



STRATEGIC PLAN FOR 2012-2013

OUR MISSION:

To Provide National Leadership to End Senior Hunger

OUR VISION:

To End Senior Hunger by 2020

THAT MEANS:

100% OF CLIENT NEEDS MET BY 2020

All Senior Nutrition Programs in the U.S. are able to meet the full nutrition needs of their current clients.

100% OF DEMAND MET BY 2020

No senior who requests service from a Senior Nutrition Program is turned away or wait-listed.

100% COVERAGE BY 2020

Every senior in the U.S. has access to a Senior Nutrition Program.

100% AWARENESS BY 2020

Every senior in need knows that senior nutrition services are available and knows how to ask for help.

LETTERS OF WELCOME

STATE OF MARYLAND
OFFICE OF THE GOVERNOR



MARTIN O'MALLEY
GOVERNOR

STATE HOUSE
100 STATE Circle
ANNAPOLIS, MARYLAND 21401-1925
(410) 974-3901
(TOLL FREE) 1-800-811-8336

TTY USERS CALL VIA MD RELAY



A MESSAGE FROM GOVERNOR MARTIN O'MALLEY

Dear Friends:

Welcome to the annual conference of the Meals on Wheels Association of America.

For decades, Meals on Wheels has offered support and kindness to older adults across the country, delivering over one million meals to homebound seniors every day. In our state, Meals on Wheels of Central Maryland, as well as several local organizations, work tirelessly to ensure that our neighbors have access to nutritious meals.

In Maryland, we are united by our belief in the dignity of every individual. Your work embodies this spirit, as you take action to ensure that America's older adults are treated with compassion and respect.

On behalf of the state of Maryland, thank you for your service to our families and communities. Best wishes on a successful conference.

Sincerely,

A handwritten signature of Martin O'Malley in cursive script.

Governor



Peggy Miller
Chair MOWAA Board

Welcome to the 2012 MOWAA Annual Conference and Common Goods Expo! And welcome to the Gaylord National Hotel, Washington, DC, and Alexandria, VA.

This year we come to Conference celebrating the 40th Anniversary of Nutrition Programs under the Older Americans Act. This vital piece of legislation has proven over and over again that a government program can be effective and efficient. This year we have a special and unique opportunity to participate in a way most of us would never get to do to. *Perspectives on Nutrition and Aging: A National Summit*, sponsored by the AoA-MOWAA National Resource Center on Nutrition and Aging, will bring together a broad array of the most innovative and future-focused thinkers and do-ers from all levels of the aging network, as well as policymakers, industry leaders, academics and the general public. All registrants of the MOWAA Annual Conference are invited to participate in this unique event. It is included in your Conference registration fee and I hope that each of you will participate.

The challenges we face today remain large: more seniors, less resources, more for-profit competition and more government funding cutbacks. And this year there will be a large void created by the absence of Enid Borden. Her inspirational speaking encouraged us to continue fighting the fight and reaffirmed the importance of what we do on a daily basis. That message will still ring throughout our Conference! Additionally, no program – big or small – will go away not having learned something new, and/or having helped another program solve a problem that has already been solved by a peer. I hope you find this year's Conference inspiring and energizing.

The Meals On Wheels Association of America has all the tools ready to help you. Your Common Goods Vendor Expo offers many ideas and opportunities to help make your jobs easier. Your Conference educational sessions provide training in every area of your business. From the Meals On Wheels Leadership Academy Certificate courses, to your Common Goods group purchasing and your keynote speakers, you will find the information you need to be more successful in operating your local program.

THANK YOU TO OUR SPONSORS

SPONSORING PARTNERS

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MedAssets

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WITH SPECIAL THANKS TO

Abbott Nutrition for sponsoring the Opening Session.

Bateman Senior Meals for sponsoring the Opening Reception and *Cherry Blossom* Riverboat Cruise.

Bridgestone Retail Operations for sponsoring the American Volunteer Awards and for providing the Conference registration bags.

GA Food Service for sponsoring a Refreshment Break.

Gaylord National Hotel and Convention Center for sponsoring the keynote lunch during the National Summit.

MedAssets for sponsoring the Common Goods Expo and being the exclusive GPO Partner of Common Goods.

Mom's Meals for sponsoring two Refreshment Breaks.

Ocean Spray Cranberries, Inc., for sponsoring a Refreshment Break.

Office Depot for supplying Conference office materials and printing.

Subaru of America for supporting the Leadership Certificate Program.

Valley Services, Inc., for sponsoring the Intensive Certificate Workshops.

Walmart Foundation for sponsoring 75 Conference scholarships and the Business Planning pre-Conference session.

Proud to be a 2012 Gold Sponsor!



Your partner in providing, home delivered meals to your clients nationwide.

Our same delicious meals now in a cost-competitive frozen option! With 2, 5 and 7 meal variety packs and a 20-count bulk single meal selection, we are happy that our Frozen program supports provider efforts to supply nutritious and delicious meals to help seniors age in place.

Medicaid Waiver and Private Pay options also available.

Stop by Booth #522 to get a FREE sample cooler!

888.859.2067

www.MomsMeals.com

IMPORTANT CONFERENCE INFORMATION

REGISTRATION AND INFORMATION BOOTH

Conference Registration is located in the Convention Center Lobby.

Registration will be open:

Tuesday, August 21: 12:00 noon – 7:00 p.m.

Wednesday, August 22: 7:00 a.m. – 5:30 p.m.

Thursday, August 23: 7:45 a.m. – 4:00 p.m.

Friday, August 24: 8:00 a.m. – 11:00 a.m.

An Information Booth will be located next to registration throughout Conference to provide you with information on MOWAA's key initiatives. For detailed questions about Member benefits, or for tips on how to make the most of your Membership, be sure to visit the Information Booth.

ONE REGISTRATION – TWO EVENTS

Your registration for the MOWAA Annual Conference also grants you admission to ***Perspectives on Nutrition and Aging: A National Summit***, held on Thursday, August 23. This very special event, hosted by the AoA-MOWAA National Resource Center on Nutrition and Aging, will celebrate the 40th Anniversary of Nutrition Programs under the Older Americans Act by bringing together a broad array of individuals from across the country for a day of future-focused dialogue, imagining and innovating the future of senior nutrition.

Your Name Badge is your ticket for entry to the Conference and the Summit. It is vital to keep this badge on you at all times to ensure your admission to all meals, sessions and events.

You will notice that your badge is double-sided. Please display the “Conference” side to gain access to MOWAA Conference sessions on Wednesday and Friday. On Thursday, please turn your badge around and display the “Summit” side to attend this special, separately-hosted event.

CONFERENCE ON YOUR PHONE!

If you have an iPad, iPhone, Android or other “smartphone” that you use to read email and web pages, you can download our MOWAA Conference App and have the full Conference right at your fingertips.

With the Conference App or mobile website you can:

- » Instantly access all schedule and location information.
- » Browse session descriptions, speaker bios and course handouts.
- » Explore the Common Goods Expo floor map and look up exhibitor details.
- » Find general conference information, network with attendees...and much more!

For more details, see the flyer in your registration pack, or visit www.mowaa.org/app.



NETWORKING WITH QR CODES

You will notice a small pack of “QR Code Stickers” are included in your name badge holder. These QR codes are special square barcodes that contain your name, position, program name, email address and phone number. You should use these stickers to verify your attendance in Conference courses – just place one of your personalized stickers on the sign-in sheet of each course you attend.

Additionally, your personal QR code provides an easy way for you to network throughout the Conference. If you want to quickly share your contact information with another attendee, or with a Vendor at the Common Goods Expo, just let that person “scan” the code on your badge using our Conference App – you will instantly be added as a contact on their phone.

If you have the Conference App installed on your phone or tablet, you can try this feature now: Open the MOWAA Conference App, select the “Scan” icon, then use your phone’s built-in camera to view the QR code printed on this page.

CONFERENCE CONCURRENT SESSIONS

Rooms/Locations are not printed in the Conference Program, but the information is featured in the four-page Agenda-at-a-Glance in your registration pack, as well as in our online Conference App.

More Information about each concurrent session, including extended course descriptions and full-length presenter bios, is available online. Visit www.mowaa.org/agenda to see the additional details not included in the Conference Program.

Personalized QR Code Sign-in Stickers are included in your registration pack. Please use these stickers to “sign in” for all Certificate sessions you attend, regardless of whether you are interested in earning Certificate program credits.

SCHOLARSHIPS

Award checks will be available for all scholarship recipients at registration on Thursday and Friday during registration hours.

MOWAA CERTIFICATE PROGRAM

“Certificate Track” Courses will give you credits toward a Leadership Certificate from the Meals On Wheels Leadership Academy. To receive credits, you must be enrolled in the Certificate Program and you must sign in with your personalized QR code sticker to verify your attendance at each session. Additional information about the Certificate Program is available in your registration packet.

Perspectives on Nutrition and Aging: A National Summit sessions will also provide certain credits towards the Certificate Program (as indicated on the Agenda-at-a-Glance). To receive credit for attending the Summit sessions, you must sign in twice using your personalized QR code stickers: once in the morning and once in the afternoon. Please look for the sign-in sheets at your table at the Summit.

IMPORTANT CONFERENCE INFORMATION

STATE ASSOCIATIONS

Current and Prospective State Associations are encouraged to use the MOWAA Annual Conference as an opportunity to hold business and/or interest meetings. Please see the Agenda-at-a-Glance for up-to-date information on scheduled State Association events.

A State-to-State Networking Meeting will be held from 7:45 a.m. to 8:45 a.m. on Wednesday morning, August 22. Current State Association leaders and individuals or groups interested in learning more about forming a State Association can meet together in a single room. All Conference registrants are welcome. Bring your coffee, and find out what State Associations are all about.

GOING GREEN: SUSTAINABILITY AT THE MOWAA CONFERENCE

Paper-lite: Only worksheets that are critical to the learning process will be printed and distributed at Conference sessions. All other slide decks, handouts and reference materials are available for you to view and download or via the Conference App online at www.mowaa.org/handouts. (*Log in required. Details were emailed to all attendees prior to Conference.*)

Re-use: If you do not wish to keep your name badge at the end of Conference, please place it in one of the receptacles near registration so that it may be re-used.

CONFERENCE SCHEDULE

Regardless of your learning style, we have wide variety of learning options for you at the 2012 MOWAA Annual Conference! You'll find the knowledge you're looking for, share best practices with your peers and obtain skills through a wide mix of educational sessions and workshops that include:

- » 3 Exciting Keynote Speakers
- » 20 Certificate Program Courses of 90-Minutes each
- » 6 Intensive Workshops
- » 3 Panels of Peers
- » A Common Goods Vendor Expo with over 70 exhibitors
- » ... And much more!



Life Preservers Aren't Always Round.

Sometimes they're in the form of a square meal.

For seniors, seemingly simple tasks can be challenging like preparing a healthy meal. That's why we've spent the last 30 plus years perfecting the art of providing healthy, nutritious, flavorful meals to the seniors you serve. Our benefits include strict health and safety controls, home-style cooking, and an extensive database of diverse recipes. We also offer frozen and shelf stable meals as well as menu and dietetic services.

Bateman Senior Meals is a proud sponsor of the MOWAA Cherry Blossom Riverboat Cruise set to take place on the Potomac, Wednesday August 22, 2012, 7:30 p.m. - 10:00 p.m. Open to all MOWAA members.



For more information on our services, call 866-543-9395 or visit our website at <http://www.iammorrison.com/BatemanSeniorMeals.aspx>.

TUESDAY, AUGUST 21

Pre-Conference Activities

10:00 A.M. – 2:00 P.M.

MOWAA Board Meeting

Board Members Only

1:00 P.M. – 5:30 P.M.



Business Planning for MOW Programs

Business planning is different from strategic planning. Business planning focuses your Meals On Wheels program or organization on how you will achieve your mission and accomplish your objectives. It requires the development of clear goals, measureable outcomes, executable strategies and regular monitoring. Successful business planning requires clear communication with funders, board members, staff and volunteers.
Pre-registration is required.

Certificate Track
Management

Competency
Fiscal Responsibility

Presenter
*Robert J. (Bob)
Kollar, MBA, CPA*

6:00 P.M. – 9:00 P.M.

Meals On Wheels Association of Georgia Meeting

WEDNESDAY, AUGUST 22

7:45 A.M. – 8:45 A.M.

State Nutritionists Meeting

Invitation Only

Networking and discussion for State Nutritionists.

7:45 A.M. – 8:45 A.M.

State-to-State Networking Meeting

Networking and discussion for current State Association leaders and anyone who is interested in learning more about forming a State Association.

9:00 A.M. – 10:00 A.M.

MARYLAND BD

Welcome, Opening Session and Keynote

Eldertopia: Exploring the New World of Aging

It is necessary and possible to develop a new perspective on age and aging. Given the importance of aging in our lives, and the impact of aging on our families and society, it is time to embrace a new openness – and even curiosity – about human aging. The time has come for our wondrous longevity to emerge from the long shadow cast by the vigor and virtues of youth.

Keynote Speaker

Dr. William H. Thomas,
author and president of
The Center for Growing
and Becoming, Inc.

10:00 A.M. – 10:15 A.M.

Refreshment Break

10:15 A.M. – 11:45 A.M.

CONCURRENT SESSIONS



Fine-Tuning the Board to Support Your Work

Targeted to board members and executive directors, this session focuses on best practices related to governance, board structure, board recruitment and orientation and board meetings to ensure your board members are inspired to support your organization. You will discuss the nonprofit board's role in governance and organizational support; board structure and purpose, including officers and committees; best practices for nonprofit board recruitment and orientation and how to run a productive board meeting.

Certificate Track

Strategy & Governance

Competency




Planning for the Future

Presenter

Alyson Ball, MBA

10:15 A.M. – 11:45 A.M.

CONCURRENT SESSIONS

 <p>Food Safety on the Go: A Training Program for MOW Programs</p> <p>Older adults are especially vulnerable to foodborne illness. This workshop provides an overview of the “Food Safety on the Go” training materials developed through a USDA grant specifically designed for home-delivered meal programs. The course provides relevant food safety information for home-delivered meal program staff, volunteers and clients, with the goal of improving their food safety knowledge and practices and decreasing the risk of foodborne illness among clients.</p>	<p>Certificate Track Nutrition</p> <p>Competency Foodservice Knowledge</p> <p>Presenters <i>Nadine Sahyoun, PhD, RD</i> <i>Amy Anderson, PhD</i></p>
 <p>Panel of Peers</p> <p>A panel of MOW program leaders and development directors will share fundraising tips, best practices and lessons learned. After short presentations by each panel member, participants will break into groups organized around popular fundraising topics. Tap into the knowledge of fellow group members to explore more effective ways to secure funds and develop solutions that will enable you to continue to deliver quality services to the seniors you serve.</p>	<p>Certificate Track Development & Fundraising</p> <p>Competency Planning for the Future</p> <p>Facilitator <i>Vinsen Faris, MPA, CFRE</i></p> <p>Panel Members <i>Samantha Blauwkamp</i> <i>Debra Furtado, MPA</i> <i>Mary Kate Keith</i></p>
 <p>Managing an Aging Volunteer Corps</p> <p>So many programs depend on volunteers who have been with them for years. But what happens as those volunteers start to get older? Learn strategies for identifying the signs of “aging in place” – volunteers who continue to do the same work even though their capabilities have changed – and for starting a conversation about these changes. We will discuss ways to manage the transition and create new options for aging volunteers, as well as what to do when the situation cannot be solved amicably. Participants will have the opportunity to discuss challenges they face at their own programs.</p>	<p>Certificate Track Volunteer Management</p> <p>Competency Organizational Planning</p> <p>Presenter <i>Jennifer Bennett, CVA</i></p>

10:15 A.M. – 11:45 A.M.

CONCURRENT SESSIONS

**The Art of Listening**

Americans spend 90% of their day in communication – that means 45% of an average day is spent listening. After one day, however, most people remember only half of what was said – and after two days, only a quarter. By developing an awareness of listening styles and listening barriers you can listen more effectively to peers, volunteers and clients in your work place. In this workshop you will learn what your personal obstacles to listening thoroughly are (e.g., emotional noise or information overload), and you will take away strategies to improve relationships through improved listening skills.

Certificate Tracks

Communications
Management

Competency

Relationship Building

Presenter

Barra Kahn, MA, CCEP

11:45 A.M. – 1:30 P.M.

Lunch on Your Own

Meet up with friends and colleagues, and head to one of the many quick dining options in the hotel.

There are also several restaurants in the neighborhood outside the hotel (a 7-10 minute walk). Check the directory and map provided in your registration pack to plan ahead – and make sure you're back in time for the afternoon sessions!

Special Offer

The following two hotel restaurants are offering MOWAA Conference participants a discount on Wednesday's lunch.

- » At **Java Coast**, get a sandwich or salad, chips and a drink for \$10 (plus tax)
- » At **National Pastime**, get a burger and drink combo for \$14 (plus tax)

(Look for signs advertising the special prices outside of the participating restaurants.)

1:30 P.M. – 3:00 P.M.

CONCURRENT SESSIONS

**Working More Effectively with Your Board**

For executive directors, executive staff and board members, this is an opportunity to re-examine how your organization interacts with your board to ensure that the staff and board are an engaged and productive team. You will get a short overview of the nonprofit board's role in governance and organizational support; understand the board and nonprofit organization's life cycle; understand how setting organizational objectives will allow the board and staff to work together more effectively; and discuss the characteristics of a strong, healthy board/staff relationship.

Certificate Track

Strategy & Governance

Competency

Relationship Building

Presenter

Alyson Ball, MBA

1:30 P.M. – 3:00 P.M.

CONCURRENT SESSIONS



Food Recalls: What Does It Mean for Your Clients?

Most MOW programs have set procedures for food recalls that prevent foods that are possibly contaminated from being provided to clients. However, what about the food that is in a client's home? Getting consumers to pay attention to news about food recalls isn't the hard part; it's getting them to take the step of actually looking for recalled food products in their homes. This session will provide an overview of the food recall system, discuss consumer responses to recalls and provide suggestions on ways to help clients recognize and dispose of recalled products.

Certificate Track
Nutrition

Competency
Foodservice Knowledge

Presenter
*William K. (Bill)
Hallman, PhD*



Using Social Media at an Advanced Level



Designed for programs that already use social media (e.g., Facebook, Twitter, blogs, etc.), this workshop will focus on integrating social media and social networking into your development plan. Learn social media dos and don'ts; advanced techniques for strengthening constituent relationships; prospect research and social media ethics, guidelines and standards for nonprofits.

Certificate Tracks
Development &
Fundraising
Communications

Competency
Revenue Building

Presenter
John Dawe, CFRE



Stemming the Tide of Elder Abuse: How MOW Programs Can Help

What is the connection between elder abuse and Meals On Wheels? Whether you are a volunteer delivering meals or a manager of a senior center/meal site, you may come in contact with seniors who may have been or who are at risk of becoming the victim of abuse, neglect or exploitation. Because seniors are usually isolated from others, they may confide in you. Meals On Wheels programs can play a critical role in providing seniors with information and referrals for victim assistance and other services. In this train-the-trainer course attendees will receive practical tools, materials and information to share with others at their programs.

Certificate Track
Volunteer Management

Competency
Organizational Planning

Presenter
Susan Russell, MA

3:00 P.M. – 3:10 P.M.

Refreshment Break

3:10 P.M. – 6:10 P.M.

CONCURRENT INTENSIVE CERTIFICATE WORKSHOPS



Leadership is like the Game of Twister™: If You Can't Find Your Balance, You're Out!

Twister is about balance: You spin the wheel and it gives you a "situation" that you must respond to. At first, it is not difficult – but as other people enter the game it gets more complicated. Similarly, nonprofit leaders have to continually remain balanced, even as they respond to situations in a complex nonprofit climate. Leaders trying to find their balance as they work over, through and around others can learn important lessons from Twister: Successful leaders must continually evolve, empower and execute in order to achieve their personal and organizational goals!

Certificate Track

Strategy & Governance

Competency

Organizational Planning

Presenter

Elizabeth Faircloth, MSW



Surviving in a Changing Environment and Panel of Peers on Innovative Practices

Consumer-directed care is part of a culture change in long-term care. Consumer direction is the wave of the future. In the upcoming decades, aging individuals will be more educated and will desire more input and control in their healthcare and long-term care services. How will nutrition programs survive this changing environment? What is the role of the Congregate Nutrition Program? How do we meet the growing demand for nutrition services? This hands-on session leads the learner through development of a strategic plan from market analysis to program implementation. A panel of experts will provide firsthand examples of program development and implementation.

Certificate Track

Nutrition

Competency

Planning for the Future

Presenters

Jean Lloyd, MS, RD
Linda Netterville, MA, RD, LD

Panel of Peers

Shawn Sredersas
Pam VanKampen, RD, CD



Strategically Thinking about Your Program's Finances

Meals On Wheels programs are dedicated to "doing good." But good intentions are no substitute for leadership, organization, accountability, performance – and, most important, results. Nonprofits must develop and implement a fundraising strategy that properly identifies the organization's financial requirements. This strategy should outline actions, timelines and resources to be implemented to meet these financial needs. Since these variables will change as the economy changes, the strategy should be examined and adjusted regularly. In this workshop you will learn the importance of developing a focused strategic plan for generating gift income regardless of the economic environment. Participants will think through scenarios and creative approaches to increase gift income while fulfilling their organization's mission.

Certificate Track

Development & Fundraising

Competency

Revenue Building

Presenter

Michael J. Brown

3:10 P.M. – 6:10 P.M.

CONCURRENT INTENSIVE CERTIFICATE WORKSHOPS



Understanding and Leveraging Conflict in Volunteer Organizations



Conflict drives our greatest stories and leads to our greatest triumphs, but when we are faced with it, we find it hard to confront. Whether you are managing paid staff, volunteers or both, the ability to communicate with compassion and effectiveness is paramount. In this course you will discuss and practice key concepts for engaging in difficult conversations. You will learn to apply these concepts in order to better meet the needs of staff and volunteers, expand your organization's reach and effectively serve the senior community.

Certificate Tracks

Volunteer Management
Communications

Competency

Organizational Planning

Presenter

Corinne Berry, MA

6:15 P.M. – 7:30 P.M.

Opening Reception

Join us on the RiverView Terrace, just outside of the hotel at the ground level. Reconnect with old friends and network with your peers as you enjoy hors d'oeuvres and carving stations. Grab a glass of wine or soda from the cash bar and meet your fellow MOWAA Members!

RIVERVIEW TERRACE

An alternate location will be announced in the event of adverse weather or temperatures.

7:30 P.M. – 10:30 P.M.

Cherry Blossom Riverboat Cruise

After the Opening Reception, the *Cherry Blossom* riverboat will depart from the neighboring Gaylord Pier. Wind down from your first day at Conference with a picturesque nighttime cruise on the Potomac River towards Washington, DC.

GAYLORD PIER

A cash bar will be available, but no food will be served during this cruise.

THURSDAY, AUGUST 23

7:45 A.M. – 8:45 A.M.

Meals On Wheels Association of Pennsylvania Meeting

Meals On Wheels Association of Texas Meeting

Meals On Wheels Association of West Virginia Meeting

New Jersey State Meeting

New York State Meeting

Ohio State Meeting



PERSPECTIVES ON NUTRITION & AGING

A National Summit



*For additional information on sessions and speakers,
please see the separate National Summit Program.*

9:00 A.M. – 9:30 A.M.

MARYLAND BD

Welcome and Opening Session

Keynote Speaker

Newtrition: Health, Food, Hunger and Seniors in 2012 and Beyond

The Honorable Kathy Greenlee, Administrator, Administration for
Community Living and Assistant Secretary for Aging

9:30 A.M. – 12:30 P.M.

MARYLAND BD

PANEL SESSIONS AND PERSPECTIVES



Perspectives that Shaped the Present.
*Celebrating 40 Years of OAA Nutrition Programs**



Your Perspective.
New Challenges and Opportunities (Part I)*



Perspectives on Aging.
*Critical Trends in a Changing World**

Certificate Track
Management

Competency
Planning for the Future

** These sessions together confer 2 credits to Leadership Certificate Program enrollees.*

12:30 P.M. – 2:00 P.M.

MARYLAND AC

Lunch and Keynote

Keynote Speaker

Dr. David Katz

Director and Co-Founder Yale Prevention Research Center

2:15 P.M. – 3:45 P.M.

MARYLAND BD

PANEL SESSIONS AND PERSPECTIVES



Your Perspective.
New Challenges and Opportunities (Part 2)*



Perspectives on Nutrition.
*Connecting Food, Health and the Future**

Certificate Track
Nutrition

Competency
Planning for the Future

** These sessions together confer 1 credit to Leadership Certificate Program enrollees.*

3:45 P.M. – 4:00 P.M.

MARYLAND BD

Closing Session of the National Summit

4:00 P.M. – 7:00 P.M.

PRINCE GEORGE'S
EXHIBITION HALL A**Common Goods Vendor Expo***(Cash bar available)*

This year's Common Goods Expo is larger than ever. Sample products from vendors – many of them new – offering the goods and services you need to serve your clients. Learn how to put more money back into your program by ordering through MOWAA's Common Goods. Come with questions and an empty stomach, as food samples from vendors will be available, and our vendors are looking forward to meeting you.



7:00 P.M. – 8:00 P.M.

Meals On Wheels Association of Florida Meeting**Meals On Wheels Association of Kansas Meeting**

FRIDAY, AUGUST 24

8:30 A.M. – 9:00 A.M.

Coffee Break

9:00 A.M. – 10:30 A.M.

CONCURRENT SESSIONS



From Survive to Thrive: Improving Your Skills as a Leader – Part I

Human resources and management practices are continuously evolving. This course serves as a refresher for experienced managers, and an introduction for new managers, providing an overview of current practices in these fields. You will review specific “how-to” examples of certain HR processes, discuss dos and don’ts for managers and understand the connection between legal risk and bad management practices.

Certificate Track
Management

Competency
Organizational Planning

Presenter
Steve Miranda, MCS



How Care Transitions Impact MOW Programs



What is the relationship between the new Community-based Care Transitions Program, created under the Affordable Care Act, and Meals On Wheels? Learn about the impact of this and other Medicare/Medicaid changes that affect post-hospital discharge services for those at high risk. Presenters from the Centers for Medicare and Medicaid Services, the Administration on Aging and a Meals On Wheels program will team up to discuss ways MOW programs are, or can be, a part of the discharge plan.

Certificate Tracks
Strategy & Governance
Nutrition

Competency
Planning for the Future

Facilitator
Linda Netteville, MA, RD, LD

Panel Members
Jennifer Fralic, RD, LD
Abigail Morgan, MSS, MLSP
Juliana Tiongson, MPH



How to Organize Innovative and Effective Fundraising Events

For organizations looking to update and refresh – or begin hosting – their special events, this session will explore ways to create exciting and successful events. Participants will learn to follow basic event management principles while exercising their creativity. Discussions will cover themed events, risk management issues and volunteer/staff inspiration and motivation.

Certificate Track
Development & Fundraising

Competency
Revenue Development

Presenter
Alice Conway, MBA, MM, CSEP

9:00 A.M. – 10:30 A.M.

CONCURRENT SESSIONS**Advanced E-Strategy**

Social media tools can enhance your fundraising, advocacy and outreach efforts. This advanced-level course will show participants practical ways to optimize their set up and use of Facebook, Twitter and YouTube. After a brief overview of the purpose, value and expected results for each of these tools, the discussion will focus on how to maintain them for the long-term – and how programs with a small staff can get help. Participants will leave with an understanding of their own strengths, how to address their needs, an outline for a plan and tips for utilizing national MOW resources and the new MOWAA LinkedIn online discussion group to stay informed and connected.

Certificate Track
Communications

Competency
Revenue Development

Presenter
Heather Gwaltney, MSc

**Communicating with Your Community**

Organizations need help from devoted individuals to accomplish their goals. How do we get that help? What do we say and do to find those who are willing and able to help? What role should social media have in this outreach? This session focuses on ways to reach out effectively to your community and locate those people who share your vision and want to make a difference. Participants will discuss specific tools, including those to increase volunteer recruitment.

Certificate Track
Volunteer Management

Competency
Relationship Building

Presenter
Rodger Smith, MBA

10:30 A.M. – 10:45 A.M.

Refreshment Break

10:45 A.M. – 12:15 P.M.

CONCURRENT SESSIONS**From Survive to Thrive: Improving Your Skills as a Leader – Part 2**

See description under From Survive to Thrive – Part 1.




Certificate Track
Management

Competency
Organizational Planning

Presenter
Steve Miranda, MCS

10:45 A.M. – 12:15 P.M.

CONCURRENT SESSIONS

 <h3>Tailoring Meals for Dietary Restrictions</h3> <p>Chef Michele will share techniques for preparing meals for clients with allergies and food intolerances, as well as medical conditions such as diabetes and heart disease, through the preparation of a base meal that can be altered slightly to accommodate these conditions – limiting the need for multiple meal choices. Participants will learn how to increase flavor while reducing sodium, fat and processed foods in menu items, and they will review how to create appealing vegetarian meals. Chef Michele will provide a brief food demonstration to exhibit new menu ideas and ways to implement the tips discussed during the presentation.</p>	<p>Certificate Track Nutrition</p> <p>Competency Foodservice Knowledge</p> <p>Presenter <i>Michele Powers-Farber, RD</i></p>
 <h3>Anatomy of Donor-Centered Marketing</h3> <p>How can an organization transition its marketing from PUSH to PULL and still be sure its target audience is at the center? Engagement is the answer, and that's what most marketers are trying to crack the code on today. There is no "how-to" in engagement marketing, but there is an anatomy and a set of guiding principles that ensure success in this challenging world. Organizations successful in breaking through the competitive clutter are not "me too" organizations. They THINK differently and ACT differently. Corporations are ready and willing to partner with you, but they expect you to be an outstanding marketing partner. In this session, participants will explore key questions, insights and examples of organizations successfully engaging consumers.</p>	<p>Certificate Track Development & Fundraising</p> <p>Competency Revenue Development</p> <p>Panel Members <i>Mark Hierlihy, CFRE</i></p>
 <h3>Developing Videos for the Web</h3> <p>Videos can enhance your fundraising, advocacy and outreach efforts. Participants who are brand new to video will learn how to get started and who should be involved in the process. This session will begin with a review of the basic concepts and value of using short PR and educational videos and a brief discussion of what makes a "viral video." Participants who already use videos to promote their programs will learn to think strategically about the videos they create, including the importance of storytelling; understanding your audience; and customizing distribution to the way your audience communicates. You will leave with an idea of your program's own strengths, how to address your needs, an outline for a plan and tips on utilizing MOWAA resources and the new MOWAA LinkedIn online discussion group to stay informed and connected.</p>	<p>Certificate Track Communications</p> <p>Competency Relationship Building</p> <p>Presenter <i>Heather Gwaltney, MSc</i></p>

10:45 A.M. – 12:15 P.M.

CONCURRENT SESSIONS**Panel of Peers**

A Panel of MOW program leaders and volunteer directors will share tips, best practices and innovative ideas on volunteer management. After short presentations on issues such as recruitment, retention, training and orientation, building lasting relationships and recognition, participants will break into discussion groups to take a deep-dive into one of these topics. Tap into the knowledge and experiences of your fellow group members and find new ways to optimize the engagement of skilled volunteers at your program.

Certificate Track

Volunteer Management

Competency

Planning for the Future

Facilitator*Cathy Perlinguere***Panel Members***Lisa Cottingham**Renee Griffin, MA, MDiv**Jeanne Martin**Sarah McKinney*

12:30 P.M. – 12:45 P.M.

American Volunteer Award

The long-awaited moment, when we announce the American Volunteer Award for 2012. Join us in a celebration of our amazing volunteers.

MARYLAND BD

12:45 P.M. – 1:15 P.M.

Presentation by Vision Grantees

MOWAA awarded Walmart Foundation-MOWAA Vision Grants to twenty Members who proposed forward-thinking projects designed to “build the future” of senior nutrition. Join us as the three MOW program leaders who received the highest grant awards share the innovative projects they implemented through this grant. Each grantee will explain the program model, steps taken and lessons learned for other programs looking to replicate the project. They will share data about the initial impacts, including increased efficiency, expansion of services and progress toward reducing senior hunger in their communities.

Presenters*Stephanie Archer-Smith, MS**Dan Pruett**Sister Alice Marie Quinn, DC, RD*

MARYLAND BD

1:15 P.M. – 2:45 P.M.

Leaders Lunch, MOWAA Business Meeting and Installation of Officers

Join us for lunch as we review what has been accomplished in 2012 and look forward to realizing our shared vision of ending senior hunger by 2020. Welcome new members to the MOWAA Board, thank retiring MOWAA Board members for their service to the Association and honor your peers as a community of professionals in the field of senior nutrition.

MARYLAND BD

Grant and scholarship recipients, MOW Leadership Academy graduates and enrollees and other Member accomplishments will be recognized during this event.

2:45 P.M. – 3:20 P.M.

Closing Keynote

Will We Define Our Future...Or Allow The Present To Define Us?

Meals On Wheels programs cannot just react to changes in funding and philanthropy. To sustain and build these programs, we must understand the current trends and continue to use best practices – while recognizing that “good enough” in the past is no longer good enough. In this closing keynote, we will tie the skills, tactics and practices you have learned throughout the Conference into a series of actionable steps you can use today to move your career and organization forward into tomorrow.

MARYLAND BD

Keynote Speaker

Roberta A. (Robbe) Healey MBA, NHA, ACFRE,
immediate past chair
of the Association
of Fundraising
Professionals

3:20 P.M. – 3:30 P.M.

Closing Words

After the official closing, you can explore and enjoy everything the Washington, DC, area has to offer.

FUTURE MOWAA ANNUAL CONFERENCES

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AUGUST 26 THROUGH AUGUST 28, 2014

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- Home Care Management and Scheduling
- Information & Referral Management
- Other In Home Services Tracking

SC

In Facility Services

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- Adult Day Service Tracking
- Transportation
- Congregate Dining Site Tracking
- Information & Referral Management
- Electronic Integration (touch screen, bar codes)

HS

Senior Center Services

- Recreational Activities
- Membership & Volunteer Management
- Transportation Management
- Information & Referral Management

1ST PAYMENT

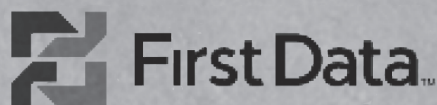
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KEYNOTE SPEAKERS



DR. WILLIAM H. (BILL) THOMAS

Bill is an international authority on geriatric medicine and eldercare. He currently serves as president of The Center for Growing and Becoming, Inc., a nonprofit organization dedicated to promoting and developing constructive, holistic approaches to aging and the care of our elders.

Bill has published several books, the most recent of which is *What Are Old People For? How Elders Will Save the World* which was named “Book of the Year” in 2005 by the American Medical Writers Association. He has been interviewed by a broad range of television, radio and print media including *CNN*, *48 Hours*, *All Things Considered*, *Morning Edition*, *The New York Times*, *Washington Post*, *Newsweek Magazine* and *The CBS Early Show*, and he was chosen by *US News & World Report Magazine* as one of “America’s best leaders.”

He earned his MD from Harvard Medical School, and he holds the position of professor of aging studies at University of Maryland Baltimore County’s Erickson School of Aging.



ROBERTA A. (ROBBE) HEALEY

Robbe has 30 years of experience in nonprofit organization management and development. She is an accomplished fundraising generalist with a successful track record of establishing new development offices and board and volunteer training. She is the immediate past chair of the International Board of Directors of the Association of Fundraising Professionals (AFP), and she served as a founding member of the American Association of Homes and Services for the Aging Philanthropy Network.

The Greater Philadelphia Chapter/AFP named Robbe the 2001 Fundraising Executive of the Year. She earned the AFP Master Teacher designation in 2000, the first year it was awarded, and has been designated a Faculty Star by the Council for the Advancement and Support of Education.

She earned her MBA from Villanova University, and she is currently a member of their adjunct faculty. She was the 75th individual to achieve the Advanced Certified Fund Raising Executive (ACFRE) credential, and she holds a Pennsylvania Nursing Home Administrators License.

PRESENTERS

AMY ANDERSON

Amy is a research associate in the Department of Nutrition and Food Science at the University of Maryland. Her research in nutritional epidemiology has focused on relationships between dietary patterns and health in the older adult population. Her other main topics of research include the food safety practices of older adults and food safety education for the older adult population.

» *She earned a BA from Stanford University and a PhD in nutrition from the University of Maryland.*



STEPHANIE ARCHER-SMITH

Stephanie is the executive director of Meals on Wheels of Central Maryland, Inc. She has extensive experience in the nonprofit world, previously serving as senior vice president of operations at St. Vincent de Paul of Baltimore, director of the Beans and Bread Center and in various roles at the North Baltimore Center and Mt. Washington Pediatric Hospital.

» *She received an MS from the University of Baltimore and a BS from the University of Maryland, Baltimore County.*



ALYSON BALL

Alyson is president of BoardsThatExcel.com where she consults with, and provides resources for, nonprofit boards worldwide. In addition, she is an adjunct faculty member at the University of Virginia School of Continuing and Professional Studies, teaching courses to promote best practices for nonprofit organizations and their boards.

» *She received a BA from Cornell University, an MBA in marketing from the Wharton School at the University of Pennsylvania and a Certificate of Nonprofit Management from Duke University.*





JENNIFER BENNETT

Jennifer is senior manager, education and training at VolunteerMatch.com where she formalizes and manages the organization's volunteer engagement program. She has over 15 years of nonprofit management experience, most of those years spent directly managing volunteers. Jennifer currently volunteers with Save the Bay and Project Homeless Connect.

» *She earned her BA from Randolph-Macon Woman's College.*



CORINNE BERRY

Corinne is an adjunct professor teaching public speaking and interpersonal skills and theory at George Mason University and is a senior information systems engineer in strategic organizational communication at The MITRE Corporation. Corinne has experience in health, risk and science information outreach, and she is an expert in the use of social media tools, web-based education and online recruitment and training.

» *She has an MA in strategic and health communication from George Mason University.*



SAMANTHA BLAUWKAMP

Samantha is executive director of Meals on Wheels of Albuquerque. Starting out in the corporate arena, she worked at PNM Resources for 30 years, overseeing their philanthropic efforts. After her retirement, she moved into the world of nonprofits, becoming executive director at the ARCA Foundation. Her current responsibilities are diverse: CEO, fundraising, public relations, marketing, human resources and occasionally even driving a route.

» *She studied business administration and management at the University of New Mexico.*



MICHAEL J. BROWN

Michael is a philanthropy executive, previously serving at the National American Red Cross. He developed the integration of an enterprise-wide, performance-based incentive plan with annual skills assessment to assist fundraisers in achieving yearly revenue goals. He initiated a successful Campaign for Disaster, directed the redesign of the annual corporate giving program, implemented an enterprise recognition framework for major gifts and led teams that grew total gift revenue.

» *He earned a BA in history from Illinois State University.*

ALICE CONWAY

Alice is the director of the event management program at Stratford University. She is the founder and past president of the Greater Washington Chapter of the International Special Events Society (ISES) and is the former president of International Special Events.

- » *She received an MBA from Stratford University and an MM from the University of Rochester's Eastman School of Music. She studied higher education administration (PhD, ABD) at George Washington University. Alice holds the Certified Special Events Professional Emeritus designation from ISES.*



LISA COTTINGHAM

Lisa has been solving senior hunger in the East Cooper area of Charleston, SC, for over four years. She was vice president of community development of East Cooper Meals On Wheels, where she worked with a staff of eight and 300 volunteers to serve over 500 recipients annually. Her program accommodated a 79% increase in delivered meals over five years, serving without charge to the recipients and without a waiting list.

- » *She has a BA in marketing from Penn State University.*



JOHN DAWE

John has extensive experience in technology integration and project management, web-based development, fundraising, communications, marketing and strategic planning. He specializes in consulting on nonprofit program direction, event management, fundraising, community development, organizational structure and management.

- » *He is a cum laude graduate of Mansfield University, where he earned a BA in communications and information systems. He became a Certified Fund Raising Executive (CFRE) in 2009.*



ELIZABETH FAIRCLOTH

Elizabeth is vice president of Augur Inc., an organizational management consultancy firm. Elizabeth facilitates workshops for start-up and Fortune 500 companies and has taught seminars for organizations such as ASTD, The Employer Council of NJ, NJ Women Executives and SHRM. She is a frequent guest lecturer at the University of Pennsylvania and has spoken to over 100 universities and colleges across the United States.

- » *She earned a BS from Rowan University and an MSW from the University of Pennsylvania.*





VINSEN FARIS

Vinsin has served as the executive director of Meals-on-Wheels of Johnson and Ellis Counties since 1988. He is vice chair of the MOWAA Board and immediate past-president of the Meals on Wheels Association of Texas. Vinsin previously served as a consultant for the Center for Nonprofit Management, and he frequently presents at conferences and seminars.

- » *He earned a BA in political science and an MPA from the University of Texas at Arlington. He became a Certified Fund Raising Executive (CFRE) in 2005.*



JENNIFER FRALIC

Jennifer is director, nutrition programs, for LifeCare Alliance. Jennifer oversees the operations of the Meals-on-Wheels, Congregate, and Senior Farmer's Market programs, as well as Project Open Hand Columbus and the Groceries-to-Go food pantry. In addition, Jennifer acted as Community Nutrition Coordinator at LifeCare Alliance for over five years, overseeing nutrition screening and intervention for clients.

- » *She completed her BS in dietetics and supervised practice at Georgia State University and earned a BA in communication studies from Kent State University.*



DEBRA FURTADO

Debra is the chief executive officer of Senior Connections in Atlanta, GA. Under her leadership, the program has served a growing number of seniors annually, expanded the service territory by 500% and improved program quality. Previously, Debra worked in several positions at the Atlanta Gas Light Resources and did business and management consulting work.

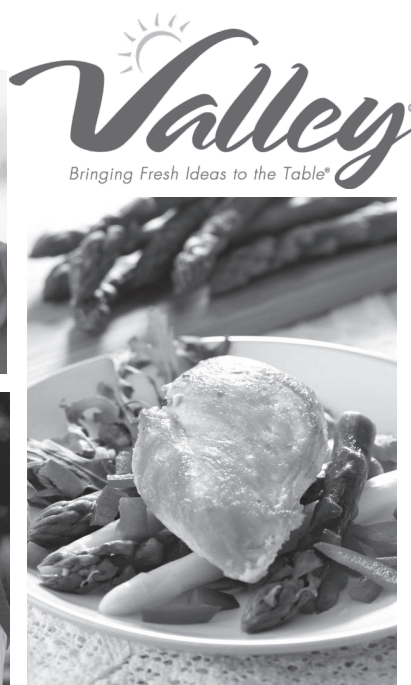
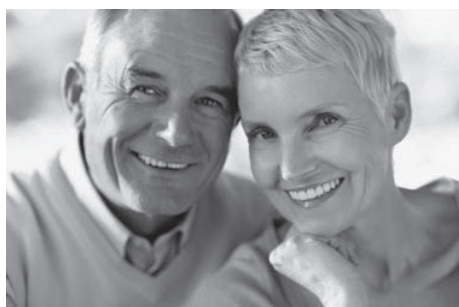
- » *She earned a BA in political science and an MPA from the University of Georgia. She is a graduate of the Deloitte Center for Leadership and Community.*

RENEE GRIFFIN

Renee Griffin is the assistant director at Senior Resources of Guilford, NC, where she has worked for 15 years. Renee currently plays a role in fund development activities and guides the development and implementation of new programs in support of the agency's mission.

- » *She received her BS from the University of Dayton, her MDiv from the School of Theology at Virginia Union University and an MA in Christian Education from the Presbyterian School of Christian Education.*

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HEATHER GWALTNEY

Heather is an adjunct professor at George Mason University, where she teaches mass communications, advertising and public relations, as well as business and professional communications. She has over 15 years of experience in the business and nonprofit sectors and began producing video five years ago, using it as a way to communicate about relevant social and environmental issues.

- » *She holds a BA in psychology from California State University, Sacramento, and an MSc in organizational development and knowledge management from George Mason University.*



WILLIAM K. (BILL) HALLMAN

Bill is the director of the Food Policy Institute at Rutgers University and a professor of human ecology at the Rutgers School of Environmental and Biological Sciences. He was recently awarded a \$2 million grant from the USDA to study public perceptions of intentional and unintentional food contamination. He is the author of numerous articles dealing with public perceptions of risk.

- » *He graduated from Juniata College and received his PhD in experimental psychology from the University of South Carolina.*



MARK HIERLIHY

Mark is vice-president, cause and consumer strategy, and a founding executive of C'volution, a leading cause marketing agency. Mark is a key driver in helping companies and charities break through competitive clutter in engagement-marketing. He brings over 18 years of leadership, marketing and fundraising experience, working closely with leading corporate and charity brands in Canada and the US.

- » *He studied human service agency management at Holland College.*



BARRA KAHN

Barra is a professor of communications at George Mason University where she teaches interpersonal communications and public speaking, with a focus on developing skills for groups and individuals. Previously, she was on the faculty and served as the artistic director of the National Conservatory of Dramatic Arts.

- » *She has a graduate degree in psychology from George Mason University.*

MARY KATE KEITH

Mary Kate has served as the director of development and communications for Meals on Wheels of Wake County, NC, since September 2008. She is responsible for fundraising, special events planning, grant writing, media relations and communications. Established in 1974, her program serves 1,300 meals daily; approximately 35% of their annual budget is raised through private funding. Mary Kate has over 25 years of experience in fundraising, primarily in higher education.

» *She earned a BA in public administration from Stonehill College.*

**ROBERT J. (BOB) KOLLAR**

Bob is a CPA with over 28 years of business and public accounting experience. He is director of the Master of Accountancy Program at Duquesne University's Palumbo Donahue School of Business and, together with his wife, he owns Kuhleman Kollar & Associates CPAs, P.C. He additionally serves on the board of the Carnegie Library of Pittsburgh and is president and director of the Duquesne University School of Business Administration Alumni Association.

» *He received his BSBA and MBA from Duquesne University.*

**JEAN LLOYD**

Jean has served as the national nutritionist of the US Administration on Aging since 1992. During her tenure, she has provided input for the nutrition-related functions of policy, budget, legislation and regulation; program development and implementation; training and technical assistance; advocacy; evaluation; and research, demonstration and training grants.

» *A registered dietitian, she has a BS in English education and an MS in human nutrition from Ohio State University.*

**JEANNE MARTIN**

Jeanne has been the director of Pascack Valley Meals On Wheels since January 2005. Under her leadership, the program added three new meal kitchens by partnering with area hospitals and nursing homes. Previously, Jeanne worked for over 10 years in the corporate sector in group insurance, and she served as administrator for Christian Overcomers. Jeanne was one of the founding members of the Bergen County Caregivers Coalition.

» *She studied social work at Bergen Community College.*





SARAH MCKINNEY

Sarah is the director of development and volunteer services at the Athens Community Council on Aging, Inc. (ACCA), in Georgia. Sarah started at ACCA as a volunteer, worked in the Homecare program as a social work intern and was subsequently hired by ACCA, where she has served in a variety of positions. Additionally, Sarah serves as secretary of the Meals on Wheels Association of Georgia.

» *She earned a BSW and a Certificate in Gerontology from the University of Georgia.*



STEVE MIRANDA

Steve is the managing director for Cornell University's Center for Advanced Human Resource Studies (CAHRS). Prior to that Steve was the chief human resources officer at the Society for Human Resource Management (SHRM) and vice president of human resources at Lucent Technologies. He has extensive experience in the areas of executive development and coaching, human resource management, team building and organizational effectiveness/design.

» *He holds an undergraduate degree in liberal arts and a master's degree in computer science from the University of Detroit.*



ABIGAIL MORGAN

Abigail is a social science analyst with the US Administration on Aging (AoA). Within the Office of Policy, Analysis and Development, she focuses on resource development and providing technical assistance related to Medicare and Medicaid program policies to aging network organizations. Prior to working at AoA, Abigail was a program manager at the National Association of Area Agencies on Aging.

» *She has a master's in social service and a master's in law and social policy from Bryn Mawr College.*



LINDA NETTERVILLE

Linda is MOWAA's vice president for nutrition innovation and grants management and serves as state nutritionist for the Texas Department on Aging. A registered dietitian, Linda has over 25 years of experience, including serving as executive director of a rural nutrition program and nutrition program manager for an Area Agency on Aging.

» *A registered dietitian, she received her BS from the University of Missouri and her MA in adult education from the University of Texas. She completed her dietetic internship at Baylor University Medical Center.*

CATHY PERLINGUERE

Cathy has been the director of volunteer services at Meals on Wheels of Metro Tulsa since 2009. Previously, she taught speech communication and theatre classes, and she has served as director of adult ministries at two churches in Houston, TX, where she recruited and trained hundreds of volunteers.

- » *She earned a BA in speech communications and theatre from the University of Texas of the Permian Basin and a Christian Education Certification from the Perkins School of Theology, Southern Methodist University.*



MICHELE POWERS-FARBER

Michele is a registered dietitian and chef. She started NutrientChef, LLC, to work with families and individuals on in-home nutrition counseling and cooking instruction. Michele specializes in corporate nutrition seminars and cooking demonstrations and does recipe development for magazines and food companies. Her goal is to show people that health food can taste fantastic.

- » *She received an AS in bakery and pastry arts and a BS in culinary nutrition from the School of Culinary Arts at Johnson & Wales University.*



DAN PRUETT

Dan was named president and CEO of Meals on Wheels and More in 2003. During his tenure, he has grown the number of meals distributed annually from 713,000 to almost 1,000,000, and he has increased the number of services offered to clients, including an activity center for individuals with Alzheimer's, a home repair program and the Meals for Kids Program. Dan is also the founding president of the Meals on Wheels Association of Texas.



SISTER ALICE MARIE QUINN

Sister Alice Marie, a Daughter of Charity, is the founder and program director of the St. Vincent Senior Citizen Nutrition Program, which was established in 1977 in Los Angeles, CA. In January 2004, she opened a new kitchen, doubling the capacity of this program. Sister Alice Marie has previously served as president of MOWAA.

- » *A registered dietitian, she received her BS from St. Mary's Dominican College and completed her dietetic internship at Charity Hospital in New Orleans.*





SUSAN RUSSELL

Susan has served as the director of community service for the Central Vermont Council on Aging for the past nine years, overseeing the senior nutrition and transportation programs. Susan also is a criminal justice/victim services consultant with many years of experience in victims' rights, services and restorative justice.

- » *She earned her BA in writing and women's studies and an MA in public policy from Vermont College of Norwich University. She additionally attended the National Victim's Assistance Academy.*



NADINE SAHYOUN

Nadine is associate professor at the Department of Nutrition and Food Science, and affiliate faculty at the Center on Aging at the University of Maryland. Nadine has served as nutritionist at the Center for Nutrition Policy and Promotion, USDA, and as acting director of the Nutrition Services Department at Tufts University.

- » *A registered dietitian, she earned her BA from the University of Massachusetts, her MS from the University of Iowa and her PhD from the Friedman School of Nutrition Science and Policy at Tufts University.*



RODGER SMITH

Rodger is a visiting professor of communication at George Mason University. His current courses include advanced media management and radio workshops. Rodger's interest in communications comes from an interest in the cause and effect of programming and how the media affects culture, daily life and technology. He is currently the faculty advisor for WGMU campus radio station.

- » *He received a BS from James Madison University and an MBA from Shenandoah University.*

SHAWN MARIE SREDERSAS

Shawn is the director of nutrition and health, Mecosta County Senior Center – Commission on Aging. She has over 31 years of experience in the senior nutrition field, where she helps seniors build personal independence through positive empowerment. Shawn is AFAA Group Fitness Certified and EnhanceFitness and Zumba licensed, and she has extensive experience teaching group fitness and health to seniors.

JULIANA TIONGSON

Juliana is a social science research analyst at the Centers for Medicare and Medicaid Services. In this role, her research focuses on care coordination, disease management and case management for Medicare fee-for-service beneficiaries. She also serves as team lead for the Community-based Care Transitions Program. Juliana has 15 years of experience working in the public health arena, predominantly in the nonprofit and public service sectors.

- » *She earned an MPH from the George Washington University, School of Public Health and Health Services.*

PAM VANKAMPEN

Pam is the nutrition specialist/Older Americans Act consultant at the Greater Wisconsin Agency on Aging Resources, Inc. She is responsible for enforcing state and federal policies and procedures, technical assistance, continuous quality improvement, plan development and advocacy for OAA nutrition programs and senior centers for 70 county and 11 tribal aging offices throughout Wisconsin.

- » *A registered dietitian, she earned a BS in dietetics from Illinois State University and completed her dietetic internship at the Edward Hines Jr. VA Hospital.*



INTEGRITY



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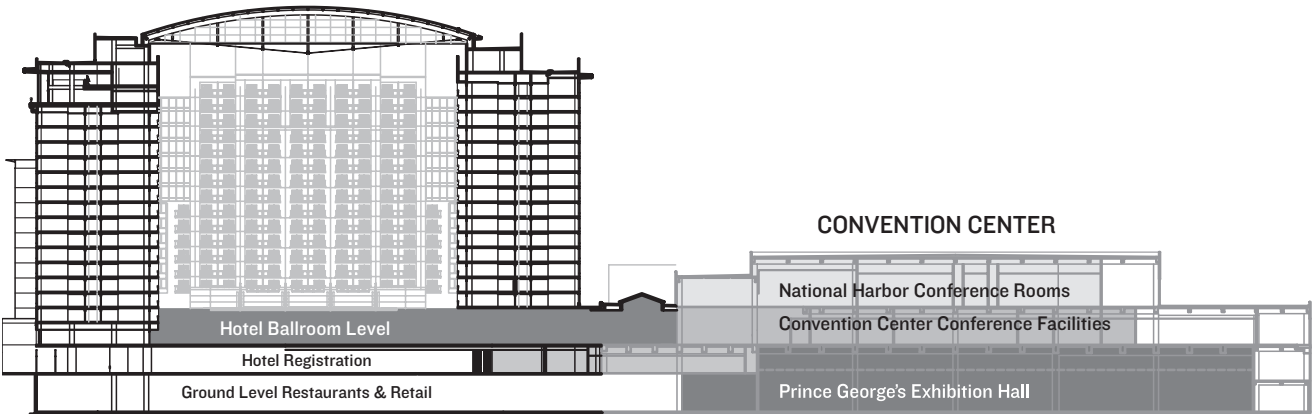
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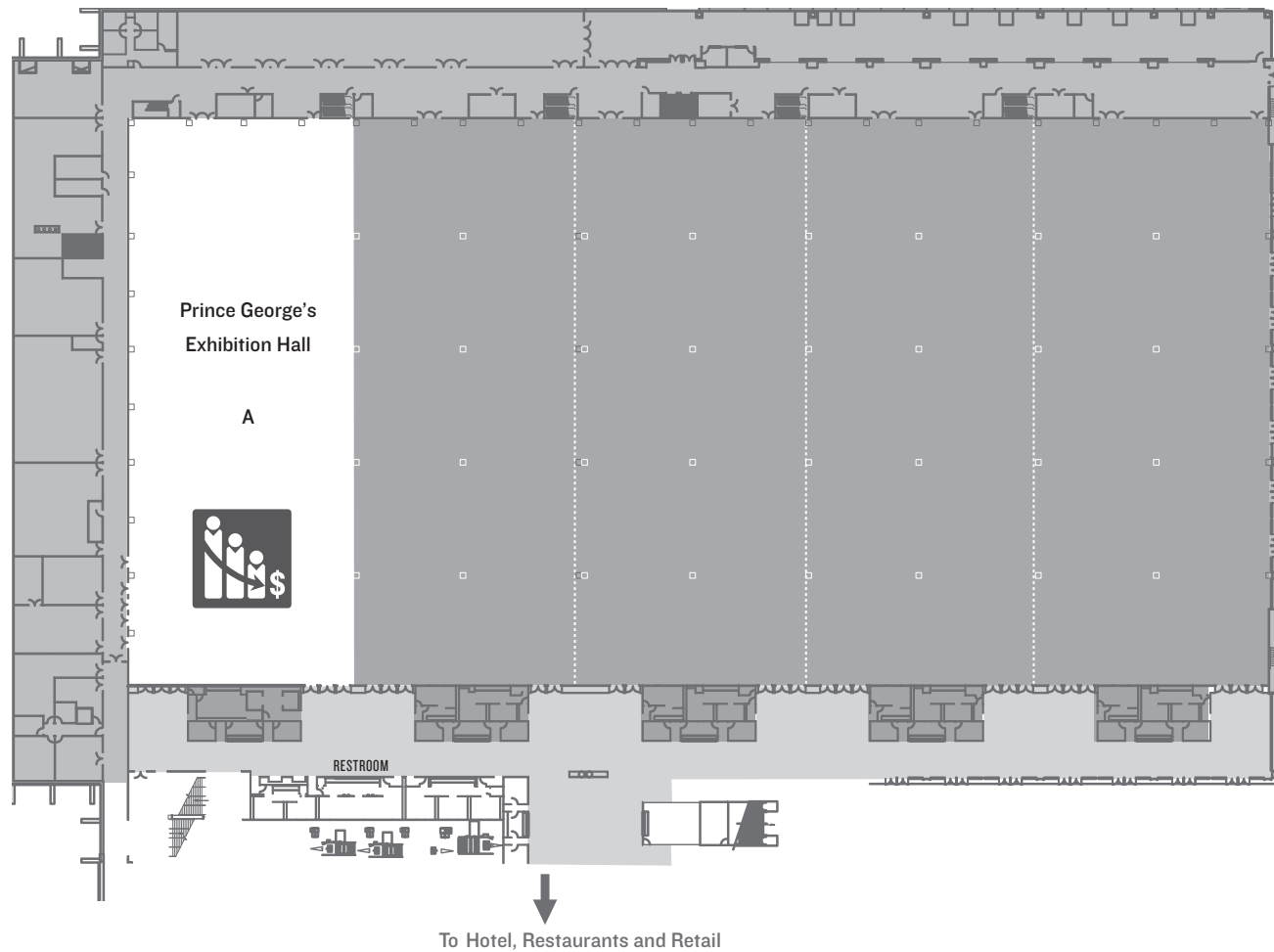
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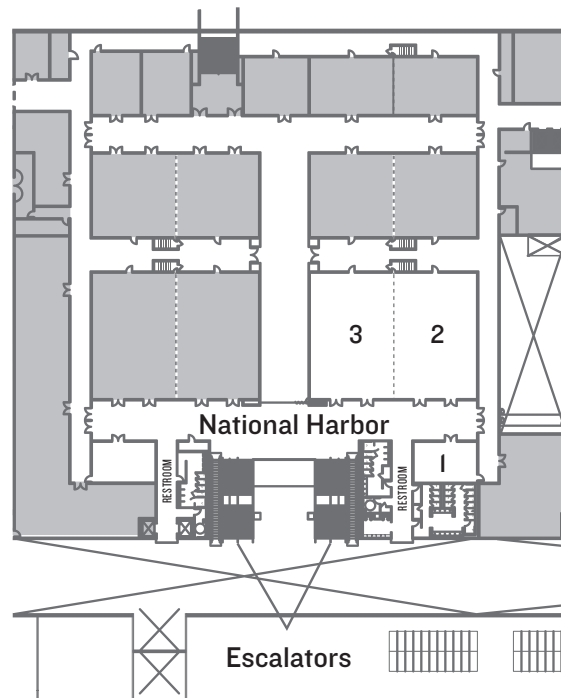


CONVENTION CENTER LEVEL 1

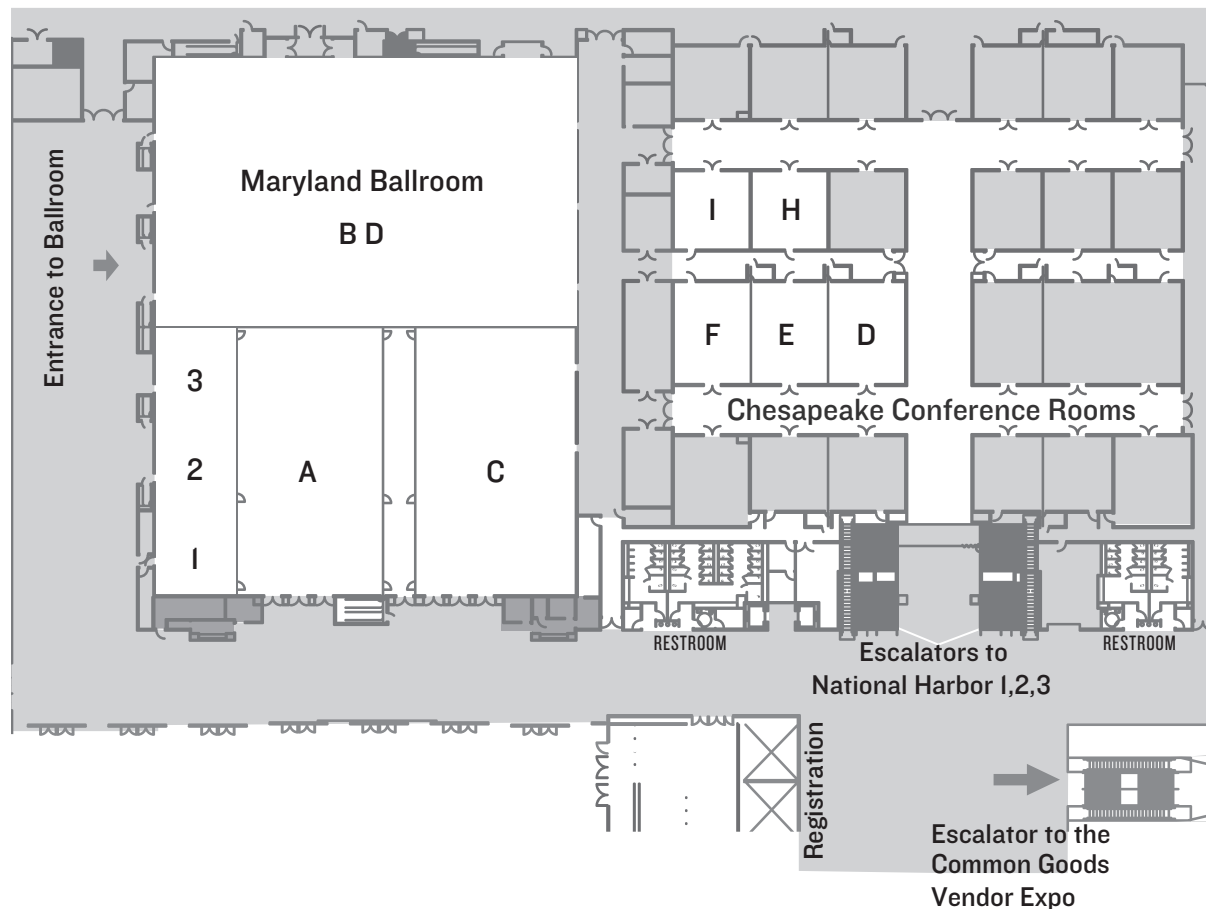
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CONVENTION CENTER LEVEL 3
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CONFERENCE ROOMS



CONVENTION CENTER LEVEL 2
MARYLAND BALLROOM & CHESAPEAKE CONFERENCE ROOMS



Meals On Wheels

LEADERSHIP ACADEMY

The Meals On Wheels Association of America (MOWAA) established the Meals On Wheels Leadership Academy to be the venue and the vehicle through which customized education and professional development programs are offered to individuals working in Senior Nutrition Programs.

The Academy provides high-quality education and training, tailored to the specific needs of this unique community. Senior Nutrition Program staff and volunteers can participate in a wide range of learning opportunities designed to equip them with the enhanced knowledge and skills they need to run effective programs.

Academy courses prepare MOWAA Members and others working in the senior nutrition field to face the challenging times ahead for their programs and empower them to become local leaders in the national movement to end senior hunger by 2020.

VISIT

WWW.MOWAA.ORG/ACADEMY

FOR MORE INFORMATION.