9:30 AM Continued

<b>Leveraging Tech in Nutrition Ed and BF Support</b>	<i>Unlock Your Analytic Potential: Using MIS Data to Improve Breastfeeding Rates and More</i> <b>Applying for CPEU</b> <b>Applying for CERPs</b> <b>REC</b>	<b>Marquette Ballroom 5 - Level 2</b>	Muadh Ghuneim and Leonard Littleton, CDP Kenny Kane, Iowa Department of Health and Human Services
<b>The WIC Shopping Experience</b>	<i>Enhancing WIC Store Effectiveness through Client Feedback: A Collaborative Approach to Continuous Improvement</i> <b>Applying for CPEU</b>	<b>Marquette Ballroom 5 - Level 3</b>	Shawn Gomp Michigan WIC
<b>9:30AM - 9:50AM</b>	<i>Networking Break</i>	<b>Minneapolis Grand Ballroom CD</b>	

### Concurrent Sessions 9:50 AM - 10:50 AM

<b>Participant Access</b>	<i>Protecting Participant Data in WIC</i> <b>Applying for CPEU</b>	<b>Marquette Ballroom 5 - Level 2</b>	Dan Zibel, National Student Legal Defense Network Sarah Pratter, MAZON Elisabet Eppes, Center on Budget & Policy Priorities
<b>Participant Access</b>	<i>Michigan WIC Produce Connection transition to EBT eFMNP</i> <b>Applying for CPEU</b> <b>REC</b>	<b>Orchestra Ballroom - Level 2</b>	Kristina Brady Pamela Gove Constance Godinez State of Michigan - WIC
<b>Data Linkages</b>	<i>From Silos to Synergy: Early Insights from a National Survey on WIC-Healthcare Collaboration</i> <b>Applying for CPEU</b>	<b>Marquette Ballroom 3 - Level 2</b>	Chloe Dillaway NWA
<b>The WIC Shopping Experience</b>	<i>From Clicks to Connection: Reinventing Vendor Training for a Better WIC Shopping Experience</i> <b>Applying for CPEU</b> <b>REC</b>	<b>Minneapolis Ballroom E - Level 3</b>	Kimbra Quinn, Maia Katherine Groble, Michigan WIC Eduardo Vasquez, KL&A
<b>10:50AM - 11:30AM</b>	<i>Networking Break</i>	<b>Minneapolis Grand Ballroom CD</b>	

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10:50AM-11:30AM	<p><i>USDA Roundtable with Vendor Managers and WIC Directors <b>Applying for CPEU</b></i></p> <p><i><b>This is a closed session for State Directors and Vendor Managers ONLY!</b></i></p>	Symphony Ballroom - Level 2	State Directors and Vendor Managers are invited to join staff from USDA's Food and Nutrition Service for a listening session to share their perspective on challenges and opportunities WIC currently faces.
<b>Concurrent Sessions 11:30 AM - 12:30 PM</b>			
Participant Access	<p><i>Empowering WIC Participants Through Technology: Maryland's Client Portal Journey <b>Applying for CPEU</b></i></p>	Orchestra Ballroom - Level 2	<p>Krushanu Majmundar &amp; Courtney Panunzio Voyatek</p> <p>Bryan Thompson Maryland Department of Health</p>
Data Linkages	<p><i>Power 30: Peeling the Onion: Electronic Data Linkages for WIC <b>Applying for CPEU</b></i></p> <p><i><b>Applying for CERPs</b></i></p> <p>&amp;</p> <p><i>From Clinic to Cloud: Using VITLAccess to Support Remote WIC Services <b>Applying for CPEU</b></i></p> <p><i><b>Applying for CERPs</b></i></p>	Marquette Ballroom 3 - Level 2	<p>Karen Farley California WIC Association</p> <p>Amy Malinowski Vermont WIC</p>
Participant Access			
The WIC Shopping Experience	<p><i>Revolutionizing WIC Shopping: Walmart's Digital Innovation for Seamless, Dignified Access <b>Applying for CPEU</b></i> <span style="background-color: red; color: white; padding: 2px;">REC</span></p>	Minneapolis Ballroom E - Level 2	<p>Beth Hutchings Walmart</p> <p>Steven Strong WA WIC</p>
The WIC Shopping Experience	<p><i>APL Management <b>Applying for CPEU</b></i> <span style="background-color: red; color: white; padding: 2px;">REC</span></p>	Marquette Ballroom 5 - Level 2	<p>Andrea Miller Vermont WIC</p> <p>Greg Spadaro ADK Strategy Group</p>
12:30PM-2:00pm	Lunch Break On Your Own		

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### Concurrent Sessions 2:30 PM - 3:30 PM

<b>The WIC Shopping Experience</b>	<i>Power 30: Rooted in the South, Built for the Future: EquiShop MS and the New Era of WIC</i> <i>Applying for CPEU</i> <b>REC</b>	<b>Marquette Ballroom 5 - Level 2</b>	Kimberly Sampson MS State Department of Health - WIC  Andy McDonald, CDP Mary Rogness, Minnesota Department of Health
<b>Participant Access</b>	<i>Help Where It's Needed Most: Using Technology to Improve WIC Participants' Mental Health</i> <i>Applying for CPEU</i> <i>Applying for CERPs</i>	<b>Marquette Ballroom 3 - Level 2</b>	Maureen Fura & Bekah Elrod Mammha Care Sarah Koontz, Maine Family Planning for Hancock & Washington Counties
<b>Participant Access</b>	<i>Florida's Willow: Enhancing Participant Access and Intake with AI Automation</i>	<b>Orchestra Ballroom - Level 2</b>	Brenda Treadwell, Claudia Manzano Paul Ladny, Florida Department of Health
<b>Evaluation and Quality Improvement</b>	<i>MIS Modernization Strategy Project</i> <i>Applying for CPEU</i> <b>REC</b>	<b>Minneapolis Ballroom E - Level 2</b>	Chloe Dillaway, NWA Steve Ivy & Luke Hillman, NAVA Amy Herring, FNS
<b>3:00PM - 3:45PM</b>	<i>Last Chance - Network with Sponsors and Exhibitors</i>	<b>Minneapolis Grand Ballroom CD</b>	
<b>3:45PM - 5:00PM</b>	<i>General Session: Updates from USDA</i> <i>Applying for CPEU</i>	<b>Minneapolis Ballroom E - Level 3</b>	Sara Olson & Amy Herring USDA

**FRIDAY**

**September 05**

**7:30AM - 8:30AM**

Continental Breakfast

### Concurrent Sessions 8:45 AM - 9:45 AM

<b>Data Linkages</b>	<i>POWER 30: Leveraging Data Systems to Advance Equity: A healthcare-community partnership to increase WIC Enrollment</i> <i>Applying for CPEU</i> <i>Applying for CERPs</i>	<b>Orchestra Ballroom - Level 2</b>	Chelsey Canavan & Sophia Allen Dartmouth Health
<b>Participant Access</b>	<i>From Chat to Change: How Participant Feedback Is Shaping WIC Modernization</i> <i>Applying for CPEU</i>	<b>Marquette Ballroom 3 - Level 2</b>	Rebecca Michelson Code for America & TBD WIC Staff



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### Concurrent Sessions 8:45 AM - 9:45 AM Continued

The WIC Shopping Experience	Streamlining WIC Vendor Applications with DocuSign and Rapid Results <i>Applying for CPEU</i> ●REC	Minneapolis Ballroom E - Level 3	Anna Sabin Illinois Department of Human Services
The WIC Shopping Experience	Modernizing Electronic Benefits Transfer: Understanding EBT and the Changes to Improve Security <i>Applying for CPEU</i> ●REC	Marquette Ballroom 5 - Level 2	Amy Duncan & Ellen Thompson EBT Community Council
9:45AM - 10:30AM	Networking Break		
10:30AM - 12:00PM	Closing General Session: WIC in the Checkout Lane: What's Ahead for Retailers <i>Applying for CPEU</i> ●REC	Minneapolis Ballroom E - Level 3	Sally Zubairu-Cofield Department of Health, Women, Infants & Children, Pennsylvania Stephanie Johnson National Grocers Association Steve Bathel Minnesota Grocers Association