



National WIC Association

28th Annual Washington Leadership Conference:
Sunday, March 4th – Tuesday, March 6th, 2018
Invite-Only Post Conference on Wednesday, March 7th, 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.	Special Remarks from USDA, Grand Ballroom	Under Secretary, USDA Food, Nutrition and Consumer Services (still to be appointed) Sarah Widor, Director, Supplemental Food Programs Division, USDA/FNS, invited
11:15 a.m. – 11:45 a.m.	Networking Break	
11:45 a.m. – 12:30 p.m.	Breakout Workshops	“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.
	Grand Ballroom	
	Scott Room	
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, Grand Ballroom	<p>Jackie Vimo, Economic Justice Policy Analyst, National Immigration Law Center, <i>confirmed</i></p> <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, Oregon State WIC Director; April Hamilton, New York State WIC Director; other speakers TBD</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 Georgia Machell, Research and Evaluation Manager, National 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.	<p>Section & Regional Caucuses California WIC Association, Thomas Room NY WIC Association, DuPont Room</p>	

Monday, March 5, 2018 — The Westin Georgetown		
8:00 a.m. – 9:00 a.m.	Breakfast Will Be Provided	
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, <i>confirmed</i> <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. – 11:30 a.m.	WIC Research Update, Grand Ballroom	Georgia Machell , Research and Evaluation Manager, National WIC Association; other speakers TBD <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.
11:30 a.m. – 12:30 p.m.	WIC Advocacy Best Practices and Lessons Learned, Grand Ballroom	Jill Bonczynski , Director of Nutrition, Tri-County Health Department, Lindsey Dermid-Gray , Statewide Breastfeeding Coordinator, Nevada Department of Health and Human Services, 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.	Update on Non-WIC Policy Issues that Impact WIC Participants	Jane Sheehan , Senior Government Affairs Manager, Families USA, <i>confirmed</i> , Ellen Teller , Government Affairs Director, Food Research and Action Center, <i>confirmed</i> , Kristy Anderson , Senior Government Relations Advisor, American Heart Association, <i>confirmed</i> , Jadi Chapman , Legislative Analyst, Feeding America, <i>confirmed</i> , and Kelli Garcia , Director of Reproductive Justice Initiatives and Senior Counsel, National Women's Law Center, <i>invited</i> <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. – 4:00 p.m.	Community Health Workshop	Quinney Harris , Senior Program Manager, National WIC Association; other speakers TBD

	Grand Ballroom (Local Directors and Staff) WIC Program Updates, Scott Room (State Directors Only)	<ul style="list-style-type: none"> This session will be an interactive workshop on how local WIC agencies can play a leadership role in advocating for community-level policy changes outside the normal realm of WIC. These changes include improving access to healthy foods, improving breastfeeding policy, and boosting referrals to WIC. Moderator: Rev. Douglas Greenaway , President & CEO, National WIC Association. Panelists: Representatives from the Supplemental Food Programs Division of FNS, <i>invited</i>
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, <i>confirmed</i> ; Mary Christ-Erwin , Partner, Porter Novelli, <i>invited</i> ; other speakers TBD <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 Social Hour Location TBD	

Tuesday, March 6, 2018 — Dirksen Senate Office Building Room 250 2nd St NE, Washington, DC 20002		
8:00 a.m. – 9:00 a.m.	Breakfast on Your Own or with Colleagues	
9:00 a.m. – 10:00 a.m.	Voices of WIC Briefing	Senator Pat Roberts, <i>invited</i> Senator Bob Casey, <i>invited</i> Senator Debbie Stabenow, <i>invited</i> Senator Susan Collins, <i>invited</i> Senator Roy Blunt, <i>invited</i> Senator Jerry Moran, <i>invited</i> Senator John Hoeven, <i>invited</i> Congressman Robert Aderholt, <i>invited</i> Congressman Glenn Thompson, <i>invited</i> Congresswoman Rosa DeLauro, <i>invited</i> Congresswoman Chellie Pingree, <i>invited</i>
10:00 a.m. – 10:30 a.m.	2017 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 Vendor Business Task Force/Food Marketing Institute/USDA-FNS/e-WIC Stakeholders Meeting, Invitation Only