

# 2019 Hunger & Health Summit

## AGENDA AND SPEAKERS

Mon, Mar 25, 2019

6:30am

### Registration Open

📍 Grand Lobby

Check in at the Grand Lobby to pick up your name badge and conference bag.

*Registration will also be open in the Grand Lobby on Sunday March 24th from 3:00 - 6:00 pm for Sunday Arrivals.*

### "Same Sector" Networking Breakfast Buffet

📍 Grand Ballroom

#### Networking

Join your colleagues for an informal "same sector" networking breakfast buffet from 6:30 to 8:00 am! We will have tables labeled with the different sectors you selected at registration.

Before the program starts at 8 am, please join a table of the sector you represent to meet others in hunger relief, healthcare, public health, food, agriculture, and policy and advocacy.

#### **Breakfast Buffet with Sausage Gravy and Biscuits**

Freshly scrambled eggs  
Grilled Yukon potatoes  
Crisp apple-wood smoked bacon  
Sausage gravy and biscuits  
Fresh cut fruit  
Freshly baked muffins  
A selection of yogurt, granola and cold cereal

*If you provided us with a special diet need or request that can't be met by these breakfast options, we will have a ticket for you to provide the service staff.*

8:00am

### Welcome General Session

📍 Grand Ballroom

#### General Sessions

David Lee, Executive Director of Feeding Wisconsin, will officially kick off and welcome everybody to conference.

In his remarks, David will frame up the conference theme, sessions, and help to put our collective work to fight hunger, improve health, and strengthen communities as we approach the beginning of the second decade of the 21st Century.

---

### Speaker



**David Lee**  
Executive Director, Feeding Wisconsin

8:30am

## An Overview of State and Federal Nutrition Assistance

Room E

Level:  
Introductory

Session Type: Panel Discussion/Expert Lecture

Strong Federal and State Nutrition and Health Programs

Target Audience: Elected  
Official/Staff

Target Audience: Emergency Food/Food Pantries

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

This session will provide an overview of the various federal nutrition assistance programs available to Wisconsinites. It will broadly describe where and how they are governed, and provide attendees with information on how to engage with these programs.

---

### Speakers



**Steph Mabrey**  
Program and Policy Analyst, Advanced, Wisconsin Department of Health Services



**Loriann Knapton**  
Nutrition Program Consultant, Wisconsin Department of Public Instruction



**Kitty Kocol**  
The Emergency Food Assistance Program, Grant Administrator, The Wisconsin Department of Health Services



**Jen Johnson**  
State Training Coordinator, Wisconsin WIC Program



**Chrissy Nichols**

Nutrition Program Consultant, Wisconsin Department of Public Instruction

## Harnessing the Power of Collaboration to Improve Access to Nutritious Food for All People

📍 Room G

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Level: Introductory

Session Type: Campfire

Target Audience: Business

Target Audience: Emergency Food/Food Pantries

Target Audience: Farmers & Food Producers

Target Audience: Healthcare/Public Health

Lack of consistent access to nutritious foods can have devastating and long-lasting effects on individuals; especially among food insecure individuals. In traditional hunger relief, fresh food is costly/inefficient to source and store, leading to over-reliance by food banks/pantries on shelf stable products that lack nutritional value. With the goals of improving food access through collaborative solutions and of fostering an equitable food system, academic researchers, a regional food bank, growers, and government sectors have partnered to establish a food hub to connect farmers with wholesale buyers, called Farm Link. Farm Link pairs a food bank's understanding of the emergency food system with researchers' systems-change approach to addressing health disparities. Join the Farm Link team to learn about their work to get foods into the hands that need it most and for a facilitated discussion on how we can work together to defragment the food system. The session will take a participatory and solution-based approach to drive the development of practical next steps that can improve access to fresh locally grown produce for all people.

---

### 📣 Speakers



**Leslie Ruffalo**

The Medical College of Wisconsin



**Jeff Joslyn**

Feeding America Eastern Wisconsin



**David Nelson**

Medical College Of Wisconsin



**Melissa DeNemie**

Program Coordinator II, Medical College of Wisconsin



**Carletta Rhodes**

Administrative Coordinator, Medical College of Wisconsin

## Food Insecurity from the Inside Out

📍 Room F

**Community Partnerships to Fight Hunger and Improve Health**

**Economic Security for Families and Individuals**

**Level: Introductory**

**Session Type: Campfire**

**Strong Federal and State Nutrition and Health Programs**

**Target Audience: Business**

**Target Audience: Healthcare/Public Health**

**Target Audience: Policy/Advocacy**

Hunger is something we've all experienced before. Maybe a meeting at work went a little late, and lunch is pushed to the afternoon. Maybe you can smell breakfast in the morning and feel the gurgle in your stomach. In this session you will participate in an interactive hunger simulation that will address what it's like to be chronically food insecure and will explore opportunities to improve the health of clients by increasing their access to FoodShare.

### 🗣️ Speaker



**Megan Vander Wyst**

FoodShare Outreach Manager, Second Harvest Foodbank of Southern Wisconsin

## Kick Off with Wisconsin Local Food Network Partners and Projects

📍 Room H

**Community Partnerships to Fight Hunger and Improve Health**

**Connected and Empowered Local Food System**

**Target Audience: Academics**

**Target Audience: Business**

**Target Audience: Elected Official/Staff**

**Target Audience: Emergency Food/Food Pantries**

**Target Audience: Farmers & Food Producers**

**Target Audience: Government Agency**

**Target Audience: Healthcare/Public Health**

**Target Audience: Policy/Advocacy**

Wisconsin Local Food Network staff and interns and from WLFN partners will kick off the "Connected and Empowered Local Food Systems" track with updates on our work and accomplishments. This session is meant to inspire and motivate attendees to think with a systems approach, work collaboratively, and critically engage with each other's ideas so that we can promote equity and empowerment throughout the Wisconsin food system.

### 🗣️ Moderator



**Greg Zahn**  
Wisconsin Local Food Network

**📣 Speakers**



**Sister Christin Tomy**  
Program Coordinator, Sinsinawa Mound Collaborative Farm



**Layne Cozzolino**  
Executive Director, Central Rivers Farmshed



**Amina Maamouri**  
Research Policy Intern, healthTIDE



**Jessica Spayde**  
Coordinator, Wisconsin Local Food Network

## The SuperShelf Initiative

📍 Room I

**21st Century Emergency Food System**

**Community Partnerships to Fight Hunger and Improve Health**

**Connected and Empowered Local Food System**

**Level: Advanced**

**Level: Intermediate**

**Level: Introductory**

**Session Type: Panel Discussion/Expert Lecture**

**Target Audience: Emergency Food/Food Pantries**

**Target Audience: Healthcare/Public Health**

In Minnesota, a [statewide survey](#) of 4,250 food pantry clients from 188 food pantries was conducted to address myths and facts about food insecurity. The survey summarized what food pantry clients across the state were saying about their food pantries, their own health, what foods they want from their food pantry, and how they utilize the hunger relief system. From this, the [SuperShelf](#) was born. SuperShelf, an initiative grown through cross-sector partnerships, is transforming Minnesota food shelves to address the needs outlined in the survey, providing welcoming and respectful environments for clients to access healthy, appealing food. We will discuss the history and development of the SuperShelf partnership, which includes community organizations, health care, research, and University Extension partners. We will also give an overview of the SuperShelf Consultant model, the Six Step Method, [stocking standards](#), and show before and after photos of transformed food shelves. An interactive component of the session will discuss how this initiative is expanding and potential for Wisconsin's hunger relief partners to engage. Visit [www.supershellemn.org](http://www.supershellemn.org)!

## 🗣️ Speakers



**Marna Canterbury**

Director of Community Health, HealthPartners Lakeview Health



**Nora Gordon**

University of Minnesota



**Anika Rychner**

Program Director, Community Action Center of Northfield

## 10:00am

### Networking Break

📍 Grand Lobby

Networking

After your first session, make sure you reconvene in the Grand Lobby for the first of our Local Food Networking Snack Breaks!

These longer breaks will feature Wisconsin grown and manufactured food products and will give you an opportunity to meet new friends, reconnect with old colleagues, or chat with Quartz and the Wisconsin WIC program, our conference exhibitors, or our conference sponsors!

## 10:30am

### Food & Ag in the State Budget

📍 Room E

Connected and Empowered Local Food System

Session Type: Panel Discussion/Expert Lecture

Strong Federal and State Nutrition and Health Programs

Target Audience: Elected Official/Staff

Target Audience: Emergency Food/Food Pantries

Target Audience: Farmers & Food Producers

Target Audience: Government Agency

Target Audience: Policy/Advocacy

The Wisconsin Local Food Network has been working with partners in Extension and the Food, Faith, and Farming Network to develop a collaborative proposal to be included in the Governor's 2020 Budget. We propose a new competitive grant program to provide funding for communities to address local social and economic issues through community food and agricultural systems initiatives. We invite you to this discussion so that your ideas and collaboration can help strengthen the proposal and the approach to pushing it forward.

## 🗣️ Moderator



**Roger Williams**  
Food, Faith and Farming Network

## Speaker



**Greg Lawless**  
Community Food Systems, UW Extension

## The Wisconsin Opportunity Act

Room F

**Economic Security for Families and Individuals**

**Level: Intermediate**

**Session Type: Panel Discussion/Expert Lecture**

**Strong Federal and State Nutrition and Health Programs**

**Target Audience: Academics**

**Target Audience: Elected  
Official/Staff**

**Target Audience: Government Agency**

**Target Audience: Policy/Advocacy**

The Wisconsin Opportunity Act sets forth a comprehensive set of anti-poverty initiatives designed to address barriers to success and enable low-income Wisconsinites to attain greater economic security. This legislation has been informed by the perspectives and experiences of WISCAP's statewide network of community action agencies, low-income individuals and families, community and business leaders, and elected officials. Of critical importance to struggling families across Wisconsin are issues of affordable housing, access to health care, transportation, and family sustaining jobs that provide the opportunity for economic advancement. We believe these diverse and transformative investments in community-based solutions provide the innovative and essential resources needed for low-income families in rural and urban communities alike to prosper - and ensure that Wisconsin works for all. Please join this session to learn about the Wisconsin Opportunity Act, provide input and feedback on the Act's components, and learn how you can get involved and support the legislation and related field campaign.

## Speakers



**Brad Paul**  
Executive Director, WISCAP



**Jonathan Bader**  
WISCAP

## The Safe & Healthy Food Pantries Project

Room I

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Level: Intermediate

Level: Introductory

Session Type: Panel Discussion/Expert Lecture

Target Audience: Emergency Food/Food Pantries

Target Audience: Healthcare/Public Health

UW-Extension presents “The Safe & Healthy Food Pantries Project”. This project was developed to provide food pantries with guidance on how to improve the nutritional quality and safety of their food inventories. The full project guide offers food pantries with the opportunity to learn the latest research, assess their current practices, review strategies, and develop an action plan to improve the nutrition and safety of the foods they provide to families. This presentation will focus on fresh produce, including discussion on procurement and storage. We will also discuss how to encourage pantry guests to use fresh produce.

## 📣 Speakers



**Donna Ambrose**

Director of Partnerships and Programs, Second Harvest Foodbank of Southern Wisconsin



**Jennifer Park Mroch**

UW Extension

## Seconds Markets Collaborations

📍 Room H

21st Century Emergency Food System

Connected and Empowered Local Food System

Target Audience: Emergency Food/Food Pantries

Target Audience: Farmers & Food Producers

Target Audience: Policy/Advocacy

At the grocery store, we all want to pick the pretty, perfectly round, unblemished apple. But, where do the oddly-shaped, slightly bruised fruit and veggies go? In this session we will discuss the tools and relationships farmers need to build viable markets and avenues for imperfect (or “seconds”) produce, as well as what the hunger relief network is doing to allow for more fresh produce seconds to move through the system. This work can create opportunities for farmers to build additional revenue for their businesses and while ensuring safe and nutritious food doesn’t go to waste. We’ll discuss how we can work together from farm to fork, in both conventional and emergency food system channels, to reduce waste by creating a more robust seconds market in Wisconsin.

📣 Moderator





**Sarah Lloyd**  
Wisconsin Food Hub Cooperative

**Speaker**



**Jeff Joslyn**  
Feeding America Eastern Wisconsin

## Food for Thought: The Role of Social Factors on Health

Room G

**Community Partnerships to Fight Hunger and Improve Health**

**Economic Security for Families and Individuals**

**Level:**  
Introductory

**Session Type:** Panel Discussion/Expert Lecture

**Target Audience:**  
Business

**Target Audience:** Emergency Food/Food Pantries

**Target Audience:** Healthcare/Public Health

"Social determinants of Health" are the social and environmental factors in which people are born, live, learn, work, play, worship, and age that affect their health and quality-of-life outcomes and risks. This session will provide an understanding of disparities in health outcomes in Wisconsin and discuss the role social conditions play in driving these differences. Examples of how social determinants shape the health of individuals and communities will be explored, with emphasis on showing the impact and interconnectedness of the determinants.

**Speaker**



**Lola Awoyinka**  
Epidemiologist, Wisconsin Department of Health Services

**11:45am**

### Transition Break

Just a short transition for you to get to the Grand Ballroom for lunch!

**12:00pm**

### "Same Region" Networking Lunch and General Session with Venice Williams

Grand Ballroom

**General Sessions**



Just like our networking breakfast, we will be labeling tables with the geographic regions you all represent. Please pick a table within your geographic region and share your reflections from the morning with friends and neighbors old and new.

We will be serving an Asian Chicken Sesame Salad, which consists of a mix of fresh cabbage and lettuce greens, onions, tomatoes, Mandarin oranges, water chestnuts, bell peppers, roasted cashews, crunchy spiced breaded chicken cutlet with an Asian vinaigrette.

For vegetarians, vegans, and gluten free diners, the entree salad will be a Portabella Mushroom Salad.

*If you have indicated a food allergy or specific dietary requests, you will receive a ticket in your registration packet for the servers.*

For the luncheon general session, we are so pleased to welcome Venice Williams, the Executive Director of Alice's Garden in Milwaukee, to share her insights on our conference theme, "Growing Together on Common Ground," from her vast experiences bringing people together and building community through food.

---

## 📣 Speaker



**Venice Williams**  
Executive Director, Alice's Garden

## 2:00pm

### Networking Break

📍 Grand Lobby

Networking

Unpack your morning and Venice's general session remarks with some coffee, tea, lemonade, and locally made snacks before your afternoon sessions!

2:30pm

## From the Swamp: Updates on federal actions impacting food security

📍 Room E

**Session Type: Panel Discussion/Expert Lecture**

**Strong Federal and State Nutrition and Health Programs**

**Target Audience: Elected Official/Staff**

**Target Audience: Emergency Food/Food Pantries**

**Target Audience: Farmers & Food Producers**

**Target Audience: Government Agency**

**Target Audience: Policy/Advocacy**

Join our national partners from the Feeding America Government Relations – coming to you directly from the swamp of Washington, DC – for an update on federal policies impacting food security. After a successful multi-year Farm Bill season, learn more about upcoming legislative and administrative opportunities to support improvements to federal nutrition programs while protecting them against harmful proposals. This session will cover a wide range of topics, including: an update on changes cascading from the recently passed Farm Bill; lingering impacts and lessons learned from the 35 day government shutdown; what to expect for administrative rulemaking, including how to engage with the harmful current proposed ABAWD SNAP time-limit rule; a look at the current federal budget & appropriations process and what to expect this year; a look forward at efforts to reauthorize child nutrition programs; and opportunities for you to inform and influence federal policy.

### 📣 Speakers



**Corey Malone-Smolla**  
Feeding America National Office



**Robert Campbell**  
Policy Director, Feeding America

## What Clients Want: Consumer Focused Food Pantry Research

📍 Room I

**21st Century Emergency Food System**

**Community Partnerships to Fight Hunger and Improve Health**

**Connected and Empowered Local Food System**

**Economic Security for Families and Individuals**

**Session Type: Campfire**

**Target Audience: Academics**

**Target Audience: Business**

**Target Audience: Emergency Food/Food Pantries**

**Target Audience: Healthcare/Public Health**

**Target Audience: Policy/Advocacy**

Over the last year, with generous funding from UnitedHealthcare, Sunseed Research, a leading Madison-based market research firm, has been conducting focus groups with stakeholders in the Wisconsin emergency food system to better understand the challenges - real and perceived - about distributing more fresh produce to clients. Their research involved deep interviews with

food bank CEOs, food bank staff, food pantry coordinators and volunteers, and most importantly, 90 clients from all over the state. Join this session to learn about their findings and about how we can work together to improve the health of food pantry customers and increase our distribution of fresh produce.

## 🗣️ Speakers



**Tyler Walker**  
Executive Moderator, Sunseed Research



**Kevin Micklitz**  
Partner, Sunseed Research LLC

## Malnutrition in Older Adults: Hidden in Plain Sight in our Communities

📍 Room B

Community Partnerships to Fight Hunger and Improve Health

Economic Security for Families and Individuals

Level:  
Introductory

Session Type: Panel Discussion/Expert Lecture

Target Audience: Academics

Target Audience:  
Business

Target Audience: Elected  
Official/Staff

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

Older adult malnutrition is a growing crisis in America. It is estimated to affect up to 1 in 2 older adults living in the community and can increase healthcare costs by 300%. There are several factors that contribute to someone becoming malnourished that can be identified and resolved in a cost effective manner if we work together. Please join me for this interactive session to learn at least 8 factors that contribute to malnutrition, two validated screening tools, and three interventions to help prevent or treat malnutrition in older adults.

## 🗣️ Speaker



**Pamela Vankampen**  
Registered Dietitian Nutritionist, Older Americans Act Consultant, Greater WI Agency on Aging Resources

## Being ALICE in Wisconsin: A Research Update

📍 Room F

Community Partnerships to Fight Hunger and Improve Health

Economic Security for Families and Individuals

Level:  
Introductory

Session Type: Solution Lab/Think Tank

Strong Federal and State Nutrition and Health Programs

Target Audience: Academics

Target Audience: Business

Target Audience: Elected Official/Staff

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

The United Way's landmark ALICE (Asset Limited Income Constrained Employed) research in 2016 revealed the challenges of working Wisconsinites with low incomes. This session will use findings from the 2018 update ALICE: A Study of Financial Hardship in Wisconsin to understand the challenges that communities face when nearly 38% of Wisconsin's households live below a basic survival budget. ALICE - Asset Limited, Income Constrained, Employed introduces several new measures of financial hardship while providing data that helps individuals, organizations, and communities develop strategies to address the most pressing barriers to strengthen households and improve community health.

### Speaker



**Charlene Mouille**

Executive Director, United Way of Wisconsin

## Strengthening Farm to School Initiatives

Room H

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Target Audience: Farmers & Food Producers

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

Wisconsin has one of the best Farm to School programs in the United States. In our state, AmeriCorps Farm to School members serve their communities as nutrition educators and/or community outreach coordinators creating amazing educational opportunities and supply chain connections. In this session, the AmeriCorps Farm to School members will be asking a panel of school nutrition directors to answer their questions about local procurement, using fresh, local foods in their school kitchens, and how we can better serve them in this venture as farm to school allies. The intended outcome of this session is to get to know the challenges that school nutrition directors face when it comes to local procurement and how we can best serve them in overcoming them. We encourage you to come and ask your own questions to the panel and share your own local procurement best practices so we can all learn from each other! We would also love to create more connections between local initiatives by identifying specific ways to collaborate regionally or statewide to increase funding for and participation in the Wisconsin Farm to School program.

### Moderator



**Kara Ignasiak**  
DPI AmeriCorps Farm to School Program

---

## 📣 Speakers



**Robyn Wood**  
School Meal Program Director, Oregon School District



**Judi Smith**  
Hudson High Nutrition



**Michelle Denk**  
Food Service Director, Mount Horeb Area School District

4:00pm

## Transition Break

Just a little time to get to your next session!

4:15pm

## Boosting Farm to Hospital: Strategies for Action

📍 Room H

**Community Partnerships to Fight Hunger and Improve Health**

**Connected and Empowered Local Food System**

**Target Audience: Farmers & Food Producers**

**Target Audience: Government Agency**

**Target Audience: Healthcare/Public Health**

**Target Audience: Policy/Advocacy**

This session will examine barriers and opportunities for collaboration for key actors in the farm to hospital procurement supply chain. We will hear from hospitals who have successfully instituted local purchasing, have created a culture of healthy eating, provided healthy food service, and made successful and sustainable changes to their hospital food service. We'll use this time to explore strategies for action so that Wisconsin hospitals can better promote local and healthy food service initiatives.

---

## 📣 Moderator



**Charlotte Litjens**  
WI DATCP

---

## 📣 Speakers



**Megan Waltz**

Director of Culinary and Clinical Nutrition Services, UW Health



**Rebecca Kerkenbush, MS, RD-AP, CSG, CD, FAND**

Clinical Dietitian, Watertown Regional Medical Center

---

## Connecting the Dots: Navigating Existing Services to Help Families

📍 Room F

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Economic Security for Families and Individuals

Level: Introductory

Session Type: Campfire

Target Audience: Emergency Food/Food Pantries

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

Wisconsin provides a number of services for people in their times of need yet many of the people who need help may not know about these services. Even some direct service providers may not know of the services that are available in our state. This session brings together representatives from 211, Well Badger Resource Center, a statewide health information and referral program, and UnitedHealthcare to share the wealth of programs and services that are out there and how people on the front lines can get clients connected and referred to these services.

---

## 📣 Speakers



**Kristine Alaniz**

Manager, Maternal & Child Health Programs, Wisconsin Women's Health Foundation



**Rachel Gundacker**

Director, Community Impact: 2-1-1, United Way of Dane County



**Erin Wilcox-Becker**

UnitedHealthcare

---

## Working with The Emergency Food Assistance Program (TEFAP)

📍 Room E

21st Century Emergency Food System

Level: Intermediate

Session Type: Solution Lab/Think Tank

Strong Federal and State Nutrition and Health Programs

Target Audience: Emergency Food/Food Pantries

Are you distributing USDA commodity foods? Would you like to understand what's happening with the 2019 food supply? Do you have questions about program rules and operations? Suggestions for the program? Join Kitty Kocol, Wisconsin's TEFAP Coordinator for Q & A, and problem-solving around operating your TEFAP program.

#### Speaker



Kitty Kocol

The Emergency Food Assistance Program, Grant Administrator, The Wisconsin Department of Health Services

## Programs Addressing Food Insecurity on College Campuses

Room I

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Economic Security for Families and Individuals

Level: Intermediate

Level: Introductory

Session Type: Campfire

Target Audience: Academics

Target Audience: Emergency Food/Food Pantries

Target Audience: Healthcare/Public Health

Both The Hope Center's research and advocacy, and the US Government Accountability Office report on student food insecurity, underscore the stark reality of food insecurity on college campuses. With rising college expenditures, it is increasingly difficult for grants and financial aid to cover costs. Increased college access is overwhelmingly valuable, but challenges how colleges provide adequate resources. This session will discuss hunger assessment findings on several Wisconsin campuses, as well as different programmatic responses to college hunger.

UW-Milwaukee (UWM) administered a campus survey that indicated ~50% of students experienced some food insecurity. Students disseminated results across campus to increase both awareness and food access. Numerous stakeholders established the on-campus UWM Food Center and Pantry in 6 months and includes collaborations such as a cultural food drive reflecting UWM's diverse social, cultural, religious, racial, and/or ethnic food needs.

Similar hunger assessments were conducted at Mount Mary University, and Marquette University (MU,) which showed that food insecurity is equally prevalent on private campuses. Attendees will also learn about new interventions at the University of Wisconsin-Madison and MU. Badger FARE at UW-Madison provides students with immediate access to food while connecting them with long-term resources. MU's Backpack Program provides free food and personal items to students on a weekly basis.



## 📣 Speakers



**Noreen Siddiqui**  
Graduate Student, Marquette University



**Renee Scampini**  
UW - Milwaukee Food Center and Pantry



**Jamie Sullivan**  
Director of Sustainability and Corporate Affairs, Soylent

## Serving Clients with Complex Needs: Creating a Safe and Welcoming Environment for All

📍 Room B

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Level: Intermediate

Level: Introductory

Session Type: Campfire

Target Audience: Elected Official/Staff

Target Audience: Emergency Food/Food Pantries

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

People facing food insecurity often face a number of challenges including disabilities, mental health, and behavioral needs. In this session we'll learn strategies to pro-actively plan for these clients as well as respond to difficult situations in the moment in a way that ensures the care, welfare, safety, and security of the client, volunteers, and staff. Come prepared to share and problem-solve difficult situations you've encountered in the past and learn new ways to respond in the future.

## 📣 Speaker



**Erin Thomson**  
UW - Madison, The Waisman Center

5:30pm

## Welcome Reception

📍 Upper Dells Ballroom

General Sessions

Networking

After a long day of conference, please join us in the Upper Dells Ballroom (on the second floor)

for light hors d'oeuvres and refreshments.

Many of our conference presenters will be in attendance so if you didn't get a question answered during a Q&A, this will be your opportunity to connect with them.

We are expecting guests from some of our elected officials' offices, so be sure you stop by at the reception before dinner and waterslides!

## 7:30pm

### Dinner on your own

After the Welcome Reception, grab dinner at [one of Chula Vista's award winning restaurants](#) or take a 10 minute drive to [explore the dining options in Wisconsin Dells](#).

Use the Whova networking function to find people to have dinner with!

## Tue, Mar 26, 2019

## 6:30am

### Registration Open

📍 Grand Lobby

### "Different Sector" Networking Breakfast Buffet

📍 Grand Ballroom

#### Networking

So after our first day full of "same sector" meals, we start our second day with a "Different Sector" networking breakfast from 6:30 to 8:00 am.

Please select a table that represents a different sector from the one you represent and share breakfast and your reflections from the first day with your new friends and colleagues.

#### **Breakfast Buffet with French Toast**

Freshly scrambled eggs  
Grilled Yukon potatoes  
Crisp apple-wood smoked bacon  
Thick cut French Toast and syrup  
Fresh cut fruit  
Freshly baked muffins  
A selection of yogurt, granola and cold cereal

*If you provided us with a special diet need or request that can't be met by these breakfast options, we will have a ticket for you to provide the service staff.*

8:00am

## Breakfast Fireside Chat: Public Private Partnerships to Fight Hunger, Improve Health and Strengthen Communities

📍 Grand Ballroom

### General Sessions

At every Hunger and Health Summit, we program a morning panel discussion with cross-sector leaders to discuss challenges and opportunities in our shared work.

This year, our Breakfast Fireside chat brings together leaders from Soylent, UnitedHealthcare, and The Milwaukee Bucks, who as partners with Feeding Wisconsin and many other community-based organizations, are committed to growing together through public-private partnerships to create healthy and strong communities.

Grab your morning coffee and be sure to join us in the Grand Ballroom for this session!

---

### 🗣 Moderator



**David Lee**

Executive Director, Feeding Wisconsin

---

### 🗣 Speakers



**Jamie Sullivan**

Director of Sustainability and Corporate Affairs, Soylent



**Arvind Gopalratnam**

Director of Corporate Social Responsibility, The Milwaukee Bucks



**Ellen Sexton**

CEO Community Health Plan of Wisconsin, UnitedHealthcare

9:15am

### Transition Break

Just a little time to get to your first breakout session of the second day.

9:30am

## Increasing Access to Farmers Markets and the Importance of Data Collection

📍 Room E

Session Type: Campfire

Strong Federal and State Nutrition and Health Programs

Target Audience: Academics

Target Audience: Farmers & Food Producers

Target Audience: Healthcare/Public Health

Through a Wisconsin Idea Fellowship, a recently funded continuation project through American Family Insurance, and a data collection toolkit to measure social and economic impacts, Green has been researching accessibility to farmers markets. The fellowship supported a project entitled "A Farmers Market for All? A look into the true accessibility of farmers markets," in which Green collected surveys and interviews from over 115 individuals and families at 16 different farmers markets in 6 counties across Wisconsin. The primary goal was to hear from marginalized market visitors about what makes people who may not be the stereotypical market visitor feel welcomed and keep them coming, and how these aspects could ultimately be improved. These findings are now being used to develop and implement a "Model Market" project that intends to create a methodology to make farmers markets more accessible to people using benefits. The project will be piloted this year at Brown Deer Farmers Market in Milwaukee. This endeavor is in collaboration with UW Extension, as well as Farm 2 Facts (previously Metrics + Indicators for Impact, MIFI) at UW Madison. Farm 2 Facts is a tool that allows market managers to generate the data that they naturally collect each market day into reliable quantitative data. With over 25 metrics, the program is customizable to each market's unique aspects, such as looking into the use of incentive programs such as with the Model Market project.

### 🗣️ Speaker



**Chloe Green**

Advocacy & Research Operations Specialist, UW - Madison, Kaufman Lab for Food Systems

## A Trauma-Informed Approach to Health and Stability

📍 Room B

Community Partnerships to Fight Hunger and Improve Health

Level: Introductory

Session Type: Campfire

Target Audience: Business

Target Audience: Elected Official/Staff

Target Audience: Emergency Food/Food Pantries

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

Trauma Informed Care is both a philosophy and practice that organizations and individuals can utilize to ensure that service providers have the understanding of how traumatic life events affect the people we serve. Join this Campfire session to learn about SaintA's trauma informed care framework to help create self-healing communities in Wisconsin, understand how adverse childhood experiences (ACES) impact on health, and develop awareness of how communities can develop trauma-responsive partnerships. The Campfire session will also focus on what a self-healing community looks like and how organizations can engage consumers in determining what their own priorities are.

## 📣 Speakers



**Jenny Keefe**  
Director Of Family Services, SaintA



**Tim Grove**  
Chief Clinical Officer, SaintA

## Improving Health Access Through BadgerCare Expansion

📍 Room F

Economic Security for Families and Individuals

Session Type: Panel Discussion/Expert Lecture

Strong Federal and State Nutrition and Health Programs

Target Audience: Elected Official/Staff

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

The Affordable Care Act (ACA) brought insurance coverage to many, but thousands of Wisconsinites still lack access to quality, affordable health care. Wisconsin could significantly reduce that problem and save hundreds of millions of state dollars by fully expanding BadgerCare, which would extend access to about 76,000 low-wage workers in Wisconsin. Join William Parke-Sutherland, health policy engagement coordinator, and Jon Peacock, research director for Kids Forward, to learn about how we're covering fewer people at higher costs and how our state could save almost \$185 million a year while providing access to health care to our friends and neighbors throughout the state.

## 📣 Speakers



**Jon Peacock**  
Kids Forward



**William ParkeSutherland**  
Health Policy Engagement Coordinator, Kids Forward

## Fresh Solutions: A Panel Discussion with UHC Produce Capacity Accelerator Participants

📍 Room I

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Economic Security for Families and Individuals

Level: Advanced

Level: Intermediate

Level:  
Introductory

Session Type: Panel Discussion/Expert Lecture

Target Audience: Academics

Target Audience: Emergency Food/Food Pantries

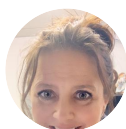
Target Audience: Farmers & Food Producers

Target Audience: Healthcare/Public Health

In 2018, UnitedHealthcare provided funding to over 50 food pantries in the Feeding Wisconsin network to help them increase fresh produce distribution through infrastructure investments and training. In this panel, six of the emergency food providers who received funding will share their experiences from the program and share their challenges and successes of increasing and distributing fresh produce to clients. This facilitated panel discussion will address the different methods agencies have learned and used to promote and encourage consumption of fresh produce to their clients. Panelists will also share their experiences with increasing or improving their existing infrastructure to assist them with the distribution of fresh produce in the emergency food system.

---

### 📣 Speaker



**Keri Wirtanen**

Case manager/Social Worker, Salvation Army

---

### 📣 Facilitator



**Anthony Dunbar**

Project Management and Equity, Inclusion and Diversity Consultant, Feeding America of Eastern Wisconsin

---

### 📣 Panelist



**Erin Waldhart**

Executive Director, WAFER Food Pantry



**Susan Hughes**

Managing Director, Walworth County Food Pantry



**Jennifer Thatcher**

Executive Director, Hunger Prevention Council of Pierce County, Inc.



**James Schmiedlin**

Reach Out Lodi President on their Board of Directors, Reach Out Lodi



**Tammy Magdza**  
Indianhead Community Action Agency

## Youth Empowerment through Social Justice and Food

📍 Room H

**Connected and Empowered Local Food System**

**Economic Security for Families and Individuals**

**Target Audience: Academics**

**Target Audience: Business**

**Target Audience: Elected Official/Staff**

**Target Audience: Emergency Food/Food Pantries**

**Target Audience: Farmers & Food Producers**

**Target Audience: Government Agency**

**Target Audience: Healthcare/Public Health**

**Target Audience: Policy/Advocacy**

Across Wisconsin, local youth are addressing social justice through food and agricultural programs, entrepreneurship, and gardening projects. In this session, we will hear from people involved in these youth social justice initiatives. The goal of this session is to initiate an ongoing network of groups working in the sphere of youth, social justice, and food. Bring your creativity and a willingness to collaborate!

### 🗣️ Speakers



**Devon Hamilton**  
Assistant Director of Food Policy, Michael Fields Agricultural Institute



**Nathan Larson**  
Director, Wisconsin School Garden Network, Community Groundworks

**10:45am**

## Morning Refreshment and Networking Break

📍 Grand Lobby

**Networking**

Reconvene in the Grand Lobby for some local food snacks and to connect with Quartz and the Wisconsin WIC Program, our conference exhibit sponsors.

Meet someone new and share something interesting you learned at the conference.

**11:15am**

## Unleashing the Power of Our Network

📍 Room F

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Economic Security for Families and Individuals

Level: Advanced

Level: Intermediate

Level: Introductory

Session Type: Solution Lab/Think Tank

We are a NETWORK of strong and committed organizations. What more could we do if we worked TOGETHER? What if we centered our network around the person facing hunger? Putting the person in the center of our network means organizing our collective assets to better serve people facing hunger. It puts people at the heart of every decision, policy, partnership, and plan we make.

We'll explore some population groups our network sometimes misses and address those challenges directly to discover practices that puts the person in the center.

### 🗣️ Speaker



**Donna Ambrose**

Director of Partnerships and Programs, Second Harvest Foodbank of Southern Wisconsin

## Decreasing the SNAP and BadgerCare+ Gaps by Meeting Individuals Where They are At

📍 Room E

21st Century Emergency Food System

Level: Intermediate

Level: Introductory

Session Type: Campfire

Strong Federal and State Nutrition and Health Programs

Target Audience: Emergency Food/Food Pantries

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

Learn more about SNAP and BadgerCare+ outreach from the Feeding Wisconsin statewide SNAP outreach program and a Wisconsin HealthCorps AmeriCorps member with Dane County Department of Human Services. This interactive session will focus on policies and best practices to reach specific audiences, including seniors, college students, rural, recently incarcerated, and individuals experiencing homelessness. Attendees will participate in roundtable conversations and discuss how we can better meet the food insecurity and healthcare needs of various subpopulations.

### 🗣️ Speakers



**Greta Berger**

Dane County Human Services





**Stephanie Dorfman**  
SNAP Outreach Manager, Feeding Wisconsin

## Local Food Policy: Resource Sharing and Network Planning

📍 Room H

21st Century Emergency Food System

Connected and Empowered Local Food System

Target Audience: Farmers & Food Producers

Target Audience: Government Agency

Target Audience: Policy/Advocacy

There are local groups working on sustainable, connected, resilient, healthy, and equitable food systems through engaging with local policy makers. In this session, we will hear from several of these groups about their stories and successes; we will share resources for new and existing food policy groups; and we will plan a recurring networking opportunity among the groups that will help local groups learn from each other, share resources, and help each other when needed.

### 🗣️ Speakers



**George Reistad**  
Food Policy Coordinator, City of Madison



**Nick Heckman**  
Public Health Madison and Dane County



**Meg Kilkenny**  
Secretary, Board of Directors, Milwaukee Food Council

## Measuring and Making Progress in Fighting Hunger and Improving Health

📍 Room B

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Level: Introductory

Session Type: Campfire

Target Audience: Academics

Target Audience: Emergency Food/Food Pantries

Target Audience: Healthcare/Public Health

Many sessions in the conference will introduce attendees various social determinants of health. In this session, you will learn about how some health and physicians groups are beginning to address these social factors, like the Medical Society of Milwaukee County focusing on social determinants of health to innovative post-discharge nutrition programming at UnitedHealthcare. You will learn about new tools from Feeding America's national office that you can deploy at your clinic or pantry.

## 📣 Speakers



**Christine Rivera**  
Feeding America National Office



**Kim Danko**  
United Healthcare



**Michelle Graham, MD, MME**  
Chief Medical Officer, Wisconsin & Michigan, Employer & Individual, Medicare & Retirement, UnitedHealthCare, The Medical Society of Milwaukee County



**Kathy Schoenauer**  
Director, Clinical and Medical Operations, UnitedHealthcare

## Taking the Tech Leap

📍 Room I

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Economic Security for Families and Individuals

Level: Advanced

Level: Intermediate

Level: Introductory

Session Type: Campfire

Target Audience: Academics

Target Audience: Business

Target Audience: Elected Official/Staff

Target Audience: Emergency Food/Food Pantries

Target Audience: Farmers & Food Producers

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

You don't have to be a Facebook or Twitter expert to enhance your program using electronic communication.

Learn to use social media as a MEGAPHONE in your communities.

Let people know what you're doing, what you need and how they can make an impact.

Learn from your peers who are harnessing the power of social media to fundraise, recruit volunteers, share news and get quality feedback.

## 📣 Speakers



**Shirley Nennig**

Distribution Center Manager, Middleton Outreach Ministry



**De'Kendrea Stamps**

Assistant Director, East Madison Community Center



**Michael Ryder**

St Joseph Food Program



**Chris Maslonkowski**

St. Francesca Resource Center

12:45pm

## Keynote Luncheon: "Heartland: An Afternoon with Sarah Smarsh"

📍 Grand Ballroom

General Sessions



Our last networking lunch will be our "Different Region" Networking Lunch. Please sit at a table that is labeled for a different geographic region than the one you live, work, or serve.

Salads will be preset when you arrive and given the tight schedule, we are gently recommending that you start eating as you arrive.

The plated luncheon entree is Sicilian Lasagna, which consists of layers of ground beef, onions, roasted bell peppers and Italian sausage, married with layers of pasta, ricotta and Parmesan cheeses and nestled with a signature marinara sauce. Served with Italian breads and a vegetable garnish.

The vegetarian/vegan entree is Char-Grilled Cauliflower, served over Israeli couscous confetti and vegetable medley. Gluten free diners will have rice instead of the couscous.

If you have indicated a food allergy or specific dietary request that do not fit these options, you will receive a ticket in your registration packet for the servers.

For our 2019 Keynote Speaker, we are incredibly excited to have Sarah Smarsh, 2018 National Book Award Finalist for her book, "*Heartland: A Memoir on Working Hard and Being Broke in the Richest Country on Earth*," address the general session about her first-hand experience of growing up poor, living through changing socio-political-cultural conditions that have contributed to poor economic outcomes, and witnessing the sheer strength of people who work too hard but earn too little.

For those who might not have read her book, here is a 10 minute video of Sarah on "Amanpour & Co" on PBS: <http://www.pbs.org/wnet/amanpour-and-company/video/sarah-smarsh/>

And here she is on resisting divisive labels: <https://beta.pbs.org/video/not-so-different-1548896901/>

---

### 📣 Speaker



Sarah Smarsh

## 2:15pm

Transition Break

## 2:30pm

### The Wisconsin Budget Bill: Challenges and Opportunities

📍 Room F

Level: Intermediate

Session Type: Panel Discussion/Expert Lecture

Strong Federal and State Nutrition and Health Programs

Target Audience: Elected Official/Staff

Target Audience: Government Agency

Target Audience: Policy/Advocacy

With a new administration comes new opportunities to drive policy changes that fight hunger, improve health, and strengthen communities through the state budget process. Join the director of the Wisconsin Budget Project, Jon Peacock, for a discussion on the state of play for the state budget and the big ticket policy budget items. Jon will be joined by William Parke-Sutherland, the Health Policy Engagement Coordinator at Kids Forward, who will describe some of the challenges facing the Governor's initiatives and how the public and interest groups can get involved in the debate about these issues.

---

### 📣 Speakers



**Jon Peacock**  
Kids Forward



**William ParkeSutherland**  
Health Policy Engagement Coordinator, Kids Forward

## 5 Minutes of Fame

📍 Room B

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Economic Security for Families and Individuals

Level: Introductory

Session Type: 5 Minutes of Fame

Target Audience: Academics

Target Audience: Business

Target Audience: Elected Official/Staff

Target Audience: Emergency Food/Food Pantries

Target Audience: Farmers & Food Producers

Target Audience: Government Agency

Target Audience: Healthcare/Public Health

Target Audience: Policy/Advocacy

Want to learn about fun and innovative projects and ideas to fight hunger, improve health, and strengthen communities? Then this rapid-fire session is for you. Our presenters will pitch you a 5 minute "pecha kucha" style presentation on their project, work or idea. Then you, the audience, will vote for your favorite and the winner will receive a prize.

The presenters so far include:

- A community health collaboration in Adams County
- A program to process vegetables to help increase demand
- A coalition to spark the conditions for raising the healthiest kids in Dane County
- A college food pantry in Eau Claire
- The connection between the local land in the Northwoods and their spirit of fighting hunger
- And many more to come!

If you would like to have your 5 Minutes of Fame, please email David at [dalee@feedingwi.org](mailto:dalee@feedingwi.org)!

## 🗣️ Speakers



**Ruth Horndasch**  
Adams County Health & Human Services



**Bridgette Weber**  
Community Action Coalition for South Central WI



**Julie Carr**  
UW-Eau Claire



**Shelbi Jentz**  
Healthy Food Systems Program Coordinator, Healthy Kids Collaborative



**Lindsey Winterhack**  
Grow Program



**Brian Arndt**  
UW Family Medicine and Community Health



**Liz Seefeldt**  
The BRICK Ministries



**David Nelson**  
Mesical College Of Wisconsin

## Understanding and Addressing the Barriers to Employment

📍 Room E

**Economic Security for Families and Individuals**

**Level: Intermediate**

**Session Type: Panel Discussion/Expert Lecture**

**Target Audience: Academics**

**Target Audience: Business**

**Target Audience: Elected Official/Staff**

**Target Audience: Government Agency**

**Target Audience: Policy/Advocacy**

With tight labor markets and historic lows in unemployment both nationally and in Wisconsin, there are many questions about why there are still people who are out of work or economically insecure. With much of the conversation centering around a skills gap or other more charged rhetoric, there is a real story about the barriers that people are experiencing when attempting to participate in the labor market. Join this session to learn about the institutional barriers that people experience when trying to get a better job and how we might address these barriers.

### 🗣️ Speaker



**Julie Kerksick**  
Community Advocates Public Policy Institute

# Transportation Efficiencies in Fresh Wisconsin Produce Aggregation and Distribution

📍 Room H

21st Century Emergency Food System

Connected and Empowered Local Food System

Target Audience: Emergency Food/Food Pantries

Target Audience: Farmers & Food Producers

In Wisconsin we are on the forefront nationally of work to improve systems to ensure a consistent and increasing supply of local produce to both standard and emergency food channels. However, transportation and logistics coordination to move fresh produce from field to fork is still a major hurdle. The session will look at activities and assets that optimize aggregation, logistics, and refrigerated transportation across North America, and right here home, including an upcoming feasibility study for a food terminal and cross-dock in Madison and the role of wholesale produce markets in strengthening regional food distribution. We will engage the audience to discuss ways community food systems can develop communication networks and coordinate resources efficiently throughout our region.

## 🗣️ Moderator



**Sarah Lloyd**  
Wisconsin Food Hub Cooperative

## 🗣️ Speakers



**Jeff Joslyn**  
Feeding America Eastern Wisconsin



**Lindsey Day Farnsworth**  
UW Center for Integrated Agricultural Systems

# Winning Grant Funding 101

📍 Room I

21st Century Emergency Food System

Community Partnerships to Fight Hunger and Improve Health

Connected and Empowered Local Food System

Economic Security for Families and Individuals

Level: Introductory

Session Type: Panel Discussion/Expert Lecture

Target Audience: Emergency Food/Food Pantries

Target Audience: Healthcare/Public Health

Grant funding can be a high impact way to ensure your organization has the resources it needs

to carry out its programs, but finding potential funders, writing grants, and completing the necessary reporting can seem too daunting and time-consuming. This session will walk through each step of a successful grants program, and show how organizations of any size can be successful at winning grant funding. Learn about prospecting, creating a grants calendar, writing a compelling grant letter, and communicating effectively with prospective and current funders. This session will focus on creating realistic, efficient plans that build on themselves so you don't have to keep re-creating the wheel. There will be time in the session to brainstorm about your program and ask questions of the facilitator and other attendees.

---

## 🗣️ Speaker



**Andrew Sutherland**  
Feeding America Eastern Wisconsin

4:30pm

## WLFN Business Meeting

**Connected and Empowered Local Food System**

### WLFN Business

- Meet the Board of Directors
- Get more involved in the organization
- Join a project / initiative

### Enhancing Action Networks!

In this business meeting for the Wisconsin Local Food Network track, we will have an intentional networking session across regional representation in Wisconsin. We will also collaboratively create a working plan with specific goals for WLFN in the next year. Bring your voice and your creativity to this session, and help shape the Wisconsin Local Food Network going forward!

Powered By **Whova**