

# ASHEVILLE - SummerPalooza! Summit 2017

**November 7, 2017 - Climbing to New Heights**

Hosted by the North Carolina Department of Public Instruction (NCDPI)



8:30 am → **Registration & Check-in**

9:30 am → **Welcome** with video from Mark Johnson, NC State Superintendent

9:40 am → November & December **Ray of Sunshine**: Early planning for Future Success, NKH NC

- ☀ Tamara Baker, Communications and Project Director, No Kid Hungry NC (NKH NC) at UNC

9:50 am → Summer Nutrition **Introduction & Data Results** from 2017

- ☀ Madge McNaboe, USDA Senior Program Specialist
- ☀ Ivy Early, NCDPI Summer Nutrition Consultant

10:20 am → January-February **Ray of Sunshine**: Collaboration is the Key, NKH NC

10:40 am → Networking and Group Activity

10:50 am → **Let's hear from the Experts**: Smart communication and marketing strategies for success in 2018

- ☀ Part I – Katie Wadington, News Director, Asheville-Citizen Times
- ☀ Seth Stephens, Chief Communications Officer, Orange County Schools
- ☀ Part II – Tracey Bates, School Nutrition Specialist, NCDPI
- ☀ Networking & Report Out

12:10 pm → March-April **Ray of Sunshine**: Site recruitment via community outreach and news media plans, NKH NC

12:35 pm → Lunch with video presentation on the **North Carolina Roadmap of Need**

- ☀ Sheronda Witter, NC Center for Afterschool Programs, Manager, Public School Forum of NC

1:25 pm → May-June **Ray of Sunshine**: HURRY, spread the word and “Kickoff” your program with a bang, NKH NC

1:45 pm → Summer Nutrition Champion **Awardee Introductions & Recognition**

- ☀ Madge McNaboe, USDA Senior Program Specialist
- ☀ Walter B. Jones (*via video*), U.S. Rep. of North Carolina's 3<sup>rd</sup> District
- ☀ **Buncombe County Schools**, Turnip the Beet Nominee 🍷
- ☀ **Caldwell County Schools**, Turnip the Beet Nominee 🍷
- ☀ **YMCA of Western NC**, Turnip the Beet Nominee 🍷
- ☀ **Hillcrest Apartments in partnership with Asheville City Schools**, NC Superior Site Winner 🏆
- ☀ **Dearview Apartments in partnership with Buncombe County Schools**, NC Superior Site Winner 🏆
- ☀ **Boger City UMC in partnership with Lincoln County Schools**, NC Superior Site Winner 🏆

2:30 pm → July-August **Ray of Sunshine**: Keeping advocates, families, and the greater community informed, NKH NC

2:40 pm → Tips from a Chef who has kids for critics!

- ☀ Gene Ettison, Green Opportunities, Head Chef

2:50 pm → NC Summer Nutrition **Short Video Series**, NKH NC

3:10 pm → September-October **Ray of Sunshine**: Let's evaluate, how well did we do? NHK NC

3:30 pm → **Overview of Next steps for 2018**, NCDPI Summer Nutrition Staff

3:45 pm → **Closing** Remarks, NCDPI Summer Nutrition Staff

4:00 pm → Event Adjourns