
Now is the Time
NEW VISIONS TOWARD ENDING HUNGER
Sacramento, California · May 4 & 5, 2015



California Association of Food Banks

2015 CONFERENCE AGENDA

MONDAY MAY 4

10:00AM - 12:00PM REGISTRATION

12:00PM - 12:45PM LUNCH BUFFET

12:45PM - 2:00PM

OPENING PLENARY

SUZAN BATESON, EXECUTIVE DIRECTOR, ALAMEDA COUNTY COMMUNITY FOOD BANK, CHAIR, BOARD OF DIRECTORS, CALIFORNIA ASSOCIATION OF FOOD BANKS

KAREN ROSS, SECRETARY, CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE

CHERIE JAMASON, PRESIDENT & CEO, FOOD BANK OF NORTHERN NEVADA
COMMISSION MEMBER, NATIONAL COMMISSION ON HUNGER

KEYNOTE ADDRESS

HUNGER IN AMERICA: THE NEXT WAVE OF THE CIVIL RIGHTS MOVEMENT

ABBY J. LEIBMAN, PRESIDENT & CEO, MAZON: A JEWISH RESPONSE TO HUNGER

A civil rights approach to ending hunger in the U.S is a demand for equality. Americans have a right to expect that our government will honor its obligation to help those who are in need, and a right to demand that the government live up to this obligation. Abby Leibman will explore how a civil rights approach to ending hunger holds the government accountable for failures to ensure the availability, accessibility and adequacy of food for all.

2:15PM - 3:30PM WORKSHOP SESSION 1

3:30PM - 3:45PM BREAK

3:45PM - 5:00PM WORKSHOP SESSION 2

6:00PM - 8:00PM RECEPTION AT THE STERLING HOTEL 1300 H STREET • (13TH & H STREET)

TUESDAY MAY 5

8:00AM - 8:30AM BREAKFAST

8:30AM - 10:00AM

OPENING PLENARY • KEYNOTE ADDRESS

WHAT A DIFFERENCE A GENERATION MAKES!

ENGAGING FOUR GENERATIONS OF STAFF, DONORS AND VOLUNTEERS

LYNNE LANCASTER, BEST-SELLING AUTHOR & CO-FOUNDER OF BRIDGEWORKS:
THE GENERATIONS PEOPLE

It used to be that older workers had all the answers and the younger ones followed orders. How things have changed! Now, with Traditionalists, Baby Boomers, Generation Xers, and Millennials in the workplace, roles are being rewritten and rules are all over the map. Today, the nonprofit world is more complex than ever. Not only do we have to deal with generation gaps among our staff members, but we must also appeal to four very distinct generations of potential donors and volunteers. Faced with so many options for donating time and money, it has never been more crucial to understand who the generations are and what makes them click, clash, and collide. Lynne Lancaster's insightful, entertaining, multi-media presentation is not to be missed.

2015 CONFERENCE AGENDA

TUESDAY MAY 5 CONTINUED

10:00AM - 11:15AM WORKSHOP SESSION 3

11:15AM - 11:30AM BREAK

11:30AM - 12:45PM WORKSHOP SESSION 4

12:45PM - 2:15PM **PLENARY ADDRESS • LUNCH**

SHORTENING THE LINE, TRANSFORMING CALFRESH & REDUCING HUNGER: ON THE ROAD TO STATEWIDE EXCELLENCE

For too long, California has had the highest poverty but lowest use of CalFresh, leading to more hunger, more pressure on food banks, and less federal dollars for grocery stores & farmers markets. Advocates have called for California to become a top 10 state for access to CalFresh by 2016, with at least a 75% participation rate. State Director Lightbourne, in partnership with the counties operating CalFresh, has launched several initiatives – including a new data dashboard, more statewide standards, and a push for modern technologies – that are starting to pay off for people in need. Come hear what's next, what's still needed, and what your food bank and county can do to reach our shared goal.

WILL LIGHTBOURNE, DIRECTOR, CALIFORNIA DEPARTMENT OF SOCIAL SERVICES
NANCY SWANSON, DIRECTOR, TRANSITIONAL ASSISTANCE DEPARTMENT,
SAN BERNARDINO COUNTY HUMAN SERVICES
KIM MCCOY WADE, CONSULTANT, ALLIANCE TO TRANSFORM CALFRESH

2:15PM - 3:30PM WORKSHOP SESSION 5

3:30PM - 3:45PM BREAK

3:45PM - 5:00PM WORKSHOP SESSION 6

5:00PM **CONFERENCE ENDS**

6:00PM CAFB MEMBER ONLY RECEPTION
LUCCA'S
1615 J STREET • (16TH & J)

WEDNESDAY MAY 6

8:00AM **CAFB LEGISLATIVE DAY**
EUREKA ROOM • STATE CAPITOL BUILDING

WELCOME



On behalf of all of us at CAFB, we are delighted that you have made the journey to join us for a remarkable two days.

The theme for this conference was carefully selected to highlight what we see across our network and the anti-hunger movement. Hunger rates remain high, safety net programs are under attack, and income disparity continues to grow, yet we also see a rising tide of awareness, service and activism – with you at the center.

We hope that over our two days together you will find inspiration, ideas, and encouragement, and most importantly, allies. We invite you to take advantage of the array of workshops and speakers, visit the Who's Hungry? exhibit in the Capitol Annex, and most importantly, to network and form new connections with colleagues who share your dedication and expertise. In fact, we think that's so important that we've added a special room this year. Be sure to visit the Networking Hub to meet new people and enjoy an exchange of ideas and vision.

We also invite you to indulge your Google-sized dreams for our work and our impact. In the words of Lori Silverbush, Producer and Director of A Place at the Table, "It is inexcusable that a country that could easily eliminate hunger simply chooses not to do so." Our network of 42 food banks, along with our allies and partners, knows that we can make a different choice: to end hunger. Now is the time for us to harness our collective power and use it to drive our communities and our country to truly prioritize health – and ensure that every single one of us has access to enough healthy food not only to survive, but to thrive.

Thank you for attending, for sharing, and for the work you do every day. We can end hunger – and **now is the time!**

Warmly,

A handwritten signature in dark ink that reads "Sue Sigler". The script is fluid and cursive, with a small dot above the 'i' in Sigler.

Sue Sigler
Executive Director

SCHEDULE FOR MONDAY MAY 4, 2015

	ROOM 301	ROOM 303	ROOM 304	ROOM 305	ROOM 309	ROOM 310
SESSION 1 2:15-3:30	FOOD BANK NUTRITION POLICIES: SPARKING ORGANIZATIONAL CHANGE	DIGITAL FUNDRAISING TRENDS & INSIGHTS	COMMUNITY COLLABORATIONS: ADDRESSING THE CAUSES AND CONSEQUENCES OF HUNGER	MESSAGING FOR SUCCESS	BUILDING CAPACITY FOR ADVOCACY 101	ALL ABOUT PRODUCE: HOW TO INCREASE DISTRIBUTION AND MANAGE QUALITY
SESSION 2 3:45-5:00	FOOD BANKS AS GROWERS: A VIABLE MODEL?	NEXT LEVEL IN FOOD SAFETY: A FIRST LOOK INTO THE AIB INTERNATIONAL AUDIT (REPEATS)	HARNESSING THE POWER OF YOUR FOOD BANK TO GET OUT THE VOTE	NEW TO FOOD BANKING?	ALLIANCE TO TRANSFORM CALFRESH: COUNTY ADVOCATES TRAINING 101	CAFB MEMBER ONLY EXECUTIVE DIRECTORS ROUNDTABLE

SCHEDULE FOR TUESDAY MAY 5, 2015

SESSION 3 10:00-11:15	RETHINK YOUR APPROACH TO AGENCY RELATIONS	ORGANIZING YOUR WAREHOUSE: THE 5S SYSTEM (REPEATS)	HOW TO CHANGE THE CONVERSATION ABOUT HUNGER & FOOD INSECURITY (REPEATS)	HOW TO ENGAGE YOUR LOCAL PUBLIC HEALTH OFFICER IN ENDING HUNGER	GOT NUTRITION? HOW TO ENGAGE PANTRIES, AGENCIES AND CONSUMERS	MAKING CALFRESH COUNT FOR SENIORS
SESSION 4 11:30-12:45	CALFRESH OUTREACH AND THE GOLDILOCKS PRINCIPLE	ORGANIZING YOUR WAREHOUSE: THE 5S SYSTEM (REPEATS)	RUNNING A DYNAMIC OPERATION: STAY OPEN, SAVE MONEY AND INCREASE POUNDAGE	ADDRESSING STUDENT HUNGER: THE UC GLOBAL FOOD INITIATIVE AND CALFRESH ADVOCATES	GET READY FOR CHILD NUTRITION REAUTHORIZATION: SUCCESSSES, CHALLENGES AND OPPORTUNITIES TO FEED CHILDREN AND YOUTH WHEN SCHOOL IS OUT	INSIDER'S GUIDE TO WORKING WITH FOUNDATIONS: TRENDS IN HEALTHCARE PHILANTHROPY
SESSION 5 2:15-3:30	FASTER THAN STRAWBERRIES	INTRODUCTION TO LEAN AND THE 8 WASTES	HOW TO CHANGE THE CONVERSATION ABOUT HUNGER & FOOD INSECURITY (REPEATS)	NUTRITION ROUNDTABLE	ALLIANCE TO TRANSFORM CALFRESH: COUNTY ADVOCATES TRAINING 102	DEVELOPMENT ROUNDTABLE
SESSION 6 3:45-5:00	DIGITAL FUNDRAISING TRENDS & INSIGHTS (REPEATS)	NEXT LEVEL IN FOOD SAFETY: A FIRST LOOK INTO THE AIB INTERNATIONAL AUDIT (REPEATS)	HOW TO CHANGE THE CONVERSATION ABOUT HUNGER & FOOD INSECURITY (REPEATS)		MOVING UP THE LADDER: ADVOCACY 201	RURAL & REMOTE ROUNDTABLE

ROOM 302 IS AVAILABLE AS A NETWORKING HUB AND OPEN THROUGHOUT THE CONFERENCE. COFFEE AND TEA SERVED.

2015 CONFERENCE WORKSHOP SCHEDULE

KEY TO WORKSHOP TRACKS

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POLICY

NV

NEW
VISIONS

DC

DEVELOPMENT &
COMMUNICATIONS

HN

HEALTH &
NUTRITION

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PROGRAMS

OP

OPERATIONS

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REPEATING WORKSHOP

SESSION ONE — MONDAY, MAY 4 · 2:15-3:30

FOOD BANK NUTRITION POLICIES: SPARKING ORGANIZATIONAL CHANGE

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Diet-related, chronic diseases are on the rise as well as the reliance on food assistance, with food banks playing a vital role in the health of the communities that they serve. Hear from the UC Atkins Center on Weight and Health as well as MAZON: A Jewish Response to Hunger about how food banks are now adopting nutritional policies to acquire and distribute healthier food.

PRESENTERS

ELIZABETH CAMPBELL, RESEARCH SPECIALIST, CENTER FOR WEIGHT AND HEALTH, UNIVERSITY OF CALIFORNIA, BERKELEY
MARLA FELDMAN, PROGRAM DIRECTOR, MAZON: A JEWISH RESPONSE TO HUNGER
MICHELLE ROSS, RESEARCH SPECIALIST, CENTER FOR WEIGHT AND HEALTH, UNIVERSITY OF CALIFORNIA, BERKELEY

DIGITAL FUNDRAISING TRENDS & INSIGHTS

DC R

Come to discuss emerging digital trends and results from the last year, and what they are telling us about the next era of fundraising. Join your colleagues to debate key challenges facing our industry, and ask your own pressing questions about the digital opportunities – and threats – that now confront nonprofits. Themes will include: Biggest opportunities and biggest threats – 3 things you must know about the next era of digital fundraising, the rise of mobile engagement and the critical opportunity it creates for nonprofits, plus the anatomy of a digital donor – characteristics, behaviors, expectations and values.

PRESENTER

KIM TAYLOR, SUPERVISOR DIGITAL STRATEGY, RUSS REID

COMMUNITY COLLABORATIONS: ADDRESSING THE CAUSES AND CONSEQUENCES OF HUNGER

NV PG

How can food banks increase collaboration and breakdown silos to solve hunger? Find out what is happening at the local, state and national level as food banks partner with other organizations to address the causes and consequences of hunger.

PRESENTERS

EILEEN HYDE, DIRECTOR OF NETWORK ENGAGEMENT, COLLABORATING FOR CLIENTS, FEEDING AMERICA
ERIK TALKIN, CEO, FOODBANK OF SANTA BARBARA COUNTY
BONNIE WEIGEL, PRESIDENT AND CEO, FOOD SHARE

MESSAGING FOR SUCCESS

P DC

Over the past several years, both the Food Research and Action Center and Feeding America have invested significantly in message testing, and the results are surprising! What turns stakeholders on and what can trigger supporters to turn away? Come hear the latest on messaging in the world of hunger and learn how to reach your stakeholders most effectively. This workshop pairs well with *"How to Change the Conversation about Hunger & Food Security"*.

PRESENTERS

DAVID LEE, EXECUTIVE DIRECTOR, FEEDING WISCONSIN
ELLEN VOLLINGER, LEGAL DIRECTOR, FOOD RESEARCH AND ACTION CENTER

SESSION ONE — MONDAY, MAY 4 · 2:15-3:30PM

BUILDING CAPACITY FOR ADVOCACY 101

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So you think you don't have enough time, capacity or staffing for advocacy? Attend this workshop to hear from your peers about how other food banks overcome these challenges and build strong advocacy programs, all with very limited resources.

PRESENTER

SUSAN ACKER, COMMUNICATIONS MANAGER, LOS ANGELES REGIONAL FOOD BANK

LISA HOUSTON, CEO AND PRESIDENT, FIND FOOD BANK

HEIDI MCHUGH, COMMUNITY EDUCATION AND OUTREACH COORDINATOR, FOOD FOR PEOPLE, INC.

BRETT WEISEL, DIRECTOR OF ADVOCACY, FEEDING AMERICA

ALL ABOUT PRODUCE: HOW TO INCREASE DISTRIBUTION AND MANAGE QUALITY

OP

Fresh produce is becoming a larger part of food bank and pantry distributions each year, but many are challenged to provide perishable products in a safe and efficient manner. This workshop will focus on safe handling and other practices essential to handling and distributing fresh produce. Farm to Family guidelines will also be discussed in this lively, interactive workshop.

PRESENTERS

BARBARA ABBOTT, DIRECTOR OF FOOD SOURCING AND ALLOCATION, SF- MARIN FOOD BANK

GARY MAXWORTHY, BOARD OF DIRECTORS, SF-MARIN FOOD BANK

STEVE LINKHART, FARM TO FAMILY DIRECTOR, CALIFORNIA ASSOCIATION OF FOOD BANKS

SESSION TWO — MONDAY, MAY 4 · 3:45-5:00PM

FOOD BANKS AS GROWERS: A VIABLE MODEL?

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Discover how food banks across the nation are trying to create more food by growing it themselves. This workshop shares research comparing current food growing programs and how they work to enhance food distribution. Ultimately, what is the impact on food security in the communities where food banks are growing food?

PRESENTER

SARA GRIFFEN, EXECUTIVE DIRECTOR, IMPERIAL VALLEY FOOD BANK

NEXT LEVEL IN FOOD SAFETY: A FIRST LOOK INTO THE AIB INTERNATIONAL AUDIT

OP

R

Food safety can and should be an integrated part of everything your food bank does. This workshop explains the new AIB International audit required for Feeding America members. Come hear how this audit can impact food banks as well as Partner Distribution Organizations, and hear from those who have undergone the audit.

PRESENTER

AFUA DARKWA, FOOD SAFETY COORDINATOR, FEEDING AMERICA

HARNESSING THE POWER OF YOUR FOOD BANK TO GET OUT THE VOTE

P

Why should food banks and non-profits help people in their communities register to vote? And how do they go about it? Get the nuts and bolts of organizing voter registration and help turn the tide of low voter turnout in struggling communities.

PRESENTERS

KEISHA NZEWI, ADVOCACY MANAGER, ALAMEDA COUNTY COMMUNITY FOOD BANK

SHANTI PRASAD, COMMUNITY MOBILIZATION COORDINATOR, ALAMEDA COUNTY COMMUNITY FOOD BANK

NEW TO FOOD BANKING?

PG

Join this informal session with California Association of Food Bank staff to get information on California's food bank network and how it works. Get answers to your questions about the different food programs available in California.

PRESENTER

TERRY GARNER, MEMBER SERVICES DIRECTOR, CALIFORNIA ASSOCIATION OF FOOD BANKS

SESSION TWO — MONDAY, MAY 4 · 3:45-5:00PM

ALLIANCE TO TRANSFORM CALFRESH: COUNTY ADVOCATES TRAINING 101



Be a part of the movement to raise CalFresh participation to 75% by 2016. This introductory workshop shows you how to use a data-driven approach to engage with your local county on CalFresh performance improvements.

PRESENTERS

DIANA JENSEN, SENIOR POLICY AND ADVOCACY ANALYST, SF-MARIN FOOD BANK

SARAH PALMER, POLICY ASSOCIATE, CALIFORNIA ASSOCIATION OF FOOD BANKS

EXECUTIVE DIRECTORS ROUNDTABLE



For CAFB Member Food Bank Executive Directors only. This is an open discussion forum with peers.

MODERATORS

SUZAN BATESON, EXECUTIVE DIRECTOR, ALAMEDA COUNTY COMMUNITY FOOD BANK

DAVID GOODMAN, EXECUTIVE DIRECTOR, REDWOOD EMPIRE FOOD BANK

SESSION THREE — TUESDAY, MAY 5 · 10:00-11:15AM

RETHINK YOUR APPROACH TO AGENCY RELATIONS



The new buzzword in agency relations is Agency Segmentation, which tiers agencies into different levels. Discover how food banks are using a metric-driven approach to re-structuring the way in which they partner with agencies to increase food distribution.

PRESENTERS

ALISHA KEEZER-LEWIS, PARTNERSHIP MANAGER, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES; **SHIRLEY CHANG**, PARTNERSHIP MANAGER, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

ORGANIZING YOUR WAREHOUSE: THE 5S SYSTEM



Learn from an expert in operations management about how to increase safety, reduce waste and optimize productivity in your operations. The 5S system is a proven method to improve your warehouse operations.

PRESENTER

MANNY COLMENARES, MANAGER, LEAN TRAINING AND DEVELOPMENT, ROLL GLOBAL

HOW TO CHANGE THE CONVERSATION ABOUT HUNGER & FOOD INSECURITY



Public perceptions about the who and why of hunger are road-blocks to meaningful conversations. This expert-led workshop will help you navigate stereotypes and garner more public support for solutions.

PRESENTER

ELAINE MEJIA, VICE PRESIDENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR

MARCIA KINSEY, DIRECTOR OF RESEARCH & ENGAGEMENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR

HOW TO ENGAGE YOUR LOCAL PUBLIC HEALTH OFFICER IN ENDING HUNGER



Out of a simple question came a great idea – hear how the Orange County Public Health Officer and Orange County Food Bank joined forces to lead a public-private coalition to end hunger and reduce food waste.

PRESENTERS

DR. ERIC G. HANDLER, HEALTH OFFICER FOR THE COUNTY OF ORANGE; **MARK LOWRY**, DIRECTOR, ORANGE COUNTY FOOD BANK, COMMUNITY ACTION PARTNERSHIP OF ORANGE COUNTY

GOT NUTRITION? HOW TO ENGAGE PANTRIES, AGENCIES AND CONSUMERS



Don't reinvent the nutrition wheel! This workshop will give you the latest information on how you can jumpstart your nutrition program with innovative ideas and online resources.

PRESENTERS

ERIN FRANEY, PROGRAM COORDINATOR, EATFRESH.ORG, LEAH'S PANTRY; **AMY SCHANER**, PROGRAM MANAGER, REDWOOD EMPIRE FOOD BANK; **JESSICA SILLDORFF**, SENIOR PROGRAM COORDINATOR, EATFRESH.ORG, LEAH'S PANTRY; **CODY DUNITZ**, NUTRITION EDUCATION COORDINATOR, CALIFORNIA ASSOCIATION OF FOOD BANKS

MAKING CALFRESH COUNT FOR SENIORS



Senior hunger is a growing and serious problem in California as more than half of our seniors have incomes below 200% of the federal poverty level. This workshop will focus on strategies and tools to help find, get, and keep eligible seniors connected to CalFresh; as well as discussing solutions to California-specific issues such as immigrant eligibility and SSI cashout.

PRESENTERS

LURA BARBER, DIRECTOR, HUNGER INITIATIVES, NATIONAL COUNCIL ON AGING; **ANDREA BRICKER**, PUBLIC HEALTH NUTRITION CONSULTANT III, CALIFORNIA DEPARTMENT ON AGING; **TY JONES**, POLICY ANALYST, CENTER ON BUDGET AND POLICY PRIORITIES

CALFRESH OUTREACH AND THE GOLDILOCKS PRINCIPLE

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The Goldilocks Principle describes a situation that is just right. In this workshop you'll hear from your peers how CalFresh outreach can be done in a variety of ways to suit your food bank's capacity, so you can find the "just right" situation.

PRESENTERS

JEANNIE HAYWARD, DIRECTOR, THE RESOURCE CONNECTION FOOD BANK

MARTHA MONTESINOS, CALFRESH OUTREACH ASSISTANT COORDINATOR, FOOD SHARE

LILIANA SANDOVAL, CALFRESH OUTREACH PROGRAM MANAGER, SF-MARIN FOOD BANK

ORGANIZING YOUR WAREHOUSE: THE 5S SYSTEM

OP R

Learn from an expert in operations management about how to increase safety, reduce waste and optimize productivity in your operations. The 5S system is a proven method to improve your warehouse operations.

PRESENTER

MANNY COLMENARES, MANAGER, LEAN TRAINING AND DEVELOPMENT, ROLL GLOBAL

RUNNING A DYNAMIC OPERATION: STAY OPEN, SAVE MONEY AND INCREASE POUNDAGE

OP

Learn how food banks can go to the next level in produce handling, and real time inventory management, to expand their warehouse operations and improve service.

PRESENTER

PAT YBARRA, DIRECTOR OF DISTRIBUTION AND LOGISTICS, SECOND HARVEST FOOD BANK SANTA CLARA AND SAN MATEO COUNTIES

STEVE LINKHART, FARM TO FAMILY DIRECTOR, CALIFORNIA ASSOCIATION OF FOOD BANKS

ADDRESSING STUDENT HUNGER: THE UC GLOBAL FOOD INITIATIVE AND CALFRESH ADVOCATES

PG NV P

The University of California system and CalFresh advocates are taking a bold stance on student hunger issues. Learn how your food bank can get involved and pursue partnerships with institutions of higher learning in your community.

PRESENTERS

JESSICA BARTHOLOW, LEGISLATIVE ADVOCATE, WESTERN CENTER ON LAW AND POVERTY

WILLY ELLIOT-MCCREA, CEO, SECOND HARVEST FOOD BANK SANTA CRUZ COUNTY

TIM GALARNEAU, FOOD SYSTEMS EDUCATION & RESEARCH SPECIALIST, UNIVERSITY OF CALIFORNIA SANTA CRUZ

DENNIS STEWART, SNAP DIRECTOR, WESTERN REGION, UNITED STATES DEPARTMENT OF AGRICULTURE

GET READY FOR CHILD NUTRITION REAUTHORIZATION: SUCCESSES, CHALLENGES AND OPPORTUNITIES TO FEED CHILDREN AND YOUTH WHEN SCHOOL IS OUT

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Learn what's at stake with the 2015 Child Nutrition Reauthorization law and how to best serve the nearly 2 million California kids at risk for hunger after the school day and during the summer.

PRESENTERS

PATRICE CHAMBERLAIN, DIRECTOR, CALIFORNIA SUMMER MEAL COALITION, A PROGRAM OF INSTITUTE FOR LOCAL GOVERNMENT

CRYSTAL FITZSIMONS, DIRECTOR OF SCHOOL AND OUT-OF-SCHOOL TIME PROGRAMS, FOOD RESEARCH AND ACTION CENTER

ITZUL GUTIERREZ, PROGRAMS MANAGER, REDWOOD EMPIRE FOOD BANK

ERIN HOGEBOOM, PROGRAMS MANAGER, FEEDING AMERICA SAN DIEGO

INSIDER'S GUIDE TO WORKING WITH FOUNDATIONS: TRENDS IN HEALTHCARE PHILANTHROPY

DC

Diet and food access are now central to conversations about public health – and food banks are increasingly partnering with programs aimed at promoting positive health outcomes. Program Officers will address current trends in grantmaking that are relevant to food banks and answer your questions about how to cultivate successful relationships with funders, what makes for a winning proposal, and more.

MODERATOR

ELLEN LAPOINTE, PRESIDENT & CEO, NORTHERN CALIFORNIA GRANTMAKERS

CHRISTINE TIEN, PROGRAM MANAGER, THE CALIFORNIA ENDOWMENT

KATHRYN BOYLE, COMMUNITY BENEFIT PROGRAMS, NORTHERN CALIFORNIA REGION, KAISER PERMANENTE
ADDITIONAL PRESENTERS TO BE ANNOUNCED

SESSION FIVE — TUESDAY, MAY 5 · 2:15 -3:30PM

FASTER THAN STRAWBERRIES



Given limited resources and unpredictable supply and demand, how do you effectively manage the changes and improvements needed to support a substantial increase in produce distribution in your community? In this workshop you'll learn how one food bank has organized its approach to support the distribution of over 30 million pounds of fresh produce. Participate in the discussion on those best practices that will help you organize your food bank operations and maximize your ability to handle produce.

PRESENTER

RALPH A. MALTESE, VICE PRESIDENT OF OPERATIONS, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

INTRODUCTION TO LEAN AND THE 8 WASTES



For warehouse operations to grow lean, the daily work must be accompanied by continuous improvement activities. We must be able to identify what can, or should be, improved while identifying wasteful elements in our daily work – it's a necessary skill that can erode with routine. The "8 Wastes" will provide a well-rounded approach to enable your entire workforce to become an army for identifying and eliminating the wasteful aspects of their daily jobs.

PRESENTER

MANNY COLMENARES, MANAGER, LEAN TRAINING AND DEVELOPMENT, ROLL GLOBAL

HOW TO CHANGE THE CONVERSATION ABOUT HUNGER & FOOD INSECURITY



Public perceptions about the who and why of hunger are roadblocks to meaningful conversations. This expert-led workshop will help you navigate stereotypes and garner more public support for solutions.

PRESENTER

ELAINE MEJIA, VICE PRESIDENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR
MARCIA KINSEY, DIRECTOR OF RESEARCH & ENGAGEMENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR

NUTRITION ROUNDTABLE



An open discussion forum for those engaged in nutrition issues. Come to share your best practices and great ideas for increasing nutritional competence among our organizations and clients, while getting support from peers and discussing what's on your mind in relation to your work.

MODERATOR

NATALIE CAPLES, PROGRAMS SUPERVISOR, COMMUNITY FOOD BANK, FRESNO

ALLIANCE TO TRANSFORM CALFRESH: COUNTY ADVOCATES TRAINING 102



Take your commitment to CalFresh to the next level. This peer-to-peer discussion will dig deeply into the opportunities and challenges facing advocates working to improve every county's CalFresh performance.

PRESENTERS

KIM MCCOY WADE, CONSULTANT, ALLIANCE TO TRANSFORM CALFRESH

ALEXIS FERNÁNDEZ, DIRECTOR OF LEGISLATION, CALIFORNIA FOOD POLICY ADVOCATES

AMANDA SCHULTZ, CALFRESH OUTREACH DIRECTOR, SAN DIEGO HUNGER COALITION

JOËL MCCLURG, CALFRESH OUTREACH MANAGER, FOOD BANK OF CONTRA COSTA AND SOLANO

DEVELOPMENT ROUNDTABLE



This roundtable is an open discussion forum for peer learning and mutual support for development professionals, and anyone else who is involved in raising food and funds. Bring your questions, joys and frustrations, as well as your new ideas to share.

MODERATOR

NICOLE SUYDAM, CHIEF EXECUTIVE OFFICER, SECOND HARVEST FOOD BANK OF ORANGE COUNTY

SESSION SIX – TUESDAY, MAY 5 · 3:45 -5:00PM

DIGITAL FUNDRAISING TRENDS & INSIGHTS



Come to discuss emerging digital trends and results from the last year, and what they are telling us about the next era of fundraising. Join your colleagues to debate key challenges facing our industry, and ask your own pressing questions about the digital opportunities – and threats – that now confront nonprofits. Themes will include: Biggest opportunities, biggest threats – 3 things you must know about the next era of digital fundraising, the rise of mobile engagement and the critical opportunity it creates for nonprofits, plus the anatomy of a digital donor – characteristics, behaviors, expectations and values.

PRESENTERS

KIM TAYLOR, SUPERVISOR DIGITAL STRATEGY, RUSS REID

NEXT LEVEL IN FOOD SAFETY: A FIRST LOOK INTO THE AIB INTERNATIONAL AUDIT



Food safety can and should be an integrated part of everything your food bank does. This workshop explains the new AIB International audit required for Feeding America members. Come hear how this audit can impact food banks and Partner Distribution Organizations, and hear from those who have undergone the audit.

PRESENTER

AFUA DARKWA, FOOD SAFETY COORDINATOR, FEEDING AMERICA

HOW TO CHANGE THE CONVERSATION ABOUT HUNGER & FOOD INSECURITY



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PRESENTER

ELAINE MEJIA, VICE PRESIDENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR

MARCIA KINSEY, DIRECTOR OF RESEARCH & ENGAGEMENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR

MOVING UP THE LADDER: ADVOCACY 201



This in-depth workshop will allow participants to share best practices and “crowdsource” common advocacy challenges in a peer-to-peer format. Facilitated discussions will cover topics such as maximizing limited resources, managing difficult political environments, mobilizing agencies, developing legislative champions, and more!

PRESENTERS

CHRIS CARTER, VICE PRESIDENT COMMUNICATIONS, MARKETING AND PUBLIC AFFAIRS, JACOBS AND CUSHMAN SAN DIEGO FOOD BANK

CINDY MCCOWN, VICE PRESIDENT OF PROGRAMS AND SERVICES, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

TERI OLLE, DIRECTOR OF POLICY AND SERVICES, SF-MARIN FOOD BANK

ALLISON PRATT, DIRECTOR OF POLICY AND SERVICES, ALAMEDA COUNTY COMMUNITY FOOD BANK

RURAL AND REMOTE ROUNDTABLE



Rural and remote communities have unique challenges and opportunities. Come to share ideas and concerns, and hear from peers with creative ideas and innovative programs.

MODERATORS

ANNE HOLCOMB, EXECUTIVE DIRECTOR, FOOD FOR PEOPLE, INC., THE FOOD BANK FOR HUMBOLDT COUNTY

LEE KIMBALL, FOOD BANK DIRECTOR, AMADOR TUOLUMNE COMMUNITY ACTION AGENCY



ABBY J. LEIBMAN

PRESIDENT & CEO, MAZON: A JEWISH RESPONSE TO HUNGER

Abby J. Leibman has been President & CEO at MAZON: A Jewish Response to Hunger since 2011. Prior to her current tenure, Ms. Leibman had a consulting practice to assist social justice organizations, businesses, and public institutions meet the challenges of growth and change, including leadership development, managing diversity, and implementing strategies to respond to discrimination. Among her clients, Ms. Leibman worked with some of California's most innovative organizations, including Jewish World Watch, Food Forward, L.A.'s BEST, UCLA Hillel, Valley Beth Shalom Synagogue, the Jewish Federation Council of Greater Los Angeles and the Progressive Jewish Alliance (now Bend the Arc).

For over 20 years, Ms. Leibman has worked with and led some of California's most prominent nonprofit organizations, including the California Women's Law Center, which she co-founded and directed for 12 years. Prior to founding the California Women's Law Center, Ms. Leibman was the Directing Attorney/Community Programs for Public Counsel, where she developed and then directed its Child Care Law Project and managed its project providing pro bono transactional assistance to nonprofit organizations. Ms. Leibman served a two-year term as one of five civilians appointed by the Los Angeles County Board of Supervisors to the Equity Oversight Panel for the L.A. Sheriff's Department. Ms. Leibman directed the New Leaders Project of the Jewish Federation Council of Greater Los Angeles, for which she developed the project's curriculum to guide emerging leaders on making civic engagement a priority.

Ms. Leibman also has a distinguished record of community leadership including: the Board of Directors for Jewish Family Service of Los Angeles, the Board of California Women Lawyers, the Court and Community Outreach Task Force of the California Judicial Council, Women Lawyers' Association of Los Angeles and as President of the California Children's Council. She served as chair of the West Hollywood Human Services Commission, a member of the Los Angeles Mayor's Advisory Committee on Child Care, a member of the Women's Advisory Council to the Los Angeles Police Commission. Ms. Leibman has served on the Board of the Progressive Jewish Alliance and on the Executive Committee of the Jewish Community Relations Commission.

Ms. Leibman served as adjunct faculty at UCLA and the Graduate School of Management at American Jewish University.

Ms. Leibman has received a number of prestigious honors, including the Hastings College of Law Alumnae of the Year, California Women Lawyer's Faye Stender Award, Women Lawyers Association of Los Angeles' Ernestine Stalhut Award, UCSD's Top 100 Influential Alumni Award, USC Law Center's Public Interest Advocate Award, and the So. California Employer Round Table's Carol F. Schiller Award.

She has a JD from Hastings College of Law and graduated magna cum laude from UC San Diego with a BA in Political Science.

KEYNOTE • MONDAY MAY 4 • 12:45 - 2:00PM

HUNGER IN AMERICA: THE NEXT WAVE OF THE CIVIL RIGHTS MOVEMENT

ABBY J. LEIBMAN



LYNNE LANCASTER

CO-FOUNDER, BRIDGEWORKS

Baby Boomer Lynne Lancaster is one of today's foremost cultural translators. An expert on the generations, she is co-founder of BridgeWorks, a company that advises leaders, managers, and employees on how to conduct business more successfully by bridging generation gaps at work and in the marketplace. Her keynote speeches and workshops have enlightened and entertained audiences from many of America's best companies, including 3M, American Express, AT&T, Best Buy, Cisco, Citigroup, Coca-Cola, General Mills, and US Bank, as well as from numerous public sector and nonprofit organizations.

Lynne is one of the original members of BridgeWorks' multi-generational speaker team. As such, she happily takes the stage and squares off with her savvy Gen X and Millennial colleagues as they battle it

out with humor and insight to reveal each generation's point of view. The team's latest challenge is to introduce companies to how generation gaps are playing out around the globe.

Lynne is co-author of the best-selling business book *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (HarperCollins). A consistent favorite among CEOs, the book made several best-seller lists and is a rarity in the publishing industry having sold more copies every year since its publication. Her most recent book, *The M-Factor: How the Millennial Generation is Rocking the Workplace*, co-authored with business partner David Stillman, garnered a gold medal from the Axiom business book awards.

An engaging and savvy expert, Lynne is also a sought-after commentator on workplace and social trends. She has been a guest on CNN, CNBC and National Public Radio. Her by-line has appeared in numerous publications such as *The Futurist*, *Nation's Business*, and *Public Management Magazine*. She has been interviewed for a wide range of national publications including *Fast Company*, *The Wall Street Journal*, *TIME magazine*, *The Los Angeles Times*, *The New York Times*, and *The Washington Post*.

In response to client demand, Lynne created a first-of-its-kind trainer certification program, BridgeBuilder®, that has launched trainers worldwide from such organizations as the Federal Aviation Administration, General Mills, HealthPartners, KPMG, Lockheed, Michelin, Ralph Lauren, VISA International, and Wells Fargo.

Lynne earned her stripes as a management consultant, coaching executives from major U.S. companies on decoding communication issues. Her work with CEO author Harvey Mackay resulted in five best-selling business books, including the classic *Swim with the Sharks without Being Eaten Alive*. Lynne is a Phi Beta Kappa, summa cum laude graduate of the University of Minnesota with a BA in English Literature. She has served as an adjunct faculty member at the University of Minnesota's Carlson School of Management. Lynne was recently voted a National Top Five speaker by one of America's leading speakers' bureaus.

Lynne is an accomplished equestrian, wife, mother, dog-lover, and co-founder of two nonprofits focused on the issues of women and children.

KEYNOTE • TUESDAY MAY 5 • 8:30 - 10:00AM

WHAT A DIFFERENCE A GENERATION MAKES! ENGAGING FOUR GENERATIONS OF STAFF, DONORS AND VOLUNTEERS • LYNNE LANCASTER

FEATURED SPEAKERS



KAREN ROSS

SECRETARY OF THE CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE

Karen Ross was appointed Secretary of the California Department of Food and Agriculture on January 12, 2011 by Governor Edmund G. Brown Jr. Secretary Ross has deep leadership experience in agricultural issues nationally, internationally, and here in California. Prior to joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Before her time at the United States Department of Agriculture, Secretary Ross served more than thirteen years as President of the California Association of Winegrape Growers (CAWG), based in Sacramento. During that same period she served as the Executive Director of Winegrape Growers of America, a coalition of state winegrower organizations, and as Executive Director of the California Wine Grape Growers Foundation, which sponsors scholarships for the children of vineyard

employees. Among Secretary Ross' many achievements at CAWG was the creation of the nationally-recognized Sustainable Winegrowing Program, which assists wine grape growers in maintaining the long-term viability of agricultural lands and encourages them to provide leadership in protecting the environment, conserving natural resources, and enhancing their local communities.



CHERIE JAMASON

PRESIDENT/CEO FOOD BANK OF NORTHERN NEVADA
COMMISSION MEMBER, NATIONAL HUNGER COMMISSION

Cherie Jamason has been at the helm of the Food Bank of Northern Nevada since 1988. During that time, the food bank grew from a small grass-roots food assistance program serving Washoe County, Nevada to a nationally recognized anti-hunger organization, providing services throughout the state of Nevada and portions of the California Sierra.

Under Ms. Jamason's leadership, the Food Bank of Northern Nevada has been widely recognized for its integrity, accountability and excellence in non-profit management, and for the creation of community partnerships to serve the needs of children. Her food bank is currently in the top 10% of food banks nationally and has pioneered the development of innovative programs which have captured the imagination of the national network, becoming recognized as the expert on hunger

issues in Nevada by state policy and decision makers, local municipalities, human service organizations and the media.

Cherie was instrumental the creation of Nevada's first ever State Food Security Plan in which food security was named as one of the core functions of the state's government. She has also been the driving force behind the new Bridges to a Thriving Nevada, an initiative which takes on poverty, one of hunger's most damaging root causes.

Cherie has been the recipient of local and national awards and recognition for her work on hunger and child nutrition issues, most recently the 2014 Unite4: Humanity Inspiration Award, the 2014 John Van Hengel Leadership Award by Feeding America, and the 2015 Visionary Award given by Washoe County Ministerial Association. She was the University of Nevada's 2010 Distinguished Nevadan. Under her leadership, the Food Bank was recognized as the 2013 Food Bank Member of the Year. In 2014, Ms. Jamason was appointed by Senator Harry Reid to the ten-member the National Hunger Commission.

WILL LIGHTBOURNE

DIRECTOR OF THE CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

Will Lightbourne was appointed Director of the California Department of Social Services by Governor Jerry Brown in 2011. Prior to coming to CDSS, Will served as county director of social services in three counties, and before that as director of Catholic Charities of the Archdiocese of San Francisco.

FEATURED SPEAKERS



NANCY SWANSON

DIRECTOR, TRANSITIONAL ASSISTANCE DEPARTMENT, SAN BERNARDINO COUNTY HUMAN SERVICES

Nancy Swanson is the Director of the San Bernardino County Transitional Assistance Department. Her Department, and its 3000 person workforce administers financial, nutritional, and employment support services for eligible residents in the County. Nancy strongly supports and is committed to ensuring the best experience for all of customers in need of the services provided by her department. She believes her department plays a critical role in supporting the Countywide vision of creating a county in which those that reside and invest can prosper and achieve well-being.

Ms. Swanson began her career with the County in 1983. She has served in a variety of line, supervisory and executive management roles until becoming Director in 2005. Under her leadership the Department has made technological and business process enhancements to benefit its customers and staff. These achievements include a completely integrated customer service center, a fully imaged caseload, a process approach for casework completion and self service features to enhance lobby management that include the use of document upload kiosks, wireless bar code readers and a C4Yourself mobile phone app.

Ms. Swanson received her Bachelor of Arts degree in Education from Arizona State University.

2015 CONFERENCE PLANNING COMMITTEE

KAREN DEWITT

FOOD RESOURCE MANAGER,
FOOD BANK FOR MONTEREY COUNTY

Karen DeWitt has been Food Resource Manager and Volunteer Coordinator for the Food Bank for Monterey County since February of 2013. Previously, Karen served as Executive Director for Ag Against Hunger for three years and has worked in agriculture in the Salinas Valley for over nine years. She graduated from the University of Wisconsin, Madison with a Bachelor of Arts degree in Journalism.



MARK LOWRY

DIRECTOR, ORANGE COUNTY FOOD BANK, COMMUNITY ACTION PARTNERSHIP
OF ORANGE COUNTY

During Mark Lowry's tenure, the quantity of the food distributed by the Orange County Food Bank has grown from two million pounds per year to over 20 million pounds annually. Under his leadership the food bank has twice received the annual Hunger Fighter Award from the California Hunger Action Coalition. The Orange County Food Bank distributes food to nearly 400 charities and feeds 1,400 people daily. Over 150,000 vulnerable people now receive food from the food bank each month.

2015 CONFERENCE PLANNING COMMITTEE



DAVID GOODMAN

EXECUTIVE DIRECTOR, REDWOOD EMPIRE
FOOD BANK

David Goodman arrived at the Redwood Empire Food Bank in the summer of 2000 with a vision of creating a community where ending hunger is a priority. David has overseen an impressive period of growth of the REFB in terms of program development and amount of food distributed. In 2000, the REFB operated three programs for people in need.

Under David Goodman's leadership, the REFB continues to be the primary source of food for a growing number of other non-profit and charitable groups, which currently number 178 organizations that operate 276 different human service and hunger relief programs. Collectively, these services reach 82,000 people every month in Sonoma County.



CINDY MCCOWN

VICE PRESIDENT OF PROGRAMS AND SERVICES,
SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

As Vice President of Programs and Services, Cindy McCown leads the teams that provide healthy food to nearly a quarter of a million people every month, throughout Santa Clara and San Mateo Counties. Her Programs team works with over 300 community-based organizations to deliver food to those who need it most, and her Services Team oversees a community nutrition program, CalFresh outreach, and a multilingual Food Connection referral hotline.

Cindy McCown was named the recipient of the "Tribute to Women and Industry Award" by YWCA in Santa Clara Valley, "Preparedness Pioneer" by the Northern California Disaster Preparedness Network, and "Woman of Influence" by the Silicon Valley Business Journal. She has BS and MS degrees from California Polytechnic State University - San Luis Obispo, and has participated in the Harvard Business School's Executive Education Program.



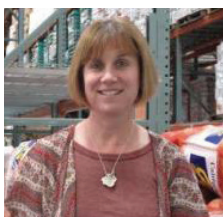
BRUCE RANKIN

EXECUTIVE DIRECTOR, WESTSIDE FOOD BANK

Since 1989 Bruce Rankin has been the Executive Director of Westside Food Bank in Santa Monica. He serves on the Westside Shelter & Hunger Coalition Board as its Treasurer, and he is one of the founders of the California Association of Food Banks.

Prior to his work at the Food Bank, Bruce had experience working for the US Forest Service, a map making company, a recreation and parks department, and an immigrants' services organization. He is a graduate of UC Santa Barbara, and he holds a Master's Degree in Geography from UC Berkeley.

2015 CONFERENCE SPEAKERS



BARBARA ABBOTT

DIRECTOR OF FOOD SOURCING AND ALLOCATION, SF-MARIN FOOD BANK

Barbara Abbott joined the SF-Marin Food Bank in 2009. As Director of Food Sourcing and Allocation, she oversees sourcing and allocating 47 million pounds of food a year; 28 million of which is fresh produce. She also works closely with Operations on continuous improvement projects for logistics and food safety.

Track Operations - All About Produce: How to Increase Distribution and Manage Quality

2015 CONFERENCE SPEAKERS



SUSAN ACKER

DIRECTOR OF COMMUNICATIONS, LOS ANGELES REGIONAL FOOD BANK

Susan Acker has been with the Los Angeles Regional Food Bank since 2013. Her passion for working and volunteering with various nonprofits for more than 10 years made the Food Bank a natural fit in her career path. She enjoys managing communications and advocacy for the Food Bank and sharing its mission to mobilize resources to fight hunger in the community. **Track Policy - Building Capacity for Advocacy 101**



LURA BARBER

DIRECTOR, HUNGER INITIATIVES, NATIONAL COUNCIL ON AGING

Lura Barber is the Director of Hunger Initiatives at NCOA. In this role, she leads national initiatives focused on increasing senior participation in SNAP, providing nutrition education in senior centers, and improving the policies that affect seniors' access to public benefits to help pay for food and healthcare. **Track Policy - Making CalFresh Count for Seniors**



JESSICA BARTHOLOW

LEGISLATIVE ADVOCATE, WESTERN CENTER ON LAW AND POVERTY

Jessica Bartholow is a legislative advocate at the Western Center on Law and Poverty with nearly two decades of experience in anti-poverty organizing, advocacy and program development at the local, state and national level. Jessica has co-authored several advocate and program guides and led coalition to support the passage of several pieces of signed legislation that improve public benefits delivery, consumer protections and financial empowerment for low-income Americans. Jessica holds a masters degree in Political Science and is the 2012 recipient of the Wellstone – Wheeler National Anti-Hunger Advocate of the Year Award. **Track New Visions - Addressing Student Hunger: The UC Global Food Initiative and CalFresh Advocates**



SUZAN BATESON

EXECUTIVE DIRECTOR, ALAMEDA COUNTY COMMUNITY FOOD BANK

Suzan Bateson has been the Executive Director of Alameda County Community Food Bank since 2001. During this time, the Food Bank has nearly quadrupled its budget from \$3.7 million to \$13.5 million, doubled its roster of employees and doubled its annual food distribution to 29 million pounds. She was the first Food Bank leader in the nation to ban the distribution of carbonated beverages (2005), promising her board of directors that she would replace the million-pound loss in distribution with farm-fresh produce. **Track New Visions - CAFB Members Executive Directors Roundtable**



ANDREA BRICKER, MS, RDN

PUBLIC HEALTH NUTRITION CONSULTANT III, CALIFORNIA DEPARTMENT OF AGING

Andrea works at the California Department of Aging providing statewide administrative oversight of the Older Americans Act Nutrition Services and Disease Prevention and Health Promotion Programs and the USDA, Food and Nutrition Service Supplemental Nutrition Assistance Program-Education (SNAP-Ed) Program. Andrea has worked to bring attention to senior hunger through collaborative efforts with the California Department of Public Health and California Department of Social Services to specifically address low CalFresh participation rates in older Californians. **Track Policy - Making CalFresh Count for Seniors**



ELIZABETH CAMPBELL, MA RD

RESEARCH SPECIALIST, CENTER FOR WEIGHT AND HEALTH AT THE UNIVERSITY OF CALIFORNIA BERKELEY

Elizabeth Campbell is a food security and nutrition consultant. At the Center for Weight and Health, she has focused on research related to the emergency food network. Prior to CWH, she was the Senior Program Manager at the School Nutrition Foundation focusing on breakfast in the classroom. Additionally, Elizabeth worked for the Food Bank of Central New York for seven years. **Track Health & Nutrition - Food Bank Nutrition Policies: Sparking Organizational Change**

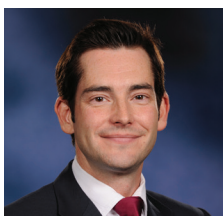
2015 CONFERENCE SPEAKERS



NATALIE CAPLES

PROGRAMS SUPERVISOR, COMMUNITY FOOD BANK, FRESNO

Natalie Caples has been employed by Community Food Bank since 2008. Natalie has worked in a variety of program staff and management roles. She currently oversees program staff, development, implementation and evaluation. Natalie has a BS in Nutrition and Dietetics with a minor in Business Administration. **Track Health & Nutrition - Nutrition Roundtable**



CHRIS CARTER

VICE PRESIDENT COMMUNICATIONS, MARKETING AND PUBLIC AFFAIRS, JACOBS AND CUSHMAN
SAN DIEGO FOOD BANK

Chris oversees all marketing, communications, and governmental affairs for the San Diego Food Bank. Prior to joining the Food Bank, Chris worked as Director of Public Affairs for the British Property Federation (BPF), the UK's national trade association for the commercial property industry. **Track Policy - Moving Up the Ladder: Advocacy 201**



PATRICE CHAMBERLAIN

DIRECTOR, CALIFORNIA SUMMER MEAL COALITION, A PROGRAM OF THE INSTITUTE FOR LOCAL GOVERNMENT

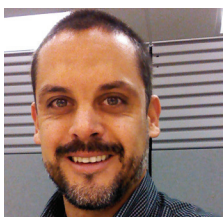
Patrice Chamberlain has led the California Summer Meal Coalition, a statewide collaborative of state and local leaders working to increase access to USDA summer meal programs for the last four years. Previously, Patrice advised nonprofit organizations on a range of issues related to nutrition, physical activity and chronic disease prevention following her former life in the private sector. **Track Policy - Get Ready for Child Nutrition Reauthorization: Successes, Challenges and Opportunities to Feed Children and Youth When School is Out**



SHIRLEY CHANG

PARTNERSHIP MANAGER, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

Shirley Chang has been with the Second Harvest Food Bank of Santa Clara and San Mateo Counties for almost 10 years. She started as the first Agency Relations Manager. Before coming to the Food Bank, she worked with the American Red Cross Silicon Valley as their Disaster Preparedness Coordinator. When Hurricane Katrina happened, she was able to use her new position at the Food Bank to assist the disaster relief efforts and help the families that evacuated into San Jose with food. **Track Programs - Rethink Your Approach to Agency Relations**



MANNY COLMENARES

MANAGER, LEAN TRAINING AND DEVELOPMENT, ROLL GLOBAL

Manny Colmenares has been the Lean Training and Development Manager for Roll Global since 2014. Prior to joining Roll Global he worked at Paramount Farms LLC from 2003 through 2013 in various roles in training and production management. Roll Global is a privately held, \$3 billion international company committed to health for our customers, our employees and our planet. **Track Operations - Organizing Your Warehouse: The 5S System, Introduction to Lean and the 8 Wastes.**

AFUA DARKWA

FOOD SAFETY COORDINATOR, FEEDING AMERICA

Afua Darkwa attended the University of Missouri-Columbia where she received a BS in Food Science and Nutrition and her MS in Food Safety and Technology from the Illinois Institute of Technology. **Track Operations - Next Level in Food Safety: A First Look into the AIB International Audit**

2015 CONFERENCE SPEAKERS



WILLY ELLIOTT-MCCREA

CEO, SECOND HARVEST FOOD BANK SANTA CRUZ COUNTY

Willy Elliott-McCrea has served as CEO of the food bank since 1988. He was the Founding President of the California Association of Food Banks and co-founded Ag Against Hunger and Passion for Produce. **Track New Visions - Addressing Student Hunger: The UC Global Food Initiative and CalFresh Advocates**



MARLA FELDMAN

PROGRAM DIRECTOR, MAZON: A JEWISH RESPONSE TO HUNGER

Marla Feldman leads MAZON's national initiative, Healthy Options, Healthy Meals, which strives to elevate and advocate for nutrition and health in the emergency food system. Since 2010, Marla has worked with food banks across the country to develop and implement nutrition policies designed to deliver healthier food to low-income communities. During her first eight years at MAZON, she worked to mobilize California's anti-hunger network and promote strategies to increase access to nutritious food. **Track Health & Nutrition - Food Bank Nutrition Policies: Sparking Organizational Change**



ALEXIS FERNÁNDEZ, MSW

DIRECTOR OF LEGISLATION, CALIFORNIA FOOD POLICY ADVOCATES

Alexis leads the development and coordination of CFPA's annual legislative agenda. In addition, as the CalFresh team lead, Alexis' work focuses on developing and implementing policies aimed at improving CalFresh access and participation. She received her Master of Social Work with an emphasis on management and planning from UC Berkeley and a BA in Ethnic Studies from UC San Diego. **Track Policy - Alliance to Transform CalFresh: County Advocates Training 102**



CRYSTAL FITZSIMONS

DIRECTOR OF SCHOOL AND OUT-OF-SCHOOL TIME PROGRAMS, FOOD RESEARCH AND ACTION CENTER

Crystal FitzSimons directs FRAC's work on the child nutrition programs that serve school-age children. Crystal is the author or co-author of numerous publications, including *Hunger Doesn't Take A Vacation: Summer Nutrition Status Report*. Her previous work experience includes the Center for Community Change as a policy analyst on transportation issues and Housing Comes First, Missouri's statewide low-income housing coalition, as director of tenant organizing. **Track Policy - Get Ready for Child Nutrition Reauthorization: Successes, Challenges and Opportunities to Feed Children and Youth When School is Out**



ERIN FRANEY

PROGRAM COORDINATOR, EATFRESH.ORG, LEAH'S PANTRY

Erin Franey is the Program Coordinator for Eatfresh.org at Leah's Pantry. She grew up in Portland, Oregon and attended the University of Virginia where she studied social movements and medical anthropology. After graduation Erin moved to San Francisco and worked for two years as a Community Organizer with the Alliance of Californians for Community Empowerment (ACCE). **Track Health & Nutrition - Got Nutrition? How to Engage Pantries, Agencies and Consumers**



TIM GALARNEAU

FOOD SYSTEMS EDUCATION & RESEARCH SPECIALIST, UNIVERSITY OF CALIFORNIA SANTA CRUZ

Tim Galarneau works as a specialist on social issues for the Center for Agroecology & Sustainable Food Systems (CASFS) focusing on farm to institution, community food systems, and student education and engagement. He actively supports regional, statewide, and national efforts to advance a more just and sustainable food system. His involvements include serving on the advisory board for Real Food Generations (includes the national Real Food Challenge initiative) and coordinating the Central Coast School Food linking public schools and community partners across three counties. **Track New Visions - Addressing Student Hunger: The UC Global Food Initiative and CalFresh Advocates**

2015 CONFERENCE SPEAKERS



SARA GRIFFEN

EXECUTIVE DIRECTOR, IMPERIAL VALLEY FOOD BANK

Sara Griffen is in her fifth year as Executive Director of the Imperial Valley Food Bank. She is part of the first cohort of students in a master's degree program in Food Systems and Society offered by Marylhurst University under the direction of Dr. Patricia Allen. Her master's thesis is focused on an examination of food banks that are growing their own food not only for the food security of their clients but for the security of the network as a whole. **Track New Visions - Food Banks as Growers: A Viable Model?**



ITZUL GUTIERREZ

PROGRAMS MANAGER, REDWOOD EMPIRE FOOD BANK

Itzul Gutierrez has worked for the Redwood Empire Food Bank for 6 years. She is passionate about ending hunger and oversees a team with her co-manager to deliver 14 direct service programs. Her focus is Summer Lunch (SFSP), After School Meals (CACFP At-Risk), Backpack, Harvest Pantry (mobile pantries), Advocacy, and Nutrition Education. She holds a B.A. in Anthropology and Fine Arts with distinction from Sonoma State University. **Track Policy - Get Ready for Child Nutrition Reauthorization: Successes, Challenges and Opportunities to Feed Children and Youth When School is Out**



ERIC G. HANDLER, MD., MPH

HEALTH OFFICER FOR THE COUNTY OF ORANGE

Eric G. Handler, MD, MPH, became Health Officer for the County of Orange in August 2006. His previous experience includes serving as the Deputy Secretary for Children's Medical Services in the Florida Department of Health (1996-2000) and Chief Medical Officer for the Florida Department of Children and Families (2000-2003). Most recently he was the Chief Medical Officer for the Boston Regional Office for the Centers for Medicare and Medicaid Services from 2004-2006. He received his Medical Degree from Chicago Medical School and completed his Pediatrics training at Los Angeles County- USC Hospital and his Master of Public Health at UCLA. **Track New Visions - How to Engage Your Local Public Health Officer in Ending Hunger**



JEANNIE HAYWARD

DIRECTOR, THE RESOURCE CONNECTION FOOD BANK

Jeannie Hayward has been the director of The Resource Connection Food Bank in Calaveras County since 2009. She and her staff have taken the food bank from a small pantry to a full service food bank serving direct clients with food and resources, serving a network of 14 pantries, 9 USDA Commodity sites and farmers' market-type produce distributions throughout the community. **Track Programs - CalFresh Outreach and the Goldilocks Principle**



ERIN HOGEBOOM

PROGRAMS MANAGER, FEEDING AMERICA SAN DIEGO

At Feeding America San Diego, Erin oversees all Kid Programs—helping to delivery over 1.5 million pounds of food annually to more than 8,000 children in San Diego—as well as Federal Programs and the Internship Program. Erin's role at Feeding America San Diego culminates seven years of working on both national and international food security issues. Erin holds a BA in International Security and Conflict Resolution and a MS in Global Affairs. **Track Policy - Get Ready for Child Nutrition Reauthorization: Successes, Challenges and Opportunities to Feed Children and Youth When School is Out**



ANNE HOLCOMB

EXECUTIVE DIRECTOR, FOOD FOR PEOPLE INC., THE FOOD BANK FOR HUMBOLDT COUNTY

Anne Holcomb has served as Executive Director of Food for People, Inc. since April of 2001 and has more than 30 years of experience in nonprofit administration. Her past assignments have included projects in special education, assistive technology, computer recycling, and development of a continuum of community-based care for individuals with disabilities. She is passionately committed to working with a wide range of partners to help create a stronger, healthier community in which everyone has an opportunity to grow and thrive with dignity. **Track New Visions - Rural & Remote Roundtable**

2015 CONFERENCE SPEAKERS



LISA HOUSTON

PRESIDENT AND CEO, FIND FOOD BANK

Lisa Houston has served as President/CEO of FIND Food Bank since November 2009. She also serves on the Board of Directors of the California Association of Food Banks. Prior to her work with FIND, Lisa served on the Board of the College of the Desert and The Community Foundation Serving Riverside and San Bernardino Counties. **Track Policy – Building Capacity for Advocacy 101**



EILEEN HYDE

DIRECTOR OF NETWORK ENGAGEMENT FOR THE COLLABORATING FOR CLIENTS INITIATIVE, FEEDING AMERICA

Eileen Hyde is responsible for leading network engagement and capacity building efforts for strategies that create pathways for food insecure clients to achieve stability and self-sufficiency. Eileen joined Feeding America in 2010 and served in various roles on Feeding America's programs team where she developed and implemented capacity building strategies to expand child, senior and SNAP programming at food banks across the country. Prior to joining Feeding America, Eileen worked for a variety of organizations in the anti-hunger field including, Alliance to End Hunger and Hunger Free Vermont. **Track New Visions - Community Partnerships and Collaborations: Addressing the Causes and Consequences of Hunger**



DIANA JENSEN

SENIOR POLICY AND ADVOCACY ANALYST, SF-MARIN FOOD BANK

Diana Jensen joined the SF-Marín Food Bank's Policy and Advocacy team in August of 2014. She brings 15 years of experience working in food security and other social service program areas, including a previous stint at the San Francisco Food Bank from 2000 to 2003, as well as eight years at the San Francisco Human Services Agency. Diana holds a Master's in Public Policy from UC Berkeley's Goldman School. **Track Policy - Alliance to Transform CalFresh: County Advocates Training 101**



TY JONES

POLICY ANALYST, CENTER ON BUDGET AND POLICY PRIORITIES

Ty Jones joined the Center in 2010 as a Policy Analyst with a focus on the Supplemental Nutrition Assistance Program. Jones works with state and federal officials as well as state advocates to strengthen and improve the program. Prior to joining the Center, she was the Public Benefits Staff Attorney at the Virginia Poverty Law Center. She holds a law degree from Howard University School of Law and a bachelor's degree from the University of Virginia. **Track Policy – Making CalFresh Count for Seniors**



ALISHA KEEZER-LEWIS

PARTNERSHIP MANAGER, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

Alisha Keezer-Lewis has been in the food banking world for more than 5 years. She has been with Second Harvest Food Bank of Santa Clara and San Mateo Counties as a Partnership Manager since 2013. Prior to moving to California, she worked with The Idaho Foodbank in the Agency Relations department focusing on the distribution of food to over 200 agencies. **Track Programs - Rethink Your Approach to Agency Relations**

LEE KIMBALL

DIRECTOR, FOOD BANK, AMADOR-TUOLUMNE COMMUNITY ACTION AGENCY

Lee Kimball has served as the food bank director for over 10 years. She has served on the Board of Directors for the California Association of Food Banks and been a tireless advocate for ending hunger in California's rural communities. **Track Programs – Rural & Remote Roundtable**

2015 CONFERENCE SPEAKERS



ELLEN LAPOINTE

PRESIDENT AND CEO, NORTHERN CALIFORNIA GRANTMAKERS

Ellen LaPointe has held executive and senior management and consulting positions in the nonprofit and philanthropic sectors throughout her career. Ellen was VP of Strategic Partnerships for nine years at HopeLab, a health and technology private operating foundation founded by Board Chair Pam Omidyar, served as ED of a national AIDS organization, and practiced law at a large firm. Northern California Grantmakers is a nonprofit organization that leverages the power of association and community to advance the collective interests of its members and catalyze the impact of philanthropy in Northern California. **Track Development - Insider's Guide to Working with Foundations: Trends in Healthcare Philanthropy**



DAVID LEE

EXECUTIVE DIRECTOR, FEEDING WISCONSIN

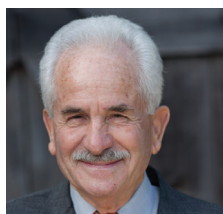
David Lee is the executive director of Feeding Wisconsin, the state's association of food banks. Previously at Feeding America, David managed partnership and program development and led its state policy and grassroots advocacy. He has served as an advisor to the National Conference of State Legislatures' Hunger Partnership and the Farm Foundation's Dialogue Project for a 21st Century Agriculture. He is currently the vice-president of the board of directors for Outpost Natural Foods and serves on the board of Ex Fabula, a Milwaukee non-profit that aims to strengthen community through the art of storytelling. **Tracks Policy, Development - Messaging for Success**



RALPH A. MALTESE

VICE PRESIDENT OF OPERATIONS, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

Ralph A. Maltese has 25 years of experience working in manufacturing, supply chain, IT and new products functions within the global food industry. He is responsible for the implementation of large-scale cross-functional projects. **Track Operations – Fresher Than Strawberries**



GARY MAXWORTHY

BOARD OF DIRECTORS, SF-MARIN FOOD BANK

Gary Maxworthy founded the Farm to Family program in 1998 and continues to play an instrumental role in leading the program. Gary has worked with a wide variety of companies in the food industry as a regional and national sales manager and as president of the largest food broker in the west at that time. **Track Operations – All About Produce: How to Increase Distribution and Manage Quality**



JOËL MCCLURG

CALFRESH OUTREACH MANAGER, FOOD BANK OF CONTRA COSTA AND SOLANO

Joël McClurg manages all CalFresh outreach efforts at the Food Bank of Contra Costa and Solano (FBCCS). Before joining FBCCS, he served as a Peace Corps STRAT and Recruitment Officer in Fort Collins, Colorado. Joël has also worked as a Policy Specialist with various grassroots non-profits focused on improving food security in their local communities. **Track Policy - Alliance to Transform CalFresh: County Advocates Training 102**

KIM MCCOY WADE

CONSULTANT, ALLIANCE TO TRANSFORM CALFRESH

Kim McCoy Wade is a public policy and philanthropy consultant focused on creating opportunities for low-income children and families. Her many accomplishments include work as founding consultant for two statewide budget coalitions, the Health & Human Services Network and Together for California's Future, and consultant to the Walmart Foundation on the "Fighting Hunger Together" campaign, a \$2 billion commitment to reduce domestic hunger. Before becoming a consultant, Kim was Executive Director for the California Association of Food Banks, where she helped launch state programs in fresh produce delivery, food stamp outreach, and nutrition education. **Track Policy - Moving Up the Ladder: Advocacy 201**

2015 CONFERENCE SPEAKERS



HEIDI MCHUGH

COMMUNITY EDUCATION & OUTREACH COORDINATOR, FOOD FOR PEOPLE, INC.

Heidi has been connecting people in Humboldt County to CalFresh through direct application assistance and through trainings for community partners since 2011. Through this transformative work, her passion for policy advocacy has grown substantially. **Track Policy - Building Capacity for Advocacy 101**



ELAINE MEJIA

VICE PRESIDENT, PUBLIC WORKS: THE CENTER FOR THE PUBLIC SECTOR

As a Senior Program Associate with Public Works, Elaine works with organizations and leaders across the country to help them become more effective communicators about the role of government in society. Elaine also publishes frequent articles on Public Works' blog, Publicly Speaking. Elaine joined the Public Works team in July 2010 after eight years as the Director of the North Carolina Budget and Tax Center, a state-level policy research and advocacy organization in her home state of North Carolina. **Track Policy, New Visions, Development - How to Change the Conversation about Hunger & Food Insecurity**



MARTHA MONTESINOS

CALFRESH OUTREACH ASSISTANT COORDINATOR, FOOD SHARE

Martha Montesinos is the CalFresh Outreach Assistant Coordinator at FOOD Share, Ventura County's food bank. She has worked for the food bank for over 3 years and is an extraordinary asset to the team. She received her BA in Sociology from California State University Channel Islands. She has worked with individuals and families for 10 years. **Track Programs - CalFresh Outreach and the Goldilocks Principle**

KEISHA NZEWI

ADVOCACY MANAGER, ALAMEDA COUNTY COMMUNITY FOOD BANK

Keisha Nzewi has been with the Food Bank for nearly 5 years. She previously was an Advocacy Director for the American Heart Association where she worked on issues such as nutrition menu labeling, tobacco control and healthcare access. **Track Policy - Harnessing the Power of Your Food Bank to Get Out the Vote**



TERI OLLE

DIRECTOR OF POLICY AND ADVOCACY, SF-MARIN FOOD BANK

Teri Olle is the Director of Policy and Advocacy at the SF-Marín Food Bank. Teri oversees the Food Bank's efforts to reform policies and improve programs that address hunger and food insecurity at the local, state and federal levels. She currently serves as the Chair of the San Francisco Food Security Task Force. Teri has her law degree from the University of Chicago, and began her career as an attorney. **Track Policy - Moving Up the Ladder: Advocacy 201**

SHANTI PRASAD

COMMUNITY MOBILIZATION COORDINATOR, ALAMEDA COUNTY COMMUNITY FOOD BANK

Shanti Prasad has been with the Food Bank for nearly a year. Prior to the Food Bank, she served for over a year as a community organizer for the Brooklyn Food Coalition, and interned with Slow Food USA during the last Child Nutrition Reauthorization. **Track Policy - Harnessing the Power of Your Food Bank to Get Out the Vote**



MICHELLE ROSS, MPH

RESEARCH SPECIALIST, CENTER FOR WEIGHT AND HEALTH AT THE UNIVERSITY OF CALIFORNIA BERKELEY

Since 2010 Michelle Ross has worked with food banks studying trends in annual food inventory and clients' dietary preferences. Prior to working at CWH, she worked on community food security issues in Oakland. She received her Master of Public Health at University of California, Berkeley with a focus on public health nutrition and her bachelor's degree from Cornell University in Human Development. **Track Health & Nutrition - Food Bank Nutrition Policies: Sparking Organizational Change**

2015 CONFERENCE SPEAKERS



LILIANA SANDOVAL

CALFRESH OUTREACH PROGRAM MANAGER, SF-MARIN FOOD BANK

Liliana Sandoval joined the SF-Marín Food Bank in 2010 as the only staff on the CalFresh Outreach project. She now manages a team of 3.5 staff with an outreach model that includes direct client services and capacity building for community partners. Liliana completed her undergraduate degree in the field of Human Development, with a concentration in Healthcare and Social Issues at the University of California, San Diego.

Track Programs – CalFresh Outreach and the Goldilocks Principle



AMY SCHANER

PROGRAMS MANAGER, REDWOOD EMPIRE FOOD BANK

Amy has worked for 2 ½ years at the Redwood Empire Food Bank. She is a passionate advocate for client needs, and works with her co-manager on 14 direct service programs. Her focus is Agency Support and CSFP in 5 Northern Californian Counties, homebound and disabled clients, EFAP, Farm Fresh Pantries, Advocacy, and the Farm to Family School Pantries Program. **Track Health & Nutrition - Got Nutrition? How to Engage Pantries, Agencies and Consumers**



AMANDA SCHULTZ, MPH

CALFRESH OUTREACH DIRECTOR, SAN DIEGO HUNGER COALITION

Amanda Schultz leads the San Diego Hunger Coalition's efforts to increase CalFresh participation across the county. In her work as CalFresh Outreach Director, Amanda convenes the CalFresh Task Force as well as a variety of working groups that focus on strategies to both increase outreach and improve county systems. Amanda also represents the Hunger Coalition and its partners, serving as a conduit between community organizations and decision makers shaping CalFresh program policy. **Track Policy - Alliance to Transform CalFresh: County Advocates Training 102**



JESSICA SILLDORFF

SENIOR PROGRAM COORDINATOR, EATFRESH.ORG, LEAH'S PANTRY

Jessica Silldorff is the Senior Program Coordinator for EatFresh.org at Leah's Pantry. Jessica outreaches to and trains organizations across California on ways to integrate EatFresh.org into existing nutrition programming. She also coordinates and teaches workshops and trainings in San Diego. Jessica has a Masters of Public Health in Community Health Sciences from the University of California, Los Angeles, and loves creating online tools that help us live healthier lives. **Track Health & Nutrition - Got Nutrition? How to Engage Pantries, Agencies and Consumers**

DENNIS STEWART

SNAP DIRECTOR, WESTERN REGION, UNITED STATES DEPARTMENT OF AGRICULTURE

Dennis Stewart is responsible for the oversight of the administration of the SNAP by eleven Western states and Pacific territories. Previously he served as Manager of the USDA Food Assistance Program to the Russian Far East in Vladivostok, Russia, the FNS Western Region Financial Manager and the Western Regional Director for the USDA's Food Distribution Program. **Track New Visions – Addressing Student Hunger –The UC Global Food Initiative and CalFresh Advocates**



NICOLE SUYDAM, CFRE

CHIEF EXECUTIVE OFFICER, SECOND HARVEST FOOD BANK OF ORANGE COUNTY

Nicole Suydam is a non-profit executive with more than 18 years of experience working with local and national organizations dedicated to meeting human service needs. Nicole is currently CEO of Second Harvest Food Bank of Orange County, returning to the organization where she served as Development Manager from 1997 to 2001. Nicole received her B.A. degree in History and Political Science from Vanguard University of Southern California and currently holds a Certified Fund Raising Executive (CFRE) professional designation. **Track Development – Development Roundtable**

2015 CONFERENCE SPEAKERS



ERIK TALKIN

CEO, FOODBANK OF SANTA BARBARA COUNTY

For the past five years, Erik Talkin's goal has been to help the Foodbank become an organization that moves people from hunger to working to attain nutritional self-sufficiency and health – both for themselves and their communities. Erik's blog 'From Hunger into Health' www.hungerintohealth.com is widely read throughout the Feeding America network of food banks. He serves on the Board of Directors of the California Association of Food Banks and previously the National Advisory Council of Feeding America. **Track New Visions - Community Partnerships and Collaborations: Addressing the Causes and Consequences of Hunger**

KIM TAYLOR

SUPERVISOR DIGITAL STRATEGY, RUSS REID

With 8+ years of direct marketing experience, Kim leads the development and implementation of digital strategy for Russ Reid's nonprofit partners. She works hand in hand with regional, national and international clients to build strategic plans that include website optimization, content strategy, search, display, email and social media. Her love of all things digital, combined with her passion for integration and testing continues to provide our client partners with positive results in their online fundraising efforts. To date, Kim has assisted in architecting and developing strategic content for 20+ websites. **Track Development - Digital Fundraising Trends & Insights**



CHRISTINE TIEN

PROGRAM MANAGER, THE CALIFORNIA ENDOWMENT

Christine Tien has been the program manager for the California Endowment's Sacramento Building Healthy Communities Initiative since June of 2009. Prior to this, Christine worked in local government for 11 years. She was Stockton's deputy city manager for 8 years (2001 – 2009). She has a BS from UC Berkeley in Industrial Engineering and Operations Research, an MPP from Harvard University's Kennedy School of Government, and a JD from the University of Arizona's College of Law. **Track Development - Insider's Guide to Working with Foundations: Trends in Healthcare Philanthropy**



ELLEN VOLLINGER

LEGAL DIRECTOR, FOOD RESEARCH AND ACTION CENTER

Ellen Vollinger is Legal Director for FRAC. She has responsibility for directing FRAC's advocacy on behalf of the Supplemental Nutrition Assistance Program (SNAP/Food Stamps). She serves on the eGovernment Payments Council. Her prior positions include serving as director of the nonprofit National Committee for Full Employment as well as a practicing attorney with the Washington, D.C. law firm of Ross, Dixon and Masback. Ellen has a BA in American Studies from Smith College, a master's degree in Legislative Affairs from George Washington University and a JD magna cum laude from the American University's Washington College of Law. **Track Policy, Development – Messaging for Success**



BONNIE WEIGEL

PRESIDENT AND CEO, FOOD SHARE

Bonnie Weigel has more than 15 years of experience in bringing together corporate, government, and community leaders to the table to find sustainable and viable solutions around social and economic issues. She is on the Ventura County Community Foundation Board of Directors, Vice President for 31st Cal Ag District, Advisory Member for CSUCI Center for Community Engagement, President of California Women for Agriculture – Ventura County, Feeding America National Diversity and Sustainability member, Board Member of El Concillo, President's Council – Red Cross Ventura County, Board of Governors for the Tower Club. **Track New Visions - Community Partnerships and Collaborations: Addressing the Causes and Consequences of Hunger**

2015 CONFERENCE SPEAKERS



BRETT WEISEL

DIRECTOR OF ADVOCACY, FEEDING AMERICA

As the Director of Advocacy, Brett Weisel is responsible for designing and executing grassroots campaigns to raise public awareness, mobilize advocates, build capacity for advocacy across the Feeding America network, and educate lawmakers about public policy solutions to hunger in America. His advocacy program has received national recognition, including awards from the Public Affairs Council and Innovate to Motivate, and was profiled by the National Journal. Brett received his bachelor's degree in Political Science from Villanova University and his master's degree in Applied Politics from American University. **Track Policy - Building Capacity for Advocacy 101**

PAT YBARRA

DIRECTOR OF DISTRIBUTION AND LOGISTICS, SECOND HARVEST FOOD BANK OF SANTA CLARA AND SAN MATEO COUNTIES

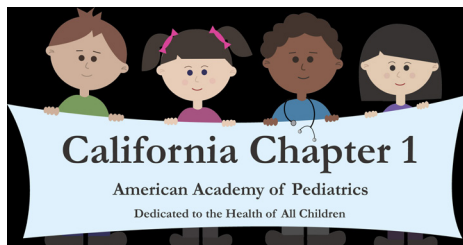
Pat Ybarra started his career with See's Candies over 25 years ago as a stock boy and truck washer before advancing to Shipping Manager in 1990. He served on the South San Francisco Chamber of Commerce in 1995 and 1996 and helped local non-profits with vehicle donations for their needs. **Track Operations - Running a Dynamic Operation: Stay Open, Save Money and Increase Poundage**



MAP FROM CONFERENCE CENTER TO STERLING HOTEL (1300 H STREET):

HEAD EAST ON J ST TOWARD 14TH ST
TURN LEFT ONTO 14TH ST
TURN LEFT ONTO H STREET

DON'T MISS THE AAP WHO'S HUNGRY? PHOTO EXHIBIT!



It is a short walk to the Capitol Building. The photo exhibit is located on the wall next to the Governor's Office and directly across from the elevators.

The exhibit is designed to promote awareness and to provide information about the prevalence of childhood hunger in Northern California for pediatricians and other healthcare professionals and the general public. The exhibit is sponsored by California Chapter 1 of the American Academy of Pediatrics in collaboration with local photographer Karen Ande.

CAFB would like to thank the following sponsors for their generous support of our 2015 Conference:

PREMIER SPONSOR



Hunger relief is a natural focus area for **Sysco** because of our ability to safely supply healthy and nutritious food. In particular, Sysco prioritizes programs and activities aimed at eliminating childhood hunger and encouraging good nutrition in lower income families. For example, since 2002 we have contributed more than \$6 million in support of Share Our Strength. Sysco offers additional support beyond its financial commitment by encouraging associate volunteer efforts and by donating products from our warehouses to local food banks.

For more information: www.sysco.com

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Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve approximately 9.5 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health.

For more information: www.kp.org/share

RECEPTION SPONSOR



Walmart helps people around the world save money and live better – anytime and anywhere – in retail stores, online and through their mobile devices. Each week, more than 245 million customers and members visit our nearly 11,000 stores under 71 banners in 27 countries and e-commerce websites in 11 countries. With fiscal year 2015 net sales of \$482.2 billion, Walmart employs 2.2 million associates worldwide.

For more information: <http://foundation.walmart.com>

LUNCH SPONSORS



In 1999, the **Sodexo Foundation** was created, a not-for-profit organization committed to ending childhood hunger in America. Sodexo Foundation works to ensure that every child in the United States grows up with dependable access to enough nutritious food to enable them to lead a healthy, productive life. Sodexo, Inc. funds all administrative costs of the Sodexo Foundation. Since its inception, the Sodexo Foundation has made nearly \$20 million in grants to end childhood hunger.

For more information: www.sodexofoundation.org



The Veggie Republic is a family-owned company in San Diego launched in September of 2014. Our Veggie Bracelets are stylish and inspire people to eat More Plants, Less Junk. They feature 12 high-resolution photos of organic veggies on sustainable Theaceae wooden tiles with seven colorful backgrounds. For every bracelet sold, we donate 5 lbs. of fresh produce to families in need through the California Association of Food Banks' Farm to Family program.

For more information: www.theveggierepublic.com

BREAKFAST SPONSORS



Russ Reid has been helping nonprofits raise money to transform lives around the world for over 50 years. We offer personalized multi-channel fundraising strategies that leverage data insights and digital technologies to acquire and cultivate donors – helping food banks make a difference in the fight against hunger.

For more information: Visit www.russreid.com or contact Andrew Olsen, Vice President, at aolsen@russreid.com or (626) 463-9459.



The California Endowment is a private, statewide health foundation with a mission to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.

For more information: Visit www.calendow.org or contact us at (800) 449-4149.

BREAK SPONSORS



Diversified Foods, Inc. is the license holder and distributor for Borden and Hershey's aseptic dairy products. We package these natural milks in 8 and 32 ounce Tetra Pak cartons with 12 months of shelf life and utilize a national distribution network.

For more information: Visit www.diversifiedfoods.com or contact Sue Shaffer at SuShaffer@Diversifiedfoods.com or (717) 521-8579 or John Burger at JohnBurger@Diversifiedfoods.com or (504) 831-6641.



Hunger Is, a joint charitable program of The Safeway Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through Hunger Is directly benefit programs focused on combating childhood hunger and improving health-related outcomes.

For more information: Visit www.HungerIs.org or contact us at info@HungerIs.org.

EXHIBITORS



The California Department of Education's Summer Food Service Program is a federally-funded program that reimburses sponsors for administrative and operational costs for providing meals to children 18 years of age and younger during periods when they are out of school for fifteen or more consecutive school days. The Child and Adult Care Food Program (CACFP) offers meal programs at public and private child care centers, day care homes, adult day care centers, and homeless shelters under CACFP.

For more information: Contact Larry Franks, SFSP Office Technician, at lfrakes@cde.ca.gov or (916) 322-8323 or Nancy Charpentier, CACFP Unit Office Technician, at Ncharpentier@cde.ca.gov or (916) 327-2991.



ROBBINSKERSTEN DIRECT
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RobbinsKersten Direct is a multi-channel direct response fundraising agency serving nonprofit organizations exclusively. With offices in Boston and Dallas, we offer complete multi-channel fundraising solutions, including online and offline strategy, award-winning creative, direct mail production, email marketing, SEM/SEO, media, website design, and site optimization; and advanced data analytics and modeling solutions. RobbinsKersten Direct has served the food bank industry for over 30 years.

For more information: Contact Eddy Camas, Vice President, Client Services, at ecamas@robbinskersten.com or at (800) 229-5972.



Over 40 Feeding America locations have now integrated the NASA AiroCide Air Sanitation technology from **AiroCide/KES Science & Technology, Inc.** This technology is helping them to extend the life of their fresh produce even up to five more days. AiroCide works by continuously processing contaminated air through a patented Bio-Conversion Reactor. Ethylene gas and mold are mineralized leaving exit air 99% contaminant free. No ozone is utilized or produced. Airborne pathogenic microorganism and VOC destruction takes place within the AiroCide chamber.

For more information: Contact Jimmy Lee, VP Sales and Marketing, at jlee@kesscience.com.



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For more information: Contact us at sales@choptanktransport.com or at (800) 568-2240.

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