



NO KID HUNGRY'S
**2015 NATIONAL
SUMMER MEALS
SUMMIT**
NOVEMBER 12-13, 2015
WASHINGTON HILTON

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 CHRIS FULLER

Welcome to Share Our Strength's 2015 National Summer Meals Summit. We appreciate your time and effort to join us here this fall. Your commitment to ending summer hunger is not only an inspiration, it is making a difference in the lives of kids. Thanks to your hard work, we have seen unprecedented growth in the number of meals served to kids across the country. Each of these meals is more than just a full stomach; it is an investment in our nation's future.

Imagine a world where every child in need receives a summer meal. This year the Arby's Foundation and Share Our Strength partnered with Deloitte to look at how achieving this goal would change our country. Millions more children could experience the associated health and education benefits, including increased food security, improved physical and mental health, and decreased summer learning loss. Ultimately, this can lead to long-term economic improvements for the children and their communities; our communities.

In this third National Summer Meals Summit, we are thrilled to welcome so many of you back to keep learning with and from each other. In every state, we have seen successes to celebrate and lessons to remember for next year. We hope that you make connections with your peers, with new ideas, and with the motivation to keep striving for more each summer. 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



Chris Fuller
Executive Director Arby's Foundation
VP Corporate Communications Arby's
Restaurant Group

AGENDA

THURSDAY, NOVEMBER 12, 2015

8:00am – 9:30am

BREAKFAST PLENARY

Summer Meals Past, Present, and Future

Columbia 6 & 8

Happy 40th birthday, SFSP! After two decades of summer meals, Undersecretary Kevin Concannon will help us take a look back at where we have been, reflect on the progress we have made, and ponder the future of the program.

Speakers:

Gina Goff, Senior Director of Community Involvement,
C&S Wholesale Grocer

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

Kim Caldwell, No Kid Hungry Senior Program Manager,
Center for Best Practices, Share Our Strength

9:45am – 11:15am

CONCURRENT SESSIONS

The Business of SFSP

Gunston

Running a program that won't lose you money and provides the highest quality meal service to children can be a major challenge for new and experienced sponsors alike. Learn from successful sponsors and vendors the best strategies to get the most out of your vendor bids and contracts, working with vendors, budgeting best practices, and important considerations for taking on new sites.

Speakers:

Carol Chong, MA, RD, LDN, National Nutrition Advisor,
Alliance for a Healthier Generation

Melissa Moore, Program Director of Food Access,
Family League of Baltimore

Matt Smith, Director, Food for Good, Pepsi Co

Lunch and Learn: Connecting Meals with Enrichment

Columbia 3 & 4

Enrichment programs at summer food sites not only provide an incentive for participation, they also help make sure students are ready to learn when they get back to the classroom. This session will provide information about the current landscape of summer learning, models for partnering with libraries, and creative ways to add enrichment to current programs.

Speakers:

Enid Costley, Children's and Youth Services Consultant,
Library of Virginia

Rachel Gwaltney, Director of Policy and Partnerships,
National Summer Learning Association

Kim Lawkis, Nutrition Programs Director, Bay Area Foodbank

Dorian Stonebarger, Program Manager, Three Square Food Bank

Cross-Government Collaboration: Housing and Transportation **Columbia 11 & 12**

This session will explore how state agencies, sponsors, and partners can work effectively with Transportation and Rural Development officials to coordinate initiatives, share information, increase funding opportunities, and expand programs. The speakers will show how these relationships can be a win for all parties and highlight their impact on the ground.

Speakers:

SiKia Brown, Out-of-School Programs Director,
Arkansas Hunger Relief Alliance

Grace Norman, No Kid Hungry Campaign Manager,
Texas Hunger Initiative

Rik Opstelten, Transportation Program Analyst, Federal Transit
Administration, United States Department of Transportation

11:30am - 1:00pm

LUNCH PLENARY

The Impact of Summer Meals Champions

Columbia 6 & 8

Summer can be a challenging time to serve kids. There are barriers everywhere, and it takes people who believe it's their job to feed kids to find the path forward. We see summer champions at every level of government and community. Featuring Administrator Audrey Rowe and Maine State Senator Justin Alfond, this plenary will provide examples of and ideas for engaging champions in your community and celebrating the great work being done across the country.

Speakers:

Justin Alfond, Maine State Senator, District 27

Audrey Rowe, Administrator for the Food and Nutrition Service, USDA
Duke Storen, Senior Director, Research, Advocacy, and Partner
Development, Share Our Strength

1:15pm - 2:45pm

CONCURRENT SESSIONS

Mobile Meals

Gunston

As more sponsors adopt mobile strategies, we are learning about how to meet the needs of the community through partnership, planning and assessment. This session will feature examples of mobile programs and lessons learned from partners and sponsors.

Speakers:

Jodi Rissi, Supervisor, Anne Arundel County Public Schools

Toni Thomas, Food & Nutrition Programs Coordinator, Florida Impact

Jessica Underhill, Director of Community Impact,
United Way of the Greater Capital Region

Connecting Summer Meals to Healthcare

Columbia 3 & 4

As summer programs continue to expand, healthcare providers are playing a greater role in connecting kids to healthy meals and additional services. This session will feature current models for serving meals at hospitals and clinics as well as information opportunities to provide critical health services at summer meals sites.

Speakers:

Robert Campbell, Senior Policy Analyst, Feeding America

Michele Chivore, Campaign Director, Georgia Food Bank Association

Debbie Petitpain, Wellness Dietitian, Sodexo

Melanie Todd, MS, RD/LD, Food & Nutrition Services Manager,
Chickasaw Nation Department of Health

Debbie Zachary, SFSP Manager, Chickasaw Nation

Maximizing Sponsor Compliance

Columbia 11 & 12

To reach our goal of feeding hungry children, state agencies must support sponsors who not only share a commitment to this mission but have the capacity and skills to meet program expectations. The speakers at this session will present ways to identify strong sponsors, provide comprehensive training, and offer ongoing support. The session will include time for participants to share their own strategies.

Speakers:

Kelly Chanay, Assistant Director of Child Nutrition and Wellness,
Kansas State Department of Education

Cathy Gallagher, Section Supervisor, Summer Food Service Program,
Kentucky Department of Education

Monica Lasher, School Food Program Specialist,
New York State Department of Education

Susan Still, Program Specialist,
Pennsylvania Department of Education

2:45pm – 3:15pm

COFFEE BREAK

3:15pm – 4:45pm

CONCURRENT SESSIONS

SFSP and CACFP: Year-Round Program Models

Gunston

Serving meals through both the Summer Food Service Program and the Child and Adult Care Food Program At-Risk Afterschool Meals Program is an excellent way to reach kids year-round while providing sponsors with a consistent stream of funding and support. Speakers at this session will discuss the benefits of participating in both programs while also sharing options for structuring the program, challenges, strategies, and potential partners.

Speakers:

Terina Edington, Assistant Director, School and Community Nutrition Services, Jefferson County Public Schools

Candice Hillenbrand, Associate Director of Financial Development,
YMCA of Greater Oklahoma City

Amy Johnson, Childhood Feeding Program Coordinator,
Capital Area Food Bank

Stacey McDaniel, Technical Advisor, Food and Nutrition Support
Program, YMCA of the USA

Azade Perin-Moterroso, President, The Yumm Project and Outreach
Coordinator Consultant, Rhode Island Department of Education

Keven Vicknair, Executive Director, Equal Heart

State Legislation for Summer Meals Expansion

Columbia 3 & 4

The summer meals program is federally funded and regulated, however state legislatures can expand program services through state legislation. This session will share examples of legislation passed in different states and the impact it has had on summer meals programs. The session will also provide information about how No Kid Hungry can help your state develop, pass, and implement new laws to positively impact summer meals delivery in your state.

Speakers:

Bernadette Di Rita, Advocacy Manager, Share Our Strength

Michelle Lamm, MSW, Maine Hunger Initiative Program Manager,
Preble Street

Lynne Reinoso, Manager, Community Nutrition Programs, Office of
Learning, Student Services Unit, Child Nutrition Programs, Oregon
Department of Education

Catherine Wright Steele, Administrator, Food and Nutrition Division,
Texas Department of Agriculture

Collaborative Planning: Skills Workshop

Columbia 11 & 12

It takes a village to feed children in the summer. Learn to bring together the right people and facilitate a collaborative planning meeting that strengthens relationships and addresses challenges to serve more kids in the summer. This interactive workshop will teach you how to host a successful collaborative planning meeting that promotes constructive conversation and garners consensus around your summer meals plan. Learn tips on agenda setting, effective communication tactics, and practice facilitation skills.

Speakers:

Kim Caldwell, No Kid Hungry Senior Program Manager,
Center for Best Practices, Share Our Strength

Mandana Yousefi, Program Analyst, USDA FNS

6:00pm – 8:00pm

RECEPTION

Working Together from Coast to Coast

Lauriol Plaza

1835 18th St NW

Washington, DC 20009

FRIDAY, NOVEMBER 13, 2015

8:00am – 10:30am **BREAKFAST PLENARY**

Remarks from Bill Shore

Columbia 6 & 8

Share Our Strength Founder Bill Shore will start the second day of the conference with reflections on the importance of summer programs in communities across the country.

Speakers:

Chris Fuller, Executive Director Arby's Foundation and VP Corporate Communications, Arby's Restaurant Group

Billy Shore, Founder and CEO, Share Our Strength

Courtney Smith, Director, No Kid Hungry Center for Best Practices

Ask the USDA

Columbia 6 & 8

USDA leadership will answer your questions submitted at registration and lead a discussion of federal and state policy opportunities for improving program delivery.

Speakers:

Cindy Long, Deputy Administrator, Child Nutrition Programs, USDA

Andrea L. Farmer, M.S., R.D., L.D.; Acting Branch Chief, Community Meals; Policy and Program Development Division; Child Nutrition Programs, USDA

10:45am – 12:15pm **CONCURRENT SESSIONS**

Next Level Marketing

Gunston

Connecting with kids and families to drive participation at summer programs is a common challenge across the country. We have seen new success by thinking outside the box, bringing unusual suspects to the table, appealing to a targeted audience and using innovative technology to reach people in hard to reach places. Join advocates, state agencies, and industry insiders to learn how to take your marketing to the next level.

Speakers:

Tali Israeli, Senior Communications Manager, No Kid Hungry

Gary Jordon, Digital Chief Strategist, CBS Local

Suzy Lee, No Kid Hungry Illinois Programs Manager

Paul Rindfleisch, Senior Manager, Brand Creative, No Kid Hungry

Lynn Sutor, Sales Manager, CBS Radio

Stephanie Willingham, Consultant Manager, Michigan Department of Education

The Advancing Technology of Summer Meals

Columbia 3 & 4

As summer programs evolve we have the opportunity to use technology to improve data collection and businesses processes at the site, sponsor, and state agency level. Join this session to hear more about efforts underway to improve technology systems and discuss ideas for continuing advancement in the field.

Speakers:

Kim Caldwell, No Kid Hungry Senior Program Manager,
Center for Best Practices, Share Our Strength

Sara Gold, Director of No Kid Hungry Michigan,
United Way for Southeastern Michigan

Conchetta Yonaitis, Special Nutrition Programs Manager,
Virginia Department of Health, Division of Community Nutrition

Targeting Your Summer Resources

Columbia 11 & 12

Focusing limited resources in areas of greatest need and growth potential in your community can help you efficiently increase participation in summer programs. Hear from sponsors and state agencies about strategies and data they are using to identify underserved areas and areas of greatest need in their communities and how they using that information to fill gaps in summer meals service. Learn about tools and resources that you could use, like the USDA Capacity Builder and the No Kid Hungry Playbook, to target summer resources in your community.

Speakers:

Russell Carson, Contractor, Genesee County Community Action
Community Action Resource Department

Rebekah Gaston, Director, Childhood Hunger Initiative,
Kansas Appleseed

Naomi Greene, Principal Consultant, Illinois State Board of Education

Traci Mouw, Program Analyst, USDA FNS

12:30pm – 1:45pm

LUNCH PLENARY

Mission: Collaboration

Columbia 6 & 8

For the twelve years prior to joining Feeding America this fall, Diana Aviv led Independent Sector, where she organized and equipped leaders in the nonprofit and philanthropic world to work together to strengthen the nonprofit sector and to create a more just and inclusive society. Ms. Aviv will share her thoughts on the importance of cross-sector connectivity and collaboration and how critical it is to achieving one's mission.

Speakers:

Diana Aviv, CEO, Feeding America

Tom Nelson, President, Share Our Strength

2:00pm – 3:30pm

CONCURRENT SESSIONS

Engaging Youth and Volunteers to End Summer Hunger

Columbia 11 & 12

While working with volunteers and youth can be a positive experience that helps everyone reach their goals, it can end up feeling like more work than just doing things yourself. Join us to share your experiences and learn more about successful models for leveraging volunteers

and youth. The session will include insights from Youth Ambassadors, best practices for using AmeriCorps staff and a preview of new research on engaging youth to fight hunger. The Youth Ambassador Program is made possible through the support of the Sodexo Foundation.

Speakers:

Julianna Bologna, No Kid Hungry Youth Ambassador, End Hunger CT!

Alana Davidson, No Kid Hungry Youth Ambassador, End Hunger CT!

Summer Gathercole, Managing Director, SHG Advisors

Shondra Jenkins, Executive Director, Sodexo Foundation

Yuri Kim, Community Impact Manager, Family Stability,
United Way of King County

Madyson Russell, No Kid Hungry Youth Ambassador,
Texas Hunger Initiative

Connecting Summer and Afterschool: Streamlining Administration and Cross-Promotion

Columbia 3 & 4

State agencies can strengthen the Summer Food Service Program and the Child and Adult Care Food Program At-Risk Afterschool Meals Program by making it easier for qualified sponsors to participate in both programs. This session will explore how state agencies can promote this option, streamline the application and administration, and provide effective training. There will be time for sharing and strategizing the next steps for your state.

Speakers:

Signe Anderson, Senior Child Nutrition Policy Analyst,
Food Research and Action Center

Elisabeth Sweeting, Summer Food Service Program Coordinator,
DC Office of the State Superintendent of Education

Danielle Turk, Education Specialist, Summer Food Service Program,
Alabama State Department of Education

Roundtables

Columbia 6 & 8

Join your peers for brief, interactive conversations about innovative opportunities being tested in states to expand access to the summer meals programs. Discuss your innovative ideas and learn how to take advantage of these opportunities in your state. Roundtable discussions will include addressing issues of food quality and local food procurement, leveraging funding opportunities for summer programs, and working with tribal governments. Specific roundtable descriptions included separately.

3:45pm – 4:15pm

CLOSING REMARKS

Columbia 6 & 8

Speaker:

Duke Storen, Senior Director, Research, Advocacy, and Partner
Development, Share Our Strength

SPEAKERS

JUSTIN ALFOND

Maine State Senator

Senator Justin Alfond is serving his fourth term representing Portland, Maine's largest city in the Maine Senate. Senator Alfond has been in leadership for the past six years including Senate President in 2013-2014. His work in the legislature has focused on education and economic development, having introduced and passed a bill requiring districts start summer food programs if they had a free and reduced lunch percentage of over 50%.

DIANA AVIV

Chief Executive Officer, Feeding America

Diana Aviv is Chief Executive Officer of Feeding America, the nation's leading domestic hunger-relief organization and a nationwide network of 200 food banks and 61,000 food pantries and meals programs. Previously, she served as President and CEO of Independent Sector, the national leadership network for America's nonprofits, foundations, and corporate giving programs.

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.

AUDREY ROWE

Administrator for the Food and Nutrition Service, USDA

Audrey Rowe is the Administrator for the Food and Nutrition Service (FNS) at the U.S. Department of Agriculture (USDA) in Washington, D.C. FNS provides children and needy families with better access to food and a more healthful diet through its 15 nutrition assistance programs and nutrition education efforts. She brings to the Federal government over 20 years of experience in human services policy development, fiscal management, program design, service delivery and marketing with a particular focus on vulnerable populations, low income women, children and youth.

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 \$528 million in the fight against hunger, and has won the support of national leaders in business, government, health and education, sports and entertainment.

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; teaching families how to cook healthy, affordable meals through Cooking Matters®; and investing in community organizations that fight hunger. The No Kid Hungry Center for Best Practices provides the tools and resources needed to help advocates, program providers, 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 statistics, issue briefs, reports and more at BestPractices.NoKidHungry.org.



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