

46th Annual Conference WIC Association of New York State



Empowering Communities - Enhancing Services - Advancing WIC Together

April 28-30, 2025

Crowne Plaza Desmond Hotel, Albany NY



ABOUT THE WIC ASSOCIATION OF NEW YORK STATE

Founded in 1977, the WIC Association of New York State, Inc. (WICANYS) advocates for and supports the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). We serve as a unifying voice for the local agencies that deliver vital services—including nutrition education, breastfeeding support, and healthcare referrals—to low-income pregnant women, infants, and young children at nutritional risk.

For over four decades, WICANYS has been a trusted resource for WIC providers, staff, and participants across New York State. We work to ensure the WIC program is well-funded, effectively implemented, and positioned to improve health outcomes for the communities it serves.

OUR WORK INCLUDES:
Strengthening the WIC network by providing opportunities for local agencies to build professional connections, grow their skills, and stay informed about emerging policies.

Educating decision-makers and stakeholders about the critical role of WIC, and advocating for legislation and policies that strengthen and expand WIC services.

Fostering collaboration by building partnerships with organizations and public agencies that support families across New York State.

VENUE & ACTIVITIES MAP



WIC ASSOCIATION OF NYS CONFERENCE VENUE KEY

Fort Orange (5,7,9) Break Out Workshops

King St Ballroom: General Sessions, Food/Meals, Networking (Bingo!)

Suite #156 Calm Room/Decompress (open daily)

Suite #120 CMU Capstone Students Interviews (Monday)

Suite #112 Pumping/Lactation Room

High Street: Gentle Morning Yoga

EXHIBITOR HALL: Exhibitors, Refreshment Breaks & Reception Area

CONFERENCE AGENDA

Day 1, Monday 4/28/25

8:00 AM - 3:00 PM Front Hall	Registration and Welcome
12:30 PM – 1:30 PM King Ballroom	General Session: Welcome and WIC Program Updates. Updates from WICANYS, NYS DOH, and a USDA workforce project. Tasha Ortloff, WICANYS ED, Corie Nadzan, MPA, RD, CLC, Dr. Elizabeth Fox, PhD, RDN and Dr. Gen Meredith, DrPH, OTR, MPH
1:30 PM – 2:30 PM King Ballroom	Advocating for Change: Updates from the NWA: Updates from the NWA, Nell Menefee-Libey
2:30 PM - 2:45 PM	Refresh Break
2:45 PM -4:15 PM	<u>WORKSHOP SERIES</u> Choose one of the three concurrent sessions
5 Fort Orange	Uncovering Biases: Navigating Controversial Recommendations Dr. Elizabeth Fox, PhD, RDN
7 Fort Orange	Untangling the Ties: Identifying Functional vs Restrictive Tethered Oral Tissues and Their Impact on Infant Development Dr. Lawrence Kotlow, DDS, PC
9 Fort Orange	Using Community Partnerships and Data to Innovate and Elevate WIC Outreach, Gina DeVito, Sherri M. Ehrlich
4:15 PM-6:00 PM	Exhibit Hall Opens/Opening Reception (+Suite #120 CMU students)
7:00 PM -9:00 PM King Ballroom	Evening Social/Networking: MUSIC BINGO!

Day 2, Tuesday 4/29/25

8:15 AM-1:00 AM Front Hall	Registration and Welcome
6:30 AM -7:30 AM Meeting Room: 28 High Street	Mindful Mornings: Gentle Yoga, Scrap Wrenn, certified yoga teacher and educator.
8:00 AM -9:00 AM King Courtyard	Breakfast & Networking: King Courtyard & Ballroom
9:00 AM – 10:30 AM King Ballroom	General Session: Crucial Conversations for Mastering Dialogue, Sherene Walters , MA, ACC
10:30 AM-11:00 AM	Exhibit Hall Open & Refreshment Break
11:00 AM – 12:30 PM	<u>WORKSHOP SERIES</u> Choose one of the three concurrent sessions
5 Fort Orange	Nutrition & Breastfeeding,, Nicola Singletary, PhD, IBCLC
7 Fort Orange	Cravings & Eating in Pregnancy, Julia Hormes , PhD
9 Fort Orange	Digital Marketing for WIC, Jennifer Matrazzo & Jennifer Ozgur

CONFERENCE AGENDA

Day 2, Tuesday 4/29/25

12:30 PM - 1:30 PM King Courtyard	Lunch + Exhibit Hall
1:45 PM – 2:45 PM King Ballroom	General Session: Getting Things Done – Sherene Walters, MA, ACC
2:45 PM – 3:30 PM (Exhibit Hall)	Break/Trade Show Exhibits
3:30 PM – 5:00 PM	<u>WORKSHOP SERIES</u> Choose one of the three concurrent sessions
5 Fort Orange	If You Build It, They Will Come Back: Practical Changes to Improve Service and Workplace Satisfaction – Lyndon Cudlitz
7 Fort Orange	Understanding Nutrition Risk – Christina Carbone & Kristen Cherico
9 Fort Orange	Prenatal & Early Childhood Mental Health – Samantha Colson, MSW, MS, IMH-E®
7:00 PM -9:00 PM King Ballroom	Evening Social/Networking: MUSIC BINGO!

Day 3, Wednesday 4/30/25

7:00 AM -8:00 AM Meeting Room: 28 High Street	Mindful Mornings: Gentle Yoga with Scrap Wrenn, certified yoga teacher and educator.
8:00 AM-9:00 AM King Courtyard	Breakfast & Networking
9:00 AM – 10:30 AM	<u>WORKSHOP SERIES</u> Choose one of the three concurrent sessions
5 Fort Orange	Funny Tasting Milk: The Biochemistry and Clinical Applications of Human Milk Oxidation vs. High Lipase Action – Nicola V. K. Singletary, PhD, IBCLC
7 Fort Orange	Food Insecurity and Eating Behaviors in Pregnancy – Julia Hormes , PhD
9 Fort Orange	Optimizing WIC Participant Services: Examining the day-to-day operations of a WIC Local Agency Deborah Bonzo, MS, RD, CDN and Tarisha Fleurmond, BS, MPH, CLC
10:30 AM-11:00AM	Refreshment Break & Exhibit Hall (last chance!)

CONFERENCE AGENDA

Day 3, Wednesday 4/30/25

11:00 PM - 12:30 PM King Ballroom	General Session: Five To Thrive: Learning the Building Blocks of Resilience in the Modern Working World, Ally Meyers, CPEC
12:30 PM - 12:40 PM	Closing Remarks & Acknowledgments, Tasha Ortloff ED, WICANYS
12:30 PM - 1:30 PM BOXED LUNCH Front Hall (near registration table)	Lunch & Farewell Enjoy lunch with colleagues before you depart.



CONTINUING EDUCATION CREDITS

Please scan the QR code to complete a brief evaluation for each session you attend.

Your feedback helps us improve future events and ensures we can issue accurate CEU certificates.

The same link will also take you to the overall conference survey, where you'll be able to access your certificate after completion.

Thank you for supporting professional development in WIC—and for all that you do!



SCAN ME!

MEET OUR SPEAKERS

ELIZABETH L. FOX, PhD, RDN
Assistant Professor, Cornell University

Dr. Elizabeth Fox is a nutritionist and social scientist focusing on the intersection of nutrition, food systems, and ethics. Her work spans maternal and child health, including roles with WIC in California and pediatric nutrition programs in Haiti. A Cornell alumna and former Hecht-Levi Fellow, she leverages her expertise to advance innovative, evidence-based solutions in public health.



DR. GENEVIVE MEREDITH, DRPH, OTR, MPH
Associate Professor and Director, Health Impacts Core, Cornell Public Health

Dr. Genevive Meredith is a driving force in public health innovation, focusing on planetary health, health equity, and workforce development. Her work emphasizes empowering women leaders in health through education and mentorship, including her role in advancing the Public Health Learning Navigator. At Cornell, she leads efforts to transform public health through collaborative, interdisciplinary research and practice.



DR. LAWRENCE KOTLOW, DDS, PC
Pediatric Dentist

Dr. Lawrence Kotlow is a board-certified pediatric dentist and laser dentistry expert with over 50 years of practice. He has authored two books and 30+ peer-reviewed articles on laser use and infant frenectomies, earning numerous accolades like the Leon Goldman Award. Dr. Kotlow is a pioneer in advancing infant oral health.



SHERENE WALTERS, MA, ACC
Leadership Trainer and Certified Coach

Sherene Walters is a master-certified trainer with nearly two decades of expertise in leadership development, team building, and emotional intelligence. With a Yale MBA participant endorsement, she delivers impactful training for diverse organizations, blending her coaching expertise and organizational psychology background.



MEET OUR SPEAKERS

ALLY MEYERS, CPEC
Positive Psychology Coach and Speaker

Ally Meyers is a certified executive and positive psychology coach dedicated to empowering individuals to thrive. Creator of the “Five-To-Thrive” framework, she combines science and creativity to inspire resilience through workshops, webinars, and coaching. She also leads a community-focused well-being initiative at Saratoga Regional YMCA.



SAMANTHA S. COLSON, MSW, MS, IMH-E®
Mental Health Consultant and Trainer

Samantha Colson is an infant mental health consultant and Executive Director at NYS-AIMH, focusing on trauma-informed, culturally responsive care. With dual master’s degrees and extensive leadership experience, she has authored works on reflective practice and led transformative mental health initiatives across New York.



GINA DEVITO, RD, CDN, CLC
WIC Program Director, Open Door Family Medical Centers

Gina DeVito is a seasoned Registered Dietitian and healthcare leader with over 15 years of experience. As WIC Program Director, she has implemented innovative nutrition and wellness initiatives, increasing enrollment and achieving CDC recognition for diabetes prevention programs.



NELL MENELEE-LIBEY
Senior Public Policy manager, National WIC Association

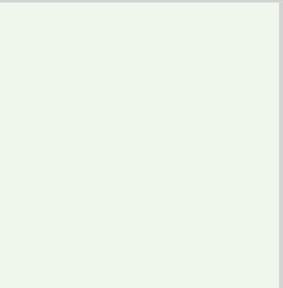
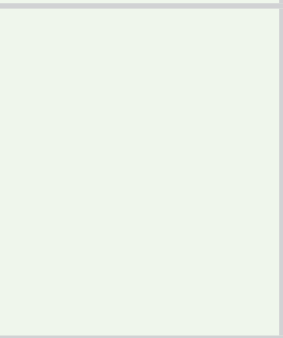

Nell Menefee-Libey is a public policy expert advocating for nutrition and anti-poverty initiatives. With experience in Congress and leading maternal health programs, she focuses on advancing WIC priorities through policy development, stakeholder engagement, and public communications.



MEET OUR SPEAKERS

<p>LYNDON CUDLITZ Trainer and Consultant, LGBTQ+ Advocacy</p> <p>Lyndon Cudlitz is an educator and consultant with over two decades of experience in LGBTQ+ training and advocacy. Recognized for impactful workshops and policy consulting, Lyndon enhances inclusion and equity across organizations nationwide.</p>	
<p>JULIA M. HORMES, PHD Associate Dean for Faculty Affairs and Research, University at Albany</p> <p>Dr. Julia Hormes is a licensed psychologist and eating behavior researcher specializing in food cravings and disordered eating. As a psychology professor and dean, she bridges research and clinical expertise to address public health nutrition challenges. Dr. Hormes is widely published and actively involved in advancing health psychology.</p>	
<p>CHRISTINA CARBONE, MS, RD, CDN Public Health Nutritionist, State Health Department</p> <p>Christina Carbone is a public health nutritionist with expertise in clinical care, quality assurance, and nutrition counseling. She supports WIC Program initiatives through evidence-based strategies to improve nutrition services statewide.</p>	
<p>KRISTEN CHERICO, RD, IBCLC Public Health Nutritionist and Local Agency Contract Manager, State Health Department</p> <p>Kristen Cherico is a Registered Dietitian and lactation consultant specializing in maternal and child health. She leads WIC Program initiatives in the Capital Region, focusing on breastfeeding promotion, education, and community outreach.</p>	

MEET OUR SPEAKERS

<p>JENNIFER MATRAZZO Communications Director, Hunger Solutions New York</p> <p>Jennifer Matrazzo is a communications professional with expertise in digital marketing, strategic communications, and stakeholder engagement. With a talent for crafting impactful content and managing large-scale projects, she drives Hunger Solutions New York's mission through innovative outreach and effective messaging.</p>	
<p>JENNIFER OZGUR Creative Manager, Hunger Solutions New York</p> <p>Jennifer Ozgur is a creative professional with a decade of experience designing compelling marketing and outreach communications for the nonprofit space. With expertise in federally funded nutrition programs, she transforms complex public health messaging into accessible, engaging materials that drive awareness and action.</p>	
<p>SHERRI M. EHRLICH, MBA Managing Director, Hudson Center for Health Equity and Quality</p> <p>Sherri Ehrlich leads the Hudson Center's efforts to transform healthcare through innovative solutions, improving access and efficiency. With expertise in business development and technology, she drives initiatives supporting public insurance and WIC agencies.</p>	

THANK YOU TO OUR 2025 SPONSORS!



EXHIBIT HALL MAP

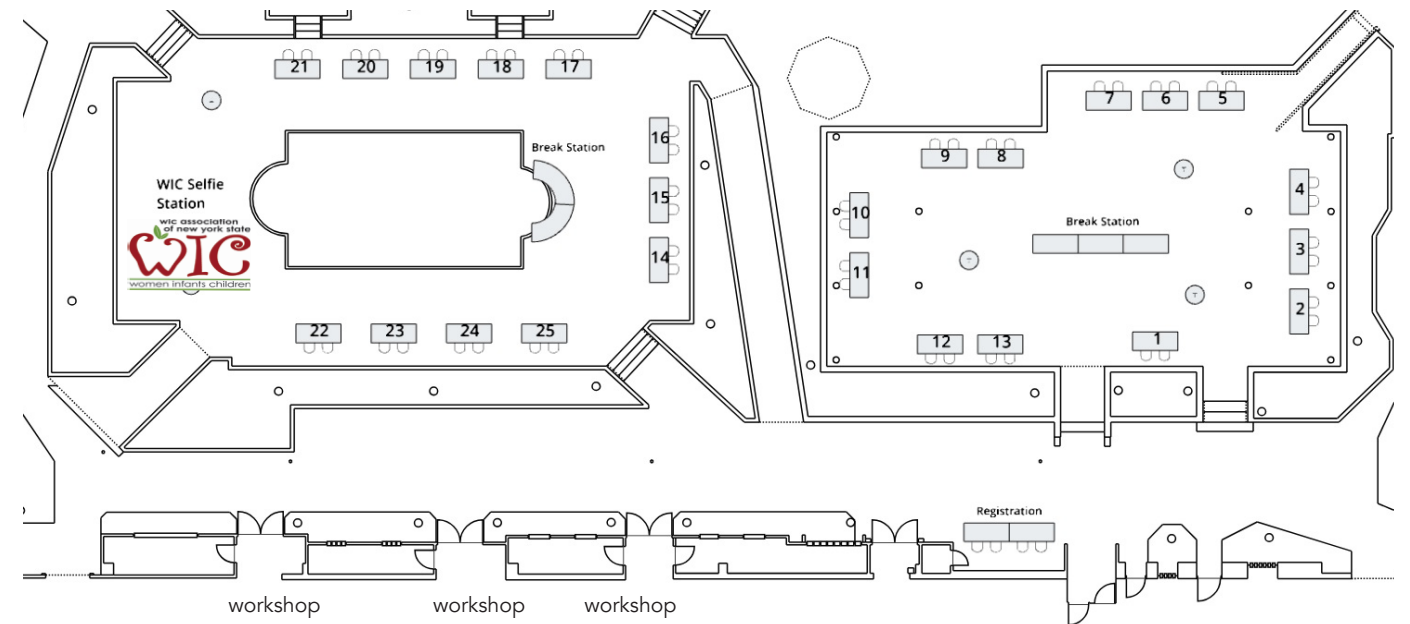


Table	Company
1	Hudson Center for Health Equity & Quality
2	Ardo Medical, Inc.
3	Dole Packaged Foods
4	Kate Farm
5	General Mills
6	Hunger Solutions
7	Perspective Enterprises, Inc.
8	Aldus Pharmacy
9	Hygeia Breast Pumps
10	WK Kellogg Co
11	Bush's Best
12	Office RX Specialty Pharmacy Inc.
13	Nutrition Matters

Table	Company
14	Gerber Products Company Nestle USA
15	Nursing Naturals/Lansinoh
16	Pyle & Associates
17	Happy Baby Organics
18	Juicy Juice
19	Post Consumer Brands
20	Stonyfield Organic Yogurt
21	The J.M. Smucker Company
22	Nutricia North America
23	Lulo
24	Beech-Nut Nutrition Company
25	Zomee

***VISIT THE WICANYS SELFIE STATION!**

THANK YOU EXHIBITORS & SPONSORS!

ALDUS PHARMACY - GOLD SPONSOR

At Aldus Pharmacy, we recognize that while breastfeeding is the recommended and natural way to feed infants, some families face medical, physical, or situational challenges that require formula. We provide WIC-approved infant formula to families in need and ensure timely, stress-free access. Understanding the hurdles parents face in securing essential nutrition, we offer free, reliable delivery to ease the burden on caregivers. Our role is to support families in meeting their baby's nutritional needs.

ARDO MEDICAL, INC.

Ardo is proud to have leveled up to be one of the top three breast pump providers to WIC! Ardo promises to maintain the highest level of quality and care to our WIC families, only sourcing and manufacturing with the highest quality materials from Europe. We will never reduce quality. Every parent deserves an equal chance to meet their breastmilk feeding goals.

BEECH-NUT NUTRITION COMPANY

At Beechnut, we champion real food for a healthier world. Our #1 goal is to provide families access to delicious, diverse & quality-tested baby & toddler foods. We believe that better nutrition is a right, so we work to make Beech-Nut® accessible. We are a proud member of the National WIC™ Association and serve WIC participants within all USA states, territories and ITOs. Please visit us at <https://www.beechnut.com> and follow us on social media.

BUSH'S BEST

Bush Brothers is a family-owned company that's all about sharing the goodness of beans with the world. Through a full lineup of delicious bean products, we bring great flavor, nutrition, versatility, and a whole lot of joy to cookouts and kitchens everywhere. And we do it the same way we have since we started in 1908—with obsessive focus on quality and a genuine commitment to our community. It's how we make sure that people everywhere always feel good about serving our family's best to their family.

DOLE PACKAGED FOODS

Dole Packaged Foods is a proud manufacturer and provider of over 80 varieties of healthy WIC-eligible canned and frozen fruits. Our extensive WIC product line ensures that a wide variety of healthy fruit is always in season for the WIC families of America. Dole Packaged Foods is committed to sustainability in all our operations, focusing on four key pillars: water management, carbon footprint, soil conservation, and waste reduction.

THANK YOU EXHIBITORS & SPONSORS!

GENERAL MILLS - TUESDAY BREAK SPONSOR

General Mills is proud of its 50-year partnership with WIC. General Mills manufactures over 120 federally WIC-eligible foods. From popular cereal brands like Cheerios™, Kix™, and Chex™, to Yoplait®; and Mountain High™ yogurt, Progresso™ beans, Muir Glen™ Tomatoes, to Cascadian Farm™ frozen fruit and vegetables - we make delicious, widely-available products that WIC consumers are proud to provide to their families.

GERBER PRODUCTS COMPANY NESTLE USA

Gerber has been a trusted name in infant nutrition for over 90 years. Our commitment to providing high-quality, nutritious products includes WIC-approved options that support healthy growth and development. With a wide range of products designed to meet the unique needs of infants and toddlers, Gerber continues to be a strong partner in the WIC community.

HAPPY BABY ORGANICS

Happy Family Organics is on a mission to change the trajectory of children's health through nutrition. As a leader in organic snacks and meals for baby, tot, and kid, we believe in making organic accessible to all families, and we are incredibly proud to have developed our Happy Baby Organics Clearly Crafted Jars to meet WIC standards. To learn more about Happy Family Organics and our brands, please visit www.happyfamilyorganics.com.

THE HUDSON CENTER FOR HEALTH EQUITY & QUALITY

Founded in 2005, is a not-for-profit technology company dedicated to streamlining administrative processes, and reducing health system costs for government health programs. In New York State, we have implemented systems for efficient online processing of Medicaid eligible individuals and families, benefiting millions of public benefit recipients, providers, health plans, and agencies. The Hudson Center specializes in simplifying complex administrative challenges, enhancing cost-effectiveness and quality in health and human services.

HUNGER SOLUTIONS NEW YORK - AGENDA SPONSOR

Hunger Solutions New York is dedicated to alleviating hunger in New York State by maximizing participation in federal nutrition assistance programs. Through outreach, education, and advocacy, we empower families to access essential nutrition and support healthy communities.



THANK YOU SPONSORS & EXHIBITORS!

HYGEIA BREAST PUMPS

Hygeia is proud to support and exhibit at NY WIC! For over 17 years, Hygeia has been dedicated to manufacturing high-quality breast pumps and accessories. Committed to innovation and mothers' comfort, we now offer 15 hard plastic flange sizes and 7 silicone flange inserts—ensuring a perfect fit for every mom. All of our flanges are compatible with NY WIC-approved Hygeia breast pumps, including the EnJoye Cordless, Hygeia PRO, and our 1-hand, 2-phase manual pump. If you've been loyal to another brand, we understand—but we invite you to visit the Hygeia booth, explore our products, request samples, and experience the Hygeia advantage for yourself!

JUICY JUICE - REGISTRATION SPONSOR

Harvest Hill Beverage Company is the proud manufacturer of Juicy Juice® WIC-eligible 100% juices, available in a wide variety of flavors. Juicy Juice is an iconic brand, loved and trusted by moms and children, that continues to focus on the nutritional and wellness benefits. Juicy Juice 100% juice is widely available in WIC retailers across New York. For more information about our products, please visit www.juicyjuice.com.

KATE FARMS

Kate Farms is dedicated to improving lives by delivering plant-based nutrition for those who need it most. Our WIC-eligible medical nutrition formulas are designed to support the nutritional needs of children and adults with various medical conditions. Learn more about how Kate Farms is making a difference at www.katefarms.com.

LULO

At Lulo, our mission is to make it easy for families to put more food on the table every month with less stress and stigma. With the free Lulo app, we empower WIC-eligible families to maximize their food benefits and access crucial community resources including food pantries and diaper banks, lightening the burden for both families and providers. Learn more at: hellolulo.com/about.

NURSING NATURALS/LANSINOH

Lansinoh was founded in 1984 by a breastfeeding mother of two. Her goal was to offer breastfeeding women a safe and effective product to help overcome nipple soreness. Over the last 35 years, we've expanded our product line to offer breastfeeding moms a full range of solutions, from soothing lanolin to breast pumps and accessories. Always keeping in mind our founder and her determination to provide products that were safe and effective.

THANK YOU EXHIBITORS & SPONSORS!

NUTRICIA

As a global leader in pediatric and medical nutrition for more than 120 years, Nutricia has pioneered life-changing and life-saving nutritional solutions for millions of people around the world. We believe our expertise in nutritional science is unmatched.

Fortini is a reflection of our driving purpose, which is to help people live longer, more joyful, and healthier lives. We know that the right nutrition at the right time can change a health journey for life. And for failure to thrive babies, the right time is now

NUTRITION MATTERS

For more than 25 years, we've been your source for quality WIC-specific nutrition and breastfeeding educational materials. Visit our booth to request free samples of our new printed education and meet ONE - Nutrition Matters' Online Nutrition Education platform. ONE enhances your in-person and virtual appointments with colorful visuals, videos, and more! Ask us about the new language selections available.

OFFICE RX PHARMACY

We are a New York State WIC-approved pediatric nutrition pharmacy located on Long Island, NY. We support families whose infants require formula by providing access to WIC-covered products when breastfeeding is not possible or not sufficient.

Understanding the difficulty in sourcing certain formulas, we help locate out-of-stock and hard-to-find options as prescribed by healthcare professionals. For convenience, we offer delivery across Long Island and aim to fulfill the full authorized quantity of infant prescribed formula in one trip—helping families meet their nutritional needs with minimal disruption. We are committed to supporting informed parental choices while respecting breastfeeding as the optimal form of infant nutrition.

PERSPECTIVE ENTERPRISES, INC.

For nearly 50 years, Perspective Enterprises has been honored to be the leading supplier of anthropometric equipment to WIC clinics nationwide. Along with our renowned proprietary line of infantometers and stadiometers, we supply Doran, Health o meter, Seca, and Rice Lake weighing scales and Boppy® breastfeeding support products. Please turn to us for time- and money-saving direction to the equipment and tools that best meet your needs and budget.



THANK YOU EXHIBITORS & SPONSORS!

PYLE & ASSOCIATES

Pyle and Associates, a government relations firm based in Washington, DC, was established in 1973 to provide representation for food and agricultural businesses across the United States. Our team serves as consultants to numerous food manufacturers to navigate state, tribal and territorial WIC programs in six WIC-eligible food categories.

STONYFIELD ORGANIC YOGURT - WEDNESDAY BREAK SPONSOR

Stonyfield Organic is on a mission to make yogurt that's as good for your tastebuds as it is for the planet. Our WIC-approved yogurts span from kids tubes and whole milk quarts to 100% Grassfed Greek—and are always made with pasture-raised dairy and high-quality ingredients, and without the use of toxic pesticides. Plus, when you support Stonyfield Organic, you're also supporting hundreds of small family farms. That's what makes Stonyfield Organic Good on Purpose. To learn more about our organic yogurt, please visit <https://www.stonyfield.com>.

THE J.M. SMUCKER COMPANY

Inspired by more than 120 years of business success and five generations of family leadership, we make food that people and pets love. Our portfolio of 40+ brands, which are found in 90 percent of U.S. homes and countless restaurants, include iconic products you've always loved such as Folgers®, Jif®, and Milk-Bone®. During the past 15 years, we've grown rapidly by thoughtfully acquiring leading and emerging brands, while ensuring we have a positive impact on our more than 7,000 employees, our communities, and the planet. For more information about our company and brands, visit www.jmsmucker.com.

WK KELLOGG CO

As a member of the WIC community, Kellogg's pursues opportunities for multiple WIC stakeholders to work together for the benefit of the program. Our understanding of client preferences allows us to create foods, non-branded recipes, and nutrition education materials that help WIC households get the most out of their food package. We also provide food marketing trainings that help staff make WIC foods more appealing and support retailers with shopper insights that can improve the WIC shopping experience.

ZOMEE

Zomee specializes in innovative breastfeeding solutions, offering hospital-grade breast pumps like the Zomee Fit and Z2. Based in Pompano Beach, Florida, Zomee blends functionality with empathy, reflecting founder Dina Shanowitz-Rendler's personal breastfeeding journey. With cutting-edge features like alternate mode technology and comprehensive support, Zomee empowers mothers to nurture comfortably and efficiently, ensuring a seamless transition from pregnancy to motherhood.