National WIC Association (NWA) 2009 Technology Conference

Log in to the Future with WIC!

November 4 - 6, 2009
Town and Country Resort & Convention Center
San Diego, California

www.nwica.org
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Dear Friends of NWA:

Welcome to the National WIC Association’s 2009 Technology Conference – “Log in to the Future with WIC”. We welcome our 300 registrants to San Diego to enjoy the surroundings of southern California! We encourage everyone to join in the networking, sharing and learning opportunities that this conference provides you, as together we anticipate the exciting future of technology changes for WIC.

Kevin Concannon, Under Secretary of USDA, joins us in our Opening General Session to share his perspective on technology changes for WIC. We welcome our Opening Keynote speaker, Caryl Heard, from Meredith Parents Network, who will be sharing some great insights on how to communicate with the ‘Millennium Generation’ – the generation of which our youngest WIC participants are members! We have two tracks of sessions planned, chock full of technology topics relevant to our WIC world. One track focuses on the latest developments in MIS systems replacement, a status on the SAM projects, and various topics important to WIC EBT. Our second track sessions have a state and local agency focus, including GIS uses in WIC, implementing the new Cash Value Benefit in Farmers’ Markets, alternative training options for WIC staff, and the use of wireless service in WIC clinics. We are happy to conclude our conference this year with our Closing General Session Keynote speaker, Kirk Weisler, from Team Dynamics, Inc. There is much for everyone!!

We heard your positive feedback regarding the Gold Sponsor sessions from our 2007 Technology Conference, and they are back this year! We have five Gold Sponsors who will be presenting information specific to their offerings, and these breakout sessions allow for a more thorough presentation beyond what is offered in the exhibit area. Check out the program to find the descriptions to these Gold sponsor sessions.

We’d like to thank our many sponsors who have helped support this conference in numerous ways. We extend a special thanks to our NWA Conference Planning Committee members who have persevered in their commitment to provide you with an exciting 2009 Technology Conference! We hope you take this opportunity to network with friends and colleagues from across the country, learn about ideas new to you, and be open to fresh perspectives. Thank you for attending and participating in this year’s conference. Enjoy!!

Sincerely,

Patti J. Hauser
Board Chair

Rev. Douglas A. Greenaway
President & CEO

Diane Phillips
Conference Planning Chair
2009-2010 NWA Officers, Board of Directors, and Staff

Executive Committee:
Board Chair ......................................................................................................... Patti J. Hauser, Wisconsin
Vice Board Chair .................................................................................................. Janet Moran, Wyoming
Chair Emeritus ................................................................................................... Margaret Saunders, Illinois
Treasurer ................................................................................................................ Betsy Clarke, Minnesota
Secretary ............................................................................................................. Christine O'Brien, Iowa
President & CEO ................................................................................................. Rev. Douglas Greenaway, Iowa

NWA Regional Representatives:
State Section
Mid-Atlantic Region ................................................................................... Joanne White, Delaware
Midwest Region ................................................................................................. Penny Roth, Illinois
Mountain Plains Region ............................................................................... Nancy Corbin, Colorado
Northeast Region ............................................................................................ Donna Bister, Co-chair, Vermont
Southeast Region .............................................................................................. Fran Hawkins, Kentucky
Southwest Region ............................................................................................ Terry Bryce, Oklahoma
Western Region ............................................................................................... Janet Charles, Co-chair, Washington

Local Agency Section
Mid-Atlantic Region .................................................................................... Patricia Waag, Pennsylvania
Midwest Region ................................................................................................. Colleen Batt, Indiana
Mountain Plains Region ............................................................................. Kathy Blanke, Nebraska
Northeast Region ............................................................................................ Betsy Pearsall, New Hampshire
Southeast Region ............................................................................................... Elvie Guthrie-Lewis, Co-chair, Mississippi
Southwest Region ............................................................................................. Margaret Payton, Texas
Western Region ................................................................................................. Elaine Emery, Co-chair, California

National Indian and Native American WIC Coalition
Charlene Anglada, Representative ....................................................................... New Mexico

Nutrition Section
Mid-Atlantic Region .................................................................................... Sandra Daubman, West Virginia
Midwest Region ................................................................................................. Celestine Harris, Ohio
Mountain Plains Region ............................................................................. Lynn Ireland, Colorado
Northeast Region ............................................................................................ Diana M. Hoek, Massachusetts
Southeast Region ............................................................................................... Cindi Jordan, Mississippi
Southwest Region ............................................................................................. Beth Sloan, Co-chair, Louisiana
Western Region ................................................................................................. Susan Greathouse, Co-chair, Oregon

NWA Staff:
President & CEO ................................................................................................. Rev. Douglas Greenaway
Executive Assistant/Meeting and Events Coordinator ........................................ D. Pierre Francois
Interim Membership Coordinator ........................................................................ Robert Lee
Staff/Nutrition Programs Director ...................................................................... Cecilia Richardson
Public Policy Nutritionist ...................................................................................... Tae Hana Chong
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Diane Phillips, California

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Debra Thingstad Boe, Minnesota
Karen Clements, Texas
Joy Endres, Chickasaw Nation
Fran Hawkins, Kentucky
Shey Walley, Texas
Steven Jeantet, Oklahoma
Laurie Hickerson, FNS Headquarters

MARKETING AND EXHIBITS COMMITTEE
Karen Clements, Texas
Steven Jeantet, Oklahoma
Leisa Shawley, Pennsylvania
Shey Walley, Texas
Fran Hawkins, Kentucky

LOGISTICS COMMITTEE
Greg Landis, Pennsylvania
Missy Maust, Pennsylvania
Steven Jeantet, Oklahoma

NWA
Pierre Francois, Executive Assistant/Events Coordinator, District of Columbia
Dave Pearce, The Conference Managers, North Dakota
Kathy Fleck, The Conference Managers, North Dakota
EXHIBITING AND CONFERENCE SPONSORS

Gold Level Sponsors
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CQuest
Source Technologies
Three Sigma Software, Inc.

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CSC Computer Science Corporation
ESRI
The Novo Dia Group

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Advanced Software Development Corporation
Burger, Caroll and Associates
II2P
Pyle & Associates
QWIC, Quality WIC Information Corporation
SoliSYSTEMS Corporation
Stanbio Laboratory
Teletask, Inc.
Troy Group
US Netcom Corp
GENERAL CONFERENCE INFORMATION

Registration Desk
The Registration Desk is located in the Grand Registration area. It will be staffed during the following hours to help with any questions or problems related to the conference:

- Wednesday, November 4th: 8:00 a.m. - 5:30 p.m.
- Thursday, November 5th: 7:30 a.m. - 5:30 p.m.
- Friday, November 6th: 7:30 a.m. - 12:00 p.m.

Conference Store
The Conference Store is located beside the Registration Desk. Hours are the same as the Registration Desk.

Message Center
A message board will be located at the Registration Desk. Check the board for messages, job openings, program changes and other activities during the conference.

Maps of Conference Area
Plenary sessions and the Exhibits can be found on the Golden Ballroom level - check your program.
Concurrent Sessions
All concurrent sessions are held in Pacific Salon’s 1, 2 & 3. Attendance in all concurrent sessions is on a “first come, first serve” basis. If the session of your choice is full, please choose another or visit the Exhibit Hall. Also note that the session topics and room locations are subject to change. Updated session topics and room assignments will be posted beside the Registration Desk.

Certificate of Attendance
A Certificate of Attendance is on page 22 of this Program. Extras are available at the Registration Desk.

Exhibits
Exhibits are located in the Golden Ballroom. Exhibit hours will be:

- Wednesday, November 4  7:00 a.m. - 2:00 p.m. (set-up)
- Wednesday, November 4  3:00 p.m. - 7:00 p.m.
- Thursday, November 5  8:00 a.m. - 4:00 p.m.

Evaluations
Evaluation forms are located on line. Please complete the electronic version posted on the Technology Conference website: http://theconferencemanagers.com/09technology/evaluation.htm

Following the conference you will receive an email with instructions for accessing the evaluation link. We appreciate your taking the time to provide us feedback.

Name Badges
Please wear your name badge to all conference events. It serves as your proof of registration.

Smoking Policy
The NWA 2009 Technology Conference supports a smoke-free environment.

Cell Phone and Pager Policy
For the enjoyment of all, you are asked to either turn off or mute your cell phones and pagers during conference sessions.

Volunteers
The Conference Planning Committee would like to extend a “Thank You” to our many volunteers and session moderators.
Session Handouts
Session handouts, if utilized by speakers, will be available at http://theconferencemanagers.com/09Technology/handouts.htm
Any copies remaining upon session completion will be available at the Registration Desk on a first come, first served basis.

Hotel Check-In/Out Policy
Hotel check-in time is at 3:00 p.m. and the check-out time is at 11:00 a.m. Guests arriving before 3:00 PM will be accommodated as rooms become available. The hotel’s Bell Desk can arrange to have your bags checked pending room availability. Also, should you require a late check-out, please make arrangements with the hotel’s front desk. These arrangements may be governed by the hotel’s standard policy.

Upon checking in, each guest may be asked to provide a government issued ID along with proof to which the room reservations were made.

Hotel Parking
The hotel currently offers on-site parking for all registered guests. The guest parking rate is currently set at $14.00 per day. Please note that this rate is subject to change without prior notification.

Airport
San Diego International Airport (SAN) is located approximately 7 miles from the Town and Country Hotel and is serviced by several major airlines within the US. To learn more about SAN International Airport and its services, click on the following link: http://www.san.org/airport/splash.asp

Airport/Hotel Transportation
The Town and Country Hotel is an approximate 15-minute ride away from the San Diego International Airport, depending on traffic. Both shuttle and taxi services are available.

Airport Shuttle
XPRESS shuttle is the suggested shuttle service to arrange for your transportation needs. Their one-way service rate is $11.00. To pre-arrange your transportation needs with them, call 1-800-900-7433, or you may visit their site at: http://www.supershuttle.com/ExpressShuttle.aspx

Taxi Services
At the San Diego International Airport there are many taxicab service companies. Attendees who choose to use a taxicab service simply need to follow the signs leading to the Transportation Plazas, where an on-site Coordinator will direct you to the next available taxicab.
CMA Serving WIC

At CMA, we are leading the way with fully integrated solutions for WIC and Public Health Programs. These solutions strictly adhere to Federal and State mandates for the efficient use of available program resources, flexible functionality, and the use of proven high-order software technologies.

Using our extensive WIC automation experience, we have developed comprehensive WIC solutions that provide enhanced user functionality, use robust technical architectures, and follow a cost-effective approach to providing WIC automation solutions. We use leading-edge technology automation tools including Oracle, Visual Basic, .NET, SQL Server, Powerbuilder, Sybase, wireless AirLAN, Web-enabled user interfaces, and computer-based training, which allow us to create the best integrated WIC software solutions available.

The strength of our company is our employees and the relationships we develop with our customers. Our success is built on a foundation of understanding our client’s needs, identifying the right solution, choosing the appropriate technology, and assembling the best team of people. If you would like to know more about CMA please visit us at: www.cma.com.

Headquarters 1 700 Troy Schenectady Road 1 Latham, NY 12110
tel 518.783.9003 1 fax 518.783.5093
Contact Chuck Naxon
e-mail: cnoxon@cma.com

CSC SERVING THE WIC COMMUNITY FOR OVER 30 YEARS!

CSC provides the following services to WIC Programs nationwide:

- Software design, development and implementation
- Data conversion services
- Web hosting
- Banking services
- Farmers’ Market
- Telecommunications support
- Training
- Statewide WIC processing and operations support
- Management reporting
- Interfaces and data capture of health-related programs such as Immunization and Centers for Disease Control (CDC)
- EBT consultation and interfacing
- Financial reconciliation for vouchers/drafts

For more information contact: Julie Alyea
800.786.7909 ext. 4169
jalyea@csc.com
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 AM – 5:30 PM</td>
<td>Registration &amp; Information Desk, Grand Registration Area</td>
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<td>8:00 AM – 9:00 AM</td>
<td>Continental Breakfast, Grand Foyer</td>
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<td>9:00 AM – 10:00 AM</td>
<td>Opening General Session, Pacific Salon</td>
<td>Pacific Salon</td>
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<td>Greetings &amp; Conference Welcome: Diane Phillips, Chair, 10 min</td>
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<td>Opening Remarks - Douglas Greenaway, NWA, 20 min</td>
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<td>Kevin Concannon, Under Secretary of USDA, 30 minutes</td>
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<td>Topic: “Log in to the Future with WIC”</td>
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<td>10:00 AM – 10:15 AM</td>
<td>Break</td>
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<td>10:15 AM – 12:00 PM</td>
<td>Keynote: Caryl Heard, Meredith Parents Network</td>
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<td>Topic: “How Do You Communicate with the Millennium Generation?”</td>
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<td>Impact of Technology &amp; the Internet in Communicating with Your Stakeholders</td>
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<td>12:00 PM – 1:30 PM</td>
<td>Lunch – on your own</td>
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<td>1:30 PM – 3:00 PM</td>
<td>IT Security: Protecting Data &amp; Systems against the Realities of a Global Society</td>
<td>Pacific Salon 1</td>
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<td>Presenters: Mike Whaley, CA; Patsy Leisering, OK</td>
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<tr>
<td>1:30 PM – 3:00 PM</td>
<td>What to Know &amp; How to Proceed in Evaluating MIS Systems</td>
<td>Pacific Salon 2</td>
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<td>Presenters: Kathy Tankersley, USDA; Gerry Robinson, DE</td>
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<td>3:00 PM – 4:00 PM</td>
<td>Discussion of SAM Consortia and SPIRIT Users Group Experiences</td>
<td>Pacific Salon 3</td>
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<td>Presenters: Melinda Newport, Spirit Consortium; Janet Moran, Mountain Plains States’ Consortium; Alice Lenihan, Crossroads Consortium; Beverly Hancock, Spirit Users Group Product Manager</td>
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<td>4:00 PM – 5:30 PM</td>
<td>Implementing CVB in Farmers Markets</td>
<td>Pacific Salon 1</td>
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<td>Presenters: Andy Fisher, Community Food Security Coalition; Robin Suitor, NY; John Hannemann, TX</td>
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<td>5:30 PM – 7:00 PM</td>
<td>Opening Reception - Networking in Vendor Exhibit Area, Golden Pacific Ballroom</td>
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**SESSION DESCRIPTIONS FOR WEDNESDAY, NOVEMBER 4**

1:30 p.m. - 3:00 p.m.

**IT Security: Protecting Data & Systems against the Realities of a Global Society (Pacific Salon 1)**

This session will include 2 perspectives revolving around IT security. We will delve into how the local and state agencies protect their IT systems and data.

**Presented by:** Mike Whaley, CA; Patsy Leisering, OK

**What to Know and How to Proceed in Evaluating MIS Systems (Pacific Salon 2)**

For those State agencies planning for a new MIS, Kathy will provide guidance on how to prepare a good alternative analysis that looks at SAM and other systems (30 minutes). Gerry Robinson will present a tool to help State agencies to assess their system function needs (45 minutes). Questions and answers (15 minutes).

**Presented by:** Kathy Tankersley, USDA; Gerry Robinson, DE

**Gold Sponsor: Key Features of CIBER’s SAM (Pacific Salon 3)**

CIBER staff will present key features of the 2nd State Agency Model (SAM) system. This system was developed by CIBER for the Mountain Plains States Consortium (MPSC) of CO, UT, & WY. The system is currently in user acceptance testing with pilot scheduled to follow the UAT next year.

**Presented by:** Emily Roepsch & Tom Schwartz, CIBER
SESSION DESCRIPTIONS FOR WEDNESDAY, NOVEMBER 4 (cont’d)

4:00 p.m. - 5:30 p.m.

Implementing CVB in Farmers’ Markets (Pacific Salon 1)
Carambola, Voavanga, Brussels Sprouts – October 1, 2009 was the federally mandated deadline to incorporate these types of items into the WIC food packages. This session will include an overview of the Cash Value Benefits (CVB) and a description of how they are being, and will be, implemented in farmers’ markets. **Presented by:** Andy Fisher, Community Food Security Coalition; Robin Suitor, NY; John Hannemann, TX

State Agency Discussion of SAM Consortia Experiences (Pacific Salon 2)
Each of the three consortiums will talk about lessons learned from working in a consortium (15 to 20 minutes each). Beverly Hancock, the new Product Manager of the SAM Users Group, will discuss expectations for State agency participation in a SAM Users Group(s) and Planning for enhancements to the SAM software (15 minutes). A question and answer period will follow the presentations (30 minutes). **Presented by:** Melinda Newport, SPIRIT Consortium; Janet Moran, Mountain Plains States’ Consortium; Alice Lenihan, Crossroads Consortium; Beverly Hancock, Spirit Users Group Product Manager

Gold Sponsor: MI-WIC EBT – Not just EBT Ready. EBT Operational. (Pacific Salon 3)
Overview of Michigan’s MI-WIC system and the implementation of EBT in a WIC MIS. An overview of the MI-WIC system will be provided and will include a high-level demonstration of the client certification process as well as a detailed look at the implementation of EBT - from food benefit issuance to redemption. Using the MI-WIC test system Ms. Kelly Nave will demonstrate how EBT cards are managed and Food Benefits issued. Once issued, using a POS device (Mock Store) connected to the EPPIC test system, Ms. Dawn Cooley of ACS will demonstrate how clients purchase the items at the store, and show the real-time update of the client’s benefits in the EPPIC System. At the same time Kelly will show how the benefits redeemed are mirrored in the MI-WIC System. **Presented by:** TC Mullany (3S); Kelly Nave (3S); Dawn Cooley (ACS)

ESRI—The GIS Company
ESRI is the world leader in GIS technology. Its innovative software solutions and professional services help health organizations use and compare disparate datasets—such as emergency room, laboratory, pharmaceutical, and immunization registries—to detect and manage disease outbreaks.

ESRI software is extensively used by state and national public health organizations throughout the world, including the U.S. Centers for Disease Control and Prevention and the World Health Organization. In addition, more than 85 country-level health ministries, thousands of scientists, and hundreds of hospitals benefit using GIS tools from ESRI. ESRI offers its solutions through a global network of regional U.S. offices, international distributors, and more than 2,000 authorized business partners.

**Contact:** Bill Davenhall, Global Manager, ESRI Health and Human Services Solutions
bdavenhall@esri.com

Health Applications
- Disease Surveillance
- Bed Capacity Management
- Access to Care
- Health Services Routing
- Emergency Management
- Claims Analysis
- Site Location and Analysis
- Service Area Analysis
- Data Warehousing
- Data Integration
- Strategic Planning
- Facility and Asset Mapping
- Inventory Management and Tracking
- Infection Control
- Situational Awareness
CIBER is a proud gold sponsor of the NWA Technology Conference

As the designer of the Mountain Plains State Consortium (MPSC) SAM system, CIBER has created a solution that is fully compliant with all Federal WIC System Requirements. The MPSC SAM system is a web-based, user-friendly solution that will automate your WIC Agency’s:

- Clinic Services
- Finance
- Food Management
- Operations
- Scheduler
- System Administration
- Vendor Management
- Reports

www.ciber.com/09/wic
tel: 717-691-5500
### Thursday, November 5th, 2009 – Schedule in Detail

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 AM – 5:30 PM</td>
<td>Registration &amp; Information Desk, <em>Grand Registration Area</em></td>
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<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Continental Breakfast in Vendor Exhibit Area</td>
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<tr>
<td>7:30 AM – 3:30 PM</td>
<td>Vendor Exhibit Area Open, <em>Golden Ballroom</em></td>
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| 8:30 AM – 10:00 AM | GIS in a WIC Environment Presenters: Peggy Harper, ESRI; Patrick Henry, VT; Debra Thingstad Boe, MN; Michelle Patrick, TX; Mike Whaley, CA  
Pacific Salon 1 | SPIRIT Transfer Experiences Presenters: Joy Endres, Chickasaw Nation; Judy Powell, AR; Mark Davis, MO; Joan Bowsher, MT; Greg Schueman, ME; Carol Rowe, MN  
Pacific Salon 2 | WIC Direct, The EBT Solution Powered by CDP  
*Pacific Salon 3* |
| 10:00 AM – 11:00 AM | Break - Networking in Vendor Exhibit Area                           |                                 |
| 11:00 AM – 12:30 PM | Use of Technology to Assist Vendor Management Presenters: Chris Harr, PA; Loren Bell, Atrium Institute  
Pacific Salon 1 | EBT 202: Program Changes Resulting from EBT Implementation Presenters: Deanne Torres, NM; Stan Bien, MI  
Pacific Salon 2 | CQuest: A System That’s Web, a Consortium That Works, the Solution You Want! Presenters: Kim Wallace, Hetal Desai, Brian Rogers, CQuest; Dave Thomason, KS  
Pacific Salon 3 |
| 12:30 PM – 2:00 PM | Lunch – on your own                                                  |                                 |
| 2:00 PM – 3:30 PM | Out of the Classroom and Into the Future: Alternative Training Options for WIC Staff Presenters: Priscilla Tiger, OK; Sara Sloan, OR; Kendra Sticka, AK; Kay Klumpanyan, NV  
Pacific Salon 1 | Universal Interface: How to Connect MIS & EBT Systems So They Work! Presenters: Erin McBride, USDA; Johnny Sena, KY; Jerry Owens, Chickasaw Nation  
Pacific Salon 2 | Learn from the experts: Source Technologies. Host: Laurel Ciliberti, Source Technologies, Corporate Communications Manager Panel: Bob O’Neill, Source Technologies, Project Manager; Doris Keuhn, MS, RD, DEUG, RYT, Project Coordinator for DC CARES District of Columbia WIC State Agency; Patrick Fanning, AdvancedGroup.net, Chief Technical Officer  
Pacific Salon 3 |
| 3:30PM – 4:00 PM | Networking in Vendor Exhibit Area – Vendor Exhibit Hall Closes at 4:00 p.m. |                                 |
| 4:00 PM – 5:30 PM | Use of Wireless & Satellite Service for Data Transmission in WIC Clinics Presenters: Kim Word, OR ; Billy Noll, TX  
Pacific Salon 1 | UPC Database Presenters: McBride, USDA; Jim Chilcoat, KY; Susan Tweedy, Houchen’s Corporation  
Pacific Salon 2 |                                 |
**SESSION DESCRIPTIONS THURSDAY, NOVEMBER 5**

**8:30 a.m. - 10:00 a.m.**

**GIS in a WIC Environment (Pacific Salon 1)**
ESRI will overview how GIS can aggregate data in a visual way (mapping) for use in analysis of simple to complex questions and how this mapping can guide decision making based on the knowledge gained from seeing how data relates in space and time. Panel members will discuss how use of GIS applications for analysis of issues and questions encountered in WIC has impacted planning and evaluation in their program.

**Presented by:** Peggy Harper, ESRI; Patrick Henry, VT; Debra Thingstad Boe, MN; Michelle Patrick, TX; Mike Whaley, CA

**SPIRIT Transfer Experiences (Pacific Salon 2)**
Discussion of experiences state agencies have had in proceeding with a transfer SAM at various stages of the process.

- A representative of the original SPIRIT consortium will discuss preparing for transfer of a system, site visits, and coordination of desired enhancements by a User Group Change Control Process (10 minutes). Joy Endres, Chickasaw Nation.
- Experiences from Arkansas & Missouri as the first states to transfer a SAM system. Judy Powell, Arkansas; Mark Davis, Missouri (10 minutes each).
- A perspective on the planning process – Carol Rowe, Minnesota (10 minutes).
- Insights from states now preparing for an approved transfer of SPIRIT. Joan Bowsher, Montana; Greg Schueman, Maine (10 minutes each).
- A question and answer period will follow the presentations (30 minutes).

**Presented by:** Joy Endres, Chickasaw Nation; Judy Powell, AR; Mark Davis, MO; Joan Bowsher, MT; Greg Schueman, ME; Carol Rowe, MN

**Gold Sponsor: WIC Direct, The EBT Solution, Powered by CDP (Pacific Salon 3)**
Join us for a demonstration of WIC Direct, the Kentucky EBT Pilot Project. As of Oct 15, over 1000 households in Barren and Warren Counties in Kentucky have received benefits on EBT cards. And over $50,000 in transactions have been processed in 28 retail locations.

The goal of the Kentucky WIC EBT Pilot Project is to create a fully-integrated, cost-efficient, and portable WIC EBT online system using magnetic stripe technology at both the clinic and the retailer. This system is being developed using industry-standard technologies including relational databases, a common programming foundation, and clustered servers, making the system easily customized by other states or entities for the lowest possible cost. The final product will be a seamless, integrated system that meets the needs of all WIC stakeholders: the participant, the retailer, the clinics, and the state and federal program staff.

The WIC EBT project is a cooperative effort of the Kentucky WIC Program staff, CDP, and the Department of Agriculture, Food and Nutrition Service.

This system will benefit the retailer and the participant by delivering a seamless WIC transaction at the cash register, making the transaction appear no different than any other card transaction by any other shopper. Not only will this remove the stigma associated with the WIC transaction, it will give WIC participants the flexibility to shop as frequently as they wish, receiving only the approved foods in the correct quantity. It will enable the shopper to purchase a mixed basket of both WIC and non-WIC items seamlessly, reducing checkout confusion for the clerk and the WIC shopper. It will give the retailer confidence that the shopper received the proper prescription of supplemental foods with accuracy.

Additionally, the project will benefit the WIC state agency by eliminating cumbersome paper processes; increasing the productivity of state WIC Program and health department employees; eliminating the costly and time-consuming “pay and chase” method of recovering over-payments to retailers; and, enable program staff to collect valuable data and generate reports.
SESSION DESCRIPTIONS THURSDAY, NOVEMBER 5 (cont’d)

11:00 a.m. - 12:30 p.m.

Use of Technology to Assist Vendor Management (Pacific Salon 1)
In this session we will discuss how the WIC community uses technology to inform and train vendors. We will take a look at a web site that provides vendor information that the state of Pennsylvania uses, also we will hear from non-profit organization on how they are doing a study with the state of Wisconsin that identifies what WIC clients are actually purchasing.

Presented by:  Chris Harr, PA; Loren Bell, Atrium Institute

EBT 202: Program Changes Resulting from EBT Implementation (Pacific Salon 2)
This session will provide lessons learned from both program and IT perspectives from states using off-line smart card and on-line magstripe technology for the implementation of EBT

Presented by:  Deanne Torres, NM; Stan Bien, MI

Gold Sponsor: CQuest: A System That’s Web, a Consortium That Works, the Solution You Want! (Pacific Salon 3)
WIC programs are facing competing priorities - the need for a modern web-based system, the movement to EBT, the possibility of forming or joining a consortium, and an overall need for better access to and use of data. If your WIC program is facing any of these challenges, you will benefit from hearing CQuest describe how they are helping their customers address all these issues in innovative ways. The session will include an overview of how CQuest is converting its feature-rich, proven WIC system to .NET, and staff from Kansas WIC will provide their perspective on how they (along with New Hampshire and the Inter Tribal Council of Arizona) intend to move forward with the .NET upgrade and EBT implementation in a cost-effective way.

Presented by:  Kim Wallace, Hetal Desai, Brian Rogers, CQuest; Dave Thomason, KS

2:00 p.m. - 3:30 p.m.

Out of the Classroom and Into the Future: Alternative Training Options for WIC Staff (Pacific Salon 1)
Have you thought about e-Learning as a way to train staff, but don’t know where to start? Have you begun using some types of e-Learning for staff training, but are wondering where to go next? Do you wish you could hear from a States who have made e-Learning work for them? Come learn about how e-Learning can and is being used to train WIC staff. Learn about factors you will want to consider as you decide on what may work from you. Hear from Nevada, Oregon and Oklahoma on their experiences finding an e-Learning solutions that met their staffing, budget, and training needs.

Presented by:  Priscilla Tiger, OK; Sara Sloan, OR; Kendra Sticka, AK; Kay Klumpyan, NY

Universal Interface: How to Connect MIS and EBT Systems So They Work (Pacific Salon 2)
Learn how a standardized method of interaction between EBT systems (both on-line and off-line) and MIS Systems. This session will assist in defining where processes belong in those systems.

- Erin McBride will provide the project overview from a federal level.
- Johnny Sena will discuss how Kentucky has made the decisions to place certain processes on the MIS side and others on the EBT side and how this benefits future EBT development.
- Jerry Owens will discuss the challenges Chickasaw Nation faced with their WIC EBT project prior to the FNS initiative for a Universal Interface and the efforts to incorporate design changes to the SPIRIT SAM system that are consistent with the Universal Interface initiative.

Presented by:  Erin McBride, USDA; Johnny Sena, KY; Jerry Owens, Chickasaw Nation

Gold Sponsor: Learn from the experts: How to implement an effective self-service kiosk solution for on-demand nutrition education, participant check-in, focused messaging and more...Plus an overview of the newest line of secure MICR voucher printers from Source Technologies. (Pacific Salon 3)
Host: Laurel Ciliberti, Source Technologies, Corporate Communications Manager
Panel Members: Bob O’Neill, Source Technologies, Project Manager; Doris Keuhn, MS, RD, DEUG, RYT, Project Coordinator for DC CARES District of Columbia WIC State Agency; Patrick Fanning, AdvancedGroup.net, Chief Technical Officer
SESSION DESCRIPTIONS THURSDAY, NOVEMBER 5 (cont’d)

4:00 p.m. - 5:30 p.m.
Use of Wireless & Satellite Service for Data Transmission in WIC Clinics (Pacific Salon 1)
This session will provide an overview of how two states are utilizing technology for data transmission in WIC Clinics.
Presented by: Kim Word, OR; Billy Noll, TX

UPC Database (Pacific Salon 2)
This session will discuss the benefits of the use of the UPC database from the federal and state perspective. How can the database benefit the complicated review of foods and assist the retailer with assisting the client with food selection.
Presented by: Erin McBride, USDA; Jim Chilcoat, KY; Susan Tweedy, Houchen’s Corporation.
A System That’s Web, a Consortium That Works, the Solution You Want!!

Come to CQuest’s Gold Sponsor Session on Thursday, November 5th at 11:00 a.m. to learn more!

Win a Kindle DX or an iPod Touch, and walk away with a deluxe boxed lunch!
### Friday, November 6th, 2009

<table>
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<tr>
<th>7:30 AM – 12:00 PM</th>
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<td>7:30 AM – 8:30 AM</td>
<td>Continental Breakfast</td>
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</table>
| 8:30 AM – 10:00 AM  | Hosting – It’s More Than Being a Good “Server” – States discuss their experience with hosting IT systems or being a recipient of hosted IT system services  
Presenters: Deborah Morgan, MD; Joy Endres, Chickasaw Nation; Karen Sell, AZ  
*Pacific Salon 1*  
EBT Round Table – What You Have Wanted to Know but Have Been Afraid to Ask  
Presenters: Erin McBride & Patty Davis, USDA; Mike Montgomery, TX; Stan Bien, MI; Janet Moran, WY; Fran Hawkins, KY  
*Pacific Salon 2* |
| 10:00 AM – 10:15 AM | Break                                                         |
| 10:15 AM – 12:00 PM | Closing General Session, *Pacific Salon*  
Speaker: Kirk Weisler, Team Dynamics, Inc.  
Topic: “Positively Contagious Leadership – Infect, Inspire, Engage”  
Closing Remarks - Diane Phillips, Chair, 15 min |

### SESSION DESCRIPTIONS FRIDAY, NOVEMBER 6

**8:30 a.m. - 10:00 a.m.**

**Hosting- It’s More Than Being a Good “Server” (Pacific Salon 1)**  
States discuss their experience with hosting IT systems or being a recipient of hosted IT systems services.  
**Presented by:** Deborah Morgan, MD; Joy Endres, Chickasaw Nation; Karen Sell, AZ  

**EBT Roundtable – What You Have Wanted to Know but, Have Been Afraid to Ask (Pacific Salon 2)**  
This panel discussion will provide answers to director’s questions, fiscal questions and technical questions.  
**Presented by:** Erin McBride & Patty Davis, USDA; Mike Montgomery, TX; Stan Bien, MI; Janet Moran, WY; Fran Hawkins, KY

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“The kiosk is an invaluable tool in the clinic! We love it”

WIC Clinic staff in Bryan Texas

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✓ 99.3% of WIC Participants site ease of use
✓ Most Participants learned the kiosk in 2 minutes.

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This new generation of printers offers more features with greater performance in a full range of models.

New kiosks from Source Technologies!
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Now Source Technologies introduces the new ServPoint™ PRO19Ai kiosk, enabling participant education, queue management, benefit applications and a variety of other applications via self-service touchscreens.

Want to learn more?
Join us on Thursday, November 5th from 1:30 to 3:00 pm to learn how to implement an effective self-service kiosk solution for on-demand nutrition education, participant check-in, focused messaging and more.
Plus, we’ll provide an overview of the new ST9600 series of secure MICR voucher printers. We hope to see you there!

SourceTech.com
Exhibitors (Listed Alphabetically)

1. **Affiliated Computer Services**  
   Dawn Cooley  
   (248) 960-7572  
   dawn.cooley@acs-inc.com  
   *Bronze Sponsor, Booth #5*

2. **Advanced Software Development Corporation**  
   Patrick Fanning  
   (973) 948-0400  
   Patrick@asdc.net  
   *Booth #21*

3. **Burger, Carroll & Association, Inc.**  
   Art Burger  
   (505) 982-9880  
   artburger@burgercarroll.com  
   *Booth #15*

4. **CDP**  
   Stan Cochran  
   (502) 695-1999  
   stan.cochran@cdpehs.com  
   *Gold Sponsor, Booth #25*

5. **CIBER, Inc.**  
   Shelley R Ressler  
   (717) 691-5500  
   sressler@ciber.com  
   *Gold Sponsor, Booth #24*

6. **CMA Consulting Services**  
   Chuck Noxon  
   (518) 783-9003  
   cnnoxon@cma.com  
   *Silver Sponsor, Booth #4*

7. **CQuest**  
   Stephanie Sapetti  
   (217) 541-7415  
   ssapetti@cquest.us  
   *Gold Sponsor, Booth #1*

8. **CSC Computer Science Corporation**  
   Pat Fawks  
   (913) 469-8700-2506  
   pfawks@csc.com  
   *Silver Sponsor, Booth #18*

9. **ESRI**  
   Peggy Harper  
   (909) 793-2853  
   pharper@esri.com  
   *Silver Sponsor, Booth #8*

10. **II2P**  
    Chuck Wilson  
    (972) 768-2724  
    cwilson@ii2p.com  
    *Booth #20*

11. **JPMA, Inc.**  
    James Magee  
    (303) 232-3700  
    jmagee@jpma.com  
    *Bronze Sponsor, Booth #9*

12. **J. P. Morgan**  
    Aida Ernst  
    (262) 679-0389  
    aida.c.ernst@jpmchase.com  
    *Bronze Sponsor, Booth #2*

13. **MAXIMUS**  
    Ellen Thompson Simon  
    (240) 401-8676  
    ellensimon@maximus.com  
    *Bronze Sponsor, Booth #17*

14. **Pyle & Associates**  
    Nicholas A. Pyle  
    (202) 333-8190  
    npyle@altglobal.net  
    *Booth #10*

15. **QWIC, Quality WIC Information Corporation**  
    Paul Jaeger  
    (505) 898-6542  
    Paulj@pja-nm.com  
    *Booth #7*

16. **SoliSYSTEMS Corporation**  
    Roque Solis  
    (214) 256-3083  
    roque@solisystems.com  
    *Booth #19*
17. Solutran
   Edwin Yang
   (763) 559-2225
   eyang@solutran.com
   *Bronze Sponsor, Booth #13*

18. Source Technologies
   Jessica Phillips
   (704) 969-7504
   jphillips@sourcetech.com
   *Gold Sponsor, Booth #28*

19. Stanbio Laboratory
   Diane Garcia
   (830) 249-0772
   dgarcia@stanbio.com
   *Booth #27*

20. Teletask, Inc.
   Norm Rees
   (888) 484-9911
   nrees@teletask.com
   *Booth #16*

21. The Novo Dia Group
   Josh Wiles
   (512) 371-4134
   Josh@novodiagroup.com
   *Silver Sponsor, Booth #26*

22. Three Sigma Software, Inc.
   Kelly Nave
   (410) 258-2352
   kelly.nave@3sigmasoftware.com
   *Gold Sponsor, Booth #22*

23. Troy Group
   Jodi Fogle
   (304) 232-0899
   jfogle@troygroup.com
   *Booth #3*

24. US Netcom Corp
   Kim Gustafson
   kim.gustafson@usnlive.com
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Feel free to write comments to this page and leave it with the registration desk.
Certificate of Attendance for

Log into the Future with WIC
National WIC Association Technology Conference
San Diego, California
November 4 - 6, 2009

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______________________________________________________ Total hours _______

Diane Phillips, 2009 Conference Chair
SAVE THE DATE

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