



Announcing the 19th Annual  
**BIG TEN**  
**Supplemental Nutrition Assistance Program**  
**Education & Training Conference**

*Hyatt Regency Hotel in Downtown  
Milwaukee Wisconsin  
July 22 - 24, 2009*

**Mark Your Calendar!**

The BIG TEN Board of Directors and Steering Committee cordially invite you to attend the 19th Annual Midwest Region BIG TEN Supplemental Nutrition Assistance Program (SNAP) Improvement Conference. The SNAP BIG TEN Challenge will be held in Milwaukee, Wisconsin on July 22, 23, 24, 2009.



The conference is co-sponsored by the Wisconsin Department of Health Services and the Midwest Region of the Food and Nutrition Service, USDA.

**What is the BIG TEN?**

The BIG TEN is a federal, state, and local effort in the Midwest Region of FNS to improve SNAP payment accuracy and customer service. BIG TEN counties/project areas in the Midwest Region are those that annually issue \$10 million in SNAP benefits. While it is important that all local agency staff consider attending this conference, we especially encourage attendance from offices within the BIG TEN counties/project areas. It is those counties/project areas that have the greatest impact on statewide payment accuracy and customer service.



The BIG TEN measures the impact and outcomes of its activities. Since these measurement activities began in fiscal year 2000, the Midwest BIG TEN has been able to relate over \$125 million in savings or cost avoidance to initiatives learned about at BIG TEN events---and adopted in Midwest states. In addition, the effort has helped Midwest Region states lower their error rates to historic levels AND greatly increase enrollment while maintaining excellent customer service.

**Why is This Conference Important?**

As we implement program changes to meet an increasing demand for nutritional assistance in the next few years, the upcoming BIG TEN conference will provide valuable tools to help local agencies deal with workload and caseload increases. It is essential that state and local agencies use technology and other management tools as effectively as possible to continue to provide high benefit accuracy and excellent customer service with shrinking budgets. This BIG TEN conference is timely in that the workshops will help agencies in this regard as well as provide a forum to recognize the excellent work currently happening in the Midwest.

**More Information Coming Soon!**

More information and registration materials will be out in the near future. Contact Lisa Hanson (e-mail is preferred) if your agency is interested in attending or would like more information.

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