

the 2011 cal  fresh Forum
BETTER FOOD FOR BETTER LIVING

Agenda

- 8:30 am..... Registration
- 9:00 am..... **Welcome**
Kenneth Hecht, Executive Director
California Food Policy Advocates
- 9:15 am..... **Opening Remarks**
Alexis Fernandez, Nutrition Policy Advocate
California Food Policy Advocates
- 9:25 am..... **Warm Up: Launching Initiatives to Improve CalFresh**
George Manalo-LeClair, Senior Director of Legislation
California Food Policy Advocates
- 9:45am..... **Kevin Concannon**, Under Secretary
USDA Food, Nutrition and Consumer Services
- 10:20 am..... **John Wagner**, Director
California Department of Social Services
- 10:40 am..... **Break**
- 10:50 am..... **“Phil”-ling us with Hope:**
Promising Practices from Pennsylvania for Reaching Seniors
Julie Zaebest, Policy Center Manager,
Greater Philadelphia Coalition Against Hunger
Elisa Zygmunt, Director of Programs and Analytics,
Benefits Data Trust
- 11:20 am..... **The 2011 “Freshy” Award Ceremony**
- 11:50 am..... **Trends in SNAP for 2011**
Stacy Dean, Director, Food Assistance Policy
Center on Budget and Policy Priorities
- 12:20 pm..... **Lunch**
- 1:20 pm..... **Transforming Government:**
Streamlining During Economic Turmoil and Increased Workloads
Terre Penn, Field Services Administrator
Washington State Department of Social and Health Services
- 2:00 pm..... **Break-Popcorn in the Lobby**
- 2:15 to 3:55pm..... **Afternoon Workshops**

Panel Topics

CalFresh: New Brand, New Opportunity

We have a new logo, name and brand. Now what? Come hear from a professional rebranding expert about what is needed to move a brand forward. This workshop will cover the new CalFresh brand guidelines, the overall goals and opportunities of branding practice, key messaging around the new CalFresh brand and opportunities to integrate the brand into CalFresh outreach.

Panelists are **David Ginsburg**, Director, UC-Food Stamp Nutrition Education Program (UC-FSNEP), **Maria Leech**, Program Manager, Food Stamp Outreach, Network for Healthy California; **Laurel Sutton**, Principal, Catchword Brand Name Development.

“Fresh” Ideas for 2011: A Review of Legislative Proposals

This workshop will take an in-depth look at this year’s CalFresh legislation: AB 6 (Fuentes) The CalF-R-E-S-H Act of 2011, AB 69 (Beall) Increasing Senior Participation, SB 43 (Liu) Helping the Unemployed Keep CalFresh Benefits and Increasing Employability, & the “Nutritional Assistance for Families Act” (Swanson). Hear what these bills do from key policy insiders and hear what these changes will mean for clients from community advocates.

Panelists are **Jessica Bartholow**, Legislative Advocate, Western Center on Law and Poverty; **Frances Chacon**, Principal Consultant, CA State Assembly Human Services Committee; **Gwendy Donaker Brown**, Director of Policy and New Initiatives, Opportunity Fund; **Opio Dupree**, Senior Consultant, Assemblymember Sandré Swanson; **Alexis Fernández**, Nutrition Policy Advocate, California Food Policy Advocates; **Julie Salley-Gray**, Principle Consultant, CA State Assembly Appropriations Committee; **Wendy Peterson**, Director, Senior Services Coalition of Alameda County, **Frank Tamborello**, Executive Director, Hunger Action Los Angeles

*****Note: The morning session, including the Transforming Government presentation (1:20pm), will all take place in the main theater. The afternoon workshops which begin at 2:15 pm will take place in the main theater, theater A, and theater B (located downstairs).***

Looking Toward the Future: Farm Bill 20-When?

The Farm Bill provides great risks and opportunities for SNAP. What does a new Congress mean for the Farm Bill? This workshop will present an opportunity to discuss the upcoming farm bill with a focus on how SNAP will be integrated into the farm bill at a national level, how this might impact CalFresh at the state level, and what farm bill priorities and actions attendees may consider for their future work.

Panelists are **Stacy Dean**, Food Assistance Policy Director, Center on Budget and Policy Priorities; **Mathew Marsom** Director of Public Health Policy and Advocacy, Public Health Institute; **Matt Sharp**, Senior Advocate, California Food Policy Advocates

The Affordable Care Act: Linking Nutrition and Healthcare

The Patient Protection and Affordable Care Act of 2010 (aka the new federal health care reform law) makes monumental changes to how low-income households access health care coverage. Given the strong connection CalFresh has to MediCAL and other health programs, knowing more about these changes is critical. Inquiring minds want to know: What is going to happen and when?

Presenter **Kristen Golden-Testa**, Director of California Health Program, Children’s Partnership

Panel Schedule	
Session 1 2:15 pm to 3:00 pm	
CalFresh: New Brand, New Opportunity	Main Theater
“Fresh” Ideas for 2011: A Review of Legislative Proposals	Theater A
The Affordable Care Act: Linking Nutrition and Healthcare	Theater B
Session 2 3:10 pm to 3:55pm	
CalFresh: New Brand, New Opportunity	Main Theater
“Fresh” Ideas for 2011: A Review of Legislative Proposals	Theater A
Looking Toward the Future: Farm Bill 20-When	Theater B