

2026 Annual Directors Meeting Agenda

Theme: Supporting our WIC Family in a New Era

Day 1, Tuesday, October 6, 2026, 9:00 a.m. – 4:30 p.m.

Session	Time	Topic	Presenters
1	9:00 – 10:00	Welcome and Opening Remarks (20 minutes) • Melissa Cannon • Guest Speaker: Kim Johnson, Secretary of the California Health & Human Services Agency State Updates (40 minutes) • Fariha Chowdhury	Melissa Cannon Fariha Chowdhury
Networking & Break (10:00 – 10:15) (15 minutes)			
2	10:15 – 10:30	New WIC Directors	Jared Garbutt Pui Tong Jen Sheldon Sandi Anderson Brent Walker Sonya McPhaul Marissa De Crom Paula Etcheberry
3	10:30 – 11:30	Empowering Confidence in Program Monitoring – Clarity, Modernization, and Shared Solutions	Melissa Cannon Wade Ipson Sonya McPhaul Kendra Damallie Marissa de Crom
Awards 11:30 – 11:45 (15 minutes) Trailblazer Award Quality Service Award			
Lunch (11:45 – 1:15) (90 minutes)			
4	1:15 – 2:15	Strengthening the Enrollment Experience in a Modern WIC Era	Michaela DeBolt Megan Schlager
5	2:15 – 3:00	Making Shopping Work for WIC Families: Vendor Management and Policy in Practice	Lantrel Stockton Joel Reynolds
Networking & Break (3:00 – 3:15) (15 minutes)			
6	3:15 – 4:00	Blueprint for Change: Understanding the Systems Development Life Cycle in California WIC	Jessica Martinez Benjamin Garcia
Awards 4:00 – 4:20 (20 minutes) Recertification Awards Health Equity Award			
	4:20 – 4:30	Adjourn	Melissa Cannon

Day 2 Wednesday, October 7, 2026, 9:00 a.m. – 12:00 p.m.

Session	Time	Topic	Presenters
7	9:00 – 9:10	Ice Breaker Welcome and Opening Remarks CWA – Megan Esparza (5 minutes)	Stephanie Kwong Melissa Cannon Megan Esparza
8	9:10 – 10:00	Leading Through Change: Perspectives and Strategies from New WIC Directors	Moderator: Fariha Chowdhury Panelists: - Christine Cho, Watts Healthcare Corp. - Marissa Ortiz-Cortez, Community Action Partnership of Kern - Jo-Ann Gallagher, TrueCare - Annie Dunn, Humboldt County
Awards 10:00 – 10:20 (20 minutes) WIC Director of the Year Award Local Agency of the Year Award The Breastfeeding Awards of Excellence GOO Awards			
Networking & Break (10:20 – 10:35) (15 minutes)			
9	10:35 – 11:35	Supporting New Staff Competency Development to Ensure Quality WIC Services	Jen Goldbronn Valerie Haack Jessica Favela Jeniece Alvey
Lifetime Achievement Award (11:35-11:45)			
	11:45 – 12:00	Closing and Adjourn	Fariha Chowdhury