### THURSDAY, February 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00am-5:00pm</td>
<td>Pre-Conference FARMERS MARKET BOOT CAMP</td>
</tr>
</tbody>
</table>
| 5:30-7:00pm   | **WELCOME RECEPTION** at the Hotel Murano  
All Invited. Meet WSFMA Board Candidates/Board Hosted Mixer |

### FRIDAY, February 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:25am</td>
<td><strong>CONFERENCE KICK-OFF</strong></td>
</tr>
</tbody>
</table>
| 9:35-10:45am | **Session 1** Avoiding the Five Board Dysfunctions that Create Chaos  
Scott Schaffer, Public Interest Management Group |
|              | Budget Building: Sowing the Seeds for a Thriving Future  
Nancy Bacon & Dwight Hutton, Washington Nonprofits  
Social Media Sanity: Strategies & Secrets  
Sarah Dylan Jenson, Mockingjay Press and Snohomish Farmers Market |
|              | Sustainable Fundraising That’s Enjoyable for Everyone  
Susan Howlett, Consultant and Author  
Building a Strategic Marketing Plan for Farmers Markets  
Kelli Diann Billips, Seattle Farmers Market Association |
| 10:45-11:00am| **Exhibits**                                                                                    |
| 11:00-12:15pm| **Session 2** Vendor Recruitment and Retention: Looking forward to a changing landscape  
Katie Green, Wild Hare Organic Farm; Genine Bradwin, Kirsop Farm; Ryan Lichttenegger, Steel Wheel Farm |
| 12:30-2:30pm | **LUNCH and Farmers Market Updates**  
WSFMA Annual Member Meeting & Board Elections |
| 2:45-3:45pm  | **Session 3** Location, Location, Location!  
Karen Erickson & Gary Purves, Everett Farmers Market; Sam Kiely, Neighborhood Farmers Markets |
|              | Succession Planning Basics  
Randy Brinson, Third Sector Company  
Protecting Your Market: Rules and Regulations  
Jordan Boldt, Vancouver Farmers Market |
| 3:45-4:15pm  | **Coffee Break**                                                                                 |
| 4:15-5:15pm  | **Session 4** The Care, Feeding and Weeding of Volunteers  
Maria Anderson, Elk Run Farm and South King County Food Coalition |
|              | Better Safe than Sorry: Developing a Safety Plan and Protocols for Your Market  
Al Wurth, Safety and Heath Consultant Labor and Industries |
|              | Understanding Shopper Behavior to Increase Vendor Sales  
Jennifer Antos, Neighborhood Farmers Market |
| 6:00-9:00pm  | **DINNER PARTY and Silent Auction**                                                              |
**SATURDAY, FEBRUARY 22**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-10:00am</td>
<td>Statewide SNAP EBT Incentive Match Program Training with DOH</td>
</tr>
<tr>
<td>9:00-10:00am</td>
<td>Roundtable on Climate Change and Farmers Markets, Joan Qazi, Geographer</td>
</tr>
<tr>
<td>11:15-11:30am</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:30am-12:30pm Session 6</td>
<td>Crisis Communications: Proactive Planning and Communication Strategies to Stay Ahead of the Crisis Kimmi Devaney, K Dev Communications</td>
</tr>
</tbody>
</table>
| 12:35-1:00pm    | CLOSING  
Send-Off for 2020 Season                                        |

**EXHIBITORS HERE TO MEET YOU!**

- American National Insurance
- Anti-Hunger & Nutrition Coalition
- Campbell Risk Management
- Canopies by Fred
- City of Seattle
- Country Financial
- Farm Fresh/Farm Bureau
- Local Hens
- Manage My Market
- MarketLink
- Market Supply & Distribution, Inc.
- MarketWurks
- Northwest Farm Credit Service
- Tilth Alliance
- University of Washington
- USDA National Ag Statistical Service
- Washington State Department of Commerce
- Washington Nonprofits
- Wash. State Department of Health
- WSDA Organic Program
- WSDA Produce Safety
- WSDA Regional Markets
- WSU Food Systems Team