

AMERICAN ASSOCIATION OF SNAP DIRECTORS

2010 CONFERENCE

*Responding in a **SNAP** to Hunger in America*

Sunday, October 17, 2010

3:00 PM – 5:00 PM **Conference Registration** Landing I, 2nd Floor

4:00 PM – 6:00 PM **Welcome and Opening Session** Evergreen Room

Kathie Wright, President, AASD
Oklahoma Department of Human Services

Richard “Dick” Armstrong, Director
Idaho Department of Health and Welfare

Roll Call of States

Renee Richardson, 1st Vice-President, AASD
Vermont Department for Children and Families

Olive Klein, Secretary-Treasurer, AASD
Monmouth County Division of Social Services, New Jersey

6:00 PM – 6:30 PM Brief Intermission

6:30 PM – 10:00 PM **President’s Reception** Evergreen Room

Monday, October 18, 2010

7:00 AM – 5:00 PM	Vendor Exhibits Open	Aspen Room
7:00 AM – 4:00 PM	Conference Registration	Landing I, 2nd Floor
7:00 AM – 8:15 AM	Continental Breakfast	Aspen Room
8:15 AM – 10:00 AM	General Session	Evergreen Room

Welcome Addresses

Howard Hendrick

Director, Oklahoma Department of Human Services; and
President, APHSA Board of Directors

Tracy Wareing

Executive Director, APHSA

General Plenary Session

It Takes a Team to Win Against Hunger: Vermont's Collaborative Work Group

In this plenary discussion, a panel of Federal and State program administrators and Anti-Hunger Advocates will share their experiences as members of Vermont's SNAP - 3SquaresVT Workgroup. The panelists will describe the cordial collaboration that has evolved among Federal, State, Community and Advocacy partners. The players on this team are shooting for the same goal: ensuring that all Vermonters have better access to putting three balanced and nutritious meals on their tables every day.

Moderator: *Kathie Wright*, Programs Manager, Family Support Services Division, Oklahoma Department of Human Services

Panelists: *Renee Richardson*, Director, Food and Nutrition Programs, Economic Services Division, Department for Children and Families, Vermont Agency of Human Services

Chris Meehan, Chief of Programs and Network Services, Vermont Foodbank

Angela Smith-Dieng, 3SquaresVT Outreach & Policy Specialist, Vermont Campaign to End Childhood Hunger

Bonnie Brathwaite, Deputy Director, State Program Improvement, USDA-Food and Nutrition Service, Northeast Region Office

Ellen Vollinger, Legal Director, Food Research and Action Center (FRAC)

10:00 AM – 10:30 AM	Break – Visit Exhibitors	Aspen Room
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Monday, October 18, 2010 (continued)

10:30 AM – 12:00 PM **Concurrent Workshops**

Using Lean/Kaizen Business Process Redesign

River Fork Room

Is there a way to change the way things have always been? Is it possible to change the culture of a government office into one of continuous improvement? The State of Iowa has used Lean, a powerful, proven process improvement methodology adopted from the private sector, to fundamentally change processes since 2003. Over 130 events have been held throughout the executive branch, including within the Department of Human Services and the Food Assistance Program. Teresa will discuss what it has taken to effectively apply Lean principles to processes in government, the challenges involved in translating Lean for the government and the rewards for doing so.

Moderator: *Boyd Graves*, SNAP Policy Team Lead, Texas Health and Human Services Commission

Panelist: *Teresa Hay McMahon*, Deputy Director, Iowa Department of Economic Development

Leveraging Federal Food Assistance

Cedar Room

Leveraging benefits for SNAP Participants: How to "tweak" delivery of SNAP benefits in ways that simplify the process and enhance benefit levels using state options such as expanded categorical eligibility, mandatory standard utility allowance, and income conversion, as well as review of deduction definitions and verification requirements.

Moderator: *Orie Garcia*, EBT Operations Supervisor, Idaho Department of Health and Welfare

Panelists: *Jim Jones*, Deputy Administrator of the Division of Health Care Access and Accountability, Wisconsin Department of Health and Family Services

Mary Ann Marshall, USDA-Food and Nutrition Service, Northeast Region Office

Stacy Dean, Director of Food Assistance Policy, Center on Budget and Policy Priorities (CBPP)

Demise of Case Management: Embracing New Methods Requires Letting Go

Rapids Room

Amid the ever-growing demands and shrinking resources, one thing remains the same: We are here to assist the most vulnerable citizens of our communities. Increasing customer satisfaction, empowering staff success, developing new strategies and meeting high demands with limited resources are common challenges. Come learn how New Mexico has revamped its public assistance

Monday, October 18, 2010 (continued)

1:30 PM – 3:00 PM

Concurrent Workshops (continued)

relationship between food expenditures and diet quality, trends in participation rates, updates on the Healthy Incentives Pilot and the National Food Survey, and more.

Moderator: *Cheryl Bowers*, Food Stamp Policy Specialist, Idaho Department of Health and Welfare

Panelists: *Anita Singh, Ph.D.*, Chief, Family Programs Evaluation Branch, Office of Research and Analysis, USDA

Kathryn Law, Chief Family Programs Analysis Branch, Office of Research and Analysis, USDA–Food and Nutrition Service

John Kirlin, Assistant Deputy Director for SNAP Research, Economic Research Service, USDA

New Service What? You Mean There's a Different Way to Do Business?

Cedar Room

In times of out-of-this-world caseloads and reductions in staffing, the states of Idaho and Washington have implemented new service delivery systems that effectively improve timeliness, accuracy and customer service. And, adding more staff was not the solution. Instead, these two states took a hard look at their current processes, from A to Z, cut out all inefficiencies (waste) and implemented changes that added value and improved outcomes. The result has been enhanced customer service and improved performance, in spite of rising caseloads.

Moderator: *Rosie Andueza*, Program Manager, Idaho Department of Health and Welfare

Panelists: *Bob Thibodeau*, Basic Food Program Manager, Washington Department of Social and Health Services

Lori Wolff, Deputy Administrator, Idaho Department of Health and Welfare

3:00 PM – 3:30 PM

Break - Visit Exhibitors

Aspen Room

3:30 PM – 5:00 PM

General Session

We Don't Make Widgets

Evergreen Room

Moderator: *Kathie Wright*, Programs Manager, Family Support Services Division, Oklahoma Department of Human Services

Speaker: *Ken Miller*, Change and Innovation Agency, Inc.

Tuesday, October 19, 2010

7:00 AM – 5:00 PM	Vendor Exhibits Open	Aspen Room
7:00 AM – 4:00 PM	Conference Registration	Landing I, 2nd Floor
7:00 AM – 8:15 AM	Continental Breakfast	Aspen Room
8:15 AM – 10:00 AM	General Session	Evergreen Room

Opening Remarks

Speaker: *Kevin Concannon*, Under Secretary for Food, Nutrition, and Consumer Services, U.S. Department of Agriculture:
“*The State of the Nation on Feeding and Nutrition Issues*”

Panel Discussion – Legislative and Policy Updates from D.C.

Moderator: *Larry Goolsby*, Director of Legislative Affairs, APHSA

Panelists: *Stacy Dean*, Director of Food Assistance Policy, Center on Budget and Policy Priorities (CBPP)

Ellen Vollinger, Legal Director, Food Research and Action Center (FRAC)

Lizbeth Silbermann, Director of Program Development Division, USDA-Food and Nutrition Service

10:00 AM – 10:30 AM	Break - Visit Exhibitors	Aspen Room
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10:30 AM – 12:00 PM	Concurrent Workshops	
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Leveraging the Web to Provide Service in a SNAP Cedar Room

The internet has opened new doors for access to SNAP. States continue to expand and improve services available on the web, particularly in the current economic situation where participation is increasing but staff resources are not. Oklahoma, Wisconsin and Georgia will share their different web approaches and available services, all designed to improve program access and customer service.

Moderator: *Patricia Huffman*, Program Manager for Special Operations, Food Assistance Division, Alabama Department of Human Resources

Panelists: *Lisa Foster*, SNAP Program Field Representative, Family Support Services Division, Oklahoma Department of Human Services

Lucy Smith, Food and Nutrition Unit Manager, Georgia Department of Human Services

Jim Jones, Deputy Administrator, Division of Health Care Access and Accountability, Wisconsin Department of Health and Family Services

Tuesday, October 19, 2010 (continued)

10:30 AM – 12:00 PM **Concurrent Workshops (continued)**

Voluntary Employment and Training – Is It For You? Rapids Room

Many states have implemented voluntary SNAP Employment and Training Programs with much success. Is it for your state? Come listen to several states who have successfully implemented this change and find out “Is this for you?”

Moderator: *Angie Johnson*, Process Engineer, Idaho Department of Health and Welfare

Panelists: *Margaret Rosenthal*, Policy Analyst, FoodShare Employment & Training Program, Wisconsin Department of Health and Family Services

Moira Johnston, Chief, Program and Design Branch, USDA-Food and Nutrition Service

Pam Jacob, Food Assistance Program Manager, Kansas Department of Social and Rehabilitation Services

Payment Accuracy: Who Moved My Error Rate, the Client or Me? River Fork Room

With the National Payment Error Rate at an all-time low, there is fierce competition among states to become the “Best of the Best.” Client errors are often deemed as outside the realm of control, and failure to act on errors is seen as an unavoidable consequence of rising caseloads and diminishing resources. To be at the top, states must overcome these issues and rise to the challenge. Join representatives of the FNS National Payment Accuracy Workgroup and find out what’s new to meet or improve program performance and what states are doing to address those ever-elusive client-caused errors.

Moderator: *Olive Klein*, Food Stamp and General Assistance Programs Manager, Monmouth County Division of Social Services, New Jersey

Panelists: *Veronica Barnes*, Senior Program Specialist, USDA-Food and Nutrition Service, Southeast Region

Sandra MacMartin, SNAP Payment Accuracy Coordinator, USDA-Food and Nutrition Service, Midwest Region

Tuesday, October 19, 2010 (continued)

12:30 PM – 2:30 PM **Conference Luncheon** Evergreen Room

USDA-Food and Nutrition Service Guest Speakers

Lisa Pino, Deputy Administrator, Supplemental Nutrition Assistance Program, USDA-Food and Nutrition Service

Jessica Shahin, Associate Administrator, Supplemental Nutrition Assistance Program, USDA-Food and Nutrition Service

2:30 PM – 3:00 PM **Break - Visit Exhibitors** Aspen Room

3:00 PM – 4:30 PM **Concurrent Workshops**

Taking A "Senior" Moment River Fork Room

Senior citizens who qualify for SNAP have among the lowest participation rates of any group (only 35 percent), yet we often do not focus on opportunities to link eligible seniors to benefits. States have developed a number of new models to reach seniors, including Combined Application Projects (CAPs), simplified senior applications, a waiver of the interview at recertification for seniors with complete applications, and service delivery models that target seniors who are participating in other benefits such as the low-income drug subsidy. In addition, the AARP has a new anti-hunger initiative with improving SNAP enrollment a key component. Come to this session to hear ideas about how to assist eligible low-income seniors in your state connect with SNAP.

Moderator: *Greg Kunz*, Deputy Administrator, Idaho Department of Health and Welfare

Panelists: *Dottie Rosenbaum*, Senior Policy Analyst, Center on Budget and Policy Priorities (CBPP)

Larry White, Ph.D., Senior Legislative Representative, AARP Government Relations and Advocacy

Patricia Huffman, Program Manager for Special Operations, Food Assistance Division, Alabama Department of Human Resources

Ginger Zielinskie, MBA, Executive Director, Benefits Data Trust, Philadelphia, Pennsylvania

Tuesday, October 19, 2010 (continued)

3:00 PM – 4:30 PM

Concurrent Workshops (continued)

**Waivers, Policies, and Procedure Options
that Streamline Eligibility Work**

Cedar Room

This workshop will address SNAP policy choices that can increase agency productivity. Panel members will present policy options that reduce eligibility staff workload and allow agencies to improve efficiency in the eligibility determination process.

Moderator: *Boyd Graves*, SNAP Policy Team Lead, Texas Health and Human Services Commission

Panelists: *Stacy Dean*, Director, Food Assistance Policy, Center on Budget and Policy Priorities (CBPP)

Jim Jones, SNAP Program Director and Deputy State Medicaid Director, Wisconsin Department of Health and Family Services

**Changes are Coming!
Communicating Policy Clearly and Positively**

Rapids Room

States are making significant changes to their programs as a result of improving payment accuracy, creating efficiencies, increasing access, etc. How we communicate these changes impacts how well they are understood and carried out. This workshop will present methods of policy communication in various ways including plain language writing, facilitated meetings with workers and stakeholders, and communicating clearly and positively to reduce barriers for resisting change.

Moderators: *Nancy Pellegrino*, Administrator, SNAP, Rhode Island Department of Human Services

Beth Kowalczyk, Chief, Bureau of Family Assistance Policy Initiatives, Ohio Department of Job and Family Services

Panelists: *Christine Ruggeri*, Assistant Administrator of Staff Development, Rhode Island Department of Human Services

Kara Wentz, Chief, Food Assistance Policy Section, Ohio Department of Job and Family Services

Wednesday, October 20, 2010

8:30 AM – 12:00 PM

**Conference Breakfast and
Closing Session**

Evergreen Room

Guest Speaker

Mary Ellen Wiggins, Analyst
Partnership Fund for Program Integrity Innovation
Office of Management and Budget