



QUARTERLY NEWSLETTER

A Season of Growth

New leadership, a new address, and a new membership system on the way. Here is what's happening at WICANYS this fall.

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YOU'RE INVITED TO THE WIC ASSOCIATION OF NYS ANNUAL MEETING!

All local agency staff are invited to join us for our annual meeting! This year's meeting is a significant one. We'll highlight the changes we've made and the work accomplished over the past year, and share important updates for local agencies across the state.

Date: Friday, October 16, 2026

Location: Virtual on Zoom

Time: 12:30pm - 2:00pm ET

ON THE AGENDA

- The year in review
- Financial and membership update
- Committee updates
- What's ahead, including board nominations
- Time for your questions

[REGISTER TODAY!](#)

A MESSAGE FROM OUR CHAIR

Dear WIC Colleagues,

It is an honor to step into the role of Chair of the WIC Association of New York State (WICANYS). Thank you to Lisa Fermin for her leadership and her dedication to our members, and to everyone who has helped carry this association forward. I am grateful to serve alongside our new Executive Officers: Gina DeVito as Vice Chair, Lauren Brand as Treasurer, and Danielle Nicholson as Secretary.

Over the past year we have been working hard to modernize our association. We have a new mailing address, a new membership system on the way, and new ways for local agencies to connect and share with one another. We are also rebranding, so watch for a fresh new look for WICANYS in the months ahead. Our goal is simple: a WICANYS that is strong, modern, and ready to thrive for years to come.

We can't do it alone. To thrive, we need everyone's support. Renew your membership, join a committee, attend our Annual Meeting on October 16, and share your ideas with us. Together, we will keep WIC strong for the families we serve across New York State.

With gratitude,
Ashley Clarke, MS, RDN, CDN
Board Chair, WIC Association of NYS

MEET YOUR NEW EXECUTIVE OFFICERS



Ashley Clarke
Chair

*Pro Action of Steuben and
Yates, Inc.*



Gina DeVito
Vice Chair

*Open Door Family Medical
Center*



Lauren Brand
Treasurer

Stony Brook Medicine WIC



Danielle Nicholson
Secretary

*Society for the Protection and
Care of Children*

Interested in Serving on the Board?

Our board nomination process begins this Spring, and we'll share what's ahead at the Annual Meeting on October 16. We'd love to see new faces from every region step forward!

A FAREWELL FROM LISA FERMIN

As I close my time as Chair, I want to express my sincere gratitude to each of you for your commitment, partnership, and dedication to WIC and the families we serve.

Serving as Chair has been an honor and a privilege. Together, we have navigated challenges, strengthened our organization, elevated the voice of WIC, and continued to advocate for the importance of nutrition, breastfeeding, food security, and maternal and child health.

I am especially proud of the work we have accomplished together. None of it would have been possible without the passion, expertise, and willingness of our members and Board to step forward and contribute.

As leadership transitions, I am confident that WICANYS is in good hands. I encourage everyone to remain engaged, continue sharing your ideas, and support the next generation of leaders.

Thank you for trusting me to serve as your Chair. It has been a meaningful chapter, and I look forward to continuing to support WICANYS and the important work ahead.

I look forward to all that we will continue to accomplish together.

Lisa Fermin



Lisa Fermin, Outgoing Board Chair

47th Conference by the Numbers

216 attendees

19 presenters

12 exhibitors

Thank You for a Successful 47th Annual Conference!

This past Spring, WIC staff, Department of Health colleagues, and partners from across New York came together virtually for our 47th Annual WICANYS Conference. Thank you to every attendee, presenter, and exhibitor who made it such a success!

SAVE THE DATE

48th Annual WICANYS Conference

April 27 to 29, 2027 • 9am to 1pm • Virtual

More details to come!

\$260 **\$300**
Members Non-members



Advocacy Update: Participants Speak Up

Thank you to all who have distributed and promoted the 2026 Participants Speak Up Survey; to date we've gotten over 1,500 responses from participants; 75% of them so far from these five counties: Queens (474), Onondaga (300), Bronx (157), Westchester (118), and Suffolk (70).

If you have not yet promoted the survey among your participants, here's a sample message you can tweak and use:

The WIC Association of NYS is collecting thoughts and comments from WIC participants to use with leadership education. Please fill out this Quick Survey!

Advocacy takes many shapes; sharing impacts of policy through data and stories through meetings, letters, testimony, and social media. Quotes like these are priceless as we advocate for WIC funding and policy priorities:

Nutrition Education

(93% of survey respondents reported being happy or very happy with WIC's nutrition education)

"WIC has been very helpful to my family by providing access to healthy foods, nutrition support, and resources for my children. It helps ensure that we have consistent access to essential items like milk, cereal, fruits, and other nutritious foods, which supports my children's growth and development. As a parent managing a disability and caring for children with additional needs, WIC reduces financial stress and helps me maintain stability in our household."

"WIC's made cooking, food prep, and understanding meal planning much easier. I've built habits and made healthy meals in ways I hadn't thought to previously. The education is inspiring to me and I feel it is a very important topic that often goes undiscussed quite frequently around me. My son and I eat very healthy and maintain routine through the variety of foods that are shared, as well as his general health and wellbeing."

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CVB

(87% of survey respondents reported being happy or very happy with WIC's fruit and vegetable cash value benefit)

"As any parent knows, it is hard enough to get your child to eat fruit and vegetables without the added stressor of not having money to "waste" on these luxuries. By WIC providing a set dollar amount that is reasonable parents have the ability to and are prompted to actually offer their children fruits and vegetables. This is extremely important for children's development and seems like a small price to pay for the benefit fruit and vegetables have in a child's health."

"My daughter LOVES her fruits and vegetables and with the inflation prices WIC has helped us so much because, it's one less thing we'll be stressing about."

Breastfeeding support

(92% of survey respondents reported being happy or very happy with WIC's breastfeeding support)

"As a first-time mom, having peer support regularly checking in was so meaningful and I learned so much from someone who understood what I was going through. The information and tips she shared helped me to breastfeed my oldest for 2 years and to exclusively breastfeed my second baby without needing to supplement with formula. I am forever grateful for that program and hope it continues."

"Issues like pain, low milk supply concerns, or worries about whether your baby is getting enough are really common. WIC support gives you a place to ask questions and get reassurance or practical fixes, instead of guessing or giving up early out of frustration."

Farmers Market checks

(89% of survey respondents reported being happy or very happy with WIC's Farmers Market Nutrition Program)

"I received the [Farmers Market] checks and have already spent them with the attempt to spread the benefits out as long as I could. Bought some carrots, celery, cherries, tomatoes, zucchini and squash over the course of the season. Buying locally is valuable to our family as it supports local farmers and is greater in quality. I wish there was an increased amount of checks (or coupons) available. Also sad to know some may not have had the opportunity to receive them."

Remote Services

(90% of survey respondents reported being happy or very happy with WIC's virtual services)

"Most times the appointments are scheduled on a day when I have work. It is more efficient for me because I would take the calls on my break time or lunch periods. However, if I had to go in the clinic I would have to take the time off from work. Therefore, it is more effective to me in my perspective."

"If virtual services were taken away it would affect me because I don't always have money to take a train, bus or a cab to a WIC appointment. Traveling with a stroller and children isn't easy. I prefer virtual services much better."

Please visit and share WICANYS website's Advocacy and Take Action pages and our social media channels with advocates in your sponsoring agency to learn more. And please do not hesitate to reach out when you are interested in ways we can partner together in our shared efforts to strengthen NYS WIC. We invite all WIC staff to join the work of the WICANYS Legislative and Advocacy Committee.

Go Team NYSWIC!
Your Legislative and Advocacy Committee

SHARE THE QUICK SURVEY

RENEW OR JOIN FOR 2027

Renewal opens November 1, 2026, and dues are not increasing! Already a member? Please renew by December 31, 2026 to keep your benefits. Not a member yet? Membership connects you with WIC colleagues statewide, saves you \$40 on conference registration, and supports our advocacy for WIC. Learn more at wicanys.org/members. We'd love to have you on board!

RENEW NOW

WE NEED YOU!

Renew or join WICANYS and help us keep WIC strong across New York State.

Coming Soon: Glue Up!

We are implementing Glue Up, a new association management system that will make membership work better for you. All member agencies' WIC staff will be invited to have access.

Once live, your agency will be able to:

- Manage your own account and membership directly
- Register for our annual conference online
- Connect more easily with WICANYS committees and with one another
- Share resources and best practices across agencies

More information will follow as implementation progresses.

WICANYS JOURNAL CLUB

Next session: Tuesday, January 26, 1 to 2pm. We'll discuss an article on emotional eating in preschool-aged children. Free for members, and we have applied for 1 CPEU. Registration details to follow!

Important: Our Mailing Address Has Changed!

Please share this with your procurement and vendor teams so membership dues and conference registration payments reach us without delay. Checks should be mailed to:

WIC Association of NYS, Inc.
418 Broadway #8360
Albany, NY 12207

Need our updated W-9? Email info@wicanys.org.

