

NATIONAL WIC ASSOCIATION

25th Annual Leadership Conference

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

Agenda

Sunday, March 8, 2015—The Westin Georgetown		
8:00 a.m. – 6:00 p.m.	Conference Registration Desk Open Grand Ballroom	
8:00 a.m. – 8:45 a.m.	Breakfast	
8:45 a.m. – 9:25 a.m.	Welcome & Opening Remarks, Grand Ballroom	Theresa Landau , Board Chair, National WIC Association Rev. Douglas Greenaway , President & CEO, National WIC Association
9:25 a.m. – 9:30 a.m.	Call for Nominations, Grand Ballroom	Jacqueline Marlette-Boras , Chair Emeritus, National WIC Association
9:30 a.m. – 10:30 a.m.	Breakout Workshops	
	Grand Ballroom	<p>“Being a Voice for WIC: From Washington, DC to My Community,” NWA Legislative Committee and Elisabet Eppes, Program Associate, National WIC Association</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 taking action using NWA’s website tools, media/social media, community outreach as well as communicating with decision makers.
	Scott Room	<p>“Creating WIC Messages,” Martelle Esposito, Public Policy Nutritionist, National WIC Association</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	
	Grand Ballroom	<p>“The WIC Policy Making Process and Current Issues : Funding, Food Packages, and Reauthorization,” Martelle Esposito, Public Policy Nutritionist, National WIC Association</p> <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

	Scott Room	<p>advocacy vs. lobbying,</p> <p>“Current WIC Policy Issues Explained,” Rev. Douglas Greenaway, President & CEO, National WIC Association</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 and issues. This session will dive deeper into the details about complex WIC policy issues and will review advocacy vs. lobbying.
Noon – 1:30 p.m.	Lunch On Your Own or with Colleagues	
1:30 p.m. – 2:00 p.m.	Special Remarks from USDA, Grand Ballroom	Kevin Concannon, Undersecretary for Food, Nutrition, & Consumer Services, USDA/FNS
2:00 p.m. – 2:30 p.m.	Budget Update, Grand Ballroom	Robert Greenstein, President, Center for Budget and Policy Priorities
2:30 p.m. – 3:00 p.m.	Immigration and WIC, Grand Ballroom	Ellen Battistelli, Policy Analyst, National Immigration Law Center Colleen Batt, Coordinator, Tippecanoe County WIC Program, Indiana
3:00 p.m. – 3:30 p.m.	Networking Break	
3:30 p.m. – 4:30 p.m.	<p>Breakout Workshops</p> <p>Grand Ballroom</p> <p>Scott Room</p>	<p>“Social Media Training,” Erik Stegman, Director, Field Outreach & Advocacy, Poverty to Prosperity Program, Center for American Progress</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. <p>“Creating WIC Messages,” Martelle Esposito, Public Policy Nutritionist, National WIC Association</p> <ul style="list-style-type: none"> This session will focus on fine-tuning WIC messages for various audiences, from clients to Congress.
4:30 p.m. – 5:30 p.m.	Media Training, Grand Ballroom	Rachel Rosen, Director of Broadcast Communications, Center for American Progress Chelsea Kiene, Media Coordinator, Center for American Progress
5:30 p.m. – 6:30 p.m.	Section & Regional Caucuses California WIC Association, DuPont Room NY WIC Association, Logan Room	
6:30 p.m.	Dinner on Your Own	

Monday, March 9, 2015— Capitol Visitor’s Center (CVC) Auditorium and Atrium Room 200 *No registration fee is required for events at the CVC		
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
Regional Briefings: A series of brief presentations from WIC programs across the 7 regions, showcasing WIC services, best practices, and impact/outcome data		
10:00 a.m. – 11:00 a.m.	Regional Briefing #1: Western	Introduction: Elisabet Eppes, National WIC Association and Theresa Landau, Board Chair, National WIC Association State Presenters: <ul style="list-style-type: none"> • Washington: Tiffany Schamber, Spokane Regional Health District WIC • Oregon: Debbie Mote-Watson, Jackson County Health Department • California: Samar McGregor, Public Health Foundation Enterprises • Arizona: Carrie Zavala, Maricopa County Department of Public Health and Taffery Lowry, Arizona Department of Health Services • Nevada: Lindsey Dermid-Gray, Nevada State Health Division
11:00 a.m. – 11:15 a.m.	Break	
11:15 a.m. – 12:15 p.m.	Regional Briefing #2: Midwest	Introduction: Elisabet Eppes, National WIC Association State Presenters: <ul style="list-style-type: none"> • Ohio: Barbara Riley, Cuyahoga County WIC Program • Indiana: Colleen Batt, Tippecanoe County WIC Program • Michigan: Stan Bien, Michigan Department of Community Health-Bureau of Family, Maternal, & Child Health • Wisconsin: Becky Litwaitis, City of Milwaukee Health Department • Minnesota: Betsy Clarke, Minnesota Department Of Health
12:15p.m. – 1:45 p.m.	Lunch on Your Own in the Capitol Visitor’s Center	
1:45 p.m. – 2:45 p.m.	Regional Briefing #3: Mountain Plains	Introduction: Georgia Machell, National WIC Association State Presenters: <ul style="list-style-type: none"> • Missouri: Margaret Beckmann, Lincoln County Health Department • Kansas: Jean Detrich, Dickinson County Health

		<p>Department</p> <ul style="list-style-type: none"> • Colorado: Erin Ulrich, Colorado Department of Public Health & Environment • Wyoming: Janet Moran, Wyoming Department Of Health-WIC Program • Montana: Kate Girard, Montana Department of Public Health, DPHHS • Utah: Chris Furner, Utah State Department of Health - Division of Family Health & Preparedness
2:45 p.m. – 3:00 p.m.	Break	
3:00 p.m. – 4:00 p.m.	Regional Briefing #4: Northeast	<p>Introduction: Martelle Esposito, National WIC Association</p> <p>State Presenters:</p> <ul style="list-style-type: none"> • Vermont: Donna Bister, Vermont Department of Health-WIC • Massachusetts: Judy Hause and Rachel Colchamiro, Massachusetts Department of Health - WIC Program • New York: Egondy Onuoha, The Brooklyn Hospital Center WIC Program, Alma Lou Brandiss, Eastside WIC Program / Bellevue Hospital Center, and April Hamilton, New York State Department of Health
4:00 p.m. – 6:00 p.m.	Meet and Greet Reception with Congressional Staff on Capitol Hill	
6:00 p.m.	Dinner on Your Own or with Colleagues	
Tuesday, March 10, 2015— Location Varies By Event		
Education and the Workforce Hearing Room, Rayburn House Office Building, Room 2175		
9:00 a.m. – 9:30 a.m.	Hill Perspectives	<ul style="list-style-type: none"> • Senator Roberts (R-KS), confirmed
9:30 a.m. – 10:30 a.m.	Regional Briefing #5: Southeast	<p>Introduction and Presentation of Stories on behalf of Tennessee, North Carolina, and Alabama: Martelle Esposito, Georgia Machell, and Elisabet Eppes, National WIC Association</p> <p>State Presenter:</p> <ul style="list-style-type: none"> • Florida: Magdalene Chrulski, Florida Department of Health, St Lucie County – WIC Program
10:30 a.m. – 10:45 a.m.	Break	
10:45 a.m. – 11:45 a.m.	Regional Briefing #6: Southwest	<p>Introduction: Georgia Machell, National WIC Association</p> <p>State Presenters:</p> <ul style="list-style-type: none"> • Louisiana: Monica McDaniels, Louisiana Office of Public Health • Oklahoma: Melinda Newport, Chickasaw Nation Of Oklahoma • New Mexico: Leonard Mirabal, Eight Northern Indian

		Pueblos Council - WIC	
11:45 a.m. – noon	Break		
noon – 1:00 p.m.	Regional Briefing #7: Mid-Atlantic	Introduction: Martelle Esposito, National WIC Association State Presenters: <ul style="list-style-type: none"> • West Virginia: Lynne Ryan, Monongalia County Health Department • Maryland: Jacqueline Marlette-Boras, Maryland WIC Program and Jacqueline Melton, Greater Baden Medical Services • New Jersey: Electra Moses, New Jersey State WIC Program • Puerto Rico: Dana Miró, Puerto Rico WIC Program 	
1:00 p.m.	Closing Remarks		
Post-Conference			
1:00 p.m. – 1:45 p.m.	Lunch on Your Own	Board of Directors and State Directors Meeting with USDA, Invitation Only	
	White House Briefing, Invitation Only	Hill Visits	
1:45 p.m. – 2:00 p.m.	Depart for Eisenhower Executive Office Building		
2:00 p.m. – 2:30 p.m.	Assembly & Security Clearance		
2:30 p.m. – 4:00 p.m.	White House Briefing		
Wednesday, March 11, 2015— Westin Georgetown, Scott Room			
Post Conference			
8:30 a.m. – 9:30 a.m.	e-WIC Stakeholders Meeting, Invitation Only		
10:00 a.m. – 4:00 p.m.	NWA Vendor Business Task Force/Food Marketing Institute/USDA-FNS Meeting, Invitation Only		