



THE SCHOOL BREAKFAST LEADERSHIP INSTITUTE

JUNE 14-15, 2018
theWit Chicago



PROGRAM

HOSTED BY



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THE SCHOOL BREAKFAST LEADERSHIP INSTITUTE

JUNE 14-15, 2018

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AGENDA

THURSDAY, JUNE 14

8:00am - 8:30am

Registration & Breakfast

3RD FLOOR FOYER

8:30am - 9:00am

Opening & Welcome

WILDE

We will kick off the Institute with opening remarks and an opportunity to share team goals and meet the state team members.

9:00am - 10:00am

Be Bold in Vision & Pursuit

WILDE

This session will recognize the importance of bold leadership in reducing childhood hunger by expanding access to school breakfast. This panel discussion will feature state leaders from across the country who have made expanding access to school breakfast a top priority in their state.

Moderator:

Courtney Smith

Managing Director, Center for Best Practices, No Kid Hungry Campaign

Speakers:

Sandy Curwood, PhD, RDN

Director, School Nutrition Programs, Virginia Department of Education

Heather Hallman

Special Advisor to the Secretary/Advisor to the Governor on Food and Nutrition Programs, Pennsylvania Department of Human Services

Zack Hudgins

State Representative, Washington State House of Representatives

Dana Hunter, PhD

Executive Director, Children's Cabinet, Louisiana Office of the Governor

10:00am - 10:15am

Break

10:15am - 11:30am

One Team, One Goal (Team Time)

BREAKOUT ROOMS

Breakfast expansion is a team sport. Everyone on your team needs to work towards the same goal despite differences in immediate objectives. Each state team will identify a measurable goal for increasing participation in school breakfast. State teams will be joined by their No Kid Hungry facilitator, who will provide an overview of the action planning process and guide the team through a SWOT analysis—identifying strengths, weaknesses, opportunities and threats related to school breakfast in the state—to set the foundation for action planning.

Breakout Room Assignments:

Hawaii - Churchill I

New York - Churchill II

Michigan - Cibo Matto

North Carolina - Cibo Matto

Kansas - Primo

South Carolina - Private Dining Room

11:30am - 12:30pm

Policy Change as a Strategy to Increase Access to Breakfast

WILDE

Policy can be an effective tool to increase access to school breakfast. Across the country, governors, state legislators and advocates are collaborating to implement new policies and legislation to ensure that all kids start the day with a healthy meal that prepares them for learning. This session will highlight various policy options including requiring or funding Breakfast After the Bell, providing transparent access to school breakfast data, establishing state task forces and other policy changes.

Moderator:

Lee Anderson

Director, Issues Management & State Government Relations, General Mills

Speakers:

Bernadette Downey

Senior Manager, Advocacy, No Kid Hungry Campaign

Jeremy Eaton

Research Analyst, Child Nutrition Programs, Oregon Department of Education

Stephanie Simms Hodges

School Nutrition Programs Coordinator, Virginia Department of Education

Sherry Tomasky

Director, Public Affairs, Hunger Solutions New York

12:30pm - 1:30pm

Lunch

ROOF PATIO

Lieutenant Governor Sanguinetti, an anti-hunger champion and bold leader, will share why she is an advocate for programs that fight food insecurity and how she encourages other leaders to be her partner in ensuring that no child goes hungry.

Remarks:

Stephanie Slingerland

Director, Philanthropy & Social Impact, Kellogg Company

Evelyn Sanguinetti

Lieutenant Governor, State of Illinois

1:30pm - 2:45pm

Strategies for Success (Team Time)

BREAKOUT ROOMS

State teams will reconvene with their No Kid Hungry facilitator, who will guide the team in identifying three key strategies to expand access to school breakfast in their state.

2:45pm - 4:00pm

Engaging Key Stakeholders to Reach Our Goal

WILDE

The most effective way to ensure that kids have access to school breakfast is by making it a part of the school day. But Breakfast After the Bell models can have implications for school routines and require buy-in from multiple stakeholders. This panel representing school, district, board of education and corporate leaders will discuss key messages and strategies for engaging these important groups.

Moderator:

Katie Wilson, PhD, SNS

President, KT Wilson Consulting, LLC & Former Deputy Under Secretary for Food, Nutrition and Consumer Services at the U.S. Department of Agriculture

Speakers:

Laura Benavidez

Executive Director, Food and Nutrition Services, Boston Public Schools

Mike Collins

President, MCG Strategies & Former Ohio State Board of Education Member

Crystal Cooper

Director, Nutrition Support Services, Chicago Public Schools

Matthew Mellor

Principal, Pulaski County Special School District

Stephanie Slingerland

Director, Philanthropy & Social Impact, Kellogg Company

4:00pm - 4:45pm

Sharing Challenges, Finding Solutions: Roundtable Discussions

WILDE

Tap into the minds of school breakfast experts from around the nation. This is your opportunity to ask questions, strategize and build upon your team's knowledge to develop the strongest goals and activities to help reach kids in need in your state.

Implementing the Community Eligibility Provision (CEP):

Vinh Le

Program Specialist, USDA FNS

Breakfast After the Bell Implementation Resources & Best Practices:

Summer Kriegshauser

Senior Program Manager, Center for Best Practices, No Kid Hungry Campaign

Kelley McDonough

Program Manager, Center for Best Practices, No Kid Hungry Campaign

Meal Counting & Claiming Accountability with Breakfast After the Bell:

Crystal Cooper

Director, Nutrition Support Services, Chicago Public Schools

Lynn Harvey, PhD

Chief, School Nutrition Services, North Carolina Department of Public Instruction

Educator Engagement:

Michael Collins

President, MCG Strategies & Former Ohio State Board of Education Member

Matthew Mellor

Principal, Pulaski County Special School District

Meal Quality:

Laura Benavidez

Executive Director, Food and Nutrition Services, Boston Public Schools

Katie Wilson, PhD, SNS

President, KT Wilson Consulting, LLC & Former Deputy Under Secretary for Food, Nutrition and Consumer Services at the U.S. Department of Agriculture

Policy Change for School Breakfast Expansion:

Bernadette Downey

Senior Manager, Advocacy, No Kid Hungry Campaign

4:45pm – 5:00pm

Day One Closing & Dinner Instructions

WILDE

5:00pm – 5:45pm

Break

5:45pm – 6:00pm

Meet & Walk to Dinner

LOBBY

6:00pm – 8:00pm

Dinner

THE GAGE (24 SOUTH MICHIGAN AVENUE)

The Gage is an iconic restaurant along the Chicago Cultural Mile, steps from Millennium Park and The Art Institute.

Remarks:

Chuck Scofield

Executive Vice President, Share Our Strength

Kym DeLost

Executive Pastry Chef, The Gage

FRIDAY, JUNE 15

8:00am – 8:30am

Breakfast

3rd FLOOR FOYER

8:30am – 8:45am

Recap & Overview

WILDE

We will reconvene with a brief recap of day one and an overview of what is to come in the second and final day of the Institute.

Remarks:

Kelley McDonough

Program Manager, Center for Best Practices, No Kid Hungry Campaign

Louise Iverson

Senior Program Manager, General Mills Foundation

8:45am – 9:15am

State Team Report Out

WILDE

A designee from each state team will briefly share with all attendees the team's goal and three key strategies to achieving that goal, as established on day one of the Institute.

9:15am – 10:45am

Bringing It Back Home (Team Time)

BREAKOUT ROOMS

Teams will continue to build on their preliminary action plan and strengthen it given the key learnings and strategies discussed during the Institute.

10:45am – 11:45am

State Team Report Out

WILDE

A designee from each state team will briefly share with all attendees the team's top takeaways from the Institute, a key element from their preliminary action plan and next steps for moving forward.

11:45am – 12:00pm

Break

3RD FLOOR FOYER

12:00pm – 12:30pm

Next Steps & Closing Remarks

WILDE

No Kid Hungry will outline details of the implementation grant and important next steps.

Speakers:

Kelley McDonough

Program Manager, Center for Best Practices, No Kid Hungry Campaign

Katie Wilson, PhD, SNS

President, KT Wilson Consulting, LLC & Former Deputy Under Secretary for Food, Nutrition and Consumer Services at the U.S. Department of Agriculture

12:30pm

Institute Adjourns

SPEAKERS

LEE ANDERSON

Director, Issues Management & State Government Relations, General Mills

At General Mills, Lee Anderson leads company response to emerging reputational and regulatory issues, executes engagement with stakeholders, and advocates the company's interests during the formation of public policy. He leads all U.S. state government relations for the company and supports employees through civic engagement opportunities. Lee is a company leader in food security and food rescue policy. He is a founding member of the National Conference of State Legislature's Hunger Partnership, which works to connect state legislative leaders, staff and the private sector from across the country to share best practices and public policy innovations to address hunger at the state level. Lee also serves as the company representative on the Food Waste Reduction Alliance, a cross-industry initiative that connects food manufacturers, retailers and the restaurant and foodservice sector to share best practices and drive more food rescue to those in need. An attorney with over 20 years of government relations experience, Lee is active in policy work, volunteering with multiple organizations to advance public policy solutions, including American Institute for Packaging and the Environment - AMERIPEN, Citizens League, Project 515 and the Food Industry Association Executives.

LAURA BENAVIDEZ

Executive Director, Food and Nutrition Services, Boston Public Schools

Laura Benavidez is the Executive Director of Food and Nutrition Services for Boston Public Schools. She is responsible for the \$33 million organization inclusive of all operations and logistics at over 120 locations with more than 520 support and cafeteria staff combined. Laura's experience includes 10 years in the LAUSD Food Services Division where she served as Interim-Co Director, Deputy Director and Senior Food Services Supervisor. Her fifteen-year career in the food services industry has equipped her not only with knowledge of all aspects of the business but also to focus on customer service, marketing and strategic planning. Over the years, she has been responsible for both logistics such as the menu, inventory and technology as well as operations, managing supervisory teams over each area. Laura is committed to child nutrition and developing a meal program in Boston that can one day be the number one program in the United States. She has a Bachelor of Science in food science and technology with a minor in nutrition and a Master of Business Administration with a focus on organizational behavior.

MICHAEL COLLINS

President, MCG Strategies

As a champion for public schools, Michael Collins served on the Ohio State Board of Education from 2009 to 2017. He continues to assist clients seeking to improve the opportunities, healthcare, nutrition and safety for public school students. From 2002 to 2008, he served on the Westerville City Schools Board of Education, including two years as board president. He has served as a consultant to public schools in more than 10 states, advising districts on executive searches, programs and public policy issues.

CRYSTAL COOPER

Director, Nutrition Support Services, Chicago Public Schools

Crystal Cooper is the Director of Nutrition Support Services for Chicago Public Schools (CPS), which serves approximately 350,000 students at 660 schools. She holds a bachelor's degree from the University of Illinois at Urbana Champaign and received her Master of Business Administration from DePaul University in Chicago, Illinois. Crystal oversees and directs staffing, compliance, finance, and IT for Nutrition Support Services at CPS. This includes 2,700 lunchroom employees in two unions; onsite reviews at all school locations; a \$210 million annual budget; and a point of sale (POS) system for all lunchroom operations. Crystal was born and raised in Chicago and graduated from a Chicago public school on the south side where she participated in the breakfast and lunch programs. Chicago Public Schools is a founding member of the Urban School Food Alliance consisting of 11 large urban school districts that address the unique needs of their school nutrition programs and leverage purchasing power to lower costs and improve quality.

SANDY CURWOOD, PhD, RDN

Director, School Nutrition Programs, Virginia Department of Education

Dr. Sandy Curwood works to ensure that every Virginia student has access to good, healthy food at school in order to enhance academic success and promote lifelong wellness. She is a former school foodservice director, having worked for fifteen years in school districts in California. She has been successful in implementing farm-to-school programs, converting to speed-scratch cooking and incorporating nutrition education and garden-based learning in to the classroom. Dr. Curwood is a registered dietitian and has worked in a variety of foodservice and healthcare settings. As adjunct faculty, she taught foodservice systems and nutrition courses at Cal State Northridge. She has a Bachelor of Science in foods and nutrition, a master's in business, health care administration and a doctoral degree from Iowa State University in hospitality management with a focus on food safety in farm-to-school programs.

BERNADETTE DOWNEY

Senior Manager, Advocacy, No Kid Hungry Campaign

Bernadette Downey is the Senior Manager of Advocacy for Share Our Strength's No Kid Hungry campaign. In this role, she is responsible for engaging No Kid Hungry partners to advance state public policies that will connect kids with healthy food every day as well as leading No Kid Hungry's advocacy efforts with the nation's governors and state legislative bodies. Prior to joining Share Our Strength, Bernadette managed local, state and federal government relations at Food & Friends, a DC area nonprofit that provides medically appropriate home-delivered meals to individuals living with life-challenging illnesses. Bernadette also represented a range of education, health and social service nonprofits on federal issues before Congress while at Russ Reid, a private lobbying firm. Bernadette received her Bachelor of Arts in sociology from The Catholic University of America and a Master of Arts in government from The Johns Hopkins University. She currently lives and works in Malvern, Pennsylvania with her husband, Ryan, and hound dog, June.

JEREMY EATON

Research Analyst, Child Nutrition Programs, Oregon Department of Education

Jeremy Eaton currently works as Research Analyst for Child Nutrition Programs (CNP) at the Oregon Department of Education. Jeremy's role in data research and evaluation spans federally funded meal programs, including the School Breakfast Program and National School Lunch Program as well as Child and Adult Care Food Program. His work with data collection has assisted CNP staff with not only the day-to-day management of school food authority participation and adherence to program requirements but also targeting low participation areas for outreach or technical assistance. Jeremy works with partner organizations to provide resources for larger multi-organizational initiatives on an ongoing basis and supports CNP efforts in annual federal reporting. Jeremy's background is in biology and mathematics with a dual bachelor's degree from Boise State University.

HEATHER HALLMAN

Special Advisor to the Secretary/Advisor to the Governor on Food and Nutrition Programs, Pennsylvania Department of Human Services

Heather Hallman joined the Pennsylvania Department of Human Services (DHS) in November 2011 as the chief of staff of the Office of Children, Youth & Families and moved into her current role as special advisor to the secretary in February 2013. In September 2015, she was also named the advisor to the governor on food and nutrition programs. As the advisor to the governor on food and nutrition programs, she works with six state agencies and multiple community organizations to develop a plan for eliminating hunger in Pennsylvania. Prior to starting at DHS, Ms. Hallman was the deputy director of social services and the fiscal officer for the York County Human Services Department. She also served as the legislative liaison for State Representative Bev Mackereth. She earned an undergraduate degree in speech communications and a master's in public administration from Penn State University.

STEPHANIE SIMMS HODGES

School Nutrition Programs Grant Coordinator, Virginia Department of Education

Stephanie Simms Hodges is the School Nutrition Programs Grant Coordinator for the Virginia Department of Education, where she oversees various grants, including the Virginia 365 Project to End Childhood Hunger, which is funded by an \$8.8 million USDA Demonstration Project grant. Previously, Stephanie served as Operations Manager for No Kid Hungry Virginia in First Lady Dorothy McAuliffe's office. In her past positions, Stephanie supported childhood obesity prevention efforts, assisted with implementation of the USDA's Smart Snacks in Schools nutrition regulations, and advocated for quality nutrition services in the WIC program. Stephanie earned her Bachelor of Science in human nutrition, foods and exercise from Virginia Tech. She is a registered dietitian and she earned a Master of Science in food policy and applied nutrition and a Master of Public Health from Tufts University.

ZACK HUDGINS

State Representative, Washington State House of Representatives

Rep. Zack Hudgins has served Washington's 11th Legislative District—composed of Renton, Tukwila, Kent, and South Seattle—since December of 2002. Hudgins chairs the State Government Committee and serves on the House Committee on Technology and Economic Development, House Committee on Appropriations and the Joint Legislative Systems Committee. His legislative focus is on creating and keeping jobs in Washington; making government more effective and efficient; and protecting citizens, especially those from low-income and minority communities. Rep. Hudgins was instrumental in pushing through legislation to make Breakfast After the Bell possible in Washington state this year. In addition to his work in the legislature, Hudgins serves on the South Seattle College President's Advisory Committee and is involved in the community. He also serves on the Task Force on Cybersecurity for the National Conference on State Legislatures in an effort to educate and engage fellow lawmakers on cybersecurity policy discussions. He lives with his wife, Gabriela, and his young son in a renovated 1926 Tukwila farmhouse.

DANA HUNTER, PhD

Executive Director, Children's Cabinet, Louisiana Office of the Governor

Dr. Dana R. Hunter is a native of Baton Rouge, Louisiana. She holds a Bachelor of Science in Microbiology from Southern University and both a Master of Social Work and doctoral degree in social work from Louisiana State University. Dr. Hunter began her professional career as a child welfare specialist at the Department of Children and Family Services (DCFS) in June 2005. For nearly 7 years, Dr. Hunter gained invaluable experience serving vulnerable children and families as a boots on the ground child welfare specialist for DCFS. She obtained her doctoral degree in December 2013 after studying the educational crisis among foster care youth. Dr. Hunter has since served as a senior-level researcher in the Office of Social Science Research and Development at Louisiana State University and as the Executive Director of the Louisiana Children's Trust Fund, where she provided oversight of federal Community Based Child Abuse Prevention dollars and state contracts for providers that administered programs to prevent child abuse and neglect. In February 2017, Dr. Hunter was appointed by Governor John Bel Edwards to serve as the Executive Director of Louisiana's Children's Cabinet. In this role, she provides leadership for statewide policy and programmatic efforts to leverage resources, coordinate work and align services to better outcomes for children in the state of Louisiana.

LOUISE IVERSON

Senior Program Manager, General Mills Foundation

Louise Iverson is the Senior Program Manager at General Mills Foundation, where she leads strategy and partnerships within the foundation's strategic focus area of increasing food security. Prior to joining General Mills in 2017, Louise spent ten years in the non-profit sector, most recently managing global food security projects as Assistant Director of the Chicago Council on Global Affairs' Global Food and Agricultural Program. She has also held roles at American Institutes for Research and the Consortium on Financial Systems and Poverty, and she started her career working on poverty alleviation and development in Guatemala with the NGO Common Hope. Louise has a Master of Public Policy from the University of Chicago and a Bachelor of Arts from the University of Minnesota.

KELLEY MCDONOUGH

Program Manager, Center for Best Practices, No Kid Hungry Campaign

As a school breakfast expert in the Center for Best Practices, Kelley develops resources and tools and provides technical assistance and training around expanding access to the School Breakfast Program. She is a native New Yorker who spent the last decade in New Orleans. Prior to joining Share Our Strength in 2017, Kelley managed a statewide youth tobacco control initiative in Louisiana with a focus on youth engagement and policy change. Prior to that, Kelley provided support to New Orleans schools around the development and implementation of comprehensive, effective and sustainable school wellness programs using the Whole School, Whole Community, Whole Child model. Kelley has a Master of Public Health from the Tulane University School of Public Health & Tropical Medicine and a Bachelor of Science in public health from Tulane University.

MATTHEW MELLOR

Principal, Pulaski County Special School District

Matthew Mellor and his wife share six children ages 14-24. He has worked in children's ministry, in construction and as a developer before returning to education. He has served as a band director, taught elementary music, and for the last 12 years, has served as an elementary principal in the Pulaski County Special School District in Little Rock, Arkansas. Mr. Mellor attended Harding University in Searcy, Arkansas. He hopes to complete his doctorate in educational leadership this spring. He is passionate about learning and believes learning starts with breakfast.

EVELYN SANGUINETTI

Lieutenant Governor, State of Illinois

Evelyn Sanguinetti is proud to serve the residents of the State of Illinois as their 47th Lieutenant Governor. She is a wife, working mother of three and an attorney by trade. She was formerly an adjunct professor of law and a Wheaton City Councilwoman. Evelyn was born to teenage parents in Hialeah, a neighborhood outside of Miami, FL. Her mother was a Cuban refugee and her father, an Ecuadorian immigrant. Evelyn recalls moving frequently as a child because her parents were unable to afford rent. While they were of little means, her parents were determined to give Evelyn every opportunity to succeed. Evelyn received her college education at Florida International University and attended The John Marshall Law School. As Lieutenant Governor of Illinois, Evelyn is committed to fighting for all Illinois residents. She applies the same passion to her role that has propelled her throughout her life, from humble beginnings in Hialeah, FL to becoming Illinois' first Latina Lieutenant Governor.

STEPHANIE SLINGERLAND

Director, Philanthropy and Social Impact, Kellogg Company

As Director of Philanthropy and Social Impact, Stephanie Slingerland is responsible for leading and implementing Kellogg's global food security cause platform, Breakfasts for Better Days. She also leads the planning and execution of the companywide U.S. United Way campaign and related employee engagement activities. Stephanie serves as Executive Director for the Kellogg Company Fund and the Kellogg Employees' 25 Year-Fund, a private foundation established by Mr. Kellogg in 1944 with support from Kellogg Company to assist 25-year employees experiencing financial hardship. She joined Kellogg in 2006 as part of the company's Corporate Communications team and progressed through a variety of roles with increasing responsibility until joining the Philanthropy team in 2016.

COURTNEY SMITH

Managing Director, Center for Best Practices, No Kid Hungry Campaign

As the Managing Director of the No Kid Hungry Center for Best Practices, Courtney Smith oversees technical assistance, research, policy analysis, and product development to support efforts to end childhood hunger across the country. She has extensive experience working on programs and policies to improve the well-being of low-income families and children. Before joining Share Our Strength in 2008, Courtney was a Senior Policy Analyst at the National Governors Association's Center for Best Practices, where she provided technical assistance and consulting services to governors on a range of poverty and human services issues. From 1997 to 2001, she served as a Senior Policy Analyst at Berkeley Policy Associates, where she led evaluations of welfare reform and workforce development programs. She also worked at the Public Policy Institute of California, the Literacy Assistance Center of New York City, and the Program to Educate the Girl in Guatemala. Courtney has a Master of Arts in public policy from the University of California at Berkeley and a bachelor's degree in English literature and women's studies from Grinnell College.

SHERRY TOMASKY

Director, Public Affairs, Hunger Solutions New York

Sherry Tomasky is the Director of Public Affairs for Hunger Solutions New York; she joined the organization in 2015. With the goal of reducing hunger among all New Yorkers who struggle with food insecurity, Sherry leads a program and policy team who strives to maximize participation in federal nutrition programs, and she also coordinates the organization's communication and advocacy work. Prior to joining Hunger Solutions, Sherry served for three years as the Director of Outreach for the state's health insurance exchange, NY State of Health, at the New York State Department of Health. In this role, she planned and implemented outreach efforts to inform New Yorkers about new health coverage options in the exchange and coordinated input from a variety of stakeholders. She began her career in with the American Cancer Society as an advocacy director in New York State in 2001. She holds a master's degree in health communication from a joint degree program at Emerson College and Tufts University School of Medicine in Boston, and she has a bachelor's degree in communications from Manhattan College in Riverdale, New York.

KATIE WILSON, PhD, SNS

President, KT Wilson Consulting, LLC

Dr. Katie Wilson is the former Deputy Under Secretary for Food, Nutrition and Consumer Services at the U.S. Department of Agriculture. In this role, Dr. Wilson was responsible for improving the health and well-being of Americans by developing and promoting science-based dietary guidance in the department that administers USDA's 15 nutrition assistance programs. Prior to joining USDA, Dr. Wilson spent 23 years as a school nutrition director, served five years as the Executive Director for the Institute of Child Nutrition, served one term as President of the School Nutrition Association and was an assistant professor at the University of Mississippi. Dr. Wilson holds a Bachelor of Science in dietetics and a master's in food science and nutrition from the University of Wisconsin-Stout and a doctorate in foodservice and lodging management from Iowa State University.

NO KID HUNGRY

No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.

BestPractices.NoKidHungry.org



1030 15th Street NW, Suite 1100W | Washington, DC 20005
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