

# SCHOOL

# BREAKFAST

# LEADERSHIP

# INSTITUTE



# 2019

JUNE 11-12, NEW ORLEANS



# AGENDA

TUESDAY, JUNE 11

8:00am - 8:30am

## Check-In & Breakfast

THE AVENUE & DRYADES FOYER

8:30am - 9:00am

## Opening & Welcome

DRYADES BALLROOM

We will kick off the Institute with opening remarks and an opportunity to meet the state teams.

9:00am - 10:15am

## Be Bold in Vision & Pursuit

DRYADES BALLROOM

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:

### Dawn Amano-Ige

First Lady of Hawai'i

### Ilina Ewen

Communications Consultant & Former Chief of Staff to the First Lady of North Carolina

### Zack Hudgins

State Representative, Washington State House of Representatives

### Dana Hunter, PhD

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

### James F. Lane, PhD

Superintendent of Public Instruction, Virginia Department of Education

10:15am - 10:30am

## Break

10:30am - 11:30am

## Team Time

BREAKOUT ROOMS

State teams will work towards setting a measurable goal for increasing participation in the School Breakfast Program. State teams will be joined by their No Kid Hungry facilitator(s), who will provide an overview of the action planning process and then guide the team in identifying three key strategies to expand access to school breakfast in their state.

11:30am - 12:30pm

## Policy Change as a Strategy to Increase Access to Breakfast

DRYADES BALLROOM

Policy can be an effective tool to increase access to the School Breakfast Program. Across the country, governors, state legislators and advocates are collaborating to implement new policies and legislation to ensure that all children start the day with a healthy meal that prepares them for learning. This session will highlight various policy options to consider like requiring and/or funding Breakfast After the Bell programs, increasing participation in the Community Eligibility Program and engaging schools and staff to celebrate their work promoting and operating school breakfast.

Moderator:

### Bernadette Downey

Senior Manager, Advocacy, No Kid Hungry campaign

Speakers:

### Catherine Drennan

Director of Communications & Public Affairs, The Greater Boston Food Bank

### Cara Harrison

Policy Advisor, Education & Revenue Policy, Rhode Island Office of the Governor

### Jennifer A. Jarrett

School Nutrition Education & Program Manager, Bureau of Budget & Fiscal Management, Division of Food & Nutrition, Pennsylvania Department of Education

12:30pm - 1:30pm

## Lunch

DRYADES BALLROOM

Remarks:

### Rhonda Jackson

Director, No Kid Hungry Louisiana

### Donna Edwards

First Lady of Louisiana

1:30pm - 2:45pm

## Team Time

BREAKOUT ROOMS

State teams will reconvene with their No Kid Hungry facilitator(s) and continue to build out strategies and tactics to expand access to school breakfast in their state.

2:45pm - 3:45pm

## Engaging Key Stakeholders to Reach Our Goal

DRYADES BALLROOM

To reach our robust goal of ensuring access to school breakfast for all kids in need, we need to be strategic about how and when to engage diverse stakeholders. 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 as such, require buy-in from multiple stakeholders.

Moderator:

### Donna S. Martin, EdS, RDN, LD, SNS, FAND

Director of School Nutrition Programs, Burke County Public Schools

Speakers:

### Sylvia Leeb

Program Manager of Finance and Operations, Food and Nutrition Services, Pasco County Schools

### Nadine L. Mann, PhD, RD, LDN

Child Nutrition Program Chief Financial Director, East Baton Rouge Parish Schools

### Matthew Mellor

Principal, Pulaski County Special School District

### Julie Pittman

2018 North Carolina Western Region Teacher of the Year

3:45pm - 4:45pm

## Sharing Challenges, Finding Solutions: Roundtable Discussions

DRYADES BALLROOM

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.

## 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

# AGENDA

TUESDAY, JUNE 11

## Educator Engagement

**Matthew Mellor**  
Principal, Pulaski County Special School District

**Julie Pittman**  
2018 North Carolina Western Region  
Teacher of the Year

## Policy Change for School Breakfast Expansion

**Bernadette Downey**  
Senior Manager, Advocacy,  
No Kid Hungry campaign

## Meal Quality

**Nadine L. Mann, PhD, RD, LDN**  
Child Nutrition Program Chief Financial Director,  
East Baton Rouge Parish Schools

**Donna S. Martin, EdS, RDN, LD, SNS, FAND**  
Director of School Nutrition Programs,  
Burke County Public Schools

## Implementing the Community Eligibility Provision (CEP)

**Stephanie N. Robinson**  
Program Specialist, USDA, FNS, Southwest  
Regional Office

## Engaging Community Partners

**Rhonda Jackson**  
Director, No Kid Hungry Louisiana

4:45pm – 5:00pm

## Closing & Announcements DRYADES BALLROOM

5:00pm – 5:30pm

## Break

5:30pm – 6:00pm

## Meet in Lobby & Travel to Dinner

6:00pm – 8:00pm

## Dinner CALCASIEU | 930 TCHOUPITOULAS STREET

We will gather for a private dinner at Calcasieu in the historic Warehouse District.

### Remarks:

**Benjamin Schorr**  
Senior Manager of Philanthropy & Social Impact,  
Kellogg Company

**Chuck Scofield**  
Executive Vice President, Share Our Strength

**Ryan Prewitt**  
Chef & Partner, Link Restaurant Group

WEDNESDAY, JUNE 12

8:30am – 9:00am

## Breakfast DRYADES FOYER

9:00am – 9:15am

## Recap & Overview DRYADES BALLROOM

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:

**Courtney Smith**  
Managing Director, Center for Best Practices,  
No Kid Hungry campaign

**Louise Iverson**  
Senior Program Manager, General Mills Foundation

9:15am – 10:30am

## 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.

10:30am – 10:45am

## Break

10:45am – 11:30am

## State Team Report Out DRYADES BALLROOM

A representative 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.

11:30am – 12:00pm

## Lunch DRYADES BALLROOM

12:00pm – 12:30pm

## Next Steps & Closing Remarks DRYADES BALLROOM

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

**Chuck Scofield**  
Executive Vice President, Share Our Strength

12:30pm

## Institute Adjourns

Share your experience by using:  
**#BreakfastInstitute**  
**#NoKidHungry**  
**@NoKidHungry**  
on Facebook, Twitter & Instagram

## SPEAKERS

### DAWN AMANO-IGE

#### First Lady of Hawai'i

As first lady of the State of Hawai'i, Dawn Amano-Ige supports education programs, particularly in science, technology, arts and math along with literacy, global education and international student exchanges. She also promotes healthy living through the state's Choose Healthy Now program. Professionally, Mrs. Ige was a public-school educator who taught 3rd grade and served as a vice principal. She previously worked in healthcare marketing and corporate public relations. Mrs. Ige was born and raised in Ewa, Hawai'i and attended public schools there. She holds degrees in journalism, business and elementary education. The Ige's have three grown children.

### CATHERINE DRENNAN

#### Director of Communications & Public Affairs, The Greater Boston Food Bank

Catherine Drennan is a Public Affairs and Communications professional who works with The Greater Boston Food Bank to advance their public policy and awareness efforts. She believes that clear communication and strong collaboration across sectors is the key to addressing our society's most critical issues. Catherine began as the Director of Communications and Public Affairs at The Greater Boston Food Bank (GBFB) and has been working there since 2014. During that time, she has grown the food bank's advocacy efforts by creating a Public Affairs team of two additional more team members. In her role she handles media inquiries and press information, while also managing all government contacts and policy priorities at the state and federal level for the food bank. Over the last three and a half years GBFB has grown our state funding by \$4 million. She is currently leading a state legislative campaign on school breakfast and has built a statewide coalition to support this effort called Rise and Shine Massachusetts. At the federal level, she has been actively engaged in the national dialogue on Child Nutrition Reauthorization, healthcare and tax reform and the 2018 Farm Bill. All of these efforts work towards the goal of advancing the mission to end hunger in eastern Massachusetts and positioning GBFB as a thought leader in the hunger policy arena. Catherine previously was at the Alumni Affairs and Development Communications office at Harvard University, where she worked with the College and all Graduate Schools on a coordinated communications plan and execution of The Harvard Campaign – Harvard University's \$9.1 billion fundraising campaign. Catherine is a graduate from Saint Anselm College with a Bachelor of Arts in International Relations, and a master's in public administration from Northeastern University. She hails from Western Massachusetts and currently lives in the North End with her boyfriend.

### DONNA EDWARDS

#### First Lady of Louisiana

Louisiana First Lady Donna Hutto Edwards was born in Meridian, Mississippi and moved with her family to Amite, Louisiana, where she met her future husband, Governor John Bel Edwards. She earned a bachelor's degree in business administration from the University of Southern Mississippi. Mrs. Edwards has long been active in her community, supporting various organizations and school and church groups. Early in her marriage, during the governor's eight-year service as an Army Infantry Airborne ranger, the first lady volunteered her time and assistance to families of deployed Army service members. While raising three children, Mrs. Edwards became a certified teacher and taught music for more than eight years. As Louisiana's first lady, she continues to advocate for teachers, public education and music and arts education.

### ILINA EWEN

#### Communications Consultant & Former Chief of Staff to the First Lady of North Carolina

Ilina is a writer, marketing consultant, and advocate. She served as Chief of Staff to the First Lady of North Carolina for over two years. Before that, she had her own brand strategy consulting business for 15 years and spent the early years of her career at American Express and advertising agencies. She is known as an "accidental activist" who advocates for myriad issues that stem from adverse childhood experiences (ACEs) and uses her voice as a champion for children. Specifically, she works to reduce childhood hunger, eliminate child abuse, support public education, advocate for global vaccines, and fight for access to affordable healthcare. She uses her voice literally and figuratively as a public speaker and writer who talks about advocacy, family engagement, finding and using your voice, and social justice. Ilina has over 25 years of marketing and communications experience and earned an MS in Integrated Marketing Communications from Northwestern University and a BA in History from the University of Virginia. She is a doting mom to two teenage sons and has been married to her biggest champion for 19 years. She abhors sans serif fonts and loves the Oxford comma. When Ilina isn't working or writing, you can find her reading, cooking, or daydreaming about her next world adventure.

### CARA HARRISON

#### Policy Advisor, Education & Revenue Policy, Rhode Island Office of the Governor

Cara Harrison is the Policy Advisor on education and revenue policy to Rhode Island Governor Gina M. Raimondo. Governor Raimondo's FY20 proposed budget includes a series of initiatives aimed at ending child hunger, improving student academic performance, increasing state reimbursement of federal meals programs, and ensuring that no student from Pre-K to college goes hungry at school. Previously, Cara was an elementary school teacher for 5 years and saw firsthand how critical access to healthy meals was to the success of her students. Cara has a Master of Education Policy and Management from Harvard's Graduate School of Education and a Bachelor of Arts in Public Policy from Brown University.

## SPEAKERS

### ZACK HUDGINS

#### State Representative, Washington State House of Representatives

Representative Zack Hudgins has served Washington's 11th Legislative District—comprised of Renton, Tukwila, Kent and South Seattle—since December of 2002. Hudgins chairs the Innovation, Technology, and Economic Development Committee and serves on the House State Government & Tribal Relations Committee and House Committee on Appropriations. 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 last year. 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, LA. She holds a Bachelor's of Science degree in Microbiology from Southern University and both a Master's of Social Work and Doctorate of Philosophy degree in Social Work from Louisiana State University. Dr. Hunter began her professional career as a child welfare specialist at DCFS in June 2005. She obtained her Doctorate degree from LSU in December 2013 where she studied predictors of higher educational attainment 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. In February 2017, Dr. Dana R. 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 of statewide policy and programmatic efforts to leverage resources, coordinate, and align services to better outcomes for children in the state of Louisiana. She is the state team lead for the Governor and First Lady's No Kid Hungry Louisiana Initiative and leads the state's human trafficking efforts.

### JENNIFER A. JARRETT

#### School Nutrition Education & Program Manager, Bureau of Budget & Fiscal Management, Division of Food & Nutrition, Pennsylvania Department of Education

Jennifer has the honor of serving as the School Nutrition Programs Manager for the Pennsylvania Department of Education, Division of Food and Nutrition (PDE, DFN) and working with over 900 School Nutrition Sponsors to serve the students of Pennsylvania nutritious meals. She has been with PDE, DFN for four years, most recently as the School Nutrition Programs Manager and previously in the role of Regional Supervisor for Field Services. Prior to coming on board at PDE, DFN, Jennifer served in many food service roles, having worked in restaurants, hotels, private catering, public and boarding school food service, and assisted living. She attended the New York Institute of Technology and obtained a BS in Nutrition Science and later attended Johnson and Wales University and graduated with an AS in Culinary Arts.

### JAMES F. LANE, PhD

#### Superintendent of Public Instruction, Virginia Department of Education

Dr. James F. Lane was appointed Virginia's 25th Superintendent of Public Instruction by the Governor of Virginia, effective June 1, 2018. As state superintendent, Dr. Lane serves as the executive officer of the Virginia Department of Education, which is the administrative agency for the commonwealth's public schools. He also serves as secretary of the state Board of Education. Prior to his appointment as the commonwealth's chief school officer, Dr. Lane served as a division superintendent in Chesterfield County, Goochland County and Middlesex County. He was recognized as the 2017 Virginia Superintendent of the Year for his leadership in Goochland County. Dr. Lane was one of 100 superintendents in the nation selected to attend the 2014 ConnectEd Superintendents Summit at the White House in recognition of his leadership in the use of instructional technology by his schools. In 2015, the national Data Quality Campaign awarded its annual Flashlight award to Goochland County in recognition of the division's achievements under Lane's leadership in using data to empower educators and communicate with parents and the public. Dr. Lane holds a doctorate in education from the University of Virginia, a master's degree in school administration from North Carolina State University, and master's and bachelor's degrees in teaching from the University of North Carolina at Chapel Hill. Dr. Lane and his wife, Sarah, are the parents of two elementary school students in Chesterfield County.

### SYLVIA LEEB

#### Program Manager of Finance and Operations, Food and Nutrition Services, Pasco County Schools

Sylvia Leeb is a Virginia native who moved with her husband and two children to Florida 17 years ago. She studied Dietetics in her undergrad program and accountancy in her master's program. She married her love of finance and nutrition 8 years ago when she joined Pasco County School's Food and Nutrition Services Department. Sylvia manages all activities related to school food service accounting. She prepares and has oversight of the \$40 million budget. Sylvia was instrumental in obtaining the necessary buy-in from the Superintendent and his staff to launch the Breakfast in the Classroom initiative.

## **SPEAKERS**

### **NADINE L. MANN, PhD, RD, LDN**

**Child Nutrition Program Chief Financial Director, East Baton Rouge Parish Schools**

Dr. Mann has worked in the East Baton Rouge Parish School System since 1975 and has worn many hats. She holds a doctoral degree in Institution Administration from Texas Woman's University where her research focused on solid waste management in school food service. Her work on "garbage" resulted in the district receiving the first ever awarded, "Pinnacle of Excellence Award" from the Association of School Business Officials International in 1993. In 1997, Dr. Mann initiated USDA's Provision II breakfast grant in all East Baton Rouge (EBR) schools to provide a free breakfast to all students in the district; this is a 22-year-old practice that continues today through the Community Eligibility Provision (CEP). Beginning in 2000, she developed the scanning and processing of free lunch applications that led to USDA's implementation of Household Applications across the country, allowing a scanned form to be accepted as an original document and allowing directly certified students to remain directly certified all year. In 2003, the district received ASBO's Pinnacle of Achievement Award for the development and implementation of the scanning and processing of meal applications. 2014-15 was another banner year with the implementation of CEP in all schools, the implementation of the CACFP Supper Program, now in 71 sites, and the implementation of Breakfast in the Classroom. EBR has been honored to host Governor Jon Bel Edwards and his wife Donna for the last two years to show off Breakfast in the Classroom in EBR schools and kick off the breakfast in the classroom campaign across Louisiana.

### **DONNA S. MARTIN, EDS, RDN, LD, SNS, FAND**

**Director of School Nutrition Programs, Burke County Public Schools**

Donna Martin is the director of the Burke County (GA) school nutrition program, which has 4,500 students in five schools, serving breakfast, lunch, afterschool snacks, supper and the summer feeding program. She served as the Academy of Nutrition and Dietetics' treasurer from 2013-2015. Martin served as the Academy's President in 2017-2018. Donna was the first School Nutrition Director to be President of the Academy. She is a graduate of the University of Georgia and earned a master's degree from the University of Alabama - Birmingham and an education specialist degree from Augusta University. In 2016, Donna's work in the Burke County Public Schools nutrition program gained national attention when Michelle Obama and Al Roker visited Burke Middle School to help plant a school garden. Donna was then invited to speak at the White House for Michelle Obama's capstone event celebrating all the work that had occurred in changing how children eat. Donna was also awarded the 2016 Golden Radish Award for the state of Georgia because of her efforts in the Farm to School Movement. Donna has been involved in numerous public policy initiatives including testifying before Congress about the new School Nutrition Standards and to the House of Representatives Staff on the Farm to School Bill.

### **MATTHEW MELLOR**

**Principal, Pulaski County Special School District**

Matthew Mellor and his wife share six children ages 15-25. He has worked in children's ministry, in construction and as a developer before returning to education where he has served as a band director, elementary music teacher, and for the last 13 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 this summer in Educational Leadership. He is passionate about learning and believes learning starts with breakfast.

### **JULIE PITTMAN**

**2018 North Carolina Western Region Teacher of the Year**

Julie Paige Pittman was called to be an educator and community builder. She is a proud graduate of Johnston County Public Schools, and earned a Bachelor of Arts in Political Science and Speech Communications, as well as a Master of Arts in Communication Studies from the University of North Carolina at Chapel Hill. Before becoming a North Carolina public school teacher, she held teaching positions at UNC-CH, Rutgers University, New York University, and Central Piedmont Community College, as well as worked in professional theater while in NYC. In 2003, she joined Rutherford County Schools as a high school English teacher at R-S Central High School, and is currently the 2018 Burroughs Wellcome Fund NC Western Region Teacher of the Year. Outside of school, Julie is a wife, a mother of twin daughters, and a member of several civic and community groups in Western NC and across the state that support education, women, children, and communities. She thrives on motivating students to find their own voices and roles as citizens of this world, as well as inspiring fellow teachers to grow their skills by expanding their classrooms into the global community. Ultimately, she believes each of us share a role in supporting and nurturing all students, and thus shaping our collective future.







## 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.

[NoKidHungry.org](http://NoKidHungry.org)



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