



November 20, 2017

## Featured Presenters



### **Andrea L. Farmer, MS, RD, LD**

Chief, Community Meals Branch Policy and Program Development Division Child Nutrition Programs  
USDA Food and Nutrition Service

Andrea Farmer, MS, RD, LD is a nutritionist with the USDA Food and Nutrition Service, Child Nutrition Programs. After enjoying a diverse career in dietetics, Ms. Farmer found her passion in the Child and Adult Care Food Program, first as a Compliance Specialist with the Florida Child Care Food Program, then currently with USDA. She is leading the USDA effort to create resources and guidance materials to help child care centers and home providers meet the nutrition, physical activity and screen time recommendations in the Healthy, Hunger-Free Kids Act of 2010. Ms. Farmer has presented at numerous national conferences.



### **Angela Kline**

Director, Policy and Program Development  
USDA Food and Nutrition Service

Angela Kline is the Director of Policy and Program Development with the USDA Food and Nutrition Service. Ms Kline has presented at numerous national conferences including the 2016 conference where the New Meal Patterns were announced.



### Angela Olige

Assistant Commissioner  
Texas Department of Agriculture

As Assistant Commissioner for the Texas Department of Agriculture, Angela Olige oversees the Food and Nutrition Division and has statewide administrative oversight for the operations, policy development, strategic planning, and financial management of 12 federal nutrition programs with a budget of more than \$2.2 billion in Texas. These programs have an impact on the state's public, private-nonprofit and charter schools as well as numerous residential child care institutions, food banks, and other community and faith-based organizations. This position affords Angela the opportunity to engage in the endeavors she finds most rewarding—instituting and managing the kinds

of effective change and transitions that not only help those in need but also lead people to discover their hidden talents, abilities and skills. Her involvement with schools began in 1984 in the finance office of LaMarque Independent School District (ISD), the school system for a small town in Southeast Texas, and continued in management positions of increasing responsibility with Houston ISD's Comptroller's Office and ultimately with the Food and Nutrition Department of one of the fastest growing school districts at the time, the Clark County School District in Las Vegas, Nevada. This position proved to be a pivotal turning point in Angela's career as she moved from strictly accounting functions to food and nutrition program administration. Parlaying the skills and abilities honed in this fast-paced and constantly changing environment, Angela joined the Texas Department of Agriculture as the Director of Operations in the Food and Nutrition Division in 2005 and within months she was promoted to Deputy Assistant Commissioner and now serves as an Assistant Commissioner. Angela received a Bachelor of Science in Accounting from the University of Houston, Clear Lake and continues to hone her leadership abilities through various trainings. Most recently she was selected to attend the Harvard Kennedy School Executive Education Leadership Training which had a profound impact and further solidified her resolve to serve people and always endeavor to lead well.



### Brandon Lipps

Administrator & Acting Deputy Under Secretary  
USDA Food and Nutrition Service

Brandon Lipps is Administrator of USDA's Food and Nutrition Service where he leads the agency in administering the nation's 15 federal nutrition assistance programs. He is also currently serving as Acting Deputy Under Secretary, reporting to Agriculture Secretary Sonny Perdue. Prior to joining USDA, Lipps served as the Chief of Staff for the Office of the Chancellor at the Texas Tech University System, working closely with Chancellor Robert Duncan to develop policy initiatives, identify strategic priorities, and execute plans to achieve goals across the system's more than 20,000 employees. Previously, Lipps served as

counsel and senior professional staff to the U.S. House Committee on Agriculture during the 2014 Farm Bill. He also served as Chancellor Duncan's legislative aide and rural district director during his time as a Texas State Senator. Lipps is a former associate at the Lubbock law firm of Crenshaw, Dupree & Milam. He hails from Woodson, Texas, and earned a bachelor's degree in agricultural economics from Texas Tech and a law degree from Texas Tech University School of Law.



### **Deanna Hoelscher, PhD, RDN, LD, CNS**

Director  
Michael & Susan Dell Center for Healthy Living

Deanna M. Hoelscher, PhD, RDN, LD, CNS, is the John P. McGovern Professor in Health Promotion and Behavioral Sciences, and founding Director of the Michael & Susan Dell Center for Healthy Living at The University of Texas Health Science Center at Houston (UTHealth) School of Public Health in Austin. Dr. Hoelscher's research interests focus on teaching children and their families how to engage in healthier behaviors to avoid the development of chronic disease, with a special emphasis on low-income, diverse populations. She has received multiple federal and foundation grants, and has over 160 peer-reviewed publications, as well as awards for research and teaching. She is the principal investigator of the School Physical Activity and Nutrition (SPAN) survey funded by the Texas Department of State Health Services; this study established a surveillance system to monitor the prevalence of overweight/obesity in school-aged children in Texas, and has been conducted since 2000.



### **Eric Cooper**

President and CEO  
San Antonio Food Bank

Known as that "Food Bank Guy," Eric Cooper is the President and CEO of the San Antonio Food Bank. Through his dual strategies of feeding the line of the hungry and shortening that line, Eric has received national recognition. It is this holistic approach to serving the entire community that has garnered community support while delivering measurable impact with exceptional efficiency. The San Antonio Food Bank is ranked in the top 2% in the nation for operational efficiencies by Charity Navigator. Eric's business strategy has also been highlighted in the Wall Street Journal and Huffington Post recognized the San Antonio Food Bank among five not-for-profit organizations to watch. National Geographic highlighted Eric's commitment to building partnerships, sustainable agriculture, and the food economy. Eric works tirelessly at the Federal, State and Local level to reduce rates of Food Insecurity and Poverty while increasing access to healthy foods, believing that everyone should have access to good nutrition.



### **Jeanette Betancourt, MA, MS, EdD**

Senior Vice President, U.S. Social Impact  
Food, Nutrition, Dietetics, and Health, Kansas State University

Dr. Jeanette oversees and manages the delivery high impact and targeted domestic and international outreach initiatives. She conceptualizes and implements compelling models for the delivery of Outreach initiatives that effect and engage children, families, caregivers, educators, and other providers. Sesame Workshop outreach initiatives involve the development of research-based multiple media resources designed specifically to meet the needs of children and adults in typically underserved communities, domestically and internationally. She has directed Sesame Workshop Outreach initiatives in the areas of nutrition education (healthy habits), food insecurity, health and safety, school readiness, military family

**(Betancourt continued)** transitions, grief, music, child care, mutual respect and understanding, parenting, and English language learning. In addition, she manages the versioning of these initiatives into multiple languages as well as the formative and summative research that accompanies each project. She works collaboratively with several Sesame Workshop divisions to assure that content, language, and educational strategies are age appropriate as well as meet the needs of diverse ethnic and cultural groups. She manages a large group of consultants that are writers, editors and translators. Dr. Betancourt maintains a comprehensive network of national organizations that are strategic partnerships for the delivery and execution of Sesame Workshop outreach initiatives. Dr. Betancourt has overseen content development for the production, *Sagwa*, the Chinese Siamese Cat and advised on the production, *Dragon Tales*. She has also guided the content development for several Emmy nominated Sesame Street primetime specials under the outreach initiative to help military families coping with the challenges of deployment, homecomings, combat-related injuries, and the death of a loved one as well as families impacted by economic insecurity. She was the series content advisor for the award winning parenting programs, *A Place of Our Own* and *Los niños en su casa*. She has been involved in healthy habits outreach efforts in Colombia, S.A. as well as an early literacy and teacher training initiative in Jamaica. Prior to joining Sesame Workshop, Dr. Betancourt was the Director for Project Visiones, a bilingual vocational training program for Hispanic child care professionals at the Institute for Urban and Minority Education, Teachers College, Columbia University. She also coordinated efforts for restructuring social services in several middle school projects. Dr. Betancourt is a licensed bilingual speech and language pathologist and educational therapist, with a specialty in treating families and children with psychiatric disorders. She has consulted at several hospitals, schools systems, and private organizations. She has also served on boards and committees that service children and families, including Leake and Watts Services, Inc., New York City Association for Children and Families, 2010 Alliance, United Way of New York, The Sub-Committee on Hispanic Education, Pfizer Health Journal Roundtable, Child Care Reads Campaign, Manhattan Community College Teacher Training Committee, Corporation for Public Broadcasting Hispanic Outreach Committee, National Council of La Raza Early Childhood Initiative, PSVRatings Board, and Anti-Defamation League Miller Early Childhood Initiative. She is the Vice Chair Board trustee for Our World Neighborhood Charter School and served as Chairperson for the School Leadership Team at P.S. 84. Dr. Betancourt received her BA from Herbert H. Lehman College, City University of New York, an MA in Speech and Language Pathology from Hofstra University, an MS in Bilingual Reading/Special Education from St. John's University, and an Ed.D. in Special Education from Teachers College, Columbia University.



### Senta Hester, CMP, CCNP

President  
Our Daily Bread of TN

Senta established Our Daily Bread of Tennessee twenty years ago – a sponsor of daycare homes and daycare centers throughout the East Tennessee area, ODBTN services over 8,000 children per day. Senta first began her Child and Adult Care Food Program (CACFP) career as a daycare home provider so she is well aware of what providers face on a day-to-day basis. When Senta became aware that federal reimbursement was available for the food which she was feeding to the children in her care, she enrolled as a recipient of the program and soon after started her own agency. The CACFP and ODBTN both have since become her

passion. The founder of the Tennessee Sponsor's Association, Senta currently serves on the Board of Directors. She serves as the Vice President on the Board of Directors for the National CACFP Sponsors Association (NCA) where she has been an active member for ten years. Senta served on the Board of Directors of Directors for Child Care Resource and Referral (CCR&R) as an active member for four years. Senta is also a member of the Childhood Obesity Coalition where she has been active for five years.



### Will Lourcey

Founder

Friends Reaching Our Goals (F.R.O.G.S)

When Will was 7 years old, he saw a man, standing on a street corner, holding a sign that read: NEED A MEAL. Will decided, that despite his age, he could do something to make a difference. He made a plan, gathered friends, and set out to change the world! The team of friends work together with the goal of ending hunger in their community and across the globe. To date, they have provided over 750,000 meals for the hungry through local food banks and FROGs Dinner Club, helped pack 80,000 backpacks with food for hungry children through Backpacks for Kids program, and helped serve over 10,000 families through the

Mobile Food Pantry. Will hopes that his story will inspire others and show that even little kids can make big differences.