



NO KID HUNGRY'S
**2014 NATIONAL
SUMMER MEALS
SUMMIT**

DECEMBER 15-16, 2014
RENAISSANCE ARLINGTON
CAPITAL VIEW, ARLINGTON, VA



PROGRAM



center for **BEST
PRACTICES**

HOSTED BY



NATIONAL SUMMER MEALS SPONSOR



School's Out,
Food's In.

STRATEGIES & SOLUTIONS
FOR CHILDHOOD HUNGER

LEAD SUMMER SUMMIT SPONSOR



A NOTE FROM BILL SHORE AND KATE ATWOOD

Welcome to Share Our Strength's 2014 National Summer Meals Summit. This is a busy time of year, and it's an inspiration to see so many people taking time out of their packed schedules to come together and join the fight to end childhood hunger.

Summer can be the hungriest time of year for kids. When classes end, so do the school meals many kids rely on during the school year. For many families, as budgets stretch tighter and food remains scarce, summer is filled with anxiety and strain.

The people gathered here this week have the power to change that. Thanks to your hard work, children are getting the healthy food they need at summer meal sites around the nation. This has an impact all year long; kids who get enough healthy food during the summer are more likely to learn more, feel better and grow up strong.

Our job now is to break through barriers to make sure more kids are getting this critical food. There is a great deal of work still to be done. We know that more than 21 million kids in the U.S. rely on free and reduced-price school lunches for their nutrition during the school year, but only about 3 million kids get a free summer meal.

The National Summer Meals Summit is an opportunity to share best practices, celebrate successes, and learn from each other. This year, we challenge you to go even further. Let's test new strategies and bring unusual partners to the table. Let's innovate and scale proven practices. Let's work together even more effectively and efficiently. Childhood hunger in America is a solvable problem, and the solution is within our reach. Together, we can ensure that every child has the healthy food they need to dream big and succeed.

Sincerely,



Bill Shore
Founder & CEO
Share Our Strength



Kate Atwood
Executive Director
Arby's Foundation

AGENDA

MONDAY, DECEMBER 15, 2014

7:30am-9:00am

Continental Breakfast

Salon 4

Keynote and Opening Plenary

Salon 4

Dorothy McAuliffe, First Lady of Virginia

Billy Shore, CEO and Founder, Share Our Strength

9:15am-10:45am

BREAKOUT SESSIONS

Influencer Engagement

Studio E

Join First Lady of Virginia Dorothy McAuliffe and partners in the field to discuss how to engage elected officials in raising awareness for child nutrition programs. Hear best practices on developing and implementing a strategy to engage influencers to drive programmatic success.

Speakers: Dorothy McAuliffe, First Lady of Virginia; Laura Hosny, Share Our Strength; Christine Browder, Texas Hunger Initiative; Nora Balduff, Ohio Association of Food Banks

Community Organizing

Studio B

Residents, faith leaders, librarians and other community members hold knowledge about neighborhoods that can help sponsors reach kids where they play and spread the word about summer meals. Learn how engaging community leaders can strengthen your summer meals program.

Speakers: Kenneth White, GroundWerx.Cl; Katherine Klosek, Baltimore Partnership to End Childhood Hunger; Linda Schwartz, Enoch Pratt Free Library; Veronica Mercado and Tara Williams, Community Organizing and Family Issues

Mobile Meals: What's Working

Studio F

Maintaining a strong mobile meals program can be a challenge in many communities. Join this conversation to hear from sponsors and state agencies about what is working and why – and learn what is next for mobile meals.

Speakers: Keven Vicknair, CitySquare; Melissa Moore, Family League of Baltimore; Ashley Moen, Colorado Dept. of Education; Erica Field, Florida Dept. of Agriculture and Consumer Services

11:00-12:30pm

BREAKOUT SESSIONS

The Evolving Role of State Agencies

Studio E

State agencies are responsible for program expansion while maintaining program integrity. Hear the USDA's perspective on the role of state agencies in the summer meals program and learn how other states balance the two priorities.

Speakers: Tina Namian, United States Dept. of Agriculture Food and Nutrition Services; JoEllen Collin, United States Dept. of Agriculture South West Regional Office; Amy Kolano, Wisconsin Dept. of Public Instruction; Cathy Gallagher, Kentucky Dept. of Education; Cynthia Ervin, North Carolina Dept. of Public Instruction

Investing in Sponsor Retention

Studio B

When it comes to retaining strong sponsors, there is a role to play for government and nonprofit partners alike. Learn successful sponsor retention strategies and leave with a draft plan for year-round sponsor retention activities.

Speakers: Signe Anderson, FRAC; SiKia Brown, Arkansas Hunger Relief Alliance; Suzy Lee, Greater Chicago Food Depository; Lauren McGowan, United Way of King County; Stephanie Sutton-Page, New Jersey Dept. of Agriculture; Tamara Baker, No Kid Hungry North Carolina; Kim Caldwell, Share Our Strength

Engaging Schools

Studio F

Schools are an ideal summer meals partner with the expertise, experience, and systems in place to provide meals to kids. Learn how to effectively engage schools in the summer meals program.

Speakers: David Esquith, Office of Safe and Healthy Students, U.S. Dept. of Education; Mary Ringenberg, Pennsylvania Dept. of Education; Joseph Vaughn, Huntsville City Schools; Christine Browder, Texas Hunger Initiative

12:45-2:45pm

LUNCH KEYNOTE ADDRESS

Kate Atwood, Executive Director, Arby's Foundation

Tara Williams, Parent Leader, Community Organizing and Family Issues

LUNCH PLENARY

Child Nutrition Reauthorization

Salon 4

Jacqlyn Schneider, Senate Agriculture Committee

Julian Baer, Senate Agriculture Committee

Mandy Schaumberg, House Education and Workforce Committee

Scott Groginsky, House Education and Workforce Committee

3:00-4:30pm

BREAKOUT SESSIONS

Effective Collaborative Planning

Studio E

Collaboratively planning for Summer Meals is not only a proven strategy for program growth, it is essential to the No Kid Hungry model for ending childhood hunger. This session will present a new series of resources to support the planning process and examples of planning in action.

Speakers: Emily Buday, United States Dept. of Agriculture Food and Nutrition Services; Amy Bianco, Illinois State Board of Education; Christine Browder, Texas Hunger Initiative; Sara Gold, United Way for Southeastern Michigan; Kim Caldwell, Share Our Strength

Youth Engagement

Studio B

Part panel and part workshop, learn how No Kid Hungry and its partners are connecting eligible children to summer meals and motivating youth to take action. Hear from partners about what's working, what's not and what resources we have for youth to take action this summer.

Speakers: Shannon Yearwood, End Hunger Connecticut!; Ellen Cynar, Healthy Communities Office, Providence City Hall; Shondra Jenkins, Sodexo Foundation; Gina Goff, C&S Wholesale Grocers; Sam Read, Share Our Strength; Patty Gentry, Share Our Strength

Summer Meals Beyond School-Aged Kids

Studio F

Many sites struggle to increase participation, especially beyond the typical school-aged population. Learn how to engage new stakeholders, including parents, and new partners, like Meals On Wheels, to increase participation at your site.

Speakers: Erika Kelly, Meals on Wheels; Cyndi Willmarth, Kentucky Dept. of Education; Dianna Young, Horizons, A Family Service Alliance

5:00-7:00pm

SCHOOL'S OUT, FOOD'S IN RECEPTION

Sponsored by Arby's Foundation

Salon 1-3

John Green, Chief Financial Officer, Share Our Strength

Scott Boatwright, Senior Vice President, Operations, Arby's Restaurant Group

TUESDAY, DECEMBER 16, 2014

8:00-10:30am

BREAKFAST PLENARY AND ASK THE USDA

Continental Breakfast with Speaker

Salon 4

Tom Nelson, President, Share Our Strength

Kevin Concannon, Under Secretary for Food, Nutrition, and Consumer Services, United States Dept. of Agriculture

Scott Boatwright, Senior Vice President, Operations, Arby's Restaurant Group

USDA-led discussion of federal and state policy opportunities

Salon 4

Tina Namian and Mandana Yousefi

United States Dept. of Agriculture Food and Nutrition Services

10:45-12:15pm

BREAKOUT SESSIONS

The Finances of SFSP

Studio E

Strong, sustainable summer meals programs require strong budgets. Participants in this session will discuss some of the common budget and financial challenges faced by sponsors and learn about resources to provide basic financial management support.

Speakers: Mandana Yousefi, United States Dept. of Agriculture Food and Nutrition Services; Jess Sherry, Share Our Strength; Melissa Dozier-Gonzales, Texas Dept. of Agriculture

Effective Marketing Practices for Summer Meals Programs

Studio B

Raising awareness of the summer meals program increases participation at sites across the country. Learn how to develop an effective communications and outreach strategy that includes innovative and targeted marketing and promotional tactics to reach more families in your community.

Speakers: Mark Hubbard, McGuireWoods Consulting; Michele Chivore, Georgia Food Bank Association; Tali Caiazza, Share Our Strength; Sam Read, Share Our Strength

The Logistics of Serving Summer Meals in Unlikely places

Studio F

Transportation can be one of the biggest challenges associated with the summer meals program. Learn how sponsors are working to reach kids where they live, learn, and play by partnering with unique stakeholders.

Speakers: Kim Lawkis, Bay Area Food Bank; Julie Kreaflle, Florida Impact; Stacey McDaniel, YMCA of the USA

12:30-1:45pm

LUNCH WITH PLENARY

Salon 4

Join Amy Celep, CEO of Community Wealth Partners, George Escobar, Director of Health and Human Services for CASA de Maryland, and Alissa Fishbane, Managing Director of ideas42, to discuss on-the-ground strategies for successfully engaging low-income families and learn how you can use intentional influence to become a catalyst for change within your organization.

2:00-3:30pm

BREAKOUT SESSIONS

Breaking Down Barriers: Roundtable Discussions

Studio E

Join experts for roundtable discussions to learn new strategies for addressing common barriers in the summer meals program. Topics will include mobile meals, programming, collaboration, advocacy, technology, and grant writing.

Speakers: Duke Storen, Share Our Strength; Lucy Melcher, Share Our Strength; Keven Vicknair, CitySquare; Shannon Burke-Kranzberg, First Book; Lincoln Saunders, Office of the First Lady of Virginia; Bushra Nusairat, Share Our Strength

Taking SFSP to the 21st Century Through Technology

Studio B

The right technology solutions can make summer meals a more effective program at the state, sponsor and site level. This session will provide a framework for identifying ways to improve processes through technology and discuss how technology can be and already is being incorporated to modernize programs, increase efficiency and improve decision-making.

Speakers: Mark A. Boyajian, CGI; David Freccia, CGI

Year Round Meals

Studio F

Sponsors across the country are implementing summer meals and afterschool meals programs in a more holistic way. Learn how programs are connecting children with meals all year and the financial and administrative opportunities this presents.

Speakers: Alex Ashbrook, DC Hunger Solutions; Jennifer Puthoff, YMCA of Silicon Valley; Danielle Turk, Alabama Dept. of Education

3:45-4:15pm

CLOSING REMARKS

Salon 4

Duke Storen, Senior Director, Partner Impact and Advocacy, Share Our Strength

SPEAKERS

KATE ATWOOD

Executive Director, Arby's Foundation

Kate Atwood is the Executive Director of the Arby's Foundation. Under Kate's leadership, the Foundation carries the bold mission to end childhood hunger in America. In four years, Arby's has contributed over \$18 million to the No Kid Hungry campaign and other hunger relief organizations around the country.

SCOTT BOATWRIGHT

Senior Vice President of Arby's Restaurant Group, Inc.

Scott Boatwright joined Arby's in March of 1997 as a fast track Area Supervisor in the Atlantic Coast area. In his current role as Senior Vice President of Operations, Boatwright is responsible for increasing cross-functional communications and alignment across the organization, and oversees the Operations Services department that supports 3500 restaurants.

MARK BOYAJIAN

Senior Vice-President, U.S. Mid-Atlantic

With more than 25 years of experience in technology, business consulting and banking operations, Mark Boyajian serves as Senior Vice-President of CGI's US Mid-Atlantic business unit. Previously, Mark led CGI's Banking and Financial Markets Group within its US West Central and South US business unit, supporting clients in all aspects of their banking operations and providing specialized expertise in the areas of managed services, credit solutions and risk management.

AMY CELEP

Chief Executive Officer, Community Wealth Partners

As CEO of Community Wealth Partners, Amy Celep guides the organization's strategic direction and oversees the team's efforts to support partners in solving problems at the magnitude they exist. Amy served in various consulting and management roles with Community Wealth Partners for eight years before moving into her current position. In 2011, Amy was honored as one of The Washington Business Journal's 40 Under 40, which recognizes the region's brightest young business leaders. Amy also is a member of the Leadership Greater Washington Class of 2012. Amy received her MBA from Georgetown University and her BS from the Medill School of Journalism at Northwestern University.

KEVIN CONCANNON

Under Secretary for Food, Nutrition, and Consumer Services, USDA

Kevin W. Concannon serves as Under Secretary for Food, Nutrition, and Consumer Services in the United States Department of Agriculture. Under Secretary Concannon is a native of Portland, Maine, a graduate of Saint Francis Xavier University, Nova Scotia with both Bachelor of Arts and Master of Social Work degrees. He has continued his studies at the University of Southern Maine and the University of Connecticut Graduate School of Social Work.

GINA GOFF

Senior Director of Community Involvement, C&S Wholesale Grocers, Inc.

Gina Goff is directing C&S toward building a values-based company, engaging employees to take action on behalf of others, investing in local charitable organizations, and leveraging key nonprofit partnerships to drive change nationally. She currently is on the steering committee for the Corporate Coalition to Fight Hunger, a group of companies with the common vision of eliminating food insecurity in the US.

JOHN GREEN

Chief Financial Officer, Share Our Strength

John Green is the chief financial officer for Share Our Strength. Green brings extensive leadership experience working with international organizations in high growth, complex environments and turnaround situations. Since joining Share Our Strength, John has focused on building strong finance and human resource teams to support the entire organization as the No Kid Hungry Campaign scales up.

SHONDRA JENKINS

Director of Community Relations, Sodexo

Shondra Jenkins is responsible for programs and development of Sodexo's efforts focused on childhood hunger, including Sodexo Foundation. Since its inception in 1999, the Sodexo Foundation has distributed more than 1,100 grants, totaling more than \$22 million to hunger-related organizations. The Foundation is the only hunger fighting organization that includes youth engagement, which gives a powerful boost to Sodexo's mobilization efforts in the United States. She also manages Sodexo Foundation's strategic partnerships including Share Our Strength, YSA (Youth Service America) and Food Recovery Network.

DOROTHY MCAULIFFE

First Lady of Virginia

Dorothy McAuliffe is a graduate of The Catholic University of America with a B.A. in Political Science, and received her J.D. from Georgetown University Law Center, where she was a member of the Journal of Law and Policy in International Business. For several years she practiced in the area of financial institution federal regulation and securities law. Currently, Mrs. McAuliffe chairs the Commonwealth Council on Bridging the Nutritional Divide a partner of the Virginia No Kid Hungry campaign. Mrs. McAuliffe's first goal with the Council will be to eliminate childhood hunger in the Commonwealth by increasing access to nutritious foods and participation in nutrition programs.

TOM NELSON

President, Share Our Strength

Thomas C. Nelson serves as the president of Share Our Strength where he oversees the day-to-day management of the organization, including working with the organization's executive and senior teams to develop and implement its plan for strategic growth, particularly around Share Our Strength's No Kid Hungry Campaign. Nelson holds a Ph.D. from the University of Southern California and an M.A. from Columbia University.

BILL SHORE

Founder and Chief Executive Officer, Share Our Strength

Bill Shore is the founder and chief executive officer of Share Our Strength. Shore founded Share Our Strength in 1984 with his sister Debbie and a \$2,000 cash advance on a credit card. Since then, Share Our Strength has raised and invested more than \$376 million in the fight against hunger, and has won the support of national leaders in business, government, health and education, sports and entertainment.

JOSH WACHS

Chief Strategy Officer, Share Our Strength

Josh Wachs is the chief strategy officer for Share Our Strength, and is responsible for developing and implementing the long-term strategy for Share Our Strength's No Kid Hungry Campaign. Josh graduated from Oberlin College and lives in the District of Columbia with his wife and their three children.

ABOUT THE NO KID HUNGRY CENTER FOR BEST PRACTICES

Share Our Strength's No Kid Hungry® campaign is ending childhood hunger by connecting kids to the healthy food they need, every day; teaches families how to cook healthy, affordable meals through Cooking Matters®; and invests in community organizations that fight hunger. The No Kid Hungry Center for Best Practices provides the tools and resources needed to help elected officials and their staff, educators and community leaders achieve success in fighting childhood hunger. Learn what works in the fight against childhood hunger and discover toolkits, case studies, hunger stats, issue briefs, reports and more at BestPractices.NoKidHungry.org.



1030 15th Street NW, Suite 1100W | Washington, DC 20005

800.969.4767 | BestPractices.NoKidHungry.org