



TOGETHER WE RISE

MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

AUGUST 31 – SEPTEMBER 2, 2016



WE'RE

IN THIS

TOGETHER

More than 10 million older adults don't know where their next meal is coming from. That's why AARP Foundation is working side by side with hunger relief organizations nationwide who share our commitment to urgent relief and systemic change that will have a lasting, healthy impact on low-income older adults.

We're proud to sponsor the 2016 Meals on Wheels Annual Conference & Expo. Together, we're making it easier for seniors to have access to healthy food in their communities, every day.

AARP Foundation®

aarpfoundation.org

DEAR COLLEAGUES,

On behalf of your Board of Directors and the entire Meals on Wheels America staff, it is our great pleasure to welcome you to the 2016 Meals on Wheels Annual Conference and Expo in Nashville. Our theme of ***Together We Rise*** speaks to the fact that – regardless of your program’s market, size, location, funding sources or service model – we are stronger and can accomplish more as a united network.

It is the collective power of our brand, our capacity to deliver superior outcomes and lower costs for aging Americans who want to remain in their homes, and our willingness and ability to present ourselves as one Meals on Wheels that will enable us to compete more effectively and participate more vigorously in the burgeoning healthcare marketplace – where we need to be to sustain ourselves in the future. Together, we will rise and together, we will succeed in doing so.

Through three days of sessions, intensive workshops, keynotes, networking and the Meals on Wheels Expo, we will focus on the topics, disciplines and innovations that will help prepare us for the journey ahead. The job for Meals on Wheels America is to set the pace, and we could not be more eager to share our vision.

Thank you for taking the time to step away from the incredible work you do for your programs and communities to join us here in the Music City. Each and every one of you has the power to be a catalyst for raising the bar in your own programs. This week we invite you to question the status quo, learn from your peers, celebrate your accomplishments and dream bigger than ever.

Together, we rise and *Together, We Can Deliver.*[®]

Sincerely,



Liz Seman
Board Chair
Meals on Wheels America



Ellie Hollander
President and CEO
Meals on Wheels America



2016 CONFERENCE SPONSORS

TITLE



PLATINUM



GOLD



SILVER



BRONZE





Dear Friends,

I speak for everyone at AARP Foundation in expressing our admiration for the important work of Meals on Wheels America. We take great pleasure in supporting your efforts and in being the Title Sponsor of this year's conference, *Together We Rise*.

We all know that hunger deeply affects quality of life, and that's especially true for the millions of older adults in America who face hunger each and every day. As Meals on Wheels America volunteers know well, the hunger for a decent meal is often accompanied by the hunger for human companionship. By making daily contact with those in need, you are providing sustenance for both the body and the soul. That's why the Meals on Wheels approach is so valuable, and why it aligns so well with our own approach at AARP Foundation, where we work to create and advance effective solutions to help struggling older adults secure the essentials.

Your conference this year is addressing three important factors: the need to "get the word out" more effectively; the value of cross-sector collaborations; and the importance of applying business rigor to the development and implementation of programs and fundraising efforts. In this, our organizations are very much kindred spirits.

At AARP Foundation we are raising awareness of the issues we target: low income, inadequate housing, social isolation, and hunger. We also work with other organizations – including Meals on Wheels America – to have a collective impact that is even greater than the sum of our individual contributions. Finally, we are developing new, strategic solutions to the problems low-income older adults face through our innovation pipeline, where we test and prototype new ideas before implementation for maximum impact.

I congratulate you on keeping your eye on the future, on working to improve the already excellent services you provide, and on both recognizing the value of collaborating with others and implementing such collaborations. AARP Foundation will continue to be right there with you as we have been for so many years. Together, let us continue to work to lift up those who need a helping hand, to remove the dark shadows of need and offer up the opportunity for brighter futures.

Warm regards,

A handwritten signature in black ink that reads "Lisa Marsh Ryerson". The signature is written in a cursive, flowing style.

Lisa Marsh Ryerson
President, AARP Foundation

2016 BOARD OF DIRECTORS

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Immediate Past Chair until 2018
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Vice Chair until 2018
Former President and CEO
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Washington, DC

AGENDA

TUESDAY *AUGUST 30, 2016*

12:45 p.m. to 4:15 p.m. ● **National Resource Center for Nutrition and Aging Pre-Conference Workshop: Healthcare 101 – Players, Payers and Opportunities**
(Pre-registration Required)

4:15 p.m. to 5:15 p.m. ● **Meet and Greet Reception**

Sponsored by Premier, Inc.

Enjoy free hors d'oeuvres and a drink from the cash bar while you mingle with senior nutrition colleagues, network with incoming and outgoing Meals on Wheels America Board Members, and connect with President and CEO Ellie Hollander and other Meals on Wheels America staff.

5:30 p.m. to 6:30 p.m. ● **State Association Meetings**

Both current State Association members and attendees interested in forming a Meals on Wheels State Association have the opportunity to hold business and/or interest meetings at Conference. Check your **Quick Guide** in your badge holder for room information.

WEDNESDAY *AUGUST 31, 2016*

8:00 a.m. to 9:30 a.m.

Breakfast served during Sponsor Spotlights or The Home Depot Foundation Panel

SPONSOR SPOTLIGHT BREAKFAST

Our Conference Sponsors are excited to highlight how their products and services can enable you to better serve the seniors in your community. These Spotlights are a wonderful time to hear from the companies that have demonstrated their commitment to Meals on Wheels by helping us to increase our ability to meet future demands.

THE HOME DEPOT FOUNDATION BREAKFAST

Enhancing Client Safety through Home Modifications

To ensure that our clients age with independence and dignity, we need to address their holistic needs that go beyond basic meal delivery and deliver more than a meal. For some programs, this can mean enhancing safety and the ability to remain at home by providing home modifications and repairs, everything from checking smoke alarms to installing grab bars and wheelchair ramps to replacing leaky roofs. Join our Platinum Sponsor, The Home Depot Foundation, as they moderate an engaging panel discussion with three of the “Helping Homebound Heroes” grantees: Meals on Wheels Central Texas, Meals on Wheels San Francisco and Osceola Council on Aging. In this session, they’ll discuss how they got started and have expanded over time, tips for success, and considerations around effective program implementation.

Moderator: Heather Prill, Senior Manager, National Partnerships and Atlanta Hometown Giving, The Home Depot Foundation

Panelists: Charles Cloutman from Meals on Wheels Central Texas, Larry Belisle from Osceola Council on Aging and Karl Robillard from Meals on Wheels San Francisco

10:00 a.m. to 12:05 p.m.

**Opening Keynote Event introduced by Ellie Hollander,
President and CEO of Meals on Wheels America**

Sponsored by AARP Foundation

Join us for what promises to be an opening Conference event unlike any you’ve ever attended!






12:20 p.m. to 1:00 p.m.

Networking Lunch served in breakout rooms

Enjoy lunch as you engage fellow attendees in conversation guided by our predetermined discussion topics.

1:15 p.m. to 2:30 p.m.

Concurrent Sessions *Details on page 8*

-  Prevention Building Service Lines on Your Home Visits
-  Basic Fundraising: Asking for Major Gifts
-  Food Safety News and Resources You Can Use
-  Food is Medicine
-  Turning Gen “Y” into Gen “V”: A Blueprint for Millennial Volunteer Success

2:45 p.m. to 4:00 p.m. ●

Concurrent Sessions *Details on page 10*

- 🔗 Maximizing Your Value by Introducing LEAN Thinking
- 📄 How to Incorporate Simple Gift Planning Techniques in All Your Asks
- 🍷 Nutrition During Care Transitions
- 🌱 Developing a Talent Pipeline
- 📊 Emerging Trends in Social Investing
- 🍽️ Perspectives from National and State on Food Insecurity

4:15 p.m. to 4:45 p.m. ●

Keynote by Ellie Hollander, President and CEO of Meals on Wheels America



Ellie Hollander was named President and Chief Executive Officer of Meals on Wheels America in February 2013. Under Ellie's leadership, the organization has experienced a 50% increase in revenue, grown in size by 66% and undergone many significant transformational changes. This includes redefining the organization's vision and mission, initiating a full organizational rebrand, investing in infrastructure and systems, embarking on a multi-year Ad Council Campaign and pursuing ground-breaking research. These changes have all been designed to more comprehensively support the nationwide network of Meals on Wheels programs committed to assuring the health, safety and independence of America's seniors.

4:45 p.m. to 5:15 p.m. ●

Keynote by Edwin Walker, Acting Administrator of the Administration for Community Living and Acting Assistant Secretary for Aging



As the Acting Administrator of the Administration for Community Living and Acting Assistant Secretary for Aging, Edwin Walker is now tasked with filling the shoes of former Assistant Secretary Kathy Greenlee, as she stepped down from her role at the end of July. A strong and experienced advocate for older persons, Edwin has served as the primary liaison with Congress on legislation related to aging services and programs. For more than 30 years, he has been characterized as a consummate professional civil servant who can be relied upon to represent the best interests of our nation's senior citizens. Prior to joining the Administration on Aging, Edwin served as the Director of the Missouri Division of Aging, responsible for administering a comprehensive set of human service programs for older persons and adults with disabilities.

5:30 p.m. to 6:30 p.m. ●








Opening Reception

Catch up with your fellow Meals on Wheels America Members, exhibitors and speakers after the first full day of Conference. Enjoy a complimentary beverage and hors d'oeuvres before heading out to explore Nashville for the evening.



CONCURRENT SESSIONS

Wednesday, August 31
1:15 p.m. to 2:30 p.m.

-  Thought Leadership
-  Management
-  Development and Fundraising
-  Communications
-  Nutrition
-  Volunteer Management
-  Financial Management

Prevention Building Service Lines on Your Home Visits: Medication, Psychosocial & Fall Risk Assessments and Follow-Up

PRESENTER

Sandy Atkins, MPA,
Vice President, Strategic Initiatives at Partners in Care Foundation

COMPETENCY

Business Acumen

Healthcare entities, such as Managed Care Organizations, hospitals, and physician groups are interested in providing a range of services for their members or high-risk patients. Your program's staff and volunteers go into the homes of those individuals on a regular basis to deliver meals and other services, do assessments, ask questions and collect health-related information. These activities can be of great value to health plans and physician groups. You can add an evidence-based medication safety program which includes cognitive and depression screening and a fall risk assessment to your visit to attract payers in the healthcare sector. Join Sandy Atkins to learn about a program Partners in Care has in place to offer those additional services.



Level: 101 Foundational
Credits: 1

Food Safety News and Resources You Can Use

PRESENTERS

Uche Akobundu, PhD, RD, Director of Project Management and Impact, Meals on Wheels America and **Bridgette Keefe**, Public Affairs Specialist, USDA Food Safety and Inspection Service

COMPETENCY

Food Service Knowledge

Need a food safety refresher? In this session, you will hear about emerging food safety concerns specific to seniors, and their impact on the nutrition and health status of this population. Presenters Dr. Uche Akobundu and Bridgette Keefe will increase your food safety awareness and understanding of the risk seniors face related to foodborne illnesses. They will reference three vital segments of the Food Safety and Inspection Services (FSIS) consumer education portfolio that directly benefits seniors: the USDA innovative consumer-facing Food Safety Ambassador Program (FSAP); the FoodKeeper “app” and targeted USDA food safety educational materials. Attendees will walk away with helpful USDA food safety publications specifically for the senior population, related publications and promotional items.



Level: 101 Foundational
Credits: 1

Food is Medicine

PRESENTERS

David Waters, CEO and President of Community Servings, Inc., and **Katie Garfield**, JD, Staff Attorney at the Center for Health Law and Policy Innovation (CHLPI) of Harvard Law School

COMPETENCY

Relationship Building

For years, the Center for Health Law and Policy Innovation of Harvard Law School (CHLPI) has worked with food and nutrition services providers to make the case that Food is Medicine and should therefore be an important part of our nation’s healthcare systems. In this session, the founding member of the national Food is Medicine Coalition, David Waters, and the Staff Attorney at CHLPI, Katie Garfield, will outline opportunities to achieve this goal by working with healthcare payers, providers, and policy leaders to establish reimbursement for medically tailored food in public and private insurance programs.



Level: 101 Foundational
Credits: 1

Turning Gen “Y” into Gen “V”: A Blueprint for Millennial Volunteer Success

PRESENTER

Shari Tishman, Independent Consultant

COMPETENCY

Organizational Planning

In 2015, Millennials officially surpassed Baby Boomers as the largest living generation. As the bulk of them move into adulthood, this massive group is just beginning to hint at its potential when it comes to volunteering and social good. Presenter Shari Tishman will explore the generational differences you need to pay attention to for volunteer engagement. This is especially important as the newly-launched Ad Council PSA campaign is helping to ensure that your program is top-of-mind while this highly sought-after demographic chooses which charities to support. You’ll walk away from this session with a better understanding of how to engage, coordinate and retain this new generation of volunteers.



Level: 101 Foundational
Credits: 1

Basic Fundraising: Asking for Major Gifts

PRESENTER

Russ Kost, Senior Director of Development, University of Nevada, Las Vegas

COMPETENCY

Revenue Development








You and your board members already know all the people you need to know to raise the money your program needs. This session will show you why fundraising is an exchange relationship between you and your current and prospective donors, and how you can make the most of existing relationships by making smarter “Asks.” Presenter Russ Kost will provide relatively new fundraisers, executive directors and board members guidance on how to identify and secure major gifts, regardless of whether your organization defines a major gift as \$1,000 or \$10,000. By the end of the session, you’ll not only become comfortable with the idea of asking for a major gift, you’ll look forward to it. Even the most experienced fundraisers will pick up valuable tips and tricks.



Level: 101 Foundational
Credits: 1

CONCURRENT SESSIONS

Wednesday, August 31
2:45 p.m. to 4:00 p.m.

-  Thought Leadership
-  Management
-  Development and Fundraising
-  Communications
-  Nutrition
-  Volunteer Management
-  Financial Management

Maximizing Your Value by Introducing LEAN Thinking

PRESENTER

Karen Trierweiler, MS, CNM, Deputy Director and MCH Director, Prevention Services Division, Colorado Department of Public Health and Environment

COMPETENCY

Business Acumen

This session will identify the top three drivers of organizational performance that are critical to successful service delivery in local Meals on Wheels programs. By employing LEAN thinking — the method of creating more value for customers with fewer resources — you can enhance your programmatic operations. Presenter Karen Trierweiler will cover the principles of LEAN, causes of waste and the concept of customer-defined value. In addition, you will be introduced to the “A3” LEAN tool – the “blueprint” for planning and implementing LEAN process improvements. You’ll walk away with tips for successfully scoping, conducting and implementing LEAN process improvements.



Level: 101 Foundational
Credits: 1

How to Incorporate Simple Gift Planning Techniques in All Your Asks

PRESENTER

Russ Kost, Senior Director of Development, University of Nevada, Las Vegas

COMPETENCY

Revenue Development

Are your fundraisers, executive directors or board members looking to increase your program’s funding from individuals? Every Meals on Wheels program should have planned giving as an arrow in their fundraising quiver — part of a complete fundraising array has to be a planned (bequest / legacy) giving program. Presenter Russ Kost will discuss how to identify if a prospect can benefit from a gift planning opportunity and how you can use most planned giving vehicles to secure or leverage a gift right now (not just in the distant future)! This session is targeted to participants with at least three to five years of fundraising experience. It will provide you with an opportunity to learn from your peers as you discuss real life examples and helpful tactics for approaching a planned gift.



Level: 201 Intermediate
Credits: 1

Nutrition During Care Transitions

PRESENTER

Rose Ann Di Maria-Ghalili, PhD, RN, CNSC, FASPEN, Associate Professor of Nursing at Drexel University, College of Nursing and Health Professions

COMPETENCY

Planning for the Future

As a senior nutrition professional, you know that nutrition plays a vital role in successful aging. While older adults are at risk for malnutrition due to physiological, psychosocial, and economic factors, transition from an inpatient stay to the home can intensify the risk. This session will discuss emerging evidence on the impact of malnutrition during the transition from hospital to home in older adults. Presenter Dr. Rose Ann Di Maria-Ghalili will discuss models of nutrition care delivery during the transition period and how you can integrate nutrition screening tools. You'll leave with the ability to develop a plan to benchmark the efficacy of your home-delivered meal program in restoring or maintaining nutrition status to older adults.



Level: 201 Intermediate
Credits: 1

Developing a Talent Pipeline

PRESENTER

Lynn Smith, MS, Board Member, Meals on Wheels America and Chief Human Resources Officer at Pandora Americas

COMPETENCY

Organizational Planning

Meals on Wheels America Board Member and Chief Human Resources Officer at Pandora Americas, Lynn Smith, will discuss the need for your organization's leadership to create a talent plan. All employers face challenges in recruiting and retaining strong talent, and this session is designed to further your understanding of talent acquisition and engage you in techniques and strategies for creating a talent pipeline to meet the evolving needs of your program.



Level: 201 Intermediate
Credits: 1

Emerging Trends in Social Investing – Future Revenue Opportunities

PRESENTER

Eric Letsinger, MBA, Founder and President, Quantified Ventures

COMPETENCY

Fiscal Responsibility

Pay For Success (PFS) and Social Impact Bond (SIB) transactions are powerful tools for tapping into the vast impact capital market in order to fund effective interventions in the healthcare and social services sectors. PFS and SIBs use private sector capital to scale programs that deliver positive health and social outcomes. These innovative transactions can help Meals on Wheels programs access new sources of capital that allow you to focus on service delivery and spend less time in endless cycles of fundraising. Join Eric Letsinger to explore how PFS and SIBs can be used to scale your organization's operations and enhance the important services you provide to your customers.



Level: 201 Intermediate
Credits: 1

National and State Perspectives on Food Insecurity

PRESENTERS

Elaine Waxman, PhD, MPP, Senior Fellow, Urban Institute and **Keith Barnes**, MEd, Director, Aging Nutrition Program at the Tennessee Commission on Aging and Disability

COMPETENCY

Relationship Building

While the majority of older adults in this country are food secure (83%), consistent access to appropriate foods to meet nutrition and health needs remains a challenge for millions. Food insecurity in this vulnerable population remains a pressing social, economic and health issue at the national, state and local levels. While there is a richness of federal data on this topic, state and local studies remain in short supply. During this interactive session, participants will have an opportunity to review current national food insecurity data and take part in peer-to-peer discussions on how this data resonates locally. In addition, presenters will explore the design and preliminary data from the Tennessee State Unit on Aging's Food Security Study. Come ready to share experiences conducting similar research and strategize opportunities for replicating such a study in your state or community.



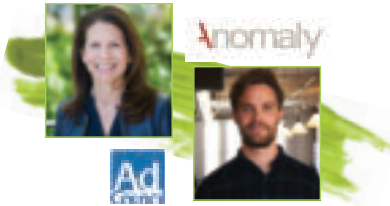
Level: 201 Intermediate
Credits: 1

THURSDAY *SEPTEMBER 1, 2016*

7:30 a.m. to 8:00 a.m. ● Networking Breakfast

Enjoy breakfast as you engage fellow attendees in conversation guided by our predetermined discussion topics.

8:00 a.m. to 8:45 a.m. ● Keynote by the Ad Council and creative agency Anomaly *Sponsored by Bateman Community Living*



Last year in Orlando, Heidi Arthur, Senior Vice President for Campaigns at the Ad Council, and Tom Gibson, the Group Planning Director of our acclaimed ad agency, Anomaly, articulated how we're working together to spark support through a powerful, nationwide Public Service campaign. This year's Ad Council Keynote will highlight our accomplishments to date, and focus on how each and every Member can benefit from and leverage this multi-faceted campaign in their own communities.

9:00 a.m. to 12:00 p.m. ● Intensive Workshops *(Includes refreshment break) Details on page 14*

- 💡 Healthcare Integration Institute – Part 1
- 💰 The Front Door of Philanthropy – Establishing a Donor Base of Support
- 🎯 Staying Alive and Thriving! Facing New Competition and Challenges
- 🗣️ Everything You Do is Marketing (Messaging, Branding, Social Media)
- ⚙️ Increasing Your Adaptive Capacity: Making Organizational Change Happen Effectively
- 🔒 CONVERGENCE – Board Governance, Accounting Systems and Cyber Security

12:15 p.m. to 1:30 p.m. ● Networking Lunch and Annual Business Meeting

Sponsored by Subaru of America

During this year's Annual Business Meeting, we will approve the 2015 Annual Business Meeting minutes, introduce the 2016 Meals on Wheels America financial report, install Board members and open the floor for questions. In addition, to these key matters of business, Meals on Wheels America's Board Chair Liz Seman will share her vision for the future as her term as Chair comes to an end. Before welcoming incoming Chair Ashley McCumber, we'll take a look back at our Year in Review highlight video.

1:45 p.m. to 3:00 p.m. ● Concurrent Sessions *Details on page 16*

- 💡 Healthcare Integration Institute – Part 2
- 🎯 What is Healthy Aging?
- 💰 Turning Leadership Transitions Into a Positive Opportunity
- 🗣️ Everything You Always Wanted to Know about Adopting the Meals on Wheels Brand
- ⚙️ Cultural Competencies – Managing People from Diverse Backgrounds
- 🔒 A Balanced Approach to Business Analytics – Integrating Performance and Financial Data for Future Success

3:15 p.m. to 6:15 p.m. ● 2016 Meals on Wheels Expo and Raffle

Expo Reception Sponsored by Oliver Packaging and Equipment Co.

This year's Expo promises to be bigger and better than ever before, displaying the latest and greatest products and services designed to support your success. On display you'll find a variety of offerings that range from prepared meals and technology solutions to fundraising consultation and everything in between.

6:30 p.m. to 8:30 p.m.

The Nashville Experience and Dinner
Gaylord Opryland Resort & Convention Center
(Tickets for non-Conference Attendees Available for Purchase)

Sponsored by The Home Depot Foundation

Get an authentic Nashville experience without leaving the comforts of the Gaylord Opryland Resort! Join us for an evening of local music and dinner designed to make you feel like you've stepped into a music club.



FRIDAY SEPTEMBER 2, 2016

7:45 a.m. to 8:15 a.m.

Breakfast

8:30 a.m. to 9:45 a.m.

Concurrent Sessions *Details on page 18*

- 📍 The Importance of Performance Measurement, Star Ratings and Compliance Issues in Healthcare
- 📍 Meeting the Needs of Older Americans: National Evaluation of the Title III-C Nutrition Services Program
- 📍 Developing an Organizational Culture of Philanthropy for Boards, Volunteers and Non-Fundraising Staff
- 📍 Innovations in Volunteer Engagement: Creating a New Life Cycle for Today's Volunteers – Part 1
- 📍 Pricing Your Packages and Demonstrating the ROI of Your Services
- 📍 When Federal Advocacy Isn't Enough, Turn To Your State to Make Change

9:45 a.m. to 10:00 a.m.

Refreshment Break *Sponsored by Valley Services, Inc.*

10:00 a.m. to 11:15 a.m.

Concurrent Sessions *Details on page 20*

- 📍 Panel of Peers on Innovative Models on Projects, Practices or Processes
- 📍 Improving Client Health Outcomes through Healthcare Partnerships
- 📍 Grant Writing Made Easy
- 📍 Innovations in Volunteer Engagement: Creating a New Life Cycle for Today's Volunteers – Part 2

11:30 a.m. to 12:45 p.m.

Community Fair

Sponsored by Mutual of America

Members presenting in the Community Fair will spark your imagination by displaying their most innovative, creative and useful practices. Be inspired, ask questions and discover ideas in new levels of collaboration, technology adoption, marketplace integration and leveraging metrics to bring further success to your own program. Don't forget to vote for your favorite #FlashBackFriday moment – the winner will receive a free registration for next year's Conference in Denver!

12:45 p.m. to 1:45 p.m.


Closing Lunch and Cooking Demo *Sponsored by Valley Services, Inc.*





The Gaylord Opryland's Executive Chef of Convention Services, Chef Matt Foreman, will help us close Conference with an interactive lunch and live cooking demo so that you can pick up some fresh ideas and techniques before you head to the airport.


INTENSIVE WORKSHOPS


Thursday, September 1
9:00 a.m. to 12:00 p.m.


 Thought Leadership


 Management

 Development and Fundraising

 Communications

 Nutrition

 Volunteer Management

 Financial Management

Healthcare Integration Institute – Part 1

Part 2 of Healthcare Integration Institute will be held at 1:45 p.m. on Thursday, September 1. We strongly encourage attending both parts for a complete learning experience.

PRESENTERS

Elaine Clark, CEO, MOW and Senior Outreach Services; **Brian Duke**, MHA MBE, System Director, Senior Services, Main Line Health; **Molly Haroz**, MFA, Director, Nutrition Programs, LifeCare Alliance; **Keith Payet**, Executive Director Long Term Service and Supports, United Healthcare; **Dr. James L. Robinson III**, PsyD, CEO Memphis Methodist South Hospital; **Sharon Williams**, Founder & CEO of Williams Jaxon Consulting

COMPETENCY

Business Acumen

This two-part Intensive Institute is designed as a concentrated training session for senior nutrition professionals that have been participating in the Meals on Wheels foundational healthcare integration trainings over the last two years and/or for those who have a foundation of knowledge to take the next steps towards healthcare integration. Participants will hear from decision makers in specific healthcare organizations (MCOs, ACOs, hospital systems, stand-alone hospitals) to better understand their needs. Presenters will focus on how CBO services can create value and help healthcare entities reach their goals. You'll also hear from peers who have been successful in this arena and understand how to negotiate a contract.



Level: 201 Intermediate
Credits: 4 (for attending Parts 1 and 2)

The Front Door of Philanthropy – Establishing a Donor Base of Support

PRESENTERS

Bob Burdenski, Independent Consultant and **Kristine Templin**, Chief Development Officer, Meals on Wheels America

COMPETENCY

Revenue Development

Donations are the key to keeping many organizations thriving. Yet, it can be difficult to retain or expand your donor base. Join presenters Bob Burdenski and Kristine Templin for this Intensive Workshop focusing on how to start or grow your donor population through annual, regular and recurring giving strategies. Participants will be asked to complete a survey in advance and bring samples of their own successful fundraising appeals and strategies to share. Regardless of the size of your organization or amount of resources, you will gain valuable insights from your peers and you will leave with a deeper knowledge of best practices, trends and effective fundraising strategies.



Level: 101 Foundational
Credits: 3

Staying Alive and Thriving! Facing New Competition and Challenges


PRESENTERS

Beth Adams-Ouillette, MA, Director, Ann Arbor Meals on Wheels, University of Michigan Health System; **Audrey McCool**, EdD, RDN, LD, FAND, Independent Consultant and **Allison Gerber**, MS, RD, LDN, Community Servings

COMPETENCY

Food Services Knowledge

While millions of Americans face the vicious cycle of chronic illness, poverty and malnutrition each year, we are well aware of the evidence that indicates effective nutrition programs can improve health outcomes. This Intensive Workshop will focus on the emerging opportunities with healthcare entities to break this cycle and the competition that now exists because of these opportunities. It is critical for your program to sharpen its business practices to deliver a quality, cost-effective and market-driven product to be able to compete. From planning, to operations, to quality evaluation, presenters Beth Adams, Dr. Audrey McCool and Allison Gerber will provide a detailed overview of the basic fundamentals and case studies that will make you want to go back and reevaluate your program operation.

 **Level:** 201 Intermediate
Credits: 3

Everything You Do is Marketing (Messaging, Branding, Social Media)


PRESENTER

Pat Bohse, President, Bohse & Associates, Inc.

COMPETENCY

Relationship Building

In today's world, everything you do is marketing – from answering the telephone, to signage, to written materials to saying thank you. Marketing is imperative to the sustainability and growth of your organization and this Intensive Workshop will focus on the importance of having a plan in place that covers the 6 Ps: Place, Products, People, Price, Production and Promotions. Presenter Pat Bohse will leave you with a marketing plan template and a variety of tools to help you put this much-needed plan into action.

 **Level:** 101 Foundational
Credits: 3

Increasing Your Adaptive Capacity: Making Organizational Change Happen Effectively


PRESENTER

Stephen Orton, PhD, Senior Investigator, UNC-Chapel Hill Gillings School of Global Public Health/NC Institute for Public Health

COMPETENCY

Organizational Planning

There are few guarantees in the workplace today, but change is one of them. Effective leaders understand how to manage change – an essential skill when working in a rapidly changing business environment. This Intensive Workshop will provide organization leaders with the skills required to manage current and future change projects within your program. Presenter Dr. Stephen Orton will teach you how to apply change management tools such as LEAN Canvas, a one-page business model, to understand how the business model is changing in many dimensions at the same time and the A3 problem solving process to outline current state and future state, and derive action steps.

 **Level:** 201 Intermediate
Credits: 3

CONVERGENCE – Board Governance, Accounting Systems and Cyber Security


PRESENTERS

Bob Bloom, Senior Audit Manager, RAFFA, P.C. and **Buu-Linh Tran**, Manager RAFFA, P.C.

COMPETENCY

Fiscal Responsibility

Are you up to speed on fiduciary responsibilities for nonprofit organizations? Do you know the latest internal control requirements? How can you leverage your accounting system to enforce internal controls and develop board quality reports? In this Intensive Workshop, presenters Bob Bloom and Buu-Linh Tran of Raffa, P.C. will introduce the core concepts behind fiduciary responsibility of your organization. Participants will leave with a better understanding of the roles and responsibilities of the audit and finance committees, and how you can leverage accounting systems to improve accounting operation and control.

 **Level:** 201 Intermediate
Credits: 3

CONCURRENT SESSIONS

Thursday, September 1
1:45 p.m. to 3:00 p.m.



Thought Leadership



Management



Development and Fundraising



Communications



Nutrition



Volunteer Management



Financial Management

Healthcare Integration Institute – Part 2

Part 1 of Healthcare Integration Institute will be held at 9:00 a.m. on Thursday, September 1. We strongly encourage attending both parts for a complete learning experience.

PRESENTERS

Keith Payet, Executive Director Long Term Service and Supports, United Healthcare; **Jennifer Raymond**, Director, Healthy Living Center of Excellence, Elder Services of Merrimack Valley; **Dr. James L. Robinson III**, PsyD, CEO Memphis Methodist South Hospital; **John Skirven**, CEO, Senior Services of Southeastern Virginia; **Sharon Williams**, Founder & CEO of Williams Jaxon Consulting

COMPETENCY

Business Acumen

This two-part Intensive Institute is designed as a concentrated training session for senior nutrition professionals that have been participating in the Meals on Wheels foundational healthcare integration trainings over the last two years and/or for those who have a foundation of knowledge to take the next steps towards healthcare integration. Participants will hear from decision makers in specific healthcare organizations (MCOs, ACOs, hospital systems, stand-alone hospitals) to better understand their needs. Presenters will focus on how CBO services can create value and help healthcare entities reach their goals. You'll also hear from peers who have been successful in this arena and understand how to negotiate a contract.



Level: 201 Intermediate

Credits: 4 (for attending Parts 1 and 2)

What is Healthy Aging?

PRESENTER

Simin Meydani, DVM, MS, PhD, Director of the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University

COMPETENCY

Business Acumen

Do you want to hear more about the science behind the US Dietary Reference Intakes and the US Dietary Guidelines which serve as the fundamental nutrition standards for the Administration on Aging's Elderly Nutrition Program? The USDA Human Nutrition Research Center on Aging (HNRCA) at Tufts University is working to identify the most pressing public health concerns of our day related to nutrition and aging. Presenter Dr. Simin Meydani will discuss the important work of the HNRCA and the research that supports preventative nutrition and physical activity solutions for health problems.



Level: 201 Intermediate

Credits: 1

Turning Leadership Transitions Into a Positive Opportunity

PRESENTER

Barbara Tesner, Principal, BLT Philanthropy Services

COMPETENCY

Planning for the Future

Nonprofits too often fear that changes in organizational leadership will cause a loss of donors, decrease staff morale and disillusion volunteers. However, with a thoughtful plan in place, these transitional times can be valuable opportunities to increase donor and community engagement, raise awareness with clients' family members, and raise the sights of staff and volunteers. This session will engage participants through the reasoning behind this affirmation and also provide a proven list of actions to utilize so that leadership transitions can be beneficial to everyone involved with your organization.



Level: 201 Intermediate
Credits: 1

Everything You Always Wanted to Know about Adopting the Meals on Wheels Brand

PRESENTERS

Susan Waldman, Chief Marketing and Communications Officer, Meals on Wheels America; **Jim Snyder**, Program Director, Meals on Wheels San Antonio; **Bert Elizabeth Ijams**, Executive Director, Meals on Wheels Prescott and **Gale Adland**, Executive Director, Meals on Wheels of Durham

COMPETENCY

Organizational Planning

The Meals on Wheels national brand — launched in early 2015 — has been steadily gaining momentum, impact and accolades. In this session, Susan Waldman will share the power that comes with a consistent brand presence and how your program can benefit by making this new brand your own. Hear first-hand from a panel of Meals on Wheels America Member programs about how they made the decision to adopt the brand, sold the idea to their boards, found the funds to make it possible, launched it in their own communities, and the success it has brought.



Level: 101 Foundational
Credits: 1

Cultural Competencies – Managing People from Diverse Backgrounds

PRESENTER

Wendy Jones, MEd, MSW, Senior Policy Associate, Georgetown University National Center for Cultural Competence

COMPETENCY

Relationship Building

Across the country, senior nutrition programs just like yours are experiencing the effects of significant demographic changes. Your staff and volunteers need to understand the implications of serving culturally and linguistically diverse older adults, and this session will enable you to make appropriate shifts in policies and practices. Once you've explored how culture, language, and disability views may impact interactions with seniors and their families, you'll walk away with several approaches to enhance the cross-cultural awareness, knowledge and skills of staff and volunteers.



Level: 201 Intermediate
Credits: 1

A Balanced Approach to Business Analytics – Integrating Performance and Financial Data for Future Success

PRESENTERS

Abby Morgan, Vice President, Planning & Quality Improvement, Direction Home Akron Canton and **Barbara Kallenbach**, Chief Financial Officer, Direction Home Akron Canton

COMPETENCY

Fiscal Responsibility

In today's world, analytics and data are everything. Join presenters Abby Morgan and Barb Kallenbach, both from Direction Home Akron Canton in Ohio, as they discuss how their program was able to demonstrate their organization's impact in improving quality and cost-effectiveness through a balanced approach to business analytics. Learn how their Area Agency on Aging identified business requirements for IT systems that integrate performance and financial data and developed visual dashboards to translate program data into action. The presenters will share their tools and techniques for analyzing data to support performance and strategic initiatives so that you too can become an attractive partner for healthcare entities.





Level: 201 Intermediate
Credits: 1


CONCURRENT SESSIONS


Friday, September 2


8:30 a.m. to 9:45 a.m.


 Thought Leadership

 Management

 Development and Fundraising

 Communications

 Nutrition

 Volunteer Management

 Financial Management

The Importance of Performance Measurement, Star Ratings and Compliance Issues in Healthcare

PRESENTERS

Melissa Smith, Vice President, Stars, Gorman Health Group and **Bob Herbolsheimer**, Executive Vice President Healthcare Integration, Meals on Wheels America

COMPETENCY

Business Acumen

The Centers for Medicare and Medicaid Services (CMS) require that health plans meet certain performance standards — called Star Ratings — to help health plan members compare services based on the performance of the plan. The services Meals on Wheels providers offer, combined with the regular in-home visits that volunteers or drivers make to their at-risk patients, can significantly improve these Star Ratings and are, therefore, very valuable. Join presenters Melissa Smith, a Star Ratings expert from the Gorman Health Group, and Bob Herbolsheimer, Meals on Wheels America's Executive Vice President for Healthcare Integration, to discuss various compliance requirements and the value of performance measurements so that you can better position your program with health plans, including managed care organizations.



Level: 201 Intermediate
Credits: 2

Meeting the Needs of Older Americans: National Evaluation of the Title III-C Nutrition Services Program

PRESENTERS

Susan Jenkins, PhD, Director, Office of Performance & Evaluation, US Dept of Health & Human Services, Administration for Community Living; **Rhoda Cohen**, MS, Senior Survey Researcher, Mathematica Policy Research and **James Mabli**, PhD, Associate Director of Human Services Research, Mathematica Policy Research

COMPETENCY

Food Service Knowledge

The Older Americans Act Title III-C Nutrition Services Program (NSP) fits squarely within the strategic goals of the Administration for Community Living/Administration on Aging to rebalance long-term care provision away from institutionalization and toward home- and community-based services. This session will provide a better understanding of the NSP structure, administration, staffing and service delivery. A panel of researchers/speakers will present the data from the process evaluation and cost study of the program so that you become familiar with the average total cost of congregate and home-delivered meals and how those costs vary based on select program characteristics. With new knowledge of dietary intake and longer term health effects, you'll be able to better meet the needs of seniors in your community through healthy meals, nutrition education and nutrition counseling.



Level: 201 Intermediate
Credits: 1

Developing an Organizational Culture of Philanthropy for Boards, Volunteers and Non-Fundraising Staff

PRESENTER

Barbara Tesner, Principal, BLT Philanthropy Services

COMPETENCY

Organizational Planning

What does the term “culture of philanthropy” mean to you and your organization? The level in which everyone in an organization understands and embraces fundraising and philanthropy has a direct impact on increased giving and organizational effectiveness. By educating board members, staff, volunteers and even clients, you demystify the fundraising process and allow for an atmosphere of greater collaboration and trust. In this interactive session, presenter Barbara Tesner will encourage attendees to share how they view and incorporate a culture of philanthropy and, together, you will walk through the elements of N.I.C.E. (Navigate, Involve, Celebrate and Educate).



Level: 201 Intermediate
Credits: 1

Innovations in Volunteer Engagement: Creating a New Life Cycle for Today’s Volunteers – Part 1

Part 2 will take place on Friday, September 2 at 10:00 a.m.

PRESENTER

Jennifer Bennett, Senior Manager, Education & Training, VolunteerMatch

COMPETENCY

Planning for the Future

Do you feel like your volunteer program is stuck in neutral? Are you doing the things you’ve always done, but with less success? For years, we have talked about the 3 Rs of volunteer management — recruitment, retention and recognition — but this old life cycle doesn’t meet the needs of today’s volunteers. In this two-part intensive session we’ll evaluate traditional volunteer management activities through the lens of modern volunteer engagement to rethink the work of recruiting and engaging volunteers. Through presentation facilitated conversations and group work, attendees will have the opportunity explore best practices and innovations.



Level: 201 Intermediate
Credits: 3 (for attending Parts 1 and 2)

Pricing Your Packages and Demonstrating the ROI of Your Services

PRESENTER

Sandy Atkins, MPA, Vice President, Strategic Initiatives at Partners in Care Foundation

COMPETENCY

Fiscal Responsibility

Are you looking to define and market your value proposition to healthcare entities? This session will provide a crash course in model pricing scenarios so that you can begin to develop competitive pricing for your products and services, and return on investment (ROI) estimations of the financial value of the services you could be providing. Join presenter Sandy Atkins to learn how you can use a simple calculation spreadsheet to determine the real costs of your services, the price of the value-add and potential amount/percentage of hospital readmission savings.



Level: 101 Foundational
Credits: 1

When Federal Advocacy Isn’t Enough, Turn To Your State to Make Change

PRESENTER

Erika Kelly, Chief Advocacy and Government Affairs Officer, Meals on Wheels America

COMPETENCY

Relationship Building

In a time of continued budget austerity at all levels of government and escalating needs for senior nutrition services, now is the time to highlight the win-win solution you bring to the table for the seniors you serve, your community and taxpayers as a whole. In this interactive session, you’ll participate in rotating roundtable discussions with experts in the field to share and discuss challenges and successes they’ve seen at the state level. This is an opportunity to learn directly from your peers who have forged relationships with state officials and other influential leaders to contribute to real policy change. We’ll discuss issues such as healthcare, nutrition, social services, aging, hunger, funding and more! Join us as we empower each other to make tremendous state-level legislative and policy changes a reality.





Level: 101 Foundational
Credits: 1


CONCURRENT SESSIONS


Friday, September 2


10:00 a.m. to 11:15 a.m.


 Thought Leadership

 Management

 Development and Fundraising

 Communications

 Nutrition

 Volunteer Management

 Financial Management

Panel of Peers on Innovative Models on Projects, Practices or Processes


PRESENTERS

Sally Heinz, MA, Executive Director for Metropolitan Inter-Faith Association; **Matt Pieper**, Executive Director, Open Hand, Atlanta, GA; **Liz Weaver**, MS, LSW, Alzheimers' Disease Initiative Project Manager, Southern Maine Agency on Aging

COMPETENCY

Business Acumen

Two of the most common requests we get at Meals on Wheels America are that Members want to hear from people who can inspire new types of thinking and they want to learn more about what other programs are doing. This session brings together a panel of fellow senior nutrition program leaders to share their innovative projects, practices and processes firsthand. Panel members will provide helpful advice, real-life examples and leave you feeling inspired to address and adapt to existing issues, trends and opportunities.

 **Level:** 101 Foundational
Credits: 1

Grant Writing Made Easy


PRESENTER

Pat Bohse, President, Bohse & Associates, Inc.

COMPETENCY

Revenue Development

For most of us, grant writing can feel overwhelming. This session will introduce you to the key elements of effective grant writing, with a focus on online grant writing, which is quickly becoming the norm and requires a different and more concise type of writing. Presenter Pat Bohse will provide you with helpful tips and tricks for working with online grants systems and where to find potential funders using the Doors of Opportunity.

 **Level:** 101 Foundational
Credits: 1

Innovations in Volunteer Engagement: Creating a New Life Cycle for Today's Volunteers – Part 2

Part 1 will take place on Friday, September 2 at 8:30 a.m.

PRESENTER

Jennifer Bennett, Senior Manager, Education & Training, VolunteerMatch

COMPETENCY

Planning for the Future

Do you feel like your volunteer program is stuck in neutral? Are you doing the things you've always done, but with less success? For years we have talked about the 3 Rs of volunteer management – recruitment, retention and recognition – but this old life cycle doesn't meet the needs of today's volunteers. In this two-part intensive session we'll evaluate traditional volunteer management activities through the lens of modern volunteer engagement to rethink the work of recruiting and engaging volunteers. Through presentations, facilitated conversations and group work, attendees will have the opportunity explore best practices and innovations.



Level: 201 Intermediate
Credits: 3 (for attending Parts 1 and 2)

Improving Client Health Outcomes through Healthcare Partnerships

PRESENTERS

Kathryn Tucker, MS, RD, CSG, LD, Consultant Dietitian, Supervisor Plans, KY Dept of Aging and Independent Living; **Linda Netterville**, RD, LD, Vice President, Program Development and Impact, Meals on Wheels America and **Sherry Marishak-Simon**, RDN, LD, Vice President of Nutrition and Health Programs, Meals on Wheels, Inc. for Tarrant County

COMPETENCY

Food Service Management

Your program can demonstrate the value of nutrition services in improving client health outcomes. This session will focus on building the relationship between Meals on Wheels programs and healthcare that supports the continuum of care and can reduce hospital admissions and readmissions. Presenters will provide the perspective for both rural and urban/suburban models so that attendees can learn what it takes to build healthcare partnerships and the interventions needed to demonstrate results. You'll leave this session with a better understanding of the current barriers between hospitals and community partners and how to identify signs of malnutrition in the elderly.



Level: 201 Intermediate
Credits: 3 (for attending Parts 1 and 2)





EMPOWER YOUR FUTURE

The Meals on Wheels Leadership Academy offers a robust curriculum designed specifically to support leadership and staff of Senior Nutrition Programs through ongoing education tailored to meet your professional development needs.

OUR COMPREHENSIVE EDUCATION AND TRAINING

Our Certificate Program provides you with comprehensive and focused training and a curriculum designed to give you maximum flexibility to meet your educational needs, whether you're raising funds, organizing volunteers, running the kitchen, creating awareness, responsible for finances, or leading a program.

BUILT WITH YOUR NEEDS IN MIND

The Academy combines hands-on practical knowledge, skills and expertise with opportunities to network and build supportive peer-to-peer relationships. To accomplish this, each course offered by the Leadership Academy is designated to a specific concentration of study that focuses on a single aspect of working at a Senior Nutrition Program and teaches you seven key competencies needed to build your general leadership skills. Each competency is then broken down into tracks which can be used to complete a Specialist Certificate after the completion of a Leadership Certificate and help categorize the material covered in each course. Consult the infographic for more information.

WHEN AND WHERE YOU WANT IT

Certificate Program courses are available to you in several different ways. You can participate in live Certificate courses this week during the Meals and Wheels Annual Conference and Expo. The Academy also offers more than 20 webinars each year on topics that range from fundraising to nutrition to raising awareness and everything else that strengthens program performance. These webinars are offered at low or no-cost. In the future, you will also be able to take eLearning courses online, as well!

START WORKING TOWARD A LEADERSHIP CERTIFICATE TODAY

To earn a Leadership Certificate you must complete 14 total credits and attend an Intensive Workshop as well, which will fulfill three (3) of the required credits. To demonstrate a commitment to developing full leadership potential, all participants must earn a minimum of

one credit in each of seven key competencies. Each Concurrent Session and Intensive Workshop offered at the Conference fits into one of these seven competencies.

PLANNING FOR THE FUTURE

- Nutrition During Care Transitions—1 credit
- Turning Leadership Transitions into a Positive Opportunity—1 credit
- Innovations in Volunteer Engagement: Creating a New Life Cycle for Today's Volunteers Parts 1 & 2—3 credits

RELATIONSHIP BUILDING

- Food is Medicine—1 credit
- Everything You Do is Marketing (Messaging, Branding, and Social Media)—3 credits
- Cultural Competencies—Managing People from Diverse Backgrounds—1 credit
- National and State Perspectives on Food Insecurity—1 credit
- When Federal Advocacy Isn't Enough, Turn to Your State to Make Change—1 credit

ORGANIZATIONAL PLANNING

- Turning Gen "Y" into Gen "V": A Blueprint for Millennial Volunteer Success—1 credit
- Developing a Talent Pipeline—1 credit
- Increasing Your Adaptive Capacity: Making Organizational Change Happen Effectively—3 credits
- Everything You Always Wanted to Know about Adopting the Meals on Wheels Brand—1 credit
- Developing an Organizational Culture of Philanthropy for Boards, Volunteers and Non-Fundraising Staff—1 credit

FOOD SERVICE KNOWLEDGE

- Food Safety News and Resources You Can Use—1 credit
- Staying Alive and Thriving! Facing New Competition and Challenges—3 credits
- Meeting the Needs of Older Americans: National Evaluation of the Title III-C Nutrition Services Program—1 credit
- Improving Client Health Outcomes Through Healthcare Partnerships—1 credit

REVENUE DEVELOPMENT

- Basic Fundraising: Asking for Major Gifts—1 credit
- How to Incorporate Simple Gift Planning Techniques in All Your Asks—1 credit
- The Front Door of Philanthropy— Establishing a Donor Base of Support—3 credits
- Grant Writing Made Easy—1 credit

FISCAL RESPONSIBILITY

- CONVERGENCE: Board Governance, Accounting Systems and Cyber Security—3 credits
- A Balanced Approach to Business Analytics—Integrating Performance & Financial Data for Future Success—1 credit
- Pricing Your Packages and Demonstrating the ROI of Your Services—1 credit
- Emerging Trends in Social Investing—1 credit

BUSINESS ACUMEN

- Maximizing Your Value by Introducing LEAN Thinking—1 credit
- Healthcare Integration Institute Parts 1 & 2—4 credits
- What is Healthy Aging?—1 credit
- Prevention Building Service Lines on your Home Visits: Medication, Psychosocial & Fall Risk Assessments and Follow-Up—1 credit
- The Importance of Performance Measurement, Star Ratings, Compliance Issues in Healthcare—1 credit
- Panel of Peers on Innovative Models on Projects, Practices or Processes—1 credit

For more information, contact academy@mealsonwheelsamerica.org.

LEADERSHIP ACADEMY CERTIFICATE PROGRAM

LEADERSHIP CERTIFICATE

CONTINUE YOUR EDUCATION AND BE AN EFFECTIVE LEADER IN THE SENIOR NUTRITION FIELD



SPECIALIST CERTIFICATE

BECOME A SUBJECT MATTER EXPERT IN A SPECIFIC AREA OF SENIOR NUTRITION



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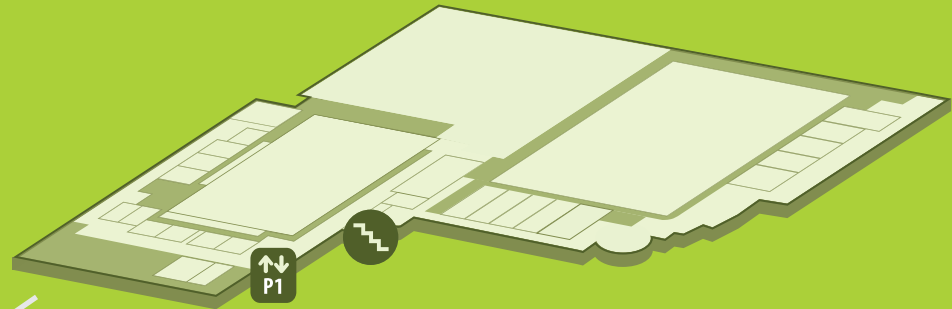
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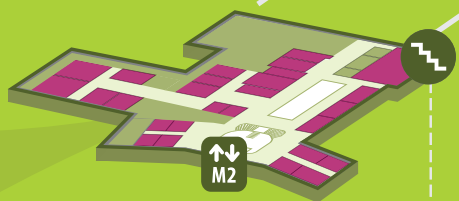
KEYNOTE EVENTS, REGISTRATION & EXPO

Level M (Magnolia Mezzanine)

Belle Meade A-D
Belmont A-C
Cheekwood A-H
Hermitage A-E



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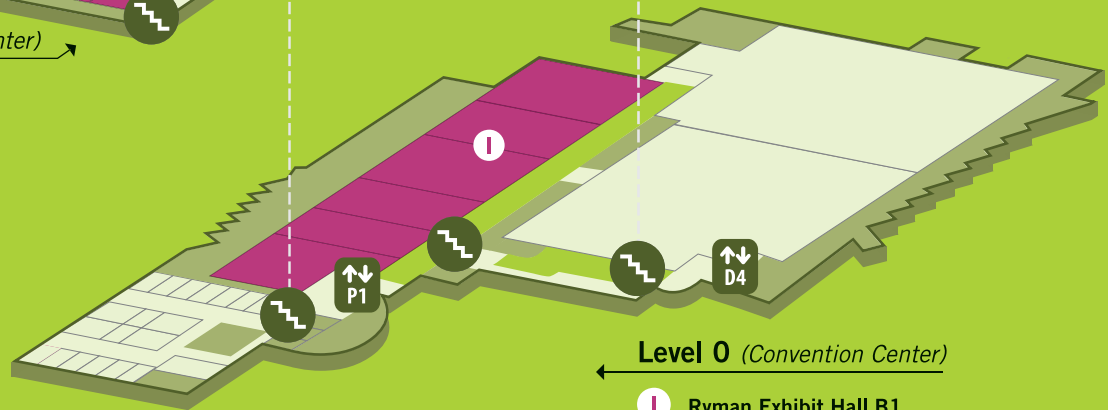
Level 2 (Convention Center)

C Tennessee Section
Tennessee Ballroom
Tennessee Lobby
Registration



Level 0 (Convention Center)

I Ryman Exhibit Hall B1
2016 Meals on Wheels Expo and Raffle



CONFERENCE INFORMATION

REGISTRATION INFORMATION

Conference Registration is located in the Tennessee Lobby on Convention Center Level 2 and will be open at the following times:

Tuesday, August 30 / 12:00 p.m. – 7:30 p.m.

Wednesday, August 31 / 7:00 a.m. – 5:30 p.m.

Thursday, September 1 / 7:00 a.m. – 4:00 p.m.

Friday, September 2 / 7:30 a.m. – 11:00 a.m.

YOUR TICKET TO ALL CONFERENCE EVENTS

The name badge you receive at Registration will act as your ticket to entry at all Conference sessions, meals and events. Please keep it on you at all times.

ONLINE CONFERENCE RESOURCE CENTER

Only worksheets that are critical to the learning process will be printed and distributed during Conference sessions and workshops. All other presentation decks, handouts and reference materials are available for you to view and download online at www.mealsonwheelsamerica.org/ConferenceResources2016.

Username: Nashville2016

Password: RiseTogether

Please note that resources will continue to be updated and added after the close of Conference, so feel free to access the Online Conference Resource Center once you return back home.

CEU CREDITS

Meals on Wheels America has applied for continuing education hours pre-approval for Registered Dietitians and Dietetic Technicians from the Commission for Dietetic Registration, Academy of Nutrition and Dietetics. Certificate of Attendance forms are available at Registration.

SCHOLARSHIP CHECKS

Conference Scholarship recipients can pick up their reimbursement checks at the Registration Booth during regular registration hours.

COURSE SIGN-IN PROCESS

In an effort to track attendance, Leadership Academy credits and course popularity, we ask that everyone sign in for each session or workshop you attend using the **Personalized Sign-in Stickers** included in your registration packet.

CONSENT TO USE PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in, the Meals on Wheels Annual Conference and Expo constitutes consent and agreement by the registrant or attendee to permit the use and distribution by Meals on Wheels America of the registrant's or attendee's image or voice in photographs, videos, electronic reproductions and audiotapes of such events and activities. Please notify membership@mealsonwheelsamerica.org if you do not want your image or voice used in a distinctive manner in such materials.

JOIN THE CONVERSATION USING #TOGETHERWERISE

Share your Conference experience and keep the conversation going on Facebook, Twitter and Instagram using the hashtag [#TogetherWeRise](#). We'll be Tweeting from our new Meals on Wheels Leadership Academy handle [@MOWAcademy](#). Follow us today!

CONFERENCE APP INSTRUCTIONS

Follow these quick and easy steps to download the 2016 Conference App.

PAST USERS

For users who downloaded last year's Spark 2015 App, downloading the Rise 2016 App is even easier! If you have manual app updates on your smart phone, you'll need to update last year's app. If you have automatic app updates, simply select the Rise 2016 icon from your home screen and this year's version of the app will load.

NEW USERS

STEP ONE – SEARCH FOR THE APP ON YOUR MOBILE DEVICE

For iPhone users: Open the Apple App Store and use the search function to type in "Meals on Wheels America." You'll know it's the right one when you see the 2016 Meals on Wheels Annual Conference-themed icon.

For Android users: Open the Google Play Store App and use the search function to find "Meals on Wheels America." You'll know it's the right one when you see the Meals on Wheels America Conferenced-themed icon.

STEP TWO – INSTALL THE APP (It's free!)

Click the "Get" button and then the "Install" button – wait a few minutes for the App to fully download. When your device has notified you that the App has successfully downloaded, click the "Open" button.

Note: you will have to enter in your Apple/Google password in order to finalize the download.

STEP THREE – LOG IN TO CREATE A PROFILE AND START CONNECTING WITH YOUR PEERS

Personalize your experience by adding yourself as an attendee. Just follow these steps:

1. Select the "Attendees" icon (found on the right of the Event Guide). A pop-up will prompt you to join the attendee list – be sure to click "Join Attendee List" on the bottom.
2. An additional pop-up will say, "You must be logged in to perform this action." Click "Log In" on the bottom right.
3. Enter your first and last name. Then click the blue "Next" button.
4. You will be directed to a page that asks you to enter a confirmation code. Scroll down and select "Create a new account."
5. Set up an account by entering your email address. Click "Next." A confirmation email will be sent to your sign-up email address.
6. Once you've received your confirmation email, click the "Verify Account" button. This will take you back to the App and log you in. iPhone users can edit their attendee profile by clicking the symbol of the "person" on the top right corner of the side navigation menu and selecting "Edit Profile." Android users can edit their attendee profile by clicking on the three stacked lines found on the top left, then clicking your name and "Edit Profile."

Stop by the App Support table at Registration if you have any questions or concerns!



SAVE THE DATE

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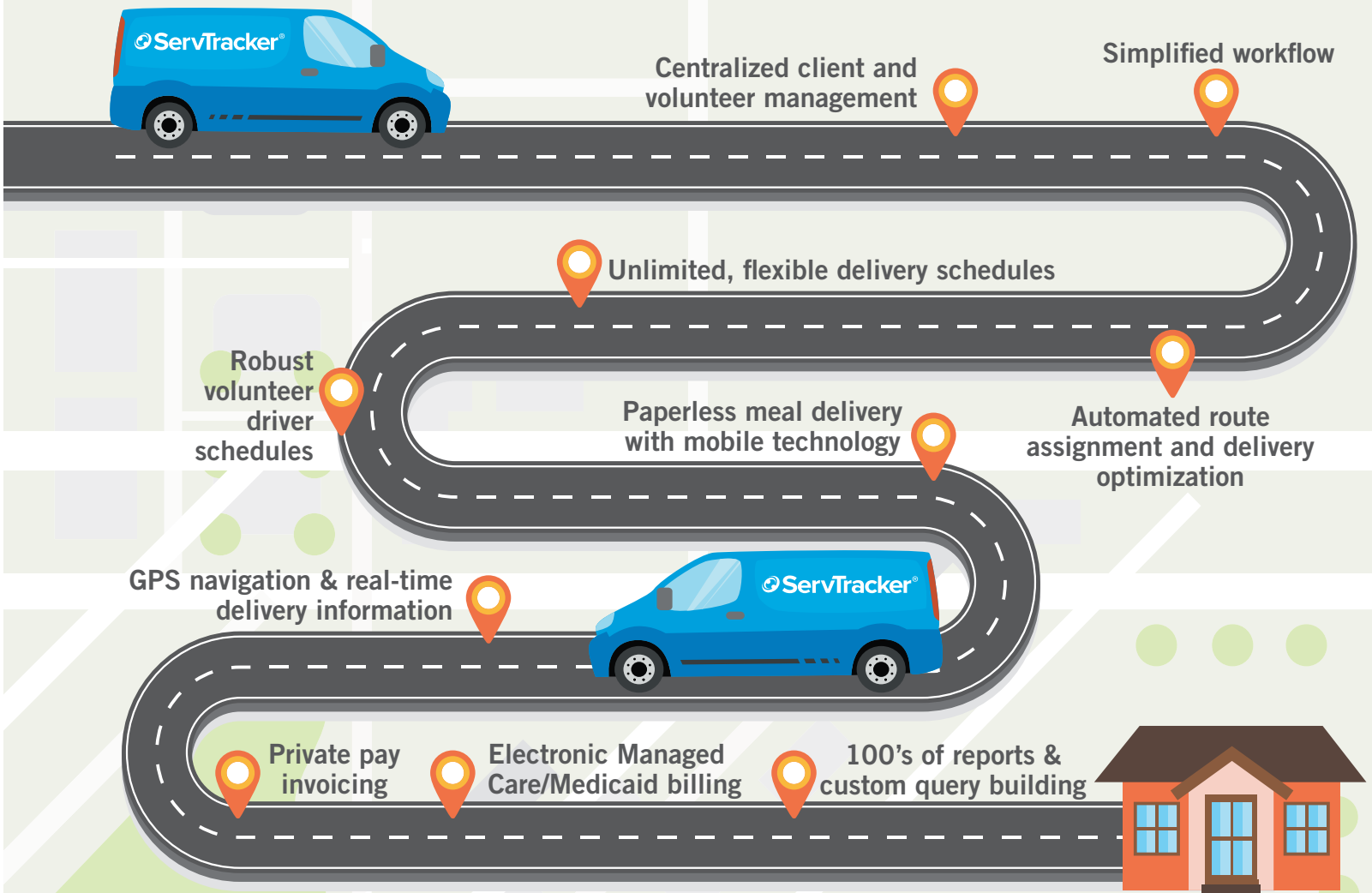


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\$12.8 Million.

We're not talking small potatoes.

Last year, we raised **\$12.8 million** and acquired more than **50,000 new donors** for senior nutrition programs in our fundraising Co-op. The Co-op offers integrated campaigns designed to:

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- **Mail:** Meals on Wheels Fundraising Co-op
c/o Lautman Maska Neill & Company
1730 Rhode Island Ave NW, Suite 301
Washington, DC 20036
- **Phone:** 202.296.9660
- **Email:** coop@lautmandc.com
- **www.mealsonwheelscoop.com**



The Co-op (the•cÓ•op) n.

1. Lautman Maska Neill & Company's program where senior nutrition providers nationwide join together to raise more money. **2.** Fundraising campaigns targeted towards new donors, existing donors, major donors and more. **3.** A cost-effective fundraising solution with years of proven results.

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