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*together***MEALS ON WHEELS**
VIRTUAL CONFERENCE AND EXPO**AUGUST 2021**

AGENDA BY DAY

WEDNESDAY, AUGUST 11
TUESDAY, AUGUST 17
THURSDAY, AUGUST 26
TUESDAY, AUGUST 31

WEDNESDAY, AUGUST 11

BUILDING CAPACITY TO SERVE MORE

Together we will focus on the key principles that will enable the network to sustain high demand for services, eliminate wait lists and offer more to existing clients for years to come such as fundraising, partnerships, advocacy, volunteer engagement and more.

11:30 a.m. - 12:00 p.m. ET **Opening General Session Keynote: Ellie Hollander, President and CEO, Meals on Wheels America**

Join Meals on Wheels America President and CEO **Ellie Hollander** as she reflects on all that the network has faced and accomplished amid yet another unprecedented year. She will lay the groundwork for a productive month together like we've never done before!

Sponsored by TRIO Community Meals

12:10 p.m. - 1:00 p.m. ET **Concurrent Sessions:**

- **Pandemic Generosity: How to Retain and Convert First Time Crisis Donors:** The massive media coverage around the pandemic created an ongoing awareness campaign for the Meals on Wheels network like no other that drove giving throughout 2020. Will this giving continue? Will COVID-19 crisis donors retain? In order to create a long-lasting relationship, the most critical gift isn't the first; it's the second. In this session, TrueSense Marketing will make the case for why fundraisers should concentrate on acquiring a donor's second gift in order to achieve sustainable funding, high donor retention rates and high donor lifetime values. You'll see examples that can be implemented by any organization, whether you are a one-person shop or a large development department. The results can be astounding when put into daily use.
- **Insights into the Older Americans Act:** For almost 50 years, Older Americans Act (OAA) nutrition programs have been critical in helping seniors age independently in their homes and communities. The COVID-19 crisis continues to highlight just how essential nutrition programs are for older adults as they made many innovative changes to the way they operate, deliver meals and support the communities in which they serve. Join this session to hear from representatives from the Administration for Community Living (ACL) on their latest insights and guidance as we emerge from the pandemic.
- **Using Meaningful Data for Organizational Decision Making:** Meals on Wheels programs are in a unique position to capture the last mile data that no other providers can. This is data that can help you plan what services to offer and to whom, data that can help you tell the story of the impact you are having, and data that can help you generate support. But what data should we collect and through what mechanisms? How can we share what we learn so that we can all benefit? Join this session to hear why now is the time to get data focused and to share experiences and insights around data collection and analysis to support your program decision making.

1:10 p.m. - 2:00 p.m. ET **Concurrent Sessions:**

- **How to Create and Nurture a Culture of Volunteer Engagement:** It can be difficult to identify how your organization's current culture is shaping or limiting your volunteer engagement. In this session, we'll help you uncover your organization's strengths and weaknesses in this area and create an action plan that will allow you to more thoroughly engage, and more effectively deploy, volunteers in mission-driven work. Join us to explore meaningful steps you can take to foster more understanding, respect, and appreciation for volunteers.
- **Tear the Cover Off the Flight Plan! How to Do Strategic Planning Like a Futurist:** The COVID-19 pandemic challenged Meals on Wheels programs to manage an unexpected surge in demand for services amid a crisis and plan for a new, uncertain future. As we navigate the aftermath, many of us may be asking: how do we build a strategic plan for our organizations when we don't have certainty about the future?

Enter scenario planning. Scenario planning offers a way to think boldly about the future direction of your program and to identify the greatest opportunities and risks you might face. It's a way of simplifying a complex future by providing the opportunity to ask the what-if questions and to rehearse how your organization may respond should a certain event or trend happen in the future. Join us to explore how scenario planning can inspire you to consider a different future for your program and allow you to have a plan in place if things stray from the original assumptions.

- **Four Building Blocks of Successful Healthcare Partnerships:** So, you made the decision that you want to partner with healthcare payers and providers. Now what? Join this session to gain a better understanding of what the core building blocks of these pivotal partnerships are and reflect on and address your own organization's readiness to engage. You'll walk away with some ideas and suggestions from an experienced expert and your peers on the critical elements of a healthcare partner strategy and roadmap.

2:05 p.m. - 2:15 p.m. ET Recharge Break

Join us for an entertaining break between events designed to keep your energy up and engagement high! Recharge Breaks will include a fun mix of Meals on Wheels trivia, inspiring videos, our always-popular raffle and more! Note: You must be livestreaming the Recharge Break to be in the running for one of our great raffle prizes provided by our 2021 Sponsors and Exhibitors.

Sponsored by 2021 Silver Sponsors

2:15 p.m. - 3:00 p.m. ET General Session Panel: Building and Sustaining Growth in a Post-Pandemic World

We all know that COVID-19 caused demand for Meals on Wheels services to grow dramatically, and most programs report that they expect demand to remain substantially higher than it was pre-pandemic. Programs have also indicated that ability to sustain services at a higher level is both critical and a significant concern. Join this General Session Panel to learn how your peers are looking to build their capacity to serve more seniors in need by leveraging improvements in program infrastructure.

Sponsored by Premier

3:05 p.m. - 3:30 p.m. ET Sponsor Spotlights: Oliver, Premier & TRIO Community Meals

Looking for face-to-face time with our 2021 Sponsors? These concurrent 25-minute live webinars will allow attendees to hear directly from our Title, Platinum and Gold Sponsors about their latest products, services and/or initiatives. Attendees will be able to ask questions in real time and hear testimonials from other Members who may already be taking advantage of their offerings. Sponsor Spotlights will be recorded and made available afterwards in case it's too tough to choose just one!

3:35 p.m. - 4:20 p.m. ET General Session Keynote: Joan Garry, Principal, Joan Garry Consulting

Inspiring and actionable, **Joan Garry**, nonprofit consultant and former GLAAD CEO, will offer a reminder that we all have what it takes to thrive during tough times, make our organizations stronger and rise up to our current challenges...all with a sense of humor!

Sponsored by The Home Depot Foundation

4:25 p.m. - 4:55 p.m. ET Concurrent Lightning Learning Sessions:

- **Increasing Operating Efficiency (While Winning the Overhead Ratio!):** To deliver quality services with fewer resources, many nonprofits strive to attain operational efficiency. It's no secret, however, that there are numerous challenges we face with needing to maintain a low overhead ratio – competing priorities, siloed plans, and communication confusion. Improving operations is not a one-and-done enterprise. It's a combined effort that calls for optimizing processes (like creating and maintaining consistent procedures throughout your organization operations to keep everyone on the same page), systematizing data collection, and open and on-going communication with and between your staff. This Lightning Learning Session will explore these key strategies, share some tools for addressing these operational challenges, and impart some tips to ensure you are successful.
- **Bolstering Your Program Through New and Innovative Nutrition Partnerships:** Prior to and during COVID-19, diverse partnerships with healthcare, nonprofits, businesses, food retail and other entities ensured that Meals on Wheels programs maintained their ability to deliver. As programs continue to transition to new normal operations, sustaining and growing such partnerships will remain vital. Join this Lightning Learning Session to hear how two fellow programs leveraged their partnerships to strengthen their leadership, technological, adaptive and collaborative capacity and grow their ability to deliver key nutrition services and programs to diverse older adult populations.
- **Culinary Innovation: Driving Congregate Participation:** As senior centers re-open, programs are seeking tools to encourage older adults to return to the centers. During this Lightning Learning Session, the TRIO Community Meals team will share how they use a robust culinary blueprint as an effective tool to boost congregate program participation. *Sponsored by TRIO Community Meals*

5:00 p.m. - 5:15 p.m. ET Closing General Session: A Special Message for the Network from Dr. Vivek Murthy, the 21st Surgeon General of the United States

For years, the 21st Surgeon General of the United States, Dr. Vivek Murthy, has made a case for loneliness as a public health concern –

For years, the 21st Surgeon General of the United States Dr. Vivek Murthy has made a case for loneliness as a public health concern something the Meals on Wheels network is all too familiar with as we seek to improve the lives of the most vulnerable among us. Join the Nation's Doctor for a powerful closing message as we wrap up a day focused on expanding our capacity to make a meaningful difference and shift gears to focus on how we deliver so much more than just a meal.

THURSDAY, AUGUST 12

2:00 p.m. - 2:30 p.m. ET **Advocacy Office Hours**

Join the Meals on Wheels America Advocacy Team to learn more about our current legislative priorities as the annual appropriations processes move forward and the federal government continues to respond to COVID-19. Bring your questions for an interactive Q&A.

FRIDAY, AUGUST 13

4:30 p.m. - 5:30 p.m. ET **Virtual Expo Happy Hour**

New this year, you'll be able to attend a live, face-to-face meeting during dedicated Expo hours between primary Conference days as if you were walking up to a booth on the Expo floor!

TUESDAY, AUGUST 17

HONING OUR TRUSTED SERVICE MODEL

As we emerge from pandemic crisis mode, we will focus on delivering a full range of *More Than a Meal@* services, with an emphasis on meeting the diverse nutritional needs of today's seniors and addressing social isolation in new and impactful ways.

11:30 a.m. - 12:00 p.m. ET **Opening General Session: Honing our Trusted Service Model**

As we emerge from pandemic crisis mode, it is critical that we focus on delivering a full range of *More Than a Meal@* services, with an emphasis on meeting the diverse nutritional needs of today's seniors and addressing social isolation in new and impactful ways. Join Meals on Wheels America's Chief Strategy and Impact Officer, **Lucy Theilheimer**, and Senior Director, Strategy and Impact, **Carter Florence**, as we tee up a full day of exploring the network's unique value, emerging opportunities and how we can go further together.

Sponsored by TRIO Community Meals

12:10 p.m. - 12:55 p.m. ET **General Session Panel: Ingredients for Success in Addressing Malnutrition**

Seniors remain at risk for malnutrition due to physiological, psychosocial and economic factors. Senior nutrition programs can ensure that the appropriate nutrition screening, assessment, prioritization, intervention and follow up occur to help seniors maintain their nutrition status. Join this General Session Panel to gain insight into local and regional approaches to understanding the impact of malnutrition and to learn how two fellow Members are using inventive programmatic solutions to address malnutrition among the seniors they serve. During this session, participants will learn how risk mapping can assist in understanding communities at risk for malnutrition and what nutrition screening and prioritization tools they can use to ensure older adults access the community-based nutrition services they need.

1:00 p.m. - 1:45 p.m. ET **Concurrent Sessions:**

- **Addressing Your Clients' Pet-Related Needs Holistically:** Pets are a critical component of aging independently for many older adults and recent survey of pet-owning Meals on Wheels clients showed that Meals on Wheels made it possible to keep their beloved companions. Join us with our partners from PetSmart Charities to discuss findings from this recently released research. We will dive into the why and how of expanding pet programming beyond food to best meet the holistic needs of your clients. *Sponsored by PetSmart Charities*
- **Leveraging a Comprehensive In-Home Assessment to Advance Person-Centered Services:** In-home assessments are a tremendous asset to senior nutrition programs. They create a framework for identifying needs, benchmarking progress, and documenting impact. Join us for a case study look at how one Member program has honed their in-home assessment process to better align their services to meet individual needs of their client population. You will have real world examples of questions you may consider adding, or removing, from your in-home assessment.
- **Changing the Conversation Around Congregate Meals Programs:** The congregate nutrition program remains an important pillar of the suite of nutrition services offered to community-dwelling older adults. Safe distancing practices recommended during the pandemic dramatically impacted the delivery of traditional congregate nutrition services. Even before this public health emergency, however, given failing participation rates and engagement, there was concern about the viability of this service. In this session, you will be able to participate in an active discussion with subject matter experts and nutrition program leaders on lessons learned from their efforts to investigate and offer successful strategies and innovative programs designed to change the conversation around providing congregate nutrition programs. Participants will walk away with shovel-ready ideas and strategies to use when setting a new table for their congregate nutrition programs.

2:00 p.m. - 2:45 p.m. ET General Session Panel: Cutting Edge Solutions for Addressing Social Isolation

COVID-19 highlighted the inequities that Meals on Wheels programs had long understood when it comes to the ramifications of being isolated or lonely. We have been innovators in this field since our inception. This General Session Panel discussion will feature an update on the current state of social connectedness and examples from your fellow Members of current ways to address our changing older adult population's social needs.

Sponsored by Accessible Solutions

2:50 p.m. - 3:15 p.m. ET Sponsor Spotlights: Accessible Solutions, PetSmart Charities & The Home Depot Foundation

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3:20 p.m. - 4:00 p.m. ET Concurrent Discovery Dialogues

Join your peers to discuss the key aspects of serving our older adult clients today and in the future. We will create the space to begin to have collective, candid conversations focused on your choice of topic:

- *More Than a Meal*@ Perceptions and Understanding
- Meal Choice
- Social Connectedness

This is just the beginning of a conversation about these areas. There will be follow-up opportunities for discussion and shared learning as well as a conversation recap summary and additional resources for each of these areas following the Conference.

4:05 p.m. - 4:20 p.m. ET Recharge Break

Join us for an entertaining break between events designed to keep your energy up and engagement high! Recharge Breaks will include a fun mix of Meals on Wheels trivia, inspiring videos, our always-popular raffle and more! Note: You must be livestreaming the Recharge Break to be in the running for one of our great raffle prizes provided by our 2021 Sponsors and Exhibitors.

Sponsored by 2021 Silver Sponsors

4:20 p.m. - 5:15 p.m. ET Closing General Session: A Conversation with the Administration for Community Living's Acting and Former Administrators and Assistant Secretaries for Aging

We're honored to be bringing together the Administration for Community Living's Acting Administrator and Assistant Secretary for Aging along with her predecessors from the last three administrations for an engaging and timely reflection on the Older Americans Act Nutrition Program. As we set our sights on the next 50 years, the current and former leaders will share their wisdom and guidance on how together we can meet the diverse and changing needs of older adults in new and impactful ways.

Speakers:

- **Alison Barkoff**, Acting Administrator and Assistant Secretary for Aging, Administration for Community Living/Administration on Aging, U.S. Department of Health and Human Services (2021 – Present)
- **Lance A. Robertson**, 5th Assistant Secretary for Aging, Administration for Community Living/Administration on Aging, U.S. Department of Health and Human Services (2017 – 2021)
- **Kathy J. Greenlee**, 4th Assistant Secretary for Aging, Administration for Community Living/Administration on Aging, U.S. Department of Health and Human Services (2009 – 2016)
- **Josefina G. Carbonell**, 3rd Assistant Secretary for Aging, Administration on Aging, U.S. Department of Health and Human Services (2001 – 2009)

Sponsored by PetSmart Charities

THURSDAY, AUGUST 17

3:30 p.m. - 4:15 p.m. ET **Continued Conversations: Increasing Operating Efficiency (While Winning the Overhead Ratio!)**

More information coming soon.

TUESDAY, AUGUST 24

4:15 p.m. - 5:00 p.m. ET **Networking Breakouts**

Year after year, attendees come to our Conference for networking, but just because we're not together in person, doesn't mean we can't connect with our fellow Members face-to-face in small groups to discuss our roles and/or interests! Select one of the networking conversations to join:

- Nutrition Services
- Marketing/Development
- Program Operations
- Addressing Social Isolation

WEDNESDAY, AUGUST 25

2:00 p.m. - 3:00 p.m. ET **Virtual Expo Hours**

New this year, you'll be able to attend a live, face-to-face meeting during dedicated Expo hours between primary Conference days as if you were walking up to a booth on the Expo floor!

THURSDAY, AUGUST 26

LEVERAGING THE POWER OF MEALS ON WHEELS

Brand awareness and favorability have never been higher, and the trusted reputation that programs have built in local communities over the last 50 years no doubt kept the value of the Meals on Wheels offering top of mind during the pandemic, opening the door to much needed funding and resources. Together, we will explore building on our shared brand equity, maintaining momentum, further defining our value proposition with data and storytelling and much more.

11:30 a.m. - 12:00 p.m. ET **Opening General Session: Leveraging the Power of Meals on Wheels**

Sandy Skees, the leader of Porter Novelli's Purpose & Impact Practice, will tee up a day exploring just how incredibly valuable a strong nonprofit brand can be. Sandy will be joined by Natalie Adler, Senior Advisor & Director of Marketing and Outreach at Fors Marsh Group and Director on the Meals on Wheels America Board, for a conversation on how we can fully embrace and leverage our brand to drive sustainable support.

Sponsored by TRIO Community Meals

12:05 p.m. - 12:55 p.m. ET **Concurrent Sessions:**

- **The Power of Brand in your Fundraising Efforts:** In a sector where more than 1.5 million organizations compete for dwindling resources, a compelling and trusted brand is an invaluable tool in your arsenal to generate critical funds, secure rewarding corporate partnerships, and appeal to consumers, employees and volunteers. This session will explore the unique relationship between brand and financial performance, and provide session participants with a better understanding around how to protect and evolve your brand to generate as much revenue as possible. *Sponsored by Subaru of America*
- **Converting Volunteers into Brand Ambassadors:** One of your organization's greatest assets – your volunteers – most likely interact with an incredible number of people each day. Are they sharing their passion about working with your organization? Word-of-mouth is one of the most effective forms of marketing and building brand awareness. When people hear your organization being talked about enthusiastically, it encourages them to be involved. And, the benefits of volunteers spreading the “buzz” aren't just about positively promoting your organization in the community – brand ambassadors can help you recruit more volunteers! Join this session to learn more about ways you can activate your volunteers to energetically promote your program, raise awareness, and increase volunteer engagement.
- **Unity in the Services We Deliver:** Meals on Wheels programs have been on the same path for years – serving locally to meet the nutrition, safety, socialization, and community connection needs of older adults. You have always known that you provide more than just a meal. When you have shown folks the full-service model and its tremendous impact, you are better able to bring sustainable support through volunteers and funding. In this fireside chat style session, you can hear from your peers about how they have told the full story of the Meals on Wheels movement and the importance of delivering the holistic model.

1:10 p.m. - 2:00 p.m. ET **Concurrent Sessions**

- **Telling Insightful and Impactful Stories with Data:** Telling the Meals on Wheels story is essential for program and network success. And that story is made all the more powerful with data that demonstrates both value and impact in compelling ways. The ability to communicate how Meals on Wheels solves problems and improves both overall health outcomes and quality of life is key to driving visibility and support for all that you do. What data will be most powerful and how can we collect and leverage that data in the most effective and efficient ways? In this session, you'll hear how Meals on Wheels America uses data to tell their story followed by how one of your peers is approaching this critical aspect of their program operations and the success they have experienced as a result.
- **Brand Marketing Resources You Didn't Know You Had:** Do you feel like you can't market the incredible work that your organization does because you don't have a dedicated communications expert on staff or the budget to support impactful work? Join this session to hear how unlikely tools such as your 990 and a smartphone can help your organization reinforce your brand identity to tell your story and extend and amplify your message throughout the community.
- **The Network's Role as Trusted Partners in Public Health:** A national crisis like the COVID-19 pandemic creates a call to action – it requires us all to work together across sectors to design and implement solutions. There is no question that the Meals on Wheels network is recognized as a trusted community partner that can be counted on to be part of the solution, particularly when it comes to reaching out to and supporting vulnerable older adults who have been so significantly impacted. Join this session to learn more about the national public health response to COVID-19 and how the Meals on Wheels network is doing its part to bring this crisis to a close.

2:10 p.m. - 2:55 p.m. ET General Session Panel: The New Era of Corporate Social Responsibility

Join leaders from some of Meals on Wheels America's most generous and longstanding partners to hear key trends in corporate social responsibility today, what uniquely resonates with corporate donors and how to build win-win strategies for the business and your organization.

3:00 p.m. - 3:40 p.m. ET General Session: A Sum Greater Than Our Parts

Join us for a thought-provoking, interactive and candid conversation about the benefits and responsibilities that come with being a Meals on Wheels network citizen. Led by Vinsen Faris, the CEO of Meals on Wheels San Antonio and a Director on the Meals on Wheels America Board, and Erika Kelly, our Chief Membership and Advocacy Officer at Meals on Wheels America, we will explore what this concept means to all of us, and we look forward to hearing from you on how we can navigate and optimize our interconnectedness as a national network together.

3:45 p.m. - 4:25 p.m. ET Social Determinants of Health related Nutrition Services Landscape and Opportunity

Hear from McKinsey & Company, a trusted advisor and counselor to many of the world's most influential businesses and institutions, about how the healthcare marketplace is changing and evolving, and what that can mean for senior nutrition providers. You will hear about the problems and challenges healthcare is facing and the current opportunity for the Meals on Wheels network to work together to offer impactful solutions.

4:25 p.m. - 4:40 p.m. ET Recharge Break

Join us for an entertaining break between events designed to keep your energy up and engagement high! Recharge Breaks will include a fun mix of Meals on Wheels trivia, inspiring videos, our always-popular raffle and more! Note: You must be livestreaming the Recharge Break to be in the running for one of our great raffle prizes provided by our 2021 Sponsors and Exhibitors.

Sponsored by 2021 Silver Sponsors

4:40 p.m. - 5:00 p.m. ET Closing General Session

Join Meals on Wheels America President and CEO **Ellie Hollander** as we wrap up a day celebrating and exploring the power of Meals on Wheels. You won't want to miss an exciting announcement from longtime national partner, Subaru of America!

Sponsored by Subaru of America

MONDAY, AUGUST 30

11:00 a.m. - 12:00 p.m. ET Virtual Expo Hours

New this year, you'll be able to attend a live, face-to-face meeting during dedicated Expo hours between primary Conference days as if you were walking up to a booth on the Expo floor!

TUESDAY, AUGUST 31

LEADING PROGRAMS INTO THE FUTURE

Our programs have been hit hard, our teams are burnt out, and we are grappling with racial injustice and the systemic barriers impacting our

Our programs have been hit hard, our teams are burnt out, and we are grappling with racial injustice and the systemic barriers impacting our colleagues and the clients we serve. And yet, we must progress and press on. Once again, we will reflect on lessons learned, refocus our strategies together and recharge for the road ahead.

11:30 a.m. - 12:00 p.m. ET Opening General Session Keynote: Patti Lyons, Chair, Meals on Wheels America Board of Directors

Join Meals on Wheels America Board Chair **Patti Lyons** to kick off the final day of our 2021 event designed to help us reflect on lessons learned, refocus our strategies together and recharge for the road ahead.

Sponsored by TRIO Community Meals

12:10 p.m. - 1:00 p.m. ET Concurrent Sessions

- **Disrupt Yourself, Team, and Organization Using Practical Neuroscience:** In this time of uncertainty, we have all been given a unique moment in time to disrupt ourselves, teams, and organizations. And, we know that the conditions of uncertainty and disruption are not going to go away, the future is going to be full of uncontrollable events and circumstances that will impact us, our teams, and organizations. Join this session to learn more about how to become more comfortable with being uncomfortable by developing your resilience to lead, adapt, grow and thrive.
- **Forging the Future with a *More than a Meal*® Mindset:** Collectively, Meals on Wheels is a force, providing a vital service for a changing world. The future presents a unique unknown, full of opportunity and ambiguity. Leaders at all levels who meet the future with an open mindset are often more resilient and able to sustain services to best meet a changing clientele. In this session, hear from leaders within the network about their experience with change management, resiliency, and committing to person-centered approaches within their work.
- **5 Tips for (Re)Inspiring Staff in the Post-COVID World:** Many of us are slowly returning to our physically familiar workplaces. As leaders, we need to lay the foundation to ensure success in the post-COVID world. While leadership skills required of us for the “big reset” may be quite different to those we relied on previously, it is still part of a leader’s job to inspire and motivate others on your team to work to the very best of their abilities. Join this session to learn some tips to (re)connect with your team to (re)inspire passion to achieve greatness.

1:10 p.m. - 2:00 p.m. ET Concurrent Sessions

- **Creating a Culture of Belonging:** Many organizational leaders are looking to lean into and own their commitment and responsibility for race equity, diversity and inclusion (REDI) within their organizations. However, creating a culture of belonging takes intentional effort to ensure that each team member feels included. It requires understanding cultures, needs, and interests outside of your own, and allowing people the opportunity to experience those differences comfortably. It means making space for individuals’ unique strengths and interests to shine. This session will explore how you can engage in continuous dialogue for continuous learning and how to establish accountability for race equity, diversity and inclusion to further your efforts to create a culture of belonging. *Sponsored by The Home Depot Foundation*
- **The Case for a Unified Approach to Healthcare Partnerships:** Continuing our dialogue on new opportunities in a changing healthcare landscape, we will explore the role community-based organizations like Meals on Wheels can play as a source for solutions. Taking advantage of these opportunities will require a cohesive, unified approach to establish meaningful partnerships that improve outcomes for seniors, drive revenue to Meals on Wheels programs, and provide cost savings for healthcare. Learn how your peers are thinking about how we can work together to shape a united approach to securing healthcare partnerships.
- **Thriving in Chaos – Three Ways to Harness Your Mental-Fitness Superpowers:** When you look back at how well you handled the past year, is your glass half-full or half-empty? While we all have an inner critic - some of us have been especially hard on ourselves during the pandemic. Most of us think the critical voices in our heads help us maintain our record of high achievement – but this is untrue. These voices are not our friends, they’re actually saboteurs that create additional suffering. The good news is that we can learn to re-wire our brains and strengthen our neural pathways for empathy, discovery, and joy. Join this session, based on Positive Intelligence (PQ), grounded in neuroscience and positive psychology, and you just might end up with greater wellbeing, peak performance, and healthier relationships.

2:10 p.m. - 3:25 p.m. ET Concurrent Leader Panels and Networking Roundtables

Hear directly from your Association leaders on their insights and advice in an interactive format designed to engage both Meals on Wheels leaders of today and tomorrow. These concurrent networking sessions will first start with a panel featuring representatives from the Meals on Wheels America Board of Directors and then shift to small breakout discussions with your peers to explore the topics more fully.

Attendees will be asked to select one event to attend based on their current role.

Leaders of Today Panel and Networking Roundtables

Designed for CEOs, Executive Directors, Board Members or other leaders within the organization.

- Our Leaders of Today panel will focus on what’s keeping us up at night, how we’re tackling emerging challenges and opportunities, exploring our role in addressing race equity, diversity and inclusion within our organizations, our hopes for the future and much more.

Leaders of Tomorrow Panel and Networking Roundtables

Designed for managers, entry-level staff, individuals who are new to the Meals on Wheels network and others who aspire to be leaders within

the field.

- Our Leaders of Tomorrow panel will focus on how our leaders of today have navigated their careers, the best advice they have received along the way, attributes that future leaders of the network will need to have and much more.

3:30 p.m. - 3:55 p.m. ET Sponsor Spotlights: Subaru of America, TrueSense Marketing, Alpha Gamma Delta

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4:00 p.m. - 4:15 p.m. ET Recharge Break

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Sponsored by 2021 Silver Sponsors

4:15 p.m. - 4:35 p.m. ET General Session: 2021 Sister Alice Marie Quinn Award

The Sister Alice Marie Quinn Award was established in 2018 to celebrate the life and contributions of one of the Meals on Wheels network's most respected and influential leaders of all time. A registered dietician, Sister Alice Marie – affectionately known as SAM – founded St. Vincent Meals on Wheels in Los Angeles, CA, in 1977. With her legacy in mind, we will once again be honoring a current leader in the Meals on Wheels network who embodies her compassion, dedication and contribution, and who works to unite and advance the nationwide Meals on Wheels movement. This year in particular, we look forward to honoring a leader who has demonstrated exceptional leadership amid the current climate – someone who has rolled up their sleeves, navigated uncharted waters with skill and grace, and has rallied staff, volunteers, donors and supporters to ensure no senior is forgotten.

Sponsored by Oliver

4:35 p.m. - 5:15 p.m. ET Closing General Session: The Courage to Go Further Together

Meals on Wheels America President and CEO **Ellie Hollander** will kick off our final General Session of the 2021 Meals on Wheels Virtual Conference reflecting on an inspiring month and looking at what's ahead before welcoming **Shola Richards**, Founder & CEO, Go Together Global™, Best-Selling Author, Keynote Speaker, Coach & Consultant. Back by popular demand, Shola will check in after another trying year to provide us with the inspiration to go further, together. Shola will introduce attendees to the transcendent African concept of Ubuntu (pronounced, oo-BOON-too), which is translated to mean "I am, because we are." You will walk away with deeply practical strategies to apply the Ubuntu mindset in our work in 2021, and beyond, and close out our 2021 event with a powerful shot of inspiration.

Sponsored by Oliver

TUESDAY, SEPTEMBER 14

2:00 p.m. - 3:00 p.m. ET Applying What You Learned at Conference

More information coming soon.

THURSDAY, SEPTEMBER 30

2:00 p.m. - 2:45 p.m. ET Brand Adoption Office Hours

The Meals on Wheels brand is perhaps the most valuable asset your organization has in garnering support. It opens doors, attracts support and engenders trust. You can build even greater value into your local brand and reputation when we Go Further Together using a shared look, messaging and identity. Learn how nearly 200 of your peers have taken their brand to the next level by adopting the national Meals on Wheels brand and leveraging it to build greater value, funding and support in their own communities.

Note: All times are subject to change; Some events will be open to Members of Meals on Wheels America only

NATIONAL

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GET MEALS

Find a Local Provider

TAKE ACTION

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Advocate
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LEARN MORE

The Issue
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Research

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Individual Giving
Corporate Giving
Our Partners
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LOCAL PROGRAMS

About Membership
2021 Annual Conference
State Associations
National Resource Center (NRCNA)
Member Central

A magnifying glass icon used for searching.

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<https://www.mealsonwheelsamerica.org/2021-conference/agenda-by-day#day%201>

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