



MOWCA 2020 Conference Agenda

CALIFORNIA DREAMING

Delta King Riverboat Hotel

Wednesday, March 11, 2020	
9:00AM - 10:30AM (Paddlewheel Room)	Registration Check In & Networking <ul style="list-style-type: none"> Continental Breakfast Provided
10:30AM - 12:00PM (Mark Twain Room)	Opening Session <ul style="list-style-type: none"> 10:30AM - Welcome and California Dreaming 2020 Vision: Daryl Twerdahl MOWCA President, Development Director Saint Vincent MOW 10:45AM - State of California Master Plan on Aging: Kim McCoy Wade Acting Director CA Department of Aging 11:15AM - Healthcare A Vision of a MOWCA Statewide Healthcare Provider Network: Holly Hagler President and CEO, Meals on Wheels Orange County 11:30AM – Marketing, Social Media & Technology: Karl Robillard, Head of Philanthropy & Community Outreach, Twitter Inc
12:00PM - 1:00PM (Mark Twain Room)	Lunch & Annual Meeting: <ul style="list-style-type: none"> Daryl Twerdahl, President MOWCA Election of Officers, Financial Update, Advocacy Committee Update, Membership Update, Rural Working Group Update.
1:00PM – 2:00PM (Paddlewheel Room)	Vendor Expo

Wednesday, March 11, 2020 continued	
2:00PM – 3:15PM	Breakout Sessions/Panels
Mark Twain Room	Marketing: Social Media/Technology <ul style="list-style-type: none"> Google Ads Scholarships
Jenny Lind Room	Fundraising: Inhouse Direct Mail <ul style="list-style-type: none"> Daryl Twerdahl, Saint Vincent MOW, Development Director Marisa Melo, Executive Director, MOW Alameda County
Room 4	Advocacy Session: State Level <ul style="list-style-type: none"> Anne Quaintance, Chief Government Affairs Officer, MOW San Francisco Darren Dunaway, Associate Director, Human Services Association, LA
Yosemite Room	Innovation: UCI Wellness Check
3:15PM - 3:25PM	Break <ul style="list-style-type: none"> Refreshments provided
3:30PM - 4:30PM	Breakout Sessions/Panels
Mark Twain Room	Marketing: Reframing Aging <ul style="list-style-type: none"> Jim Oswald, MOW San Francisco, Director of Marketing and Communications
Jenny Lind Room	Fundraising: Trends in Giving <ul style="list-style-type: none"> Chris Baca, MOW West Executive Director, Darla Olsen MOW OC, Vice President Advancement
Room 4	Advocacy Session: Federal Level Update <ul style="list-style-type: none"> Erika Kelley MOW America, Chief Membership and Advocacy Officer
Yosemite Room	Innovation: Emergency Preparedness <ul style="list-style-type: none"> Office of Emergency Management Speaker

Wednesday, March 11, 2020 continued	
4:30PM - 5:45PM	Breakout Sessions/Panels
Mark Twain Room	Marketing: Crafting Your Agencies Story <ul style="list-style-type: none"> • Laura Esposito, Schultz & Williams
Jenny Lind Room	Fundraising: Peer to Peer Crowdfunding <ul style="list-style-type: none"> • TBA
Room 4	Advocacy: Local level <ul style="list-style-type: none"> • Bobbie Wartson, Executive Director, Kings County Commission on Aging Council
Yosemite Room	Innovation: Board Recruiting and Roles <ul style="list-style-type: none"> • Skills Based Recruiting • Oversight Roles and Responsibilities • Fundraising
5:45PM - 6:45PM (Paddlewheel Room)	Complimentary Reception <ul style="list-style-type: none"> • Cocktails and Hors d'oeuvres
7:00PM	Informal Dinners in self-selected groups
9:00PM	Captains Quarters Mixer

Thursday, March 12, 2020 March for Meals Advocacy Day at the Capitol	
7:30AM - 8:00AM (Mark Twain Room)	Check Out in the Lobby then Join Us for Breakfast
8:15AM – 9:00AM (Mark Twain Room)	Advocacy Day Overview <ul style="list-style-type: none"> • Anne Quaintance & Kevin McDonald • Introduce Regional Team Leads • Review Talking Points • Distribute Legislative Packets
9:00AM – 9:30AM	Depart to Capitol Building
9:30AM – 10:30AM	Attend Hearings (if available)
10:30AM – 1:00PM	Legislative Visits
1:00PM – 2:30PM	Lunch <ul style="list-style-type: none"> • Debrief and Network
2:30PM	Farewell