



PROGRAM

 **NO KID HUNGRY**  
SHARE OUR STRENGTH

center for **BEST PRACTICES**

THANK YOU TO OUR  
CHAMPIONS FOR SUMMER MEALS



HEAR A GOOD IDEA ON HOW TO  
INCREASE FREE SUMMER MEALS?

Share it and rank ideas at [NoKidHungry.IdeaScale.com](http://NoKidHungry.IdeaScale.com) or download the free iPhone and Android app and start sharing!"

ASK USDA

Submit any questions you have for the USDA to [bestpractices@strength.org](mailto:bestpractices@strength.org) and they will be answered during the Federal and State Policy Opportunities session"

Tweet with us:

#NoKidHungry

PRESENTED BY



School's Out, Food's In.  
STRATEGIES & SOLUTIONS FOR CHILDHOOD HUNGER



## A NOTE FROM BILL SHORE AND KATE ATWOOD

Welcome to Share Our Strength's 2013 National Summer Meals Summit. We are thrilled to have so many crucial partners in the room today to discuss, learn and do more to make sure no kid goes hungry during summertime. Many thanks for being with us.

For kids, summertime should mean food, friends and fun. For many families fighting to make ends meet, however, summer can mean struggling to stretch tight food budgets even further. According to a recent national survey of low-income families, 43% say it's harder to make ends meet in the summer months with families saying they spend about \$300 more each summer month when kids lose access to school meals.

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 that just over 3 million of these kids get a free summer meal. Together, we're changing that. Free summer meals are a way to make sure our kids are getting healthy food when school isn't in session.

The National Summer Meals Summit brings together government officials, advocates, state agencies, program providers, the private sector and many more to exchange ideas, celebrate success, share best practices, and leverage our collective assets to increase participation in the summer meals program. Together, we can ensure that every child has access to the healthy food they need to live, learn, and play.

Sincerely,

A handwritten signature in black ink that reads "Bill Shore".

Bill Shore  
Founder & CEO  
Share Our Strength

A handwritten signature in black ink that reads "Kate Atwood".

Kate Atwood  
Executive Director  
Arby's Foundation

# AGENDA

## WEDNESDAY, NOVEMBER 13, 2013

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8:00am-9:00am	<b>Continental Breakfast</b> <b>Assembly Foyer</b>
8:30am-10:00am	<b>Keynote and Opening Plenary</b> Bill Shore, Founder & CEO, Share Our Strength Kevin Concannon, Under Secretary for Food, Nutrition, and Consumer Services, USDA <b>North Ballroom</b>
10:15am-11:30am	<b>BREAKOUTS</b> <b>State Summer Meals Plans</b> <b>Cavalier A/B</b> Develop state plans that define and measure success, strengthen program integrity, and build partnerships between state agencies and advocates to improve program operation <b>Speakers:</b> Joyce Rouba, USDA; Brian Van Dorn, Michigan Dept of Ed; Sara Gold, United Way for Southeastern MI; Crystal FitzSimons, FRAC
	<b>Building Strong Sponsors</b> <b>Concourse 1</b> Challenges and best practices in recruiting, training and retaining successful summer meal sponsors <b>Speakers:</b> Kate Sims, FRAC; Lori Ciszak, FL Dept of Ag; Alyia Smith-Parker, DC Hunger Solutions; Michael Waddle, Capital Area Food Bank; Lesley Nelson, Partners for a Hunger-Free Oregon; Jonathon Rondeau, Family League of Baltimore; Mary Ringenberg, PA Dept of Ed
	<b>Mobile Summer Meals</b> <b>Concourse 2</b> Develop, implement, and support a successful mobile meals project, including lessons learned from the field and an overview of creative partnerships <b>Speakers:</b> John Kern, Community Wealth Partners; Jo Ellen Collin, USDA Southwest Region; Andrew Davis, Arkansas Dream Center; Keven Vicknair, City Square; Matt Smith, PepsiCo Food for Good
11:45am-1:00pm	<b>BREAKOUTS</b> <b>The Role of Schools in Expanding Participation</b> <b>Cavalier A/B</b> Discussion of the critical roles that school districts can play in expanding summer meals programs <b>Speakers:</b> Merdis Hudson, USDA; Amy Bianco, IL Board of Education; Jodi Risse, Anne Arundel County FNS; Nell Todd, Deloitte; Howard Leikert, MI Dept of Ed; Betty Feng, Deloitte; Mandana Yousefi, USDA

## Rural Challenges and Solutions

### Concourse 1

Innovative ways to create sustainable partnerships, build vendor capacity, utilize commodities, and test new ideas

**Speakers:** Ron Maynard, USDA; Susan Woolard, USDA Rural Development; Gary Wells, Operation Food Search; Al Riddley, Illinois Coalition for Community Services; Darcy Kelley, Bay Area Food Bank; Rhonda Chafin, Second Harvest Food Bank of Northeast Tennessee

## Building Innovative Partnerships

### Concourse 2

Create and leverage partnerships to increase program impact utilizing best practices from the field

**Speakers:** Pam Phillips, USDA; Alex Ashbrook, DC Hunger Solutions; Megan Cryan, NYC No Kid Hungry; Armando Taddei, NYC Dept of Ed; Julie Wayman, Project Bread; Stacey McDaniel, YMCA; Kathryn Pfefferle, Feeding America

1:15pm-2:45pm

## Lunch

### North Ballroom

Kate Atwood, Executive Director, Arby's Foundation;  
Darell Hammond, Founder and CEO of KaBOOM!

3:00pm-4:15pm

## BREAKOUTS

### Engaging Elected Officials

#### Cavalier A/B

Discuss how to engage local, state and national leaders and create summer meal program champions

**Speakers:** Dawn Crayco, End Hunger Connecticut; Nora Balduff, Ohio Association of Food Banks; Harriet Phillips, Arkansas Governor's Office

## Increasing Participation through Effective Program Promotion

### Concourse 1

Utilize research from across the field to identify effective outreach strategies and best practices

**Speakers:** Christy Felling, Share Our Strength; Lauren Compton, APCO Worldwide; Melissa Dozier Gonzales, TX Dept of Ag; Christine Browder, Texas Hunger Initiative

## Year Round Feeding: Connecting Afterschool and

### Summer Meals

#### Concourse 2

Discuss the regulatory opportunities, sponsor and state agency challenges, and opportunities for school districts to create a successful year round feeding program

**Speakers:** Tamieka Muns, USDA; Rodney Taylor, Riverside California School District; Jenna Whitson, Hunger Free Vermont; Stacey McDaniel, YMCA; Sandip Kapur, CA Dept of Ed

4:30pm-5:45pm

### **BREAKOUTS**

#### **Expanding Participation through Policy Changes**

##### **Cavalier A/B**

This interactive session will solicit your policy change ideas to expand summer meals, including proposed legislative changes, adoption under current policy, and implementation through waivers or demonstrations

**Speakers:** Tina Namian, USDA

#### **Reaching Underserved Communities**

##### **Concourse 2**

Utilize mapping technology, strategic outreach to prospective sponsors, and low-cost programming to expand program reach

**Speakers:** Leisa Cook, USDA; Lisa Lee, MT Dept of Public Health and Human Services; Christine Browder, The Texas Hunger Initiative; Patty Barker, Arkansas Hunger Relief Alliance; Buster Lackey, AR Dept of Human Services

6:00pm

### **Reception**

#### **Galaxy Ballroom**

## **THURSDAY, NOVEMBER 14, 2013**

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8:00am-9:00am

### **Continental Breakfast with Speaker**

#### **Galaxy Ballroom**

Tom Nelson, President, Share Our Strength  
Wanda Martin, Mother of summer meals participants

9:15am-10:30am

### **Federal and State Policy Opportunities**

#### **Galaxy Ballroom**

USDA-led discussion of federal and state policy opportunities, focusing on federal regulations, waiver opportunities, and program linkages

10:45am-12:00pm

### **Regional Roundtables**

#### **Galaxy Ballroom**

Join regional USDA staff, state agencies and advocates from your region to discuss opportunities for collaboration and ways to leverage assets in your community

12:15pm-1:30pm

### **Lunch with Speaker**

#### **Galaxy Ballroom**

Audrey Rowe  
Administrator for the Food and Nutrition Service, USDA

1:45pm-3:00pm

## BREAKOUTS

### Engaging Volunteer Networks

#### Stars

Build and utilize a volunteer network to promote summer meal sites and enhance programming

**Speakers:** Alexis Steines, Afterschool Alliance; Lauren McGowan, United Way of King County; Joel Berg, New York City Coalition Against Hunger; Greta Poku-Adjei, Afterschool Alliance; Dawn Melchiorre, Greater Chicago Food Depository

### Innovations in Automated Systems

#### Pentagon 1

Learn how recent innovations can improve application management, facilitate reimbursements, and streamline monitoring for sponsors and state agencies.

**Speakers:** Melissa Moore, Family League of Baltimore; Falita Flowers, GA Dept of Early Care and Learning; Keven Vicknair, City Square; Jenny Butcher, MN Dept of Ed; Buster Lackey, AR Dept of Human Services

### Building Strong Vendor Relationships

#### Arlington

Strengthen summer meals programs by building vendor capacity through training and monitoring, improving food quality, and clarifying procurement requirements

**Speakers:** Kiley Larson, USDA; Roxanne Moore, Sodexo; Bruce Schenkel, MD Dept of Ed; Cynthia Ervin, NC DHHS

3:15pm-3:45pm

### Closing Remarks

#### Galaxy Ballroom

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

**THE CENTER FOR BEST PRACTICES WOULD LIKE TO THANK THE ARBY'S FOUNDATION FOR THEIR GENEROUS SUPPORT.**



**School's Out, Food's In.**

STRATEGIES & SOLUTIONS FOR CHILDHOOD HUNGER



## SPEAKERS

### **BILL SHORE**

#### **Founder & CEO, Share Our Strength**

Bill Shore is the founder and chief executive officer of Share Our Strength, a national nonprofit that is ending childhood hunger in America. 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.

### **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. Audrey is a graduate of Federal City College and was a fellow at the John F. Kennedy School of Government Institute of Politics at Harvard University.

### **KATE ATWOOD**

#### **Executive Director, Arby's Foundation**

Kate Atwood is the Executive Director of the Arby's Foundation. Kate's non-profit management experience began ten years ago when she founded Kate's Club, an organization that serves to support and empower children and teens facing life after the death of a parent or sibling. Kate is a frequent speaker, media contributor and columnist.

## **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, the organization's national effort to end childhood hunger in America by 2015. Wachs graduated from Oberlin College and lives in the District of Columbia with his wife Molly and three children.

## **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.

## **DARELL HAMMOND**

**Founder & CEO, KaBOOM!**

Darell Hammond is the Founder and CEO of KaBOOM!, a not-for-profit based in Washington, DC dedicated to giving all kids the childhood they deserve by ensuring they get the balance of active play they need to become healthy and successful adults. Founded out of Hammond's apartment in 1996, KaBOOM! has raised \$250 million, rallied a million volunteers, led the hands-on construction of 2,400 playgrounds, and inspired a movement for the child's right to play. Hammond lives in Washington, DC with his wife Kate Becker.

## 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](http://BestPractices.NoKidHungry.org).



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