



47th Annual Conference

AGENDA

Tuesday, April 28, 2026

9 – 10 am **Conference Kickoff: Leadership Insights & National WIC Updates**

- *Lisa Fermin-Rivera, Associate Director, NYC H+H Elmhurst WIC Program and Chair, WIC Association of New York State*
- *Corie Nadzan, MPA, RD, CLC, State WIC Director, New York State Department of Health (NYSDOH)*
- *Nell Menefee-Libey, Senior Public Policy Manager, National WIC Association*

10 – 10:30 am **BREAK – VISIT SPONSORS AND EXHIBITORS**

10:30 – 11:30 am **WORKSHOPS**

Track 1) Food Allergy Awareness for WIC Staff: Unpacking the New Food Packages

- *Susan Krahn, MS, RDN, CD, CLC, Registered Dietitian Nutritionist, Author and ONE Product Expert, Nutrition Matters*

Track 2) Supporting Breastfeeding Multiples: Best Practices and Insights

- *Tiffany (Tipper) Gallagher, PhD, IBCLC, Presidents Postdoctoral Fellow, School of Public Health, University of Minnesota*

11:30 am – 12 pm **BREAK – VISIT SPONSORS AND EXHIBITORS**

12 – 1 pm **Supporting WIC Through Collaborative Initiatives and Innovation**

- *Gina DeVito, RDN, CDN, CLC, WIC Program Director, Open Door Family Medical Center*
- *Dawn Mastoridis, Network Director, Queen's Community House*
- *Michelle Dressing, WIC Program Director, Tompkins County Whole Health*
- *Kelsie Fitch, RD, MPH, CLC, WIC Nutrition Coordinator, Tompkins County Whole Health*
- *M. Cecile MacFarlane, RDN, CDN, WIC Coordinator, Essex County Health Department*

Wednesday, April 29, 2026

9 – 10 am **WIC Modernization Updates: Improving the Participant Experience**

- *Christa Valentine, MS, RDN, CDN, WIC Public Health Nutritionist, NYSDOH*
- *Jessica Tomasello, MHA, RDN, CDN, WIC Project Manager, NYSDOH*
- *Michael Jakakas, BS, WIC Student Assistant, NYSDOH*

10 – 10:30 am **BREAK – VISIT SPONSORS AND EXHIBITORS**

10:30 – 11:30 am **From Skid Row to CEO – The Power of Community Investment**

- *Joe Roberts, Motivational Speaker*

11:30 am – 12 pm **BREAK – VISIT SPONSORS AND EXHIBITORS**

12 – 1 pm **WORKSHOPS**

Track 1) Energy Health Management – Managing Stress in Times of Uncertainty

- *Joe Roberts, Motivational Speaker*

Track 2) Breastfeeding and Maternal Conditions: Understanding the Impact

- *Tiffany (Tipper) Gallagher, PhD, IBCLC, Presidents Postdoctoral Fellow, School of Public Health, University of Minnesota*

1 – 1:30 pm **BREAK – VISIT SPONSORS AND EXHIBITORS**

1:30 – 2:30 pm **Journey Mapping the WIC Participant Experience**

- *Hanna Griffin, Research and Evaluation Manager, National WIC Association (NWA)*



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Thursday, April 30, 2026

9 – 10 am

WORKSHOPS

Track 1) From Viewers to Participants: Leveraging Video in WIC Digital Marketing
• *Sean Lukasik, Owner, Creagent Marketing*

Track 2) Helping Children Thrive at Every Size: A Whole-Child Approach for WIC
• *Jill Castle, MS, RDN, Childhood Nutrition Speaker: Whole-Child Perspectives on Pediatric Nutrition, Feeding, and Health*

10 – 10:30 am

BREAK – VISIT SPONSORS AND EXHIBITORS

10:30 – 11:30 am

WORKSHOPS

Track 1) Motivational Interviewing in Action: Addressing Resistance and Facilitating Change
• *Dr. Darryl Tonemah, American Indian Health Psychologist and Musician*

Track 2) From Power Struggles to Progress: Supporting Picky Eaters in WIC
• *Jill Castle, MS, RDN, Childhood Nutrition Speaker: Whole-Child Perspectives on Pediatric Nutrition, Feeding, and Health*

11:30 am – 12 pm

BREAK – VISIT SPONSORS AND EXHIBITORS

12 – 1 pm

From Biology to Sociology: Understanding Stress, Trauma, and Healing
• *Dr. Darryl Tonemah, American Indian Health Psychologist and Musician*