



## MOWCA 2020 Conference Agenda

### CALIFORNIA DREAMING

### Delta King Riverboat Hotel

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

## Wednesday, March 11, 2020 continued

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

## Wednesday, March 11, 2020 continued

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

## Thursday, March 12, 2020 March for Meals Advocacy Day at the Capitol

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