

CWA 2010 Annual Conference

## WIC Goes Platinum!

The Town and Country Resort and Hotel, San Diego, California

Monday, May 3 through Wednesday, May 5, 2010 \* Pre-Conference Seminar, Sunday May 2, 2010

The **California WIC Association** invites you to attend our **18<sup>th</sup> Annual Conference**. Last year, the California WIC community made public health history with the rollout of our new food packages. The healthy new WIC foods, which we coordinated with clear Healthy Habits messages, are already having a positive impact on millions of California families!

This year's theme sets the stage for our next big step: **WIC Goes Platinum!** In the next few years, we will bring California WIC up to a whole new level of excellence, integrating our healthy foods and Gold Standard participant-centered nutrition education and breastfeeding support into the entire WIC clinic experience- stellar customer service, integrated staff wellness, widespread community collaboration, and innovative WIC leadership. We're going from Gold -- to Platinum!

The workshops and trade show will showcase the improved WIC foods, healthy habits at birth and beyond, many possibilities for collaborating with partners, and opportunities for staff leadership in the clinic and community.

### Four Concurrent Workshop Tracks

Healthy Habits Begin at Birth

Healthy Habits Everyday

Community Partnerships

WIC Leaders

#### CWA Trade Show and Local Agency Sharing

Join us for a special reception and learn about the latest products and services available to WIC Program participants and providers. **BACK BY POPULAR DEMAND: Cook Off and Food Demos!** Enter your recipe using WIC foods, in our professionally judged, **WIC Foods Wellness Cook Off!** Food experts and manufacturers will provide hands-on shopping and preparation tips using WIC foods. Taste healthy and easy-to-prepare recipes!

#### Local Agency Sharing

Showcase your work in breastfeeding, worksite wellness, food package and nutrition education, Local Vendor Liaisons, data and evaluation, special projects, collaboration and management.

#### Conference Attire

Active Wear!

Platinum Record Costume Contest Monday May 3!

#### WIC Worksite Wellness!

Workshops and activities to assist your agency in becoming accredited as a **Well WIC Worksite**. Fun conference wellness activities that appeal to a wide audience. **Individual and organizational wellness consults.**

#### California Nutrition Corps (CNC) Reception

Meet this year's scholarship recipients and celebrate the achievements of our returning scholars in nutrition, public administration and lactation.

#### Paperless Conference



All speaker materials will be downloadable from the CWA website before and after the conference. **NO HANDOUTS** will be provided. Computer kiosks will be available at the conference for downloads.

#### Thrill the World Dance Event

Learn this dance for the conference: [www.thrilltheworld.com](http://www.thrilltheworld.com)

## HOTEL & TRANSPORTATION

**Accommodations:** All conference activities will take place at the Town and Country Resort & Convention Center located at 500 Hotel Circle North, San Diego, CA 92108. Sleeping room rates are \$115 for Single and \$153 for Double Occupancy plus an applicable sales tax. The State WIC Program authorizes WIC local staff to attend the Spring WIC Conference and pay the Lodging rates of \$115 or \$153 per night.

**Discounted Room Rate deadline is April 4, 2010.** For reservations, call the Town & Country at 1-800-772-8527 and ask for the 2010 California WIC Association Annual Conference for your discounted rate or for online reservations go to your web browser and type: [https://resweb.passkey.com/Resweb.do?mode=welcome\\_gi\\_new&groupID=1337837](https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=1337837). Please note that fees will be charged if rooms are not cancelled within 48 hour notice. **Reserve early: room block fills quickly!**

**Parking:** \$11.00/day for Hotel Guests, \$2/hour not to exceed \$11/day for day guest.

**GO TO OUR WEBSITE: WWW.CALWIC.ORG  
FOR MORE INFORMATION ON OUR CONFERENCE**

## CONFERENCE REGISTRATION

**ONLINE REGISTRATION WILL BE AVAILABLE ON JANUARY 18, 2010.**

Go to your web browser at [regonline.com/802647](http://regonline.com/802647)

You will also be able to link to the online registration page from our website at [www.calwic.org](http://www.calwic.org)

#### **Payment Methods:**

Check: Make payable to "California WIC Association," Purchase Order, or Credit card. Call Halley Carlquist at CWA for credit card purchase.

For conference information/registration, go to our website at [www.calwic.org](http://www.calwic.org) or contact CWA: 916-448-2280.

Email: [hearlquist@calwic.org](mailto:hearlquist@calwic.org)

**Early Bird Registration FINAL Deadline is March 18:**

**Cancellations-Requests for refunds must be provided in writing. Refunds may be given before March 26. Cancellations made after March 26 may not be eligible for a refund.**