

MAKE THE CONNECTION:
HELPING YOU HELP OTHERS



Food Bank of Central New York presents the 30th annual

Partner Agency Conference



Please join us for the 30th annual Partner Agency Conference

Theme: Make the Connection: Helping You Help Others

When: Thursday, June 13, 2019, 8:00 am - 4:00 pm

Where: Holiday Inn & Conference Center
441 Electronics Parkway, Liverpool, NY 13088



Keynote Speaker

Dr. Jodi Weinstein Mullen

Keynote Topic

Compassion Fatigue

Dr. Jodi Weinstein Mullen, PhD LMHC NCC RPT-S CPT-Master is a professor at SUNY Oswego in the Counseling & Psychological Services Department where she is the coordinator of the Mental Health Counseling Program and Graduate Certificate Program in Play Therapy. She is the Director of Integrative Counseling Services with offices in Auburn, Fulton, Cicero, and Oswego.

Dr. Mullen is an international speaker, author, credentialed play therapist, and play therapy supervisor. Her books include "Raising Freakishly Well-Behaved Kids: 20 Principles for Becoming the Parent Your Child Needs" (2018), "Counseling Children & Adolescents through Grief and Loss" (co-authored by Dr. Jody Fiorini) (2006), "Play Therapy Basic Training: A Guide to Learning and Living the Child-Centered Play Therapy Philosophy" (2007), "Supervision Can be Playful: Techniques for Child and Play Therapist Supervisors" (co-edited with Athena Drewes) (2008), and "Counseling Children: A Core Issues Approach" (2011).

Dr. Mullen was the 2008 recipient of the Key Award for Professional Training & Education through the Association for Play Therapy. She is the proud Momma of Leah and Andrew.

Registration Information

Conference registration this year will be submitted electronically.

You may register up to ten attendees on one registration form. While registering, please be sure to answer all questions before continuing onto the next section.

Registration payments can be made in the form of a check or via PayPal.

Registration Fees

\$15.00 per person for Food Bank partner agencies

\$35.00 per person for non Food Bank partner agencies

All registrations and payments are due no later than Friday, June 7, 2019.

Registration fees will not be accepted at the door the day of the conference.

Payment Information

PayPal does allow credit or debit card payment without the need for a PayPal account. The link for online payments through PayPal is available on the Partner Agency Conference page.

Checks made payable to: Food Bank of Central New York,
7066 Interstate Island Road, Syracuse NY, 13209 (memo: conference)

Conference Agenda

8:00 am - 12:30 pm

Resource Tables Available

8:00 - 8:45 am

Registration & Refreshments

8:45 - 9:00 am

Welcome & General Information

9:00 - 10:00 am

Keynote Speaker

10:15 - 11:45 am

Community Conversations

11:45 am - 12:00 pm

Resource Tables & Networking

12:00 - 12:55 pm

Lunch

12:55 - 1:15 pm

Executive Director Message

1:25 - 2:10 pm

Session I

2:20 - 3:05 pm

Session II

3:15 - 4:00 pm

Session III

WORKSHOP SUMMARIES

GROUP SESSION: 10:15 - 11:45 am

Community Conversations

As follow up to last year's Community Conversations sessions, attendees will engage in conversations about their programs and communities - and how individual agencies can make an impact. Conversations will be driven by the information collected in 2018 and guided by Food Bank staff.

SESSION I: 1:25 - 2:10 pm

A Social Media 101

During this step by step workshop, you'll learn the basics of the most popular social media network, Facebook, and how to deliver effective messaging to your audience. You'll gain a better understanding how to use social media as a marketing tool and the best practices to connect with the public.

B Advanced Social Media Marketing Tactics

This presentation will focus on how to identify social media marketing goals, align those goals to specific target audiences, and determine which social platforms support the overall goals and target audiences. We will also spend time reviewing specific ad "types" within the platforms, such as retargeting, custom audience campaigns, and more!

C Keeping Immigrant Families Safe
Proposed changes to the Public Charge law are already affecting immigrant families seeking assistance. Learn about what they are (and what they are not) and how you can help.

D Effective Strategies to Encourage Healthier Food Choices

In this workshop, a Food Bank of Central New York registered dietitian and nutritionist will share subtle changes that can be implemented at your program to create an environment encouraging the selection of healthier foods. Gain information and tools to support individuals with special dietary needs who visit your program.

SESSION II: 2:20 - 3:05 pm

E Advocacy Basics

Learn more about how you can be an effective advocate on behalf of your agency, guests, and the federal and New York State anti-hunger programs supporting your work. As we continue to face significant legislative challenges and opportunities where your voice can have an impact, we'll go over the tips and tricks to influence change.



WORKSHOP SUMMARIES

F Who Else is Addressing Food Insecurity?

Come learn about some of the exciting work happening related to food insecurity. Panelists will share initiatives at their organizations, how these projects benefit the people you serve each day, how your agency can play a role, and resources available to your agency.

G Improve Food Utilization, Reduce Waste

Please join chef Peter Ricardo, Product Donations Manager, along with Jesse Kerns and Lisa Ruggero from Syracuse University's Center for Sustainable Community Solutions to discuss food waste in the home. Our work reduces the amount of good food going to waste but, of course, we can all do a little more. Learn the importance of proper kitchen skills and methods and how waste affects the home budget.

SESSION III: 3:15 - 4:00 pm

H Basic Food Safety

Food Safety is on everyone's mind. This session will teach you how to safely provide food in your programs.

I Diabetes Impact on Health Across the Life Course: *How Nutrition Knowledge and Social Support work to Lower Risk*

Research indicates that nutrition knowledge paired with healthy food accessibility promotes disease prevention and management. Our discussion will include how diabetes can be prevented or controlled with food knowledge, a sustainable meal plan, and support from family members and the community.

J Pantry Exchange: *Looking Toward 2020*

Join fellow Food Bank pantry partners in a town hall style facilitated discussion about topics related to distributing foods through pantries. Hear about unique approaches and participate in discussions about maximizing your resources to provide assistance in your communities.

K SNAP Educate and Engage

SNAP is the Supplemental Nutrition Assistance Program, formerly known as "food stamps". This program provides monthly benefits that help low income households put food on the table. These supplemental funds help ease financial burdens families face, allowing them to preserve their budgets. The SNAP Outreach team will offer you ways your agency can assist us to help the families you serve.