



MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

2018

2018 CONFERENCE ORIENTATION

TODAY'S PRESENTERS



JENNY YOUNG
VICE PRESIDENT OF COMMUNICATIONS



SAMMI HEFFRON
EDUCATION & TRAINING ADMINISTRATOR

2018 CONFERENCE ORIENTATION

AGENDA

- Where + When
- 2018 Sponsors
- Focus Areas
- Learning Tracks + Session Types
- Schedule of Events
- Getting Around Charlotte
- Planning Your Experience
- Registration
- Tracking Credits
- Resources
- Staying Connected



WHERE & WHEN

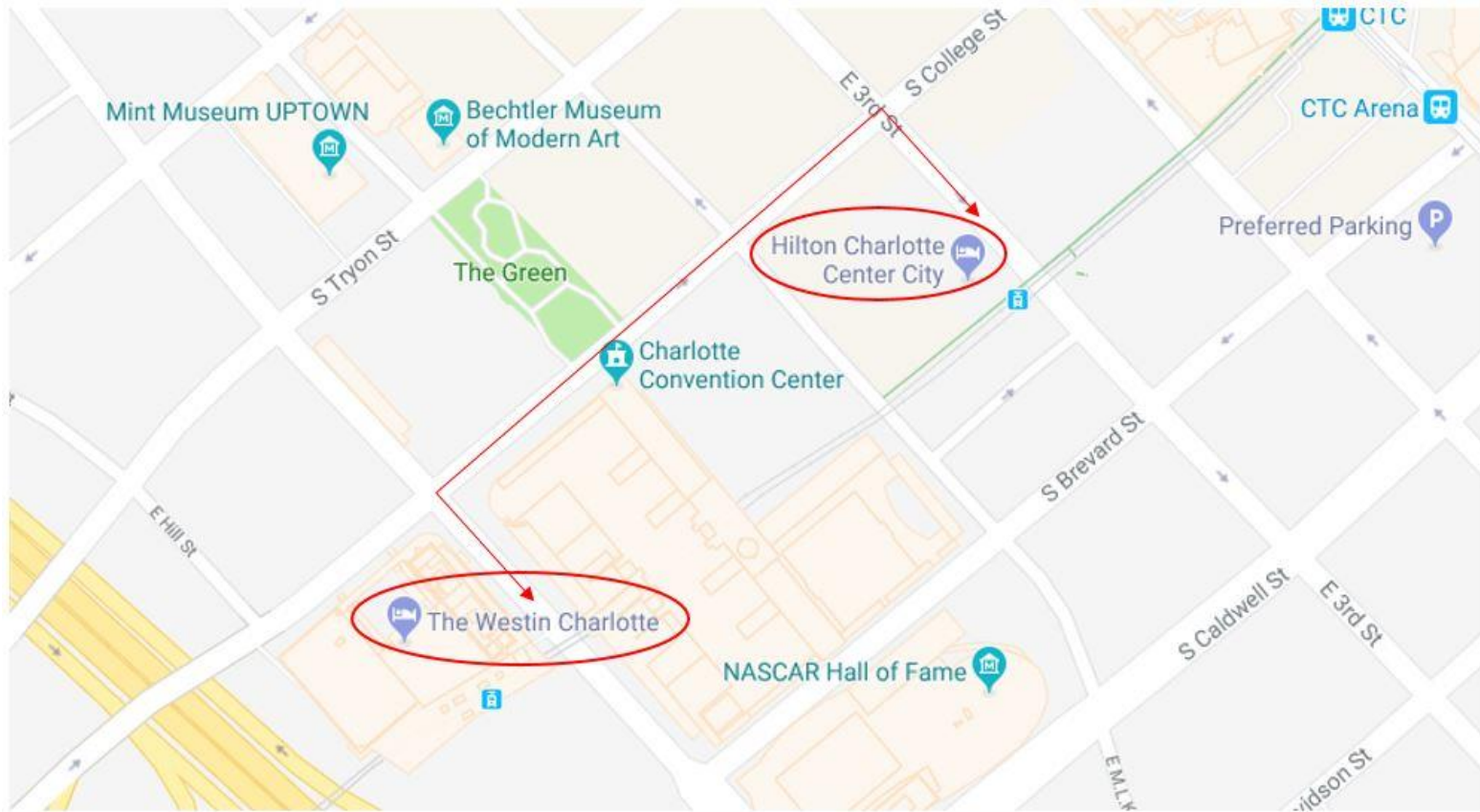
2018 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

THE WESTIN CHARLOTTE
601 SOUTH COLLEGE STREET
CHARLOTTE, NC

AUGUST 28-30, 2018
PRE-CONFERENCE EVENTS BEGIN IN AUGUST 27

WHERE & WHEN

THE HILTON CHARLOTTE CENTER CITY



2018 SPONSORS

THANKS TO ALL OUR 2018 CONFERENCE SPONSORS

PLATINUM

Aetna
Subaru of America
The Home Depot Foundation

GOLD

Mutual of America
Oliver Packaging & Equipment
PetSmart Charities
Premier, Inc.
TrueSense Marketing

TITLE

The logo for Valley, an Elior company, features the word "Valley" in a blue, cursive script font. Above the letter "V" is a small sun icon with rays. Below the word "Valley" is a horizontal line, and underneath that line, the text "an elior company" is written in a smaller, sans-serif font.

an elior company

The logo for bateman Community Living, an Elior company, features the word "bateman" in a lowercase, sans-serif font. Below it, the words "Community Living" are written in a yellow, cursive script font. To the right of the text is a green apple icon with a leaf. Below the entire logo is a horizontal line, and underneath that line, the text "an elior company" is written in a smaller, sans-serif font.

an elior company

BRONZE

Accessible Solutions
Better Medicare Alliance
Centene Corporation
Delivery Concepts, Inc.
Diversified Foods, Inc.
EcoSure
General Motors Fleet
Golden Gourmet
Meals on Wheels Fundraising Co-Op
Sysco

FOCUS AREAS

“OUR STRENGTH
IS OUR UNITY
OF PURPOSE.

- Franklin D. Roosevelt

- PREPARING FOR HEALTHCARE PARTNERSHIPS
- STRENGTHENING THE MEALS ON WHEELS ADVANTAGE
 - TAKING OUR WORK TO THE NEXT LEVEL

NEW LEARNING TRACKS



HEALTHCARE – Take advantage of potential revenue-generating opportunities that integrate Meals on Wheels into the healthcare ecosystem



COMMUNITY ENGAGEMENT – Effectively engage your communities to advocate for support, inspire lifelong ambassadors and remain top-of-mind in a crowded marketplace



DEVELOPMENT – Grow and diversify sustainable revenue streams through expert advice, training and insights, as well as case studies and best practices



LEADERSHIP – Enable your organizations to not only be more contemporary and sustainable, but also to adapt and thrive in an uncertain climate



SERVICE OFFERINGS – Differentiate your unique and invaluable offerings from competitors and better define and enhance your value proposition

LEARNING SESSIONS & LEVELS

- **Concurrent Sessions*** – 90 minutes
- **Intensive Workshops*** – 3 hour deep dive (or 2 90 minute sessions)
- **Institutes*** – Typically 4+ hours across multiple sessions
- **Panel-of-Peers*** – 90 minutes; feature Members as experts
- **Lightning Learnings*** – 30 minutes
- **Communities of Practice** – 2 hour peer forum by program size

*tracked sessions

- **101 – Foundational**
- **201 – Intermediate**
- **301 – Advanced**

SCHEDULE OF EVENTS

MONDAY, AUGUST 27

1:00 p.m. to 4:30 p.m. – Pre-Conference Intensive Workshops

- Refocusing on Social Determinants of Health to Strengthen Client Impact (NRCNA)
- A Beginner's Guide to Healthcare

4:30 p.m. to 5:45 p.m. – Meet and Greet Reception

5:45 p.m. to 6:45 p.m. – State Association Meetings

North Carolina

Texas

Georgia

New Jersey

New York

California

Ohio

Pennsylvania

Florida

Tennessee

Indiana



SCHEDULE OF EVENTS

TUESDAY, AUGUST 28

**8:00 a.m. to 9:15 a.m. – Breakfast Keynote: Ellie Hollander,
President and CEO, Meals on Wheels America**



9:30 a.m. to 11:00 a.m. – Concurrent Sessions

**11:15 a.m. to 1:15 p.m. – Luncheon Keynote: Edwin Walker,
Deputy Assistant Secretary for Aging of the Administration on
Aging + Business Meeting**



1:30 p.m. to 3:00 p.m. – Concurrent Sessions

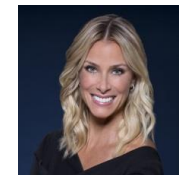
3:15 p.m. to 3:45 p.m. – Lightning Learnings

SCHEDULE OF EVENTS

TUESDAY, AUGUST 28

4:00 p.m. to 5:00 p.m. – Keynote Panel: Exploring the Intersection of Healthcare and Meals on Wheels

- **Allyson Schwartz**, MSS, President and CEO of the Better Medicare Alliance and former U.S. Congresswoman
- **Shelley Lyford**, President and CEO, West Health
- **Andrew Renda**, MD, MPH, Director Bold Goal, Humana



5:00 p.m. to 6:00 p.m. – Networking Reception

Free evening

SCHEDULE OF EVENTS

WEDNESDAY, AUGUST 29

7:30 a.m. to 8:30 a.m. – Grab & Go Breakfast

8:30 a.m. to 11:30 a.m. – Intensive Workshops

11:30 a.m. to 1:00 p.m. – 2018 Meals on Wheels Expo + Lunch

1:15 p.m. to 2:45 p.m. – Concurrent Sessions

3:00 p.m. to 5:00 p.m. – Communities of Practice (Small, Medium & Large)

5:00 p.m. to 6:30 p.m. – 2018 Meals on Wheels Expo Reception

Free evening

SCHEDULE OF EVENTS

THURSDAY, AUGUST 30

7:30 a.m. to 9:00 a.m. – Breakfast Keynote: Nick Tasler, organizational psychologist, author & speaker



9:15 a.m. to 10:45 a.m. – Concurrent Sessions

11:00 a.m. to 12:30 p.m. – Panels-of-Peers

12:30 p.m. to 2:00 p.m. – Closing Luncheon Keynote: Matthew Hoffman, television host and creator of "Tuesdays with Matthew"



Conference concludes

COMMUNITIES OF PRACTICE

WEDNESDAY, AUGUST 29

3:00 p.m. to 5:00 p.m. – Communities of Practice

Our Member-led Community of Practice meetings provide a unique forum for you to discuss and tackle your biggest challenges and opportunities with similarly sized programs.

Select your community according to your program's senior nutrition budget:

SMALL - budgets less than \$500,000

MEDIUM - budgets between \$500,000 and \$2,000,000

LARGE - budgets greater than \$2,000,000



2018 MEALS ON WHEELS EXPO

Abbott	Diversified Foods	Oliver
Accessible Solutions	Dr. Praeger's Purely Sensible Foods	Performance Foodservice
AccuTemp Products	EcoSure, a division of Ecolab	PetSmart Charities
Alpha Gamma Delta	Ekon-o-pac	Preferred Packaging
American Foods Group	Eleo Online Donor Management Software	Premier/US Foods
Arvea	GA Foods	PuraCycle
Asian Food Solutions	General Motors	Purplewire
Bake Crafters	Golden Gourmet	Qbix Accounting Solutions
Better Medicare Alliance	Gregory Packaging	Sterno
Bright Harvest	J. Smith Lanier & Co.	Stillwater Express Solutions, Inc.
Butter Buds	JA Foodservice	Subaru
Carlisle Foodservice Products	Keurig Dr Pepper	Sysco
Centene	Meals on Wheels Fundraising Co-op	The Home Depot Foundation
Center for Medicare and Medicaid Services (CMS)	MapAnything	TrueSense Marketing
CHAMPS Group Purchasing	McKee	Tyson Foods
Chattanooga Bakery Inc.	MealService Software	Uber
Consumer Financial Protection Bureau	Mutual of America	Unemployment Services Trust (UST)
Danone	National Food Group	Valley Services
Delivery Concepts	Nurti-systems Corp/ MOW Store	WorkWave
		ZippyZen

GETTING AROUND CHARLOTTE

LYNX Light Rail - The Westin Charlotte's direct connection to Stonewall Station provides access the EpiCentre – the center of entertainment, dining and nightlife in the city – and other parts of Charlotte with ease. The fee is only \$2.20 for most one-way trips and it runs between 6:00 a.m. - 11:00 p.m. daily.



UBER - Uber is generously providing each 2018 Conference attendee with a promo code that will help cover the cost of your rides both to and from the airport or any other trips while you're in town. To redeem:

1. Open your Uber app
2. Tap the three bars in the upper left hand corner
3. Tap Payment and scroll down to tap Add Promo Code
4. Type in the promotion code **MOW2018** and tap Add

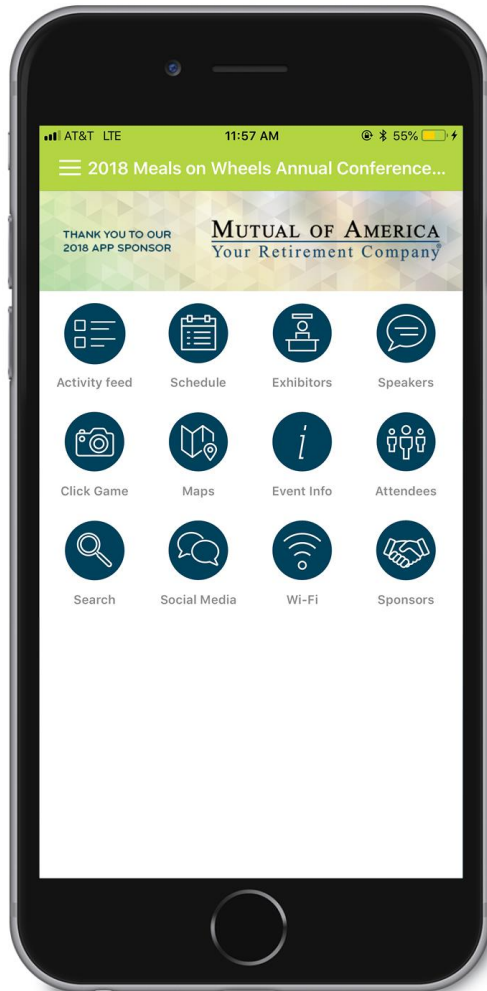
UBER

The code is valid for up to \$25 off two rides in Charlotte between August 26 and August 31.

SELECTING SESSIONS AND EVENTS

1. Log in to Member Central.
2. In the **MY MEMBERSHIP** section, click on **MY EVENTS** in the navigation on the left. This new section of Member Central includes a summary of the upcoming events for which you're registered.
3. Click on **2018 Meals on Wheels Annual Conference and Expo** to review your registration information and make your session and event selections. You can also preview or edit your badge or view your invoice.
4. In the **SESSIONS AND EVENTS** box, you can browse and select all of the learning sessions, meals and networking events you plan to attend. To view the description, learning track or speakers of each, simply click on the title.
5. Once you've made your selections, simply save and submit! You can even print a copy of your agenda if you wish.

2018 CONFERENCE APP



Download to:

- Create a profile
- Connect with other attendees
- Learn more about sessions and speakers
- Create an itinerary
- Check out our 2018 Exhibitors
- Complete brief post-session surveys
- Get social with the activity feed
- Receive important notifications
- Participate in the Click Game

More information at
www.mealsonwheelsamerica.org/2018app

REGISTRATION

Both the Registration office and Pop-Up Shop are located on the 2nd floor of the Westin in the Stonewall Foyer and will be open during the following times:

Monday, August 27 / 12:00 p.m. – 7:00 p.m.

Tuesday, August 28 / 7:00 a.m. – 6:00 p.m.

Wednesday, August 29 / 7:00 a.m. – 6:30 p.m.

Thursday, August 30 / 7:00 a.m. – 1:30 p.m.

YOUR TICKET TO ALL CONFERENCE EVENTS

The 2018 Conference name badge will act as your ticket to entry for all Conference sessions, meals and events for which you've registered. Please keep it on you at all times.



POP-UP SHOP



TRACKING CREDITS

Meals on Wheels Leadership Academy Credits – Current enrollees of the Certificate Program can pick up a credit tracker form at Registration.



CEU Credits – Meals on Wheels America has applied for 19 sessions to count for continuing education hours for Registered Dietitians and Dietetic Technicians from the Commission for Dietetic Registration, Academy of Nutrition and Dietetics. If approved, Certificate of Attendance forms that include all approved sessions will be available at Registration.

CFRE Credits – Meals on Wheels America has had 17 sessions pre-approved for CFRE Education credit. Certificate of Attendance forms that include all approved sessions will be available at Registration.

ONLINE RESOURCE CENTER

Only worksheets that are critical to the learning process will be printed and distributed during sessions. All other presentation decks, handouts and reference materials are available for you to view and download online at www.mealsonwheelsamerica.org/resources-2018.

Resources will continue to be updated and added leading up to and after the close of Conference.

JOIN THE CONVERSATION

Share your Conference experience and keep the conversation going on Facebook, Twitter and Instagram using the hashtag:

#UnityofPurpose18

We'll be tweeting from our Meals on Wheels Leadership Academy handle [@MOWAcademy](https://twitter.com/MOWAcademy). Follow us today!

MORE INFORMATION

The most up-to-date information can always be found at www.mealsonwheelsamerica.org/conference or on the new 2018 Conference App!

If you have any questions about our upcoming event, please do not hesitate to contact us at membership@mealsonwheelsamerica.org.

See you in Charlotte!