



# CalFresh Forum 2015

**October 1, 2015**  
**9:30am to 3:30pm**

**Tsakopoulos Library Galleria**  
828 I Street, Sacramento, CA

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## About the event

Each year the Forum brings together hundreds of CalFresh stakeholders from across the state to discuss strategies and opportunities to improve the reach and impact of CalFresh. Attendees include national, state and local administrators and advocates, state legislative staff, outreach professionals, researchers and other CalFresh stakeholders.

The 2015 CalFresh Forum will focus on improving the CalFresh customer experience as we look to the future and continue to work toward improving access and participation across the state. This year's program will feature plenary speakers with varied and extensive expertise designing and implementing cutting-edge business processes in both public and private sectors. Presentation topics will include effective use of open data models, open source systems, and trauma-informed customer service to improve program performance for both CalFresh clients and administrators.

**CALIFORNIA**  
**FOOD POLICY**  
**ADVOCATES**

436 14th St, Suite 1220  
Oakland, CA 94612

## Forum Speakers

**Catherine Geanuracos**, CEO/Founder, New Economy Campaigns  
**Plenary 1:** *Learning from Taylor, Kanye, and Nike: Using Social Media for Awareness, Community Engagement and Customer service*

**Lilian Coral**, Deputy Chief Data Officer, City of Los Angeles  
**Plenary 2:** *Using Open Data to Inform and Improve CalFresh Customer Service*

**Richard Wanne**, Director, Eligibility Operations,  
County of San Diego, Health & Human Services Agency  
**Plenary 3:** *Customer Focused Service Delivery for CalFresh*

## Forum Agenda

- 9:00** Registration
- 9:30** Welcome and Opening Remarks, George Manalo-LeClair, Executive Director, California Food Policy Advocates
- 9:40** CalFresh Team Introductions
- 9:50** *How to Use Social Media @the Forum*, Hector Gutierrez, Nutrition Policy Advocate, California Food Policy Advocates
- 10:00** *State of SNAP: A National Perspective*, USDA FNS Representative
- 10:15** *Upcoming Opportunities for CalFresh*, CDSS CalFresh Branch Representative
- 10:30** *Learning from Taylor, Kanye, and Nike: Using Social Media for Awareness*
- 11:30** Freshy Awards Ceremony
- 12:00** Lunch
- 1:00** *Using Open Data to Inform and Improve CalFresh Customer Service*
- 2:00** Break
- 2:30** *Customer Focused Service Delivery for CalFresh*
- 3:30** Event closes