



**National  
W  C  
Association**

**29th Annual Washington  
Leadership Conference**

**Sunday, March 3 - Tuesday, March 5, 2019**

Post Conference on Wednesday, March 6, 2019



# TENTATIVE AGENDA

**Sunday, March 3, 2019**

**The Hilton National Mall**

8:30 am - 6:00 pm	<b>Conference Registration Desk Open</b> Hotel Location TBD	
8:45 am - 9:45 am	<b>Breakfast will be provided</b>	
9:45 am - 10:15 am	<b>Welcome &amp; Opening Remarks,</b> L'Enfant Ballroom A & B	<p><b>Paul Throne</b> Washington Leadership Conference Committee Chair, National WIC Association</p> <p><b>Rita Arni</b> Board Chair, National WIC Association</p> <p><b>Rev. Douglas Greenaway</b> President &amp; CEO, National WIC Association</p>
10:15 am - 10:20 am	<b>Call for Nominations,</b> L'Enfant Ballroom A & B	<b>Diana Hoek</b> Chair Emeritus, National WIC Association
10:20 am - 10:50 am	<b>Opening Remarks,</b> L'Enfant Ballroom A & B	TBA
11:00 am - 12:00 pm	<b>Breakout Workshops</b>	
	<b>WIC Policy 101: Overview and Current Issues</b> L'Enfant Ballroom C	<p><b>Brian Dittmeier</b> State Policy Counsel, National WIC Association</p> <p>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.</p>
	<b>WIC Policy 201: Diving Deeper</b> L'Enfant Ballroom D	<p><b>Ali Hard</b> Federal Government Affairs Manager, National WIC Association</p> <p>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.</p>

12:00 pm - 1:30 pm	<b>Lunch on your own or with colleagues</b>	
1:30 pm - 2:30 pm	<b>Breakout Workshops</b>	
	<b>Immigration Fears &amp; WIC Participation – How to Make Families Feel Safe in Troubling Times</b> L’Enfant Ballroom C	This session will discuss methods that local and state WIC agencies have been employing to assuage fears among WIC participants and WIC-eligible non-participants. Local and state WIC agency representatives will share about their experiences and describe strategies that seem promising. The session will also feature a Q&A portion for audience members to ask questions of the moderator and panelists.
2:40 pm - 3:40 pm	<b>Black Mothers in Crisis: Maternal Mortality &amp; the Role of WIC</b> L’Enfant Ballroom D	<p><b>Eleni Tsigas</b>  CEO and Founder, Preeclampsia Foundation, and survivor of a maternal mortality near-miss</p> <p><b>Jeanne Mahoney</b>  American College of Obstetricians and Gynecologists</p> <p><b>Toncé Jackson</b>  Nutrition Education and Projects Manager, STEP Department, PHFE WIC, and NWA Maternal Mortality Task Force Chair</p> <p>Join us for a panel discussion of maternal mortality and how WIC can play a role in helping address this crisis. Panelists will speak to the issue of maternal mortality nationally and share personal experience, and address how organizations such as the American College of Obstetricians and Gynecologists are working to create solutions. We will also discuss federal legislative proposals related to this issue.</p>
	<b>WIC Research &amp; ERS Update</b> L’Enfant Ballroom C	<p><b>Georgia Machell</b>  Senior Director, Research and Program Operations, National WIC Association</p> <p><b>Ali Hard</b>  Federal Government Affairs Manager, National WIC Association</p>

		This session will provide an update on WIC research, as well as the status of the proposed reorganization of USDA, which will impact the Economic Research Service.
	<b>Leadership and Communication 101</b> L'Enfant Ballroom D	<b>Brittany Tybo</b> WIC Program Director/ Breastfeeding Coordinator, Inter-Tribal Council of Nevada  This session is designed for newcomers that need a little boost of confidence and preparedness when advocating for WIC. This session will go over communication with difficult people, how to connect to affect positive change, and to empower not only yourself but also those around you.
3:40 pm - 4:10 pm	<b>Networking Break</b> Hotel Location TBA	
4:15 pm - 5:15 pm	<b>L'Enfant Ballroom A &amp; B</b>	<b>Bob Greenstein</b> President, Center on Budget and Policy Priorities  This session will cover how WIC fits into the broader federal budget.
5:15 pm	<b>Dinner with colleagues or on your own</b>	
5:30 pm - 6:30 pm	<b>Section and Regional Caucuses</b>	
	California WIC Association	Room TBA
	New York WIC Association	Room TBA
	Nutrition First (Washington)	Room TBA

## Monday, March 4, 2019

The Hilton National Mall

8:00 am - 9:00 am	<b>Breakfast will be provided</b>	
9:00 am - 10:00 am	<b>Special Remarks from Congress (to be invited),</b> L'Enfant Ballroom A & B	TBA

10:00 am - 11:00 am	<b>Keynote Remarks,</b> L'Enfant Ballroom A & B	<b>TBA</b>
11:00 am - 11:30 am	<b>Networking Break</b> Hotel Location TBD	
11:30 am - 12:30 pm	<b>L'Enfant Ballroom A &amp; B</b>	<b>A WIC Agenda for the New Congress</b> Members of the National WIC Association legislative Committee will walk through the 2019 Legislative Agenda. This engaging session will help attendees feel prepared to charge the Hill on Tuesday with key messages about WIC.
12:30 pm - 2:00 pm	<b>Lunch with colleagues or on your own</b>	
2:00 pm - 3:00 pm	<b>Breakout Sessions</b>	
	<b>An Update on National Immigration Policy &amp; Public Charge</b>  L'Enfant Ballroom C	<b>Alex Ashbrook (invited)</b> Food Research and Action Center  <b>Carrie Fitzgerald (invited)</b> First Focus  <b>Brian Dittmeier</b> State Policy Counsel, National WIC Association  <b>Ali Hard</b> Federal Government Affairs Manager, National WIC Association  Join experts from the National WIC Association and our DC partners for an update on national immigration policy with a focus on public charge. Partners who work on the Medicaid and SNAP programs will provide an update on the impact of public charge on these programs, which relate to WIC through adjunctive eligibility.
	<b>Nailing your Hill Visit</b> L'Enfant Ballroom D	<b>Paul Throne</b> Director, Office of Nutrition Services Prevention and Community Health Washington State Department of Health  NWA Washington Leadership Conference Committee Chair Paul Throne will interview a congressional staff member on what makes an effective Hill visit.
3:00 pm - 3:30pm	<b>Networking Break</b> Hotel Location TBA	

3:30 pm - 4:30 pm	<b>Getting Ready to Charge the Hill - Hands on Hill Visit Practice</b> L'Enfant Ballroom A & B	New and seasoned attendees are invited to join for a practice session on Hill visits. We will pair experienced advocates with new folks to help provide additional support and mentorship.
4:30 pm - 5:30 pm	<b>Breakout Sessions</b>	
	<b>TBA session for state directors &amp; NWA Board members</b> L'Enfant Ballroom C	
	<b>Working with Retailers to Improve the WIC Shopping Experience</b> L'Enfant Ballroom D	
5:30 pm	<b>Dinner with colleagues or on your own</b>	

<b>Tuesday, March 5</b> <b>Capitol Hill Location TBA</b>		
9:00 am - 10:00 am	<b>WIC Briefing</b>	<b>Speakers TBA</b>
10:00 am - 10:30 am	<b>2019 Leadership Awards Presentation and Closing Remarks</b>	<b>Rev. Douglas Greenaway</b> President & CEO, National WIC Association  During this award presentation, we will recognize colleagues for their outstanding WIC service.

10:30 am - 4:00 pm

**WIC Advocacy Day**  
Coordinated Hill Visits