



NO KID HUNGRY'S

## 2016 NATIONAL SUMMER MEALS SUMMIT

DECEMBER 5-6, 2016

RENAISSANCE ARLINGTON  
CAPITAL VIEW HOTEL

PROGRAM



center for BEST  
PRACTICES

HOSTED BY

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NATIONAL SUMMER MEALS SUMMIT

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**A NOTE FROM BILL SHORE AND CHRIS FULLER**

Welcome to Share Our Strength's 2016 National Summer Meals Summit. We are glad you could join us for this year's event. We see this as an opportunity to celebrate your work to ensure No Kid Hungry in America—we could not do this work without you! You have worked tirelessly to raise awareness and expand access to summer meals, and we are excited to join together over the next two days to reflect and to explore ideas and opportunities to go even further, taking summer meals and child nutrition to the next level.

Imagine a world where every child in need receives a summer meal. In summer 2016, our No Kid Hungry campaign invested in multiple pilots across the country in rural communities where summer meals hadn't worked before, reaching kids in truly innovative ways. This work is a model for the potential for federal child nutrition programs to be updated to reflect the reality that one size doesn't fit all kids in a country as large and diverse as ours. In our testing, we took risks alongside our partners, and learned along the way, with an outcome that more than 40,000 meals were delivered to kids who otherwise would have had none. The entrepreneurial and collaborative spirit is alive and well at Share Our Strength, and we believe it lies at the heart of what truly makes summer meals work!

In this fourth National Summer Meals Summit, we are thrilled to not only share what we've learned this past year, but also hear your stories. We hope the opportunity to learn from others will prove inspiring, and that you take away tangible ideas, strategies, and best practices that prove impactful in your community. We know that childhood hunger in America is a solvable problem, but only when we work together and dream big.

Sincerely,

**Bill Shore**  
Founder & CEO  
Share Our Strength

**Chris Fuller**  
Executive Director, Arby's Foundation  
SVP, Communications  
Arby's Restaurant Group, Inc.

# AGENDA

## MONDAY, DECEMBER 5

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8:00am – 9:30am	<b>BREAKFAST PLENARY</b> <b>Welcome &amp; Thank You</b> <b>Salon 1-4</b>  Join us as we open this year’s summit by recognizing the commitment to public service at the local, state, and national levels that is helping to end childhood hunger across the nation. <b>Speakers:</b> Courtney Smith, Director, No Kid Hungry Center for Best Practices Billy Shore, Founder and CEO, Share Our Strength Kevin Concannon, Under Secretary for Food, Nutrition, and Consumer Services, USDA Tom Vilsack, Secretary of Agriculture, USDA	
	<b>CONCURRENT SESSIONS</b> <b><u>Collaborative Planning: Skills Workshop</u></b> <b>Studio B</b>  This interactive workshop will teach you how to host a successful collaborative planning meeting that promotes constructive conversation and garners consensus for a plan for summer meals. 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. Learn tips on agenda setting, effective communication tactics, and practice skills of facilitation. <b>Speakers:</b> Derrick Lambert, Program Manager, No Kid Hungry Center for Best Practices Pat Pearson, Hunger Programs Manager, Second Harvest Heartland (MN)  <b><u>Child Nutrition Reauthorization: Where We Are, What’s Next, &amp; How It Can Help You Feed More Kids In Your State</u></b> <b>Studio D</b>  The success of the summer improvements in CNR will depend on thoughtful implementation. A panel of experts and community organizations will walk through the provisions in the bill that address summer, as well as learnings from pilots of non-congregate meals and summer EBT so you know what it takes to hit the ground running on Day One, including the process for developing and implementing these options. <b>Speakers:</b> Heidi Davis, Summer Coordinator, Second Harvest Food Bank of Northeast Tennessee	

Sara Gold, Director, Healthy Kids, United Way of Southeastern Michigan  
Lucy Melcher, Director of Advocacy & Government Relations, No Kid Hungry  
Kasey Mitchell, Manager, Program Innovation, No Kid Hungry  
Eleni Towns, Legislative Affairs Manager, Feeding America

### **Starting & Sustaining Year-Round Meals Programs**

#### **Studio E**

Making sure that children have the nutrition they need year-round can be as complicated as it is rewarding. This session will offer an in-depth look at overcoming challenges, finding creative solutions, building strong partnerships, navigating Summer and Afterschool Meals Program requirements, and achieving financial and programmatic success in a variety of settings, from libraries to hospitals to the local Y.

#### **Speakers:**

Christy Clausen, Senior Program & Outreach Director, YMCA of Greater Providence (RI)  
Marisa Conner, Youth Services Manager, Baltimore County Public Library (MD)  
Will Walker, Director of Nutritional Services, Arkansas Children’s Hospital

11:30am – 1:00pm

### **LUNCH PLENARY**

#### **Key Updates on Child Nutrition Reauthorization**

#### **Salon 1-4**

Child Nutrition Reauthorization represents a landmark opportunity to fundamentally improve the summer meals program, allowing us to serve children who have been unreached by the program in its 41-year history. Legislation is pending that includes policy recommendations developed by many of the people present at this summit today. With only days left before the end of the Congressional working period this year, hear from advocates in the field why passing a bill is so critical to our work to end summer hunger.

#### **Speakers:**

Gina Goff, Senior Director of Community Involvement, C&S Wholesale Grocer  
Erin Fisher, Vice President of Community Initiatives, Lowcountry Food Bank (SC)

Jacqlyn Schneider, Deputy Staff Director, Senate Agriculture Committee  
Matt Smith, Director, Food for Good, PepsiCo  
Eleni Towns, Legislative Affairs Manager, Feeding America

#### CONCURRENT SESSIONS

1:15pm – 2:45pm

##### [Re-Examining Mobile Meals as a Key Strategy to Reach Communities](#)

###### **Studio B**

We have all seen pictures of beautiful retrofitted school buses that effectively serve kids with healthy food and enrichment when school is out, but you may not know as much about other options to integrate mobile meals into existing programs that serve kids. Learn how program providers are effectively implementing transportation solutions to support meal programs that are sustainable and cost-effective.

###### **Speakers:**

Ed Wallace, CEO, Hopkins County Family YMCA (KY)

Clint McKnight, Domestic Programming Manager, Feed the Children (OK)

##### [Improving Meal Quality, One Change at a Time](#)

###### **Studio D**

Improving meal quality is a key strategy for increasing participation in summer meals: we also know that meal quality can be defined in various ways for different people. Hear from individuals doing this work on the ground level. Learn about their challenges and barriers, lessons learned and strategies for increasing both meal quality and participation in summer meals. Bring your questions and ideas to enrich this interactive discussion.

###### **Speakers:**

Laura Carroll, Nutritionist, USDA Food & Nutrition Service

Steve Marinelli, Food Service Director, Milton Town School District (VT)

Ariana Stillman, Organizer, Hunger Task Force (WI)

Rodney Taylor, Director of Food & Nutrition Services, Fairfax County Public Schools (VA)

##### [Mentors for Year-Round Meals: Cultivating Leaders to Expand Summer & Afterschool Programs](#)

###### **Studio E**

For three years, the YMCA of the USA has supported strong program leaders from across the country to become mentors to their peers on starting and expanding year-round nutrition programs. This interactive skill-building workshop will show you

how to replicate this successful mentorship program with practice-based training.

###### **Speaker:**

Stacey McDaniel, Anti-Hunger Initiative Project Manager & National Spokesperson, YMCA of the USA

2:45pm – 3:15pm

#### COFFEE BREAK

##### **Prefunction**

3:15pm – 4:45pm

#### CONCURRENT SESSIONS

##### [Summer & Afterschool Meals Innovations Roundtable](#)

###### **Studio B**

Speed dating takes on a whole new meaning in this fast-paced interactive session! Join us to hear cutting-edge ideas in the summer and afterschool meals space. You'll have the opportunity to learn from various organizations on their innovative work, including farm-to-summer, regional sponsor councils, new summer enrichment ideas and much more! Come ready to move quickly and learn new strategies to bring back to your state.

###### **Speakers:**

Brie Doyle, Manager, Partner Engagement & Advocacy, No Kid Hungry

Ellen Eichenbaum, Program Associate, No Kid Hungry Virginia

Erin Hysom, Program Analyst, USDA Office of Community Food Systems

Randy Rosso, Senior Research and Policy Analyst, FRAC

Patrilie Hernandez, Anti-Hunger Program Associate, DC Hunger Solutions

Maya Maroto, Nutritionist, USDA Food & Nutrition Service, Child Nutrition Programs

Jennie Melde, Director of Organization & Leadership Development, La Crosse Area Family YMCA (WI)

Carolyn Wait, Senior Program Manager, No Kid Hungry Center for Best Practices

##### [Summer Meals & Public Housing: One Story, Multiple Perspectives](#)

###### **Studio D**

We all recognize the importance of linking summer meals with public housing, but it's sometimes difficult to understand all the moving pieces involved in successful collaborative efforts in this area. Join us as we explore multiple perspectives on a single successful partnership in Virginia between nonprofits, program providers, site managers and Rural Development staff that led to the expansion of summer meals at numerous housing sites in 2016.

Come to this session ready to discover how this success story can translate into momentum for similar work in your own community.

**Speakers:**

Eddie Oliver, Director, No Kid Hungry Virginia

Greg Scott, Founder & CEO, Cover 3 Foundation (VA)

Crystal Tyler, State Office Loan Specialist & SFSP Coordinator, USDA Rural Development of Virginia

Niketa Myrick, Regional Property Manager, TM Associates Management, Inc.

**Cities Operating the Summer Food Service Program**

**Studio E**

Cities across the country are becoming more involved in the Summer Food Service Program. City agencies often sponsor sites, and city leaders are increasing the visibility of summer food by promoting it to the community, championing the program and speaking publicly about the benefits it brings to children and families. This session will cover initiatives being led by cities to expand access to summer meals, as well as ways to leverage this into statewide strategies.

**Speakers:**

Clarissa Hayes, Child Nutrition Policy Analyst, Food Research & Action Center

Azade Perin, Program Manager, City of Providence (RI)

Michelle Lamm, Maine Hunger Initiative Program Manager, Preble Street (ME)

Dawn Schluckebier, Senior Associate, National League of Cities

6:00pm – 8:00pm **EVENING RECEPTION**

**Prefunction**

“

Too many of my students do not get regular meals when school is out of session. you can see a real learning gap at the start of the school year between students who had enough to eat over the break and ones who struggled.

”

**YOLANDA STANISLAUS**

PRINCIPAL,  
FRANCIS SCOTT KEY MIDDLE SCHOOL,  
SILVER SPRING, MARYLAND

## TUESDAY, DECEMBER 6

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8:00am – 9:30am	<p><b>BREAKFAST PLENARY</b></p> <p><b>Look How Far We’ve Come!</b></p> <p><b>Salon 1-4</b></p> <p>On Day Two, we'll begin by charting the evolution of summer meals in recent years and opportunities for future growth. Our keynote speaker, First Lady Dorothy McAuliffe of the Commonwealth of Virginia, will then provide a spotlight on Virginia and the innovative work taking place to reach children in both rural and urban communities with meals during the summer months and all year round.</p> <p><b>Speakers:</b> Derrick Lambert, Program Manager, No Kid Hungry Center for Best Practices  Stuart Brown, Senior Director, Arby's Foundation First Lady Dorothy McAuliffe, Commonwealth of Virginia</p>	<p>in engaging youth to end hunger. Hear from youth advocates and our No Kid Hungry Youth Ambassadors about their experiences this past summer, and get new ideas on how to incorporate youth into your work!</p> <p><b>Speakers:</b> Shondra Jenkins, Executive Director, Sodexo Stop Hunger Foundation Melissa Bain &amp; Jhonai DeBow, No Kid Hungry Youth Ambassadors, Three Square Food Bank (NV)  Luz Holmes &amp; Sneha Jayaraj, No Kid Hungry Youth Ambassadors, End Hunger CT!  Julia Prange, No Kid Hungry Youth Ambassador, Hunger Task Force (WI) Patty Gentry, Sr. Manager of Grassroots Advocacy &amp; Youth Engagement, No Kid Hungry Riya Rahman, Coordinator of Youth Engagement, No Kid Hungry</p>
9:30am – 10:30am	<p><b><u>Ask the USDA</u></b></p> <p><b>Salon 1-4</b></p> <p>USDA leadership will answer your questions submitted at registration and lead a discussion of federal and state policy opportunities for improving program delivery.</p> <p><b>Speakers:</b> Cindy Long, Deputy Administrator, Child Nutrition Programs, USDA  Andrea Farmer, Community Meals Branch Chief, Policy and Program Development Division, Child Nutrition Programs, USDA  Laura Carroll, Nutritionist, Policy and Program Development Division, Child Nutrition Programs, USDA  Emily Delehanty, Program Analyst, Policy and Program Development Division, Child Nutrition Programs, USDA  Autumn McCain, Program Monitoring Branch Chief, Program Monitoring and Operational Support Division, Child Nutrition Programs, USDA  Traci Mouw, Program Analyst, Policy and Program Development Division, Child Nutrition Programs, USDA</p>	<p><b><u>Innovative Marketing Strategies to Increase Participation in Summer Meals</u></b></p> <p><b>Studio D</b></p> <p>Summer hunger is a problem that can't be solved with just one tactic. When you implement multi-channel marketing campaigns, you can broaden your engagement with kids and families in need. Learn about planning and implementation processes associated with collaborative partnerships, kickoff and spike events, and creative corporate partnerships.</p> <p><b>Speakers:</b> Kristin Caulley, Program Analyst, External &amp; Government Affairs, FNS, USDA  Sara Gold, Director, Healthy Kids, United Way for Southeastern Michigan Lauren McGowan, Director, Financial Stability, United Way of King County (WA)</p>
10:45am – 12:15pm	<p><b>CONCURRENT SESSIONS</b></p> <p><b><u>Engaging Youth to End Summer Hunger</u></b></p> <p><b>Studio B</b></p> <p>Youth can be a valuable resource in helping you reach your summer goals, but how can you engage and utilize youth effectively? Join us to share your experiences and learn how to incorporate best practices for youth engagement. This session will be an introduction to the Youth Engagement Toolkit, a new resource brought to you by No Kid Hungry and the Sodexo Stop Hunger Foundation. This toolkit provides an understanding of “what works”</p>	<p><b><u>Schools as Nutrition Hubs in Your Community</u></b></p> <p><b>Studio E</b></p> <p>We all want to feed more kids. School districts also need to balance operating a financially sustainable business. Schools serving as “Nutrition Hubs” have the ability to achieve both goals. Hear from school nutrition directors currently operating as Nutrition Hubs about the benefits of year round feeding, which include maximizing federal reimbursement, streamlining operations, creating local jobs, in addition to making sure our children are nourished. Learn how to sell this concept to local school decision makers in your community.</p> <p><b>Speakers:</b> Marla Caplon, Director, Division of Food and Nutrition Services, Montgomery County (MD)</p>



Laura Hatch, Director of National Partnerships, No Kid Hungry  
Robert Lewis, Director of Nutrition Services, El Monte City School District (CA)  
Helen Phillips, Senior Director, School Nutrition, Norfolk Public Schools (VA)

#### LUNCH PLENARY

12:30pm – 1:45pm

##### [In Conversation with Summer Meals Champions](#)

###### Salon 1-4

Share Our Strength advocates for systemic change to end childhood hunger in America. We also recognize the efforts of individual leaders at the forefront of positive changes to make meals more appealing and accessible to children and families alike. USDA Food & Nutrition Services Administrator Audrey Rowe delivers a keynote address reflecting on her work to strengthen summer meals nationally, after which a moderated panel of local champions will take the stage to tell their stories.

###### Speakers:

Audrey Rowe, Administrator, Food & Nutrition Service, USDA

Pam Hemminger, Mayor, Chapel Hill (NC)

Laura Hosny, Director, Strategic Communications, No Kid Hungry

Steve Marinelli, Food Service Director, Milton Town School District (VT)

Debbie Petitpain, Sodexo Wellness Dietitian, Medical University of South Carolina

Rodney Taylor, Director, Food & Nutrition Services, Fairfax County Public Schools (VA)

#### CONCURRENT SESSIONS

2:00pm – 3:30pm

##### [Innovative Summer Meals Partnerships](#)

###### Studio B

Join us as we review a range of exciting new partnerships with healthcare, law enforcement, municipal government, and more. With a focus on lessons learned and replicable strategies, the goal of this fast-paced session is for attendees to get their next big idea for program improvement or expansion

###### Speakers:

Emily Basten, Senior Manager of Program Development, Feeding America

Pam Hemminger, Mayor, Chapel Hill (NC)

Julie Kreaflle, South Florida Program Coordinator, Florida Impact

##### [Partnering with Tribal Governments to Increase Access to Summer Meals](#)

###### Studio D

In this session, state, federal, and nonprofit leaders will help attendees better understand strategies for effective partnership with tribal governments around federal child nutrition programs. In addition, a summer meals sponsor from Chickasaw Nation will share ongoing challenges and opportunities to successful implementation of summer meals. This session is a great fit for attendees who are interested to develop strategies around cultural competency to boost opportunities for partnership.

###### Speakers:

Kenny Barnes, Lead Specialist, CACFP/SFSP, Arizona Dept. of Education

Scott Carter, Director, Office of Governmental Affairs, USDA Food & Nutrition Service

Lisa Lee, Director, Montana No Kid Hungry

Debbie Zachary, Program Manager for Summer Food and the WIC Farmers' Market, Chickasaw Nation

##### [Track Breaks: Exploring Opportunities to Serve Children on a Year-Round Academic Calendar](#)

###### Studio E

Track break (year-round) scheduling provides an opportunity for learning throughout the year that may help offset learning loss and lessen the length of time that children lose access to school meals. At the same time, a year-round calendar provides fresh opportunities and challenges for the delivery of federal Child Nutrition Programs. Join this session as we reflect on ways school districts, nonprofits and State Agencies can maximize access to federal meal programs for children who are out of school, even when school isn't out.

###### Speakers:

Dorian Stonebarger, Programs Director, Three Square Food Bank (NV)

Regis Whitley, Research Specialist, Three Square Food Bank

Derrick Lambert, Program Manager, No Kid Hungry Center for Best Practices

Carolyn Wait, Senior Program Manager, No Kid Hungry Center for Best Practices

3:45pm – 4:15pm

#### CLOSING REMARKS

###### Salon 1-4

###### Speaker:

Duke Storen, Senior Director, Research, Advocacy, and Partner Development, No Kid Hungry

## SPEAKERS

### STUART BROWN

**Senior Director, Arby's Foundation**

Stuart Brown is the Senior Director for the Arby's Foundation, the charitable arm of Arby's. Over the past 30 years, the Arby's Foundation has donated more than \$76 million to various youth-related causes across America and has had a specific focus on childhood hunger since 2011. Prior to joining the Foundation in 2014, Stuart developed his passion for leveraging innovation to promote community impact while working for Fortune 500 companies, leading non-profits and a West African start-up.

### KEVIN CONCANNON

**Under Secretary for Food, Nutrition, & Consumer Services, USDA**

Kevin W. Concannon serves as Under Secretary for Food, Nutrition, & 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 University of Connecticut Graduate School of Social Work.

### DOROTHY MCAULIFFE

**First Lady, Commonwealth of Virginia**

Dorothy McAuliffe is a graduate of The Catholic University of America, and completed her J.D. at Georgetown University Law Center. As First Lady of the Commonwealth, Mrs. McAuliffe has partnered with state agencies, non-profits, business leaders, and schools across Virginia to expand access to federal nutrition programs and end childhood hunger in Virginia. In addition, Mrs. McAuliffe serves as Chair of the Commonwealth Council on Bridging the Nutritional Divide.

### AUDREY ROWE

**Administrator for the Food and Nutrition Service, USDA**

Audrey Rowe is the Administrator for the Food & Nutrition Service (FNS) at the United States Department of Agriculture. 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, a national nonprofit that is ending childhood hunger in America through the No Kid Hungry campaign. Bill founded Share Our Strength in 1984 with his sister Debbie Shore and a \$2,000 cash advance on a credit card. Since then, Share Our Strength has raised and invested more than \$600 million in the fight against hunger, and has won the support of national leaders in business, government, health and education, sports and entertainment.

### TOM VILSACK

**Secretary of Agriculture**

Tom Vilsack was sworn in as the 30th Secretary of the U.S. Department of Agriculture (USDA) on January 21, 2009. Secretary Vilsack has served as mayor of Mt. Pleasant, Iowa in 1987, and then as state senator in 1992. In 1998, he was the first Democrat elected Governor of Iowa in more than 30 years, an office he held for two terms. Agriculture Secretary Tom Vilsack has helped to implement the Recovery Act to create thousands of jobs and has made foreign and domestic food security a top priority during his tenure at USDA. He received a bachelor's degree from Hamilton College in Clinton, New York, in 1972 and earned his law degree from Albany Law School in 1975.



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



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