



NO KID HUNGRY'S
**2017 NATIONAL
SUMMER MEALS
SUMMIT**
DECEMBER 4-5, 2017
RENAISSANCE ARLINGTON
CAPITAL VIEW HOTEL

PROGRAM



**NOKID
HUNGRY**
SHARE OUR STRENGTH

center for **BEST
PRACTICES**

HOSTED BY



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NATIONAL SUMMER MEALS SUMMIT



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A NOTE FROM BILLY SHORE AND CHRIS FULLER

Welcome to Share Our Strength's 2017 National Summer Meals Summit. We are glad you could join us. There is a certain urgency permeating this year's event, given the bevy of natural disasters and the ongoing challenges in reaching all children with nutritious meals when school is out. At the same time, if history is any guide, we know that it is our response to these events and challenges, rather than their occurrence, which will truly define us.

As you review this year's agenda, you will quickly recognize our longstanding position that any meaningful response to child hunger involves sustained partnership between governmental and non-governmental actors, including the private sector. When information and resources flow between those who share the goal of making sure every child is fed, they are able to align their efforts to expand program reach, improve program quality and efficiency, and develop innovative delivery models that meet children and families at their point of need. This is just as true for disaster response as summer nutrition, both of which require a willingness to go beyond 'business as usual' to address challenges at the scale they exist.

In this fifth National Summer Meals Summit, we are thrilled to share the work of our partners and the perspective of interested observers whose insight will provide fresh opportunities for reflection leading to action. The battle against hunger is one we can win, and we will win it together through tenacity, shared commitment and partnership.

Sincerely,

A handwritten signature in black ink, reading "Billy Shore". The signature is fluid and cursive, with the first name "Billy" written in a larger, more prominent script than the last name "Shore".

Billy Shore
Executive Chairman
Share Our Strength

A handwritten signature in black ink, reading "Christopher Fuller". The signature is cursive and somewhat stylized, with the first name "Christopher" written in a larger script than the last name "Fuller".

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

AGENDA

MONDAY, DECEMBER 4

BREAKFAST PLENARY

8:00am – 9:30am

Opening and Welcome

Salon 1-4

This year's opening session will recognize the vital importance of partnership across the public, nonprofit and private sectors to end child hunger when school is out of session.

Speakers:

Courtney Smith, Managing Director, No Kid Hungry Center for Best Practices, Share Our Strength

Billy Shore, Executive Chairman, Share Our Strength

Anne Hazlett, Assistant to the Secretary for Rural Development, USDA

CONCURRENT SESSIONS

9:45am – 11:15am

State Agency and Nonprofit Data-Sharing Success Stories

Studio B

By fully leveraging and sharing site-level participation data with community organizations, state agencies have an opportunity to extend their capacity to evaluate program participation, enhance program excellence, and identify areas for improvement or growth. In this session, hear from state agency officials and nonprofit leaders whose partnership has led to targeted program expansion and improved technical assistance.

Speakers:

Caroline Cooke, Summer Meals Coordinator, Connecticut State Department of Education

Shannon Yearwood, Interim Executive Director, End Hunger Connecticut!

Kimberly Musiedlak, Nutrition Program Consultant, Wisconsin Department of Public Instruction

Ariana Stillman, Organizer, Hunger Task Force (WI)

Strategies to Optimize Meal Service and Boost Program Participation

Studio D

Serving high-quality meals that suit children's preferences can get kids excited about visiting sites and make them more likely to return. Maintaining high participation while meeting nutrition standards and containing costs are key to success in summer meals. This session will provide tips and resources to optimize the quality and presentation of meals in order to build buy-in among potential sites, increase participation, and minimize food waste.

Speakers:

Marla Caplon, Director, Student Wellness Initiatives, Montgomery County Public Schools (MD)

Dr. Susan Gallo, Director of Health Initiatives, Office of Children's Affairs, City and County of Denver (CO)

Katherine Fuller, Program Manager, Healthy Kids, United Way for Southeastern Michigan

Summer Meals 101**Studio E**

Working on summer meals can be overwhelming at first. If you're new to summer meals or want to brush up on program basics, join us for this session so that you can make the most of this year's summit. Come ready with any and all questions you'd like to have answered.

Speakers:

Derrick Lambert, Senior Manager, No Kid Hungry Center for Best Practices, Share Our Strength

Emily Delehanty, Program Analyst, Policy and Program Development Division, Child Nutrition Programs, USDA Food and Nutrition Service

REGIONAL NETWORKING LUNCH PLENARY

11:30am – 1:00pm

A Wide-Lens View of Hunger**Salon 1-4**

The Emmy Award-winning panelist joining us for this session shined a light on the issue of summer hunger with a PBS Newshour piece that attracted national attention. She joins us today to continue the conversation.

Speakers:

Derrick Lambert, Senior Manager, No Kid Hungry Center for Best Practices, Share Our Strength

Stuart Brown, Senior Director, Arby's Foundation

Lisa Stark, Correspondent, *Education Week*

1:15pm – 2:45pm

HALF-DAY INTERACTIVE WORKSHOPS

Closed-Door Peer Learning for USDA and State Agencies

Salon 1-4

State agencies that administer summer meals programs have complex responsibilities for balancing growth, retention, and program requirements. This closed-door session will allow agency staff to have honest conversations with their peers in a forum that also includes USDA officials. Through facilitated roundtables, attendees will have the opportunity to discuss challenges and opportunities in key areas of program administration.

Innovation and Design Thinking Tools to Engage Teens

Salon 5-7

Teens are a key audience for summer meals programming but can also be difficult to reach. How might we better understand the needs and desires of teens and incorporate that into our summer meals program planning? In this interactive workshop, innovation firm Peer Insight will guide you through hands-on activities and training on design thinking, a creative problem solving approach, as another tool to help enhance program participation and retention over time. Thanks to the Sodexo Stop Hunger Foundation, we are lucky to have our No Kid Hungry Youth Ambassadors join us in the workshop. Together we'll learn how to hone our mindful listening and co-creation skills to generate new possibilities for engaging teens.

Speakers:

Gerri Mason Hall, Senior Vice President and Chief Human Resources Officer, Sodexo North America and Chair, Sodexo Stop Hunger Foundation

Julia Sorzano, Senior Design Strategist, Peer Insight

Nalat Young, Design Strategist, Peer Insight

Patty Gentry, Senior Manager, Grassroots Advocacy and Youth Engagement, Communications, Share Our Strength

No Kid Hungry Youth Ambassadors:

Sam Pope

Teila Younce

Shameya Panell

Sarah Bond

Kenea Andrews

Find Your Summer Meals Story

Studio B

Storytelling can be the best way to communicate complicated ideas. In this training, the award-winning No Kid Hungry Storytelling and Public Relations teams will help you learn how to identify and structure summer meals stories, as well as how to push them out through owned and earned channels. We want to help you make storytelling a natural and integral part of your organization's DNA. We'll even get a little nerdy, diving into some of the science behind why storytelling is such a fundamental public relations and outreach tool.

Speakers:

Christy Felling, Director, Media and Public Affairs, Share Our Strength
Elizabeth Sell, Senior Manager, Brand Strategy and Storytelling, Share Our Strength

2:45pm – 3:15pm

COFFEE BREAK

Prefunction

3:15pm – 4:45pm

HALF-DAY INTERACTIVE WORKSHOPS (CONTINUED)

5:00pm – 6:30pm

NETWORKING RECEPTION

Prefunction

Speakers:

Chuck Scofield, Executive Vice President, Share Our Strength
Emily Crawford, Director, Impact and Communications, Arby's Foundation

TUESDAY, DECEMBER 5

BREAKFAST PLENARY

8:00am – 9:30am

Thinking Big to End Summer Hunger in Rural America

Salon 1-4

Some of the biggest challenges associated with summer hunger occur in rural communities. Our keynote speaker draws on her experience, perspective and active government leadership role to consider where our collective efforts in this space are headed.

Speakers:

Lucy Melcher, Director, Advocacy and Government Affairs,
Share Our Strength

Brandon Lipps, Administrator, USDA Food and Nutrition Service

9:30am – 10:30am **Ask the USDA**

Salon 1-4

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

Speakers:

Cindy Long, Deputy Administrator, Child Nutrition Programs,
USDA Food and Nutrition Service

Angela Kline, Director, Policy and Program Development Division,
Child Nutrition Programs, USDA Food and Nutrition Service

Andrea Farmer, Community Meals Branch Chief, Policy and Program
Development Division, Child Nutrition Programs, USDA Food and
Nutrition Service

Emily Delehanty, Program Analyst, Policy and Program Development
Division, Child Nutrition Programs, USDA Food and Nutrition Service

Traci Mouw, Program Analyst, Policy and Program Development Division,
Child Nutrition Programs, USDA Food and Nutrition Service

CONCURRENT SESSIONS

10:45am – 12:15pm **Connecting Kids to Meals During Weekends,
Breaks and School Closures**

Studio B

Hunger doesn't stop on Friday afternoon, so it's critical to reach kids beyond traditional serving times. This session will help you understand the options available through summer meals and CACFP Afterschool Meals to offer food during weekends, holidays, school breaks and unanticipated closures such as snow days. You'll also hear best practices and stories from partners who have seen what works during non-traditional times.

Speakers:

Angela Kline, Director, Policy and Program Development Division,
Child Nutrition Programs, USDA Food and Nutrition Service

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

Melissa Moore, Food Access Program Director, Family League of
Baltimore (MD)

Program Innovations to Expand Access to Meals During the Summer

Studio D

Learn about innovative partnerships and program delivery models that are reaching more kids with summer meals, especially in rural communities. This session will cover both USDA and privately-funded programs. Plan to be inspired and learn about new approaches to ending child hunger in the summer months.

Speakers:

Molly Dodge, Clearinghouse Project Director, River Valley Resources (IN)

Ally Elrod-Bloom, Community Engagement Specialist, Lowcountry Food Bank (SC)

Charlotte McGarry, Programs Director, Food Bank of Delaware

Ronda Neidig, Program Coordinator, Prairie Family Center (CO)

Collaborative Planning: Stories from the Field

Studio E

This workshop will provide in-depth profiles of successful community collaboratives to support and expand summer meals programming within communities. Learn from your peers about how they effectively leveraged best practices to bring together the right people, strengthen relationships and align priorities to overcome barriers and serve more kids in the summer. This session is a great fit for attendees with some knowledge of concepts related to collective impact who are seeking to begin or expand collaborative efforts around summer meals.

Speakers:

Rebecca Mitchell, Child Nutrition Specialist, Hunger Free Vermont

Sue Graff, Director of Community Investments, United Way of Windham County (VT)

Kara Panowitz, Out of School Time Manager, No Kid Hungry Maryland

Kathy Shulman, Marketing and Sales Representative, KidzTable (MD)

Marc Jacobson, Regional Director and Statewide Organizing Director, Texas Hunger Initiative

LUNCH PLENARY

12:30pm – 1:45pm

The Role of Federal Nutrition Programs in Disaster Response Salon 1-4

In the wake of numerous natural disasters, our expert panel takes stock of the importance of federal nutrition programs as a key piece of the relief and recovery efforts underway in communities.

Speakers:

Brian Greene, President and CEO, Houston Food Bank (TX)

Bill Ludwig, Regional Administrator, USDA Southwest Regional Office

Mary Harryman, Director of Child Nutrition Services, Pasadena

Independent School District (TX)

CONCURRENT SESSIONS

2:00pm – 3:30pm

Nuts and Bolts Roundtable: Planning for Successful Mobile Meals Operations**Studio B**

Mobile meals are promising in their ability to reach children and families with summer meals. At the same time, to be successful, this model requires additional planning and investment compared to fixed sites. Sit down with established mobile meals providers to learn about their process for costing out mobile operations and managing resources effectively to sustain operations over time.

Roundtable Leads:

Shawn Mason, Operations Manager, PepsiCo Food for Good

Keven Vicknair, Executive Director, Equal Heart (TX)

Melissa Moore, Food Access Program Director, Family League of Baltimore (MD)

Scott Germain, Supervisor of Food and Nutrition Services, Garrett County Public Schools (MD)

Brian Kiernan, Food Service Director, Fredericksburg Public Schools (VA)

Lucinda Perry, Director of Strategic Initiatives, Operation Food Search (MO)

Collaborative Planning: Skill-Building Session**Studio D**

This interactive workshop will provide information about the basic building blocks of collaborative planning and identify resources to help you build a collaborative in your own community. Learn how to convene diverse stakeholders, develop an effective agenda and align priorities across organizations to address summer hunger. You will also have an opportunity to practice meeting facilitation skills.

Speakers:

Derrick Lambert, Senior Manager, No Kid Hungry Center for Best Practices, Share Our Strength

Sarah Steely, Program Manager, No Kid Hungry Virginia

Using Technology and Partnerships to Amplify Summer Meals Outreach

Studio E

Successful outreach to children and families depends upon effective engagement of organizations and information platforms they already know and trust. Join us to learn how to easily connect families with information about meals using social media and service agency networks in ways that are efficient and measurable. You will walk away from this session with new ideas and perspectives on how to further refine existing tactics.

Speakers:

Megan Cantrell, Senior Manager, Social Media and Digital Engagement, Share Our Strength

Kristin Chaumont, Outreach Marketing Coordinator, Texas Department of Agriculture

3:45pm – 4:15pm

CLOSING REMARKS

Salon 1-4

Speaker:

Duke Storen, Senior Vice President, Government Relations and Partnership Development, Share Our Strength



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 nonprofits and a West African start-up.

BRIAN GREENE

President and CEO, Houston Food Bank

Brian Greene is President and CEO of the Houston Food Bank, a nonprofit organization that feeds the hungry by seeking food donations and distributing them to more than 600 hunger relief programs in 18 southeast Texas counties.

Since taking the top post at the Houston Food Bank in 2005, Brian has led the organization to unprecedented growth with the food bank having more than tripled distribution. Houston Food Bank is now the largest food bank in the world and distributes 165 million dollars of food each year to almost 800,000 recipients.

Prior to moving to Houston, Brian was the Executive Director of the Second Harvest Food Bank of Greater New Orleans and Acadiana for 12 years. Previously, he held the same position at the Second Harvest Food Bank in Knoxville, Tennessee for 5 years. Brian is an adjunct professor for the graduate program in Nonprofit Management at University of Houston Downtown.

Brian has an MA in Economics from The University of Tennessee and a BA in Economics from Humboldt State University. He is married to Andrea Osborne and together they have sons Gavin, age 10 and Shane, age 8.

MARY HARRYMAN

Director of Child Nutrition Services, Pasadena Independent School District

Mary Harryman, RD, LD, MED, is the Director of Child Nutrition Services at Pasadena Independent School District. She earned a Bachelor of Science degree in Nutrition and Dietetics from the University of Texas Health Science Center at the Houston School of Allied Health Sciences and a Master's Degree in Allied Health Education from the University of Houston. Mary began her career in child nutrition at Pasadena ISD as a supervisor in 1997. She continued at Deer Park ISD as an assistant director, then became director of food services at Stafford MSD. Mary returned to Pasadena ISD as director of child nutrition services in 2007, where she continues to serve over 58,000 students, representing 67 campuses, to ensure they have access to school meals that are as nutritious as they are delicious.

ANNE HAZLETT

Assistant to the Secretary for Rural Development

An Indiana native, Hazlett has worked on agriculture and rural issues for over fifteen years. Working in both the U.S. House and Senate, Hazlett has most recently served as Republican Chief Counsel for the Senate Committee on Agriculture, Nutrition and Forestry where she was an advisor on many issues impacting rural America from Farm Bill programs to broadband and child nutrition.

In addition to her public service in Washington, Hazlett was the Director of Agriculture for her home state where she managed the Indiana State Department of Agriculture and was an advisor to Indiana Governor Mitch Daniels on agriculture and rural issues. Further, she served as Chief of Staff to Indiana Lt. Governor Becky Skillman where she assisted in the creation of the state's first Office of Community and Rural Affairs, an agency devoted to providing financial and technical assistance to rural communities, and supervised management of the state's housing finance, energy and tourism agencies. Outside of public service, Hazlett was in private law practice where she advised clients on agriculture and environmental regulatory matters.

Hazlett is a graduate of Kansas State University, graduating Magna Cum Laude with a Bachelor of Science degree in agricultural communications. In addition, she holds a law degree from Indiana University and a master's degree in agricultural law from the University of Arkansas.

BRANDON LIPPS

Administrator for the Food and Nutrition Service, USDA

Brandon Lipps is Administrator of USDA's Food and Nutrition Service where he leads the agency in administering the nation's 15 federal nutrition assistance programs. He is also currently serving as Acting Deputy Under Secretary, reporting to Agriculture Secretary Sonny Perdue. Prior to joining USDA, Lipps served as the Chief of Staff for the Office of the Chancellor at the Texas Tech University System, working closely with Chancellor Robert Duncan to develop policy initiatives, identify strategic priorities and execute plans to achieve goals across the system's more than 20,000 employees. Previously, Lipps served as counsel and senior professional staff to the U.S. House Committee on Agriculture during the 2014 Farm Bill. He also served as Chancellor Duncan's legislative aide and rural district director during his time as a Texas State Senator. Lipps is a former associate at the Lubbock law firm of Crenshaw, Dupree & Milam. He hails from Woodson, Texas, and earned a bachelor's degree in agricultural economics from Texas Tech and a law degree from Texas Tech University School of Law.

WILLIAM E. LUDWIG

Regional Administrator, Southwest Region USDA, Food and Nutrition Service

William "Bill" Ludwig is the Regional Administrator of the Food and Nutrition Service's (FNS) Southwest Region. He oversees 15 federal nutrition assistance programs in Arkansas, Louisiana, New Mexico, Oklahoma, Texas and 26 tribal organizations with a regional budget of nearly \$14 billion. These programs include the Supplemental Nutrition Assistance Program, the National School Lunch and School Breakfast Programs, the Special Supplemental Food Program for Women, Infants and Children (WIC) and other nutrition assistance programs.

His mission is to ensure that children throughout the region have access to safe, nutritious and balanced meals. He is a strong advocate of partnerships and believes they are critical to accomplishing the region's mission of reaching the youngest and most vulnerable populations.

BILLY SHORE

Executive Chairman, Share Our Strength

Billy Shore is the Executive Chairman of No Kid Hungry and its parent organization, Share Our Strength. Since founding Share Our Strength in 1984 with his sister Debbie, Billy has led the organization in raising more than \$600 million to fight hunger and poverty, and has won the support of national leaders in business, government, health and education, sports and entertainment. Billy is also the chair of Community Wealth Partners, a Share Our Strength organization that helps leaders and communities solve social problems.

Before founding Share Our Strength, Billy served on senatorial and presidential campaign staffs, and in 2014, congressional leaders appointed him to the National Commission on Hunger, a group tasked with finding innovative ways to end hunger in America.

LISA STARK

Correspondent, *Education Week*

Lisa Stark is a correspondent for television and video coverage at *Education Week*, the flagship publication of the Bethesda, Maryland-based nonprofit publisher Editorial Projects in Education. Lisa brings more than three decades of experience in television news, and has received numerous awards, including two national Emmys for her reporting on “The Millennium” and “Broken Pension Promises,” as well as a George Foster Peabody Award and Alfred DuPont Award for coverage related to the 9/11 attacks.

She previously covered the U.S. Supreme Court and federal regulatory agencies, reporting extensively on transportation, consumer affairs, and drug and food safety.



ABOUT THE NO KID HUNGRY CENTER FOR BEST PRACTICES

Share Our Strength's No Kid Hungry® campaign is ending childhood hunger by connecting kids to the healthy food they need every day; teaching families how to cook healthy, affordable meals through Cooking Matters®; and investing in community organizations that fight hunger. The No Kid Hungry Center for Best Practices provides the tools and resources needed to help advocates, program providers, elected officials and their staff, educators and community leaders achieve success in fighting childhood hunger. Learn what works in the fight against childhood hunger and discover toolkits, case studies, hunger statistics, issue briefs, reports and more at BestPractices.NoKidHungry.org.



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