



Event Agenda

February 8th, 2012 | Historic Crest Theater
1013 K Street | Sacramento, CA 95814

- 8:30 Registration
- 9:00 Opening Remarks
- 9:10 Welcome
- 9:20 [Kevin Concannon](#), Under Secretary
USDA Food and Nutrition Service
- 9:45 [Will Lightbourne](#), Director
California Department of Social Services
- 10:10 2012 “Freshy” Award Ceremony
- 10:40 [Lanier Cansler](#), Secretary
North Carolina Department of Human Services
- 11:20 Workshop Session #1
- 12:10 Lunch
- 1:10 [Jim Jones](#), Senior Consultant
Sellers Dorsey
- 1:50 Workshop Session #2
- 2:50 Workshop Session #3
- 3:40 Event Wrap-Up

Workshop Schedule

Session 1 11:20 am to 12:10 pm	
Nourishment for Older Adults: CalFresh Strategies to Reach Seniors	Main Theater
Federal Outlook and Opportunities for SNAP	Theater A
Thinking Big: Can Innovative County Practices Grow Statewide?	Theater B
Session 2 1:50 to 2:40 pm	
Nourishment for Older Adults: CalFresh Strategies to Reach Seniors	Main Theater
Transforming CalFresh: State Health Reform Modernization and Realignment Come Together	Theater A
Thinking Big: Can Innovative County Practices Grow Statewide?	Theater B
Session 3 2:50 to 3:40	
"Fresh" Ideas for 2012: A Review of CalFresh Legislation	Main Theater
CalFresh & Immigrant Populations: Challenges and Strategies for Targeted Outreach	Theater A
CalFresh Data in Context	Theater B

***Note: The morning and plenary sessions will take place in the main theater. The afternoon workshops will take place in the main theater, theater A and B (located downstairs).*

Workshop Topics

Nourishment for Older Adults: CalFresh Strategies to Reach Seniors

This workshop will discuss current challenges to enrolling seniors in CalFresh, current practices that counties can utilize to boost participation, and what changes can be expected as a result of recent legislation.

Panelists include **Andrea Bricker**, Public Health Nutrition Consultant, CA Dept. of Aging; **Leo O'Farrell**, CalFresh Program Director, San Francisco Human Services Agenda; **Susan Smith**, Director, Insight Center for Community Economic Development

Federal Outlook and Opportunities for SNAP

This workshop will provide a federal perspective on the policy threats and opportunities for SNAP at the nation's capitol. Come hear the latest news from DC and discuss actions to protect and advance SNAP.

Panelists include **Stacy Dean**, Vice President for Food Assistance Policy, Center on Budget and Policy Priorities; **Ellen Vollinger**, Legal Director, Food Research and Action Center.

Thinking Big: Can Innovative County Practices Grow Statewide?

This workshop will take an in-depth look at several innovative county practices, including one-day CalFresh processing and customer service centers. The workshop will cover implementation, outcomes, lessons learned, and more. We'll also consider what it would take to grow these practices at a statewide level.

Panelists include **June Hutchison**, Deputy Director, Transitional Assistance Department, San Bernardino County Human Services; **Anna Martinez**, Assistant Director, Self Sufficiency Division, Riverside County Department of Public Social Services; **Sylvia Melena**, Assistant Deputy Director, Strategic Planning and Operational Support, San Diego County Health and Human Services Agency.

Transforming CalFresh: State Health Reform, Modernization, and Realignment Come Together

This workshop will explore how the three big opportunities provided by state health reform, modernization, and realignment can come together to advance a vision for a modern, integrated, and consumer focused enrollment process for CalFresh.

Presenter **Kim McCoy Wade**, Public Policy & Philanthropy Consultant, Alliance to Transform CalFresh.

“Fresh” Ideas for 2012: A Review of CalFresh Legislation

This workshop will provide an overview of up and coming CalFresh legislation. Learn more about each proposal from key policy insiders and explore what these changes could mean for clients.

Panelists include **Kevin Aslanian**, Executive Director, Coalition of California Welfare Rights Organizations, Inc., **Jessica Bartholow**, Legislative Advocate, Western Center on Law and Poverty, **Kerry Birnbach**, Nutrition Policy Advocate, California Food Policy Advocates; **Mareva Brown**, Principle Consultant, CA Senate Human Services Committee; **Claire Conlan**, Legislative Aide, Senator Kevin DeLeon; **Elizabeth Landsberg**, Director of Legislative Advocacy, Western Center on Law and Poverty; **Colleen Rivecca**, Advocacy Coordinator, St. Anthony Foundation; **Julie Salley-Gray**, Principle Consultant, CA State Assembly Appropriations Committee; **Cathy Senderling**, Deputy Executive Director, County Welfare Director’s Association of California.

CalFresh & Immigrant Populations: Challenges, Strategies, and Targeted Outreach

This workshop will focus on issues relevant to CalFresh and immigrant populations within the context of increasing CalFresh access and participation among eligible immigrants and families. The workshop will present general background information, describe some of the unique challenges facing immigrant populations, and describe Los Angeles County’s experience conducting targeted outreach.

Panelists include **Tanya Broder**, Senior Staff Attorney, National Immigration Law Center; **Ronald Coleman**, Statewide Policy Analyst, California Immigrant Policy Center; **Lino Rios**, Program Director, CalFresh Nutrition Program Section, Los Angeles Department of Public and Social Services.

CalFresh Data in Context

This workshop will take an in-depth look at the newest CalFresh data within the context of California’s current economy and recent CalFresh caseload trends.

Panelists include **Caroline Danielson**, Policy Fellow, Public Policy Institute of California; **Scott Graves**, Senior Policy Analyst, California Budget Project; **Tia Shimada**, Nutrition Policy Advocate, California Food Policy Advocates.