



NO KID HUNGRY'S
2013
SUMMER SUMMIT

NOVEMBER 13-14, 2013
SHERATON PENTAGON CITY
ARLINGTON, VA

PROGRAM



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 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 and they will be answered during
the Federal and State Policy Opportunities session"

Tweet with us:
[#NoKidHungry](https://twitter.com/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". The signature is fluid and cursive, with the first and last names clearly legible.

Bill Shore
Founder & CEO
Share Our Strength

A handwritten signature in black ink that reads "K. Atwood". The signature is more stylized and compact than the one to its left, with the first and last names being the primary focus.

Kate Atwood
Executive Director
Arby's Foundation

AGENDA

WEDNESDAY, NOVEMBER 13, 2013

8:00am-9:00am

Continental Breakfast
Assembly Foyer

8:30am-10:00am

Keynote and Opening Plenary
Bill Shore, Founder & CEO, Share Our Strength
Kevin Concannon, Under Secretary for Food, Nutrition, and Consumer Services, USDA
North Ballroom

10:15am-11:30am

BREAKOUTS
State Summer Meals Plans
Cavalier A/B

Develop state plans that define and measure success, strengthen program integrity, and build partnerships between state agencies and advocates to improve program operation

Speakers: Joyce Rouba, USDA; Brian Van Dorn, Michigan Dept of Ed; Sara Gold, United Way for Southeastern MI; Crystal FitzSimons, FRAC

Building Strong Sponsors
Concourse 1

Challenges and best practices in recruiting, training and retaining successful summer meal sponsors

Speakers: 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

Mobile Summer Meals
Concourse 2

Develop, implement, and support a successful mobile meals project, including lessons learned from the field and an overview of creative partnerships

Speakers: 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

BREAKOUTS
The Role of Schools in Expanding Participation
Cavalier A/B

Discussion of the critical roles that school districts can play in expanding summer meals programs

Speakers: 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

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.



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