Wisconsin WIC Association Fall Conference: Celebrating 15 Years!
Location: Chula Vista Resort, Wisconsin Dells
September 30, 2013
8:00am – 3:15pm
Agenda

8:00 - 8:30: Registration & Continental Breakfast

8:30 – 10:30: National WIC Association (NWA) – Strengthening WIC across the Nation!
Presenter: Reverend Douglas Greenaway, President & CEO National WIC Association
Objectives: By the end of the presentation the participant will be able to:
• Describe NWA’s mission and coordination with state associations
• Identify 3 membership services aimed to develop WIC leaders
• List 3 educational opportunities offered by NWA
• Recognize the effect of legislative sequestration on provision of WIC services
• Differentiate between lobbying and advocacy

10:30 – 10:40: Break

10:40 - 11:00: WWA Advocates for WIC
Panel: Washington D.C. Leadership Conference (Cheryl Levendoski, Barb Sheldon, Eileen O’Meara, Rev. Greenaway)
Objectives: By the end of the presentation the participant will be able to:
• Understand expectations of a leadership conference participant
• Identify the logistics of scheduling visits with legislators
• Acknowledge the importance of tailoring the message to the legislator
• Recognize the need for continued energetic efforts to advocate for the WIC population

11:00 – 12:00: WWA Membership Meeting
• Sharing of Strategic Plan: Cheryl Levendoski
• Website Update: Amber France
• Committee Reports:
  o Treasurer’s Report: Mary Beth Emmer, Treasurer
  o Advocacy: Cheryl Levendoski, Barb Sheldon, Eileen O’Meara
  o Membership: Mary Beth Emmer
  o Professional Development: Janice Landisch, Barb Sheldon, Jenni Loging

12:00 – 1:00: Lunch (provided)

1:00 – 3:00: Looking at Women’s Health and Weight through a Kaleidoscope: The Lifecourse Model
Presenter: Aida Miles, M.M.Sc., R.D., L.D.
Objectives: By the end of the presentation the participant will be able to:
• Verbalize the difference between a Lifecourse view versus a Lifecycle view of Women’s Health and Weight
• Verbalize the impact of gestational weight gain on women’s long term weight status
• Identify the gaps in knowledge regarding risk and protective factors regarding post-partum weight retention and weight loss

3:00 – 3:15: Closing remarks