

LEVEL UP
Your WIC Game
2026 WIC VENDOR CONFERENCE



AGENDA Wednesday, September 9, 2026

8:00 - 9:00 a.m.	**REGISTRATION & BREAKFAST**	
9:00 - 9:20 a.m.	**Welcome and Housekeeping** Julia Gurley-Johnson, Vendor Relations & Program Integrity Section Manager	
9:20 - 9:35 a.m.	**The State of WIC** Christina Herring, WIC Director	
9:35 - 9:55 a.m.	**Explanation of Conference Structure** Andrea Felska, Vendor Module Analyst	**TRIVIA ROUND 1**
9:55 - 10:10 a.m.	**New Food Guide Rule & Food Guide Updates** Maggie Heidenreich, Food Authorization Lead	
10:10 - 10:30 a.m.	**EXHIBITOR BREAK**	**TRIVIA ROUND 2**
10:30 - 11:00 a.m.	**New Minimum Stock & Vendor Materials** Shawn Gompa, Vendor Relations Analyst	
11:00 - 11:25 a.m.	**Vendor+ Certification Project** Diala Rabah, Vendor Relations Analyst; Harold Stratton, Vendor Relations Analyst	**TRIVIA ROUND 3**
11:25 a.m. - 11:45 p.m.	**Complaints & Audit Preparation** Karen Batterham, Program Integrity Analyst; Paul Francart, Program Integrity Analyst	
11:45 a.m. - 12:00 p.m.	**Online Shopping** Katherine Groble, Vendor Relations Unit Manager	
12:00 - 1:00 p.m.	**LUNCH & EXHIBITORS**	**TRIVIA ROUND 4**
1:00 - 1:25 p.m.	**Stations 1-12** Table 1-4: **Compliance** Table 5-8: **Authorized Foods** Table 9-12: **WICwise Vendor & Cashier Training**	
1:25 - 1:50 p.m.	**Stations 1-12** Table 1-4: **Compliance** Table 5-8: **Authorized Foods** Table 9-12: **WICwise Vendor & Cashier Training**	
1:50 - 2:10 p.m.	**EXHIBITOR BREAK**	**TRIVIA ROUND 5**
2:10 - 2:30 p.m.	**Stations 1-12** Table 1-4: **Compliance** Table 5-8: **Authorized Foods** Table 9-12: **WICwise Vendor & Cashier Training**	
2:30 - 3:00 p.m.	**Closing Remarks & Prizes** Andrea Felska, Vendor Module Analyst; Katrina Foster, Program Integrity Analyst	

For more information, visit
miwicevents.com/vendor-conference

WIC MICHIGAN