



# **National WIC Association**

**26<sup>th</sup> Annual Washington Leadership Conference**  
**Sunday, February 28<sup>th</sup> – Tuesday, March 1<sup>st</sup>, 2016**  
Invite-Only Post Conference on Wednesday, March 2<sup>nd</sup>, 2016

# Agenda

Sunday, February 28, 2016 — The Westin Georgetown		
8:00 a.m. – 6:00 p.m.	<b>Conference Registration Desk Open Grand Ballroom</b>	
8:00 a.m. – 8:45 a.m.	<b>Breakfast Will Be Provided</b>	
8:45 a.m. – 9:40 a.m.	<b>Welcome &amp; Opening Remarks, Grand Ballroom</b>	<b>Janet Jackson-Charles</b> , Board Chair, National WIC Association <b>Rev. Douglas Greenaway</b> , President & CEO, National WIC Association
9:40 a.m. – 9:45 a.m.	<b>Call for Nominations, Grand Ballroom</b>	<b>Theresa Landau</b> , Chair Emeritus, National WIC Association
9:45 a.m. – 10:15 a.m.	<b>Special Remarks from USDA, Grand Ballroom</b>	<b>Kevin Concannon</b> , Undersecretary for Food, Nutrition, & Consumer Services, USDA/FNS, <i>confirmed</i>
10:15 a.m. – 10:45 a.m.	<b>Networking Break</b>	
10:45 a.m. – 11:45 a.m.	<b>Breakout Workshops</b>	
	<b>Grand Ballroom</b>	<p><b>“The WIC Policy-Making Process and Current Issues,”</b> <b>Rev. Douglas Greenaway</b>, President &amp; CEO, National WIC Association</p> <ul style="list-style-type: none"> <li>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.</li> </ul>
	<b>Scott Room</b>	<p><b>“Current Issues and Politics,”</b> <b>Martelle Esposito</b>, Government Affairs Manager, National WIC Association</p> <ul style="list-style-type: none"> <li>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.</li> </ul>
11:45 a.m. – 12:45 p.m.	<b>Breakout Workshops</b>	

	<p><b>Group 1: Grand Ballroom</b></p> <p><b>Group 2: Scott Room</b></p>	<p><b>“Creative Communication Techniques,” Hannah Shultz,</b> Communications, Media, and Marketing Coordinator, National WIC Association</p> <ul style="list-style-type: none"> <li>This session is targeted specifically at people who work in city, county, or state government and face barriers in communicating about their work due to bureaucratic constraints. The session will provide tips for overcoming these barriers and examples of WIC employees who have changed systems/policies in their organization in order to communicate more easily. The session will cover short-, mid-, and long-term communication strategies.</li> </ul> <p><b>“Developing WIC Messages,” Martelle Esposito,</b> Government Affairs Manager, National WIC Association and <b>Georgia Machell,</b> Research and Evaluation Manager, National WIC Association</p> <ul style="list-style-type: none"> <li>This session will focus on fine-tuning WIC messages for various audiences, from clients to Congress, and will also discuss how to combine data, research, and stories to effectively talk about the value of WIC. The session will feature examples of effective WIC messages from local WIC agency staff.</li> </ul>
<p>12:45 p.m. – 2:00 p.m.</p>	<p align="center"><b>Lunch On Your Own or with Colleagues</b></p>	
<p>2:15 p.m. – 3:15 p.m.</p>	<p><b>Breakout Workshops</b></p> <p><b>Group 2: Grand Ballroom</b></p> <p><b>Group 1: Scott Room</b></p>	<p><b>“Creative Communication Techniques,” Hannah Shultz,</b> Communications, Media, and Marketing Coordinator, National WIC Association</p> <ul style="list-style-type: none"> <li>This session is targeted specifically at people who work in city, county, or state government and face barriers in communicating about their work due to bureaucratic constraints. The session will provide tips for overcoming these barriers and examples of WIC employees who have changed systems/policies in their organization in order to communicate more easily. The session will cover short-, mid-, and long-term communication strategies.</li> </ul> <p><b>“Developing WIC Messages,” Martelle Esposito,</b> Government Affairs Manager, National WIC Association and <b>Georgia Machell,</b> Research and Evaluation Manager, National WIC Association</p>

		<ul style="list-style-type: none"> <li>This session will focus on fine-tuning WIC messages for various audiences, from clients to Congress, and will also discuss how to combine data, research, and stories to effectively talk about the value of WIC. The session will feature examples of effective WIC messages from local WIC agency staff.</li> </ul>
3:15 p.m. – 4:15 p.m.	<b>Local WIC Advocates Panel, Grand Ballroom</b>	<p><b>Moderator: Elisabet Eppes</b>, Program Associate, National WIC Association</p> <p><b>Panelists: Shelly Lewis and Samar McGregor</b>, Senior Nutritionists for PHFE WIC, and <b>David Thomason</b>, Director, Nutrition and WIC Services, KDHE Bureau of Family Health.</p> <ul style="list-style-type: none"> <li>This panel discussion will feature local WIC agency staff members who have engaged in successful local advocacy campaigns. The discussion will also address how state directors and local directors and staff can collaborate on policy changes.</li> </ul>
4:15 p.m. – 4:30 p.m.	<b>Break</b>	
4:30 p.m. – 5:30 p.m.	<b>WIC Information Competition, Grand Ballroom</b>	<p><b>MC: Robert Lee</b>, Education, Training, and Development Manager, National WIC Association.</p> <ul style="list-style-type: none"> <li>This session will involve a WIC quiz game. Questions will be based on topics covered during Sunday's sessions, including Policy, Messaging and Communications, Social Media, and other topics.</li> </ul>
5:30 p.m. – 6:30 p.m.	<p><b>Section &amp; Regional Caucuses</b>  <b>California WIC Association</b>, Thomas Room  <b>NY WIC Association</b>, DuPont Room</p>	
6:30 p.m.	<b>Dinner on Your Own or with Colleagues</b>	

## Monday, February 29, 2016— The Westin Georgetown

8:00 a.m. – 9:00 a.m.	<b>Breakfast Will Be Provided</b>	
9:00 a.m. – 9:30 a.m.	<b>Keynote Remarks: Lessons About Leadership, Grand Ballroom</b>	<ul style="list-style-type: none"> <li>• <b>Dr. Sandra Hassink</b>, Immediate Past President, American Academy of Pediatrics, <i>confirmed</i></li> </ul>
9:30 a.m. – 10:30 a.m.	<b>Leadership Panel, Grand Ballroom</b>	<p><b>Moderator: Diana Hoek</b>, Director for Policy, Marketing &amp; Training, Nutrition Division, Massachusetts Department of Public Health</p> <p><b>Panelists: Tamar Haro</b>, Associate Director, Department of Federal Affairs, American Academy of Pediatrics, <b>Anisa Tootla</b>, Chief Operating Officer, League of Women Voters, and <b>Donna Mazyck</b>, Executive Director, National Association of School Nurses.</p> <ul style="list-style-type: none"> <li>• This panel discussion will focus on the topic of “Leadership”, particularly emphasizing female leadership and diverse leadership. Panelists will discuss their experiences with leadership and why they believe female leadership is important.</li> </ul>
10:30 a.m. – 10:45 a.m.	<b>Break</b>	
10:45 a.m. – 12:15 p.m.	<b>Concurrent Sessions  Grand Ballroom</b>	<p><b>Screening of “The Raising of America: Wounded Places” and Group Discussion moderated by Elisabet Eppes</b>, Program Associate, National WIC Association</p> <ul style="list-style-type: none"> <li>• “The Raising of America” is an ambitious documentary series and public engagement campaign that seeks to reframe the way we look at early child health and development. It illustrates how a strong start for all our kids leads not only to better individual life course outcomes (learning, earning and physical and mental health) but also to a healthier, safer, better educated, more prosperous and equitable nation. We will be watching “Wounded Places”, one episode in the 5-part series. This episode asks: Why do so many children in America from poor, urban neighborhoods exhibit signs of PTSD? How can we help them? How can we improve community conditions? After the screening, NWA will lead a group discussion in which we</li> </ul>

	<p><b>Scott Room: State Directors and NWA Board Members Only</b></p>	<p>will reflect on the film and think about ways in which we, as WIC leaders, can contribute to the effort to curb violence in our communities.</p> <p><b>USDA Town Hall Discussion</b>  <b>Moderator:</b> <b>Rev. Douglas Greenaway</b>, President &amp; CEO, National WIC Association  <b>Panelists:</b> The following representatives from the Supplemental Food Programs Division of FNS: <b>Debra R. Whitford</b>, Director, <b>Anne Bartholomew</b>, Chief, Nutrition Services Branch, <b>Hayes Brown</b>, Chief, Funding, Reporting and Analysis Branch, <b>Jerilyn Malliet</b>, Chief, WIC EBT Branch, <b>Kurtria Watson</b>, Chief, Policy Branch, and <b>Sarah Widor</b>, Chief, Program Integrity and Monitoring Branch</p> <ul style="list-style-type: none"> <li>• This town hall discussion will allow audience members to ask questions of FNS and have an open dialogue about USDA's WIC policies.</li> </ul>
<p>12:15 p.m. – 1:45 p.m.</p>	<p><b>Lunch on Your Own or with Colleagues</b></p>	
<p>1:45 p.m. – 2:30 p.m.</p>	<p><b>Breakout Workshops</b></p> <p><b>Grand Ballroom</b></p> <p><b>Scott Room</b></p>	<p><b>“WIC Crisis Management,” Mary Christ-Erwin</b>, Partner, Porter Novelli</p> <ul style="list-style-type: none"> <li>• This session will discuss the right steps to take when WIC receives negative press, particularly in your region or community. Mary Christ-Erwin leads Porter Novelli's Food, Drinks and Nutrition Practice.</li> </ul> <p><b>“Engaging in Community Coalitions,” Quinney Harris</b>, Program Manager, National WIC Association, <b>Glencora Gudger</b>, Community Partnerships Coordinator, Richmond City Health District, and <b>Ayan Ibrahim</b>, CPHMC Project Coordinator, CCI Health &amp; Wellness Services</p> <ul style="list-style-type: none"> <li>• This session will cover how local WIC agencies can get involved in community health coalitions in their region, and why WIC's voice is so important in policy, systems, and environmental change at the local level.</li> </ul>
<p>2:30 p.m. – 3:30 p.m.</p>	<p><b>Engaging Partners: A Panel Discussion, Grand Ballroom</b></p>	<p><b>Moderator:</b> <b>Janet Moran</b>, WIC Program Manager, Wyoming Department of Health  <b>Panelists:</b> <b>Gloria Pan</b>, Senior Campaign Director, MomsRising.org, <b>Jamie Poslosky</b>, Director, Division of</p>

		<p>Advocacy Communications, American Academy of Pediatrics, <b>Andrea Beegle</b>, Strategic Partnerships Deputy Director, 1,000 Days, and <b>Martelle Esposito</b>, Government Affairs Manager, National WIC Association.</p> <ul style="list-style-type: none"> <li>This session will feature a diverse range of partners that the National WIC Association works with at the national level. Panelists will discuss how members of the WIC community can engage with members of partner organizations to advocate for and communicate about WIC.</li> </ul>
3:30 p.m. – 3:45 p.m.	<b>Break</b>	
3:45 p.m. – 5:00 p.m.	<b>WIC Communication in Practice: A Role Play Activity, Grand Ballroom</b>	<p><b>Moderators: Staff Members of NWA</b></p> <ul style="list-style-type: none"> <li>This activity will involve breaking into small groups and acting out different scenarios to practice advocating for and communicating about WIC to various stakeholders.</li> </ul>
5:00 p.m.	<b>Dinner on Your Own or with Colleagues</b>	

**Tuesday, March 1, 2016— Location Varies By Event**

7:30 a.m. – 8:30 a.m.	<b>Breakfast on Your Own or with Colleagues</b>		
<b>Hart Senate Office Building – Room 216</b>			
8:30 a.m. – 10:00 a.m.	<b>Hill Perspectives</b>	<ul style="list-style-type: none"> <li>• <b>Senator Bob Casey (D-PA), confirmed</b></li> </ul>	
10:00 a.m. – 10:45 a.m.	<b>WIC Food Package Update: A Panel Discussion</b>	<p><b>Moderator: Melinda Newport</b>, Director, Chickasaw Nation WIC  <b>Panelists: Marie Latulippe</b>, Study Director, IOM Review of the WIC Food Package; <b>Melissa Abelev</b>, Assistant Deputy Administrator, Office of Policy Support, USDA Food and Nutrition Service; and <b>Anne Bartholomew</b>, Branch Chief, Nutrition Services, USDA Food and Nutrition Service Supplemental Food Programs Division</p> <ul style="list-style-type: none"> <li>• This session will provide an overview of the current IOM Review of the WIC Food Package, discuss the process by which previous IOM recommendations became policy and provide information on how the WIC community can provide feedback to the IOM.</li> </ul>	<b>Hill Visits</b>
10:45a.m. – 11:00 a.m.	<b>Break</b>		
11:00 a.m. – 11:45 a.m.	<b>Budget Update and Balanced Budget Amendment Presentation</b>	<p><b>Robert Greenstein</b>, President, Center for Budget and Policy Priorities, <i>confirmed</i></p> <ul style="list-style-type: none"> <li>• This session will cover how WIC fits into the broader federal budget and will discuss an important threat to programs like WIC known as a balanced budget amendment. The session will also discuss how you can advocate against the passage of a balanced budget amendment in your state.</li> </ul>	



11:45 a.m. – 12:25 p.m.	<b>WIC Research Update</b>	<p><b>Moderator: Chris Furner</b>, WIC Program Manager, Utah Department of Health</p> <p><b>Presenters: Georgia Machell</b>, Research and Evaluation Manager, National WIC Association and <b>Melissa Abelev</b>, Assistant Deputy Administrator, Office of Policy Support, USDA Food and Nutrition Service</p> <ul style="list-style-type: none"> <li>This session will provide a summary of research currently being funded by FNS and ERS, introduce the key themes of the 2016 NWA Research Needs Assessment, and discuss the important role of WIC research and data in advocacy.</li> </ul>	
12:25 p.m. – 12:30 p.m.	<b>Closing Remarks</b>		
<b>Post-Conference</b>			
12:30 p.m. – 1:45 p.m.	<b>Lunch on Your Own or with Colleagues</b>		
1:45 p.m.	<b>White House Briefing, Invitation Only</b>		<b>Hill Visits</b>
1:45 p.m. – 2:00 p.m.	<b>Depart for Eisenhower Executive Office Building</b>		
2:00 p.m. – 2:30 p.m.	<b>Assembly &amp; Security Clearance</b>		
2:30 p.m. – 4:00 p.m.	<b>White House Briefing</b>		

<b>Wednesday, March 2, 2016— Westin Georgetown, Scott Room</b>	
<b>Post Conference</b>	
9:00 a.m. – 10:00 a.m.	<b>e-WIC Stakeholders Meeting, Invitation Only</b>
10:00 a.m. – 4:00 p.m.	<b>NWA Vendor Business Task Force/Food Marketing Institute/USDA-FNS Meeting, Invitation Only</b>