GET TO KNOW THE PRESENTERS

Alice Fong, Volunteer Initiatives Manager, United Way of King County

Community engagement is synonymous to Alice Fong. Over the years students actively participated in senate meetings, patients made exercise and healthy diet a choice and people chose to volunteer consistently. When you create a great culture, the old saying, “if you build it they will come”, totally applies. She’s with United Way of King County as their Volunteer Initiatives Manager, working with organizations, schools and government to promote volunteer culture and having tons of fun along the way!

Brian Estes, WSFMA Vice President, Advocacy Committee Chair

Brian has worked on food and agriculture issues since 2008, including management of Catholic Charities Spokane’s Food For All program, as well as time spent as the Washington Sustainable Food and Farming Network’s eastern Washington farm-to-school coordinator. Brian is a steering committee member of the Spokane Food Policy Council, represents WSFMA on the Anti-Hunger & Nutrition Coalition and serves on the board of the South Perry Farmers Market. He is a lifelong eastern Washingtonian and has a hard time telling which way is north while doing advocacy in Olympia on account of all of the dang trees.

Brittany Ryan, Director of Queen Anne Farmers Market

Brittany Ryan is a recent transplant to Seattle from New York City, where she worked for GrowNYC Greenmarket, the city’s largest network of farmers markets. She managed markets in Queens and Manhattan and was the publicity coordinator for Union Square Greenmarket, New York City’s flagship farmers market. Originally from Kentucky, Brittany has a long history of working with farmers markets, particularly in a communications role, and is passionate about expanding local food access. Now in Seattle, Brittany will be taking on the role as Director of Queen Anne Farmers Market and could not be more excited! She is so happy to be in Seattle and is overjoyed that she gets to work in local food, not to mention the fact that she loves the weather here (especially that she doesn’t have to work outside in single-digit temperatures and snow).

Caleb K. Johns, Vashon Farmers’ Market Manager

Caleb Johns is passionate about facilitating local entrepreneurial businesses to contribute to the community, create a vibrant local economy, and improve the health and sustainability of our world. With a foundation in International Studies and experience facilitating small-business development, he is now entering into his third year as the Vashon Farmers’ Market manager where he has used his experience improving the systems, logistics, and profitability of small businesses to increase the professionalism, efficiency, and profits of his Vendors and of the Market as a whole. His special interests are communication and crisis resolution to establish a healthy relationship between venders, customers and the market manager, and encouraging the growth of Vashon’s hyper-local movement.
Chris Curtis, Executive Director, Neighborhood Farmers Markets

Chris has been organizing Farmers Markets in Seattle since 1993. Currently, she is the ED of the Neighborhood Farmers Markets; a Seattle based non-profit that is responsible for seven markets; U-District (1993), Columbia City (1998), West Seattle (1999), Lake City (2002), Magnolia (2003), Capitol Hill (2005) and Phinney (2007). These markets host over 500,000 shoppers a year and provide just under $10,000,000 in sales to farmers and vendors. Chris has sat on the boards of the WSFMA and the national Farmers Market Coalition. She has worked closely with the WSU Small Farm Team. Farmers Market Action Team and the WSDA Small Farm Advisory Committee on the issues that impact Farmers Markets and direct market farmers. She was an active member of the King County Agricultural Commission for 6 years and also a member of the Seattle Mayor’s Small Business Task Force.

Claire Lane, Director, Anti-Hunger & Nutrition Coalition

Claire Lane has 20 years of nonprofit and social justice experience in Seattle. She has worked on food and hunger issues since 2007, focusing on state and federal policy advocacy. She is the director of the statewide Anti-Hunger & Nutrition Coalition, working closely with WSFMA, and recently served as the interim Fresh Bucks manager in Seattle’s Office of Sustainability & Environment. She helped develop the Plan to End Childhood Hunger in Washington; is a founding member of the Good Food Coalition and the Washington Food Systems Roundtable, and has organized the annual Hunger Action Day in Olympia for many years.

Colleen Donovan, WSU, Farmers Market Research Coordinator

Colleen coordinates grant-funded, statewide farmers market research and educational projects for Washington State University’s Small Farms Program. Current WSU projects include working with direct marketing Latino farmers; working with market leaders and farmers to explore how to ensure “farmers market integrity” in WA; translating the research into compelling infographics and other farmers market promotions; updating the “Washington State Farmers Market Management Toolkit” (with Karen Kinney); and helping to standardize, analyze and distribute farmers market data for WA. She has co-authored two editions of the WSDA’s “Green Book” of direct marketing regulations.

Colleen chairs the Farmers Market Action Team and serves on the board of the WSFMA and FMC Market Metrics Project Advisory Committee. In 2011, Colleen was selected as the small farms “Advocate of the Year” by the Tilth Producers of Washington. She more recently had the high honor of being a judge at the U-District’s “Ready, Set, Go...COOK!” extravaganza in 2015. Colleen has a B.S. in Social Sciences from Cal Poly San Luis Obispo; MA in Geography from the University of Washington.

David Dickinson, Daystall and Arts Program Manager at Pike Place Market

David has acted as a Market Master at historic Pike Place Market for 12 years, helping to manage the Market’s Daystall Program with its craftspeople, farmers and musicians. A dedicated artist himself, he paints northwest wild landscapes that can be seen at www.DavidDickinsonArt.com.

Having worked in mental health and social services as a means of supporting himself as an artist, David brings to market management an understanding of the creative arts combined with skills in communication, conflict resolution and group process.
Emily Crawford, Director of Communications and Marketing, Pike Place Market

Emily Crawford was named Director of Communications and Marketing in October. As the PR and Marketing Manager for the Market, she led public relations efforts for the new MarketFront expansion, managed the redesign of the Market website and energized the Market’s social media channels.

Previously, Emily served as the Director of Marketing for the Lensic Performing Arts Center in Santa Fe, NM, honed online skills at two Internet start-ups in Buenos Aires, Argentina, and covered business, lifestyles and venture capital as a reporter. She received a M.S. in Journalism from Columbia University and completed the University of Washington’s Public Relations and Strategic Communications certificate program in 2015.

Genine Bradwin, Farmer, Kirsop Farms

Genine Bradwin has been growing organic vegetables with Colin Barricklow in Tumwater, WA at Kirsop Farm for 19 years. 2013 was the farm's first year selling at markets in Seattle after many years at the Olympia Farmers Market. Kirsop Farm has a 200 member CSA, and sells to stores and restaurants. We currently produce row crops on 15 acres, with other land in grain, pasture and fallow.

Ivy Fox, Market Manager-University District and Columbia City Farmers Markets, Neighborhood Farmers Markets (NFM)

Ivy was raised on a family farm in Utah, and credits these experiences for bringing her here today. After receiving her B. A. in Agricultural Economics and Spanish from Smith College, Ivy moved to Seattle, WA and began working at local nonprofits. Noticing systemic patterns that lead to burnout and toxic work environments, Ivy returned to school and obtained her Masters of Arts in Organizational Development and Sustainability. Upon graduation, Ivy began working for the NFM and reconnecting with her farm background. For the past four seasons, she has been focusing on creating vibrant neighborhood farmers markets that are socially and environmentally responsible as well as FUN!

Jennifer Brown, Staff Administrator, Washington State Farmers Market Association

Jennifer joined WSFMA in 2011 following 20 years in human resources and administration in higher education and local government. She manages WSFMA’s membership programs and supports office administration, conference and grant activities. Jennifer has also worked as a chef, caterer and cooking instructor, specializing in vegetarian and ethnic foods with an emphasis on healthy, local, seasonal menus. As a volunteer Chef Instructor with Share Our Strength’s Cooking Matters® program at Solid Ground, she facilitates opportunities for kids to get excited about eating and cooking and families to learn more about planning, cooking and enjoying healthy, affordable meals together. She maintains a sizeable urban garden, and processes, preserves and ferments her own fruits and veggies along with choice produce from favorite farmers selling at neighborhood farmers markets in Seattle.
Jordan Boldt, Vancouver Farmers Market Executive Director

Jordan has been the Executive Director of the Vancouver, WA Farmers Market since 2011. Prior to his work with the Market, Jordan worked in the private sector supporting startup businesses and has been on the founding team of a number of startups himself. He is passionate about working with growing small businesses and creating partnerships between public and private organizations to build great markets and vibrant public spaces.

Julia Zander, Manager at Bremerton Farmers Market, West Sound Regional Lead

Julia has managed the Bremerton Farmers Markets for the last 5 years, and served as the West Sound Regional Lead for the past 2 years. Much of her work outside of the Bremerton markets has focused on bringing together regional markets and community partners, particularly around improving food access for low-income community members. Julia has a background in marketing and nonprofit administration, as well as environmental law & regulation.

Jill Quanstrom & Jodie Buller, Co-Managers of the Mount Vernon Farmers Market

Jill Quanstrom and Jodie Buller are Co-Managers of the Mount Vernon Farmers Market, which began in 1987. The MVFM is a tiny Wednesday Market adjacent to Skagit Valley Hospital, and a Saturday Market downtown at the Riverwalk Plaza.

Jill and Jodie worked together doing Marketing and Outreach for 6 years at the Skagit Valley Food Co-op, and were hired as Co-Managers just in time for the WSFMA conference last year. They will talk about the complex tensions involved in small Market Board-Manager relationships, including strengthening leadership and Market staff support, clarifying expectations, navigating vendor Board member dynamics, and the difference between “how things have always been, and how they could be”.

Karen Kinney, Executive Director, Washington State Farmers Market Association

For the past 17 years, Karen has worked to connect Washington farmers with local neighborhoods to sell their farm products at strong farmers markets, by opening and operating farmers markets, convening groups of market managers on collaborative projects and professional development. Throughout her career, Kinney has worked to build relationships between urban shoppers and farmers, expand the opportunities for low income shoppers to use federal food assistance benefits when shopping at farmers markets, and educate policy makers about direct marketing farmers, farmers markets, and low income shoppers. In 2012, she received the “Advocate of the Year” awards from Tilth Producers.
Karen Rae, Yelm Farmers Market Manager, 2014-15

Karen has a retail background having owned and managed a family hardware store in New Zealand. She has had the very great pleasure and great challenge of managing the Yelm Farmers Market, a young market situated just outside the city boundary on an organic farm, for the past 2 years. In this time Karen introduced SNAP/EBT, WIC, live music, community sponsors, events and the fabulous kids’ Power Of Produce program. Market sales doubled and the customer profile changed from being predominantly older, food cooperative supporters to being predominantly young families. She is excited to share the success and influence of the POP program with you.

Karen Ullmann, Education and Outreach, Washington State Department of Agriculture

Karen Ullmann is part of the Small Farm Direct Marketing and Farm to School education and outreach team at the Washington State Department of Agriculture. Karen helps farmers navigate regulatory and voluntary market standards that impact food handling practices for farmers, distributors and processors.

She provides technical assistance, workshops and publications on certification options and current politics influencing food safety, such as Good Agricultural Practices (GAP)/Good Handling Practices (GHP) and the Food Safety Modernization Act (FSMA). Her goal is to help Washington food buyers and sellers adapt to evolving food safety landscape.

Kate Smith, WSU Northwest Small and Latino Farm Educator

Kate Smith works for WSU Extension Small Farms Team and Skagit County Extension developing and offering bilingual educational programs in collaboration with Viva Farms for Small and Latino farmers. Kate is also the WSU Cultivating Success instructor for Skagit County where she teaches continuing education and college credit courses in Sustainable Small Farming practices and business planning. She is fluent in Spanish and has past experience working in Agricultural Extension in the Peace Corps in Panama and as market manager for the Neighborhood Farmers Market Alliance in Seattle. She holds a B.S. in Biology, with a minor in International Studies from the University of Washington.

Kathleen Rose, Owner Rose Orchards Farm, Co-Founder Waterfront Farmers Market, Producer & Board Member Fresh Food Revolution Co-op, Regional Lead Pierce County SNAP

Kathleen retired from a 15 year Sales Management career in Clinical Diagnostics, where she witnessed the effects of antibiotic resistant bacteria, increased diabetes and infectious disease. She made the conscious decision to use her organic farm for outreach and follow her passion for sustainable agriculture & healthy food access..."Because optimal health starts with quality food!"

Kathleen is passionate about supporting small farmers and developing a regional & sustainable food system. She is a certified Master Gardener and enjoys teaching our youth about conservation and agriculture. She also loves sharing her corporate sales experience to help local food producers connect with the community.
Laura Raymond, Small Farm Direct Marketing at Washington State Department of Agriculture (WSDA)

Laura Raymond was raised on the bounty of the Northwest but fell in love with agriculture while far from home on Midwestern prairies and Latin America hillsides. After a stint in global development, she focused closer to home and has spent the last 19 years working for vibrant regional food systems; connecting people with how food is grown in all types of urban gardens, spearheading local food policy efforts, and helping farmers expand their regional markets. At WSDA, Laura puts her MBA in Sustainable Business to work along with her love of education and engagement to deliver technical assistance and manage projects that help small farms direct market their products.

Leigh Newman-Bell, Pike Place Market Farm Development Coordinator

As the Farm Development Coordinator for Seattle’s Pike Place Market, Leigh Newman-Bell links market farmers to resources, provides educational workshops and on-farm technical assistance. Leigh also strives to elevate the voices of immigrant and refugee farmers at the policy level by serving as a King County Agriculture Commissioner. Prior to her work in Seattle, Leigh worked with farmers and community partners as the Farmer Outreach and Wholesale Coordinator at Viva Farms Incubator Farm in her home community Skagit County. She has spent over two years working in Latin America developing international student programs with an emphasis on social justice. Leigh is passionate about helping small farmers succeed and promoting an inclusive local food economy.

Madhu Singh, Chief Legal Officer, Foundry Law Group

Madhu Singh, is the founder of Foundry Law Group. Madhu and her team enjoy growing the firm by empowering growing businesses and nonprofits to get organized and protect their team, assets and intellectual property. Madhu believes in building strong relationships with her clients by acting as a resource and being active within the local business community. She is the president of the Women's business exchange. And, last year, she was named the Woman Business Owner of the year by the Small Business Administration. In addition to her practice, she is entering her fifth year as Adjunct Faculty at the Entrepreneurship Clinic at Seattle University School of Law. In her spare time, she advises and volunteers at local non-profits and clinics.

Richard McCarthy, Executive Director of Slow Food USA

For more than 20 years, Richard McCarthy has promoted his vision of farmers markets as vehicles for community development. A co-founder of both Market Umbrella in New Orleans and the national Farmers Market Coalition, he has been instrumental in supporting the growth and development of farmers markets across the country.

At the 2016 WSFMA Annual Conference, Richard will address the issues of scale, efficiency, and purpose, as pioneering institutions - like farmers markets - navigate an increasingly competitive market for consumer and producer loyalties.
Rita Ordóñez, Food Access Consultant

Rita Ordóñez lives in the Skagit Valley with her husband, landscape painter, Ron Farrell, and their two children, Roland and Olivia. She has been a local food activist since 2004, working on healthy food access for low income families at farmers markets, schools and food banks across the State of Washington. Rita is currently a grant writer/consultant and FINI administrator for the Skagit Valley Farmers Market Coalition. Previous jobs include Coordinator for the WSU Farmers Market Wireless Technology Project and the Community Food Access Manager for Community Action of Skagit County. Rita has a BA in Geography from Western Washington University and a MA in Geography from the University of Washington.

Sash Sunday, Founder and Owner of OlyKraut

Sash Sunday is a founding owner of OlyKraut. After much consideration, she discovered that the best way for her to contribute to the food system and economy she would like to see is by putting her fermentation fanaticism to good use turning regional farmers’ produce into delicious sauerkraut. She has spent the last decade working directly with farmers, learning about sustainability and agriculture, and wondering how to restructure the economy so it could support a better future. Sash is constantly trying to learn more about sustainability and generative business so that every decision she makes as an owner supports those values. She graduated from the Evergreen State College where she focused on Food, Fermentation, and Sustainable Agriculture and earned her MBA in Sustainable Systems at Bainbridge Graduate Institute at Pinchot University.

Sheri Muntean, CPA PhD

A Certified Public Accountant since 1991, Sheri Muntean worked with Price Waterhouse and Ernst & Young (EY), retiring as the National Tax Compliance Knowledge Manager for EY in 2000. In private practice since that time, Sheri has worked with the Anacortes Farmers Market for over 10 years, as well as the Skagit Valley Farmers Market Coalition, closely supporting the farmers markets within it.

Since 2011, Sheri started working with markets statewide as part of the WSU Farmers Market Wireless Technology Project, writing the manuals and developing the worksheets distributed as a best practice throughout the state, which are now being offered nationwide through the Farmers Market Coalition.

Stacy Carkonen, Executive Director, Tacoma Farmers Market

Stacy joyfully joined the staff of the Tacoma Farmers Market (TFM) in March 2014. She is passionate about supporting and strengthening local farms, educating the community about protecting and preserving our agricultural lands and ensuring that locally grown and raised food is available to all of our community members regardless of income level.

Prior to joining TFM Stacy worked as Farm-to-Table Program Manager for Cascade Harvest Coalition, Director of Development for Community Involved in Sustaining Agriculture (CISA), National Field Director for Global Action for Children and Director of Global Grassroots Advocacy and Expansion for RESULTS and RESULTS Educational Fund.

She holds a B.A. in International Studies from the University of Idaho with an emphasis on political violence, revolutions, and economic development, and finished her degree at the University of Birzeit in Palestine. She also holds a Bachelor of Arts in Theatre and Music from Washington State University. Stacy brings a diversity of skills to the Tacoma Farmers Market table including organizing, fundraising, event management and general rabble rousing. She lives in Sumner with her husband and two children and is a proud board member of TB PhotoVoice and the Washington State Farmers Market Association.
Suzanne Briggs, Principal, Collaboration

Suzanne Briggs first implemented SNAP in Portland’s Hollywood Farmers Market in 2004. Since then she has consulted with farmers markets in over 10 states on how to choose wireless card services, track sales and promote the programs.

Suzanne co-authored Real Foods, Real Choices: Connecting SNAP Recipients with Farmers Markets and also provided technical assistance for two Washington reports - King County’s Farmers Market Access Project: Expanding Nutrition Assistance Programs in Washington Farmers Markets, and most recently, WSU report Accepted Here! Food Access Programs at Washington State Farmers Markets. She has served in the past on Hollywood Farmers Market Board, and Oregon Farmers Market Association Board. Currently Suzanne is a OSU Center for Small Farms and Community Food Systems advisory committee member.

Terry Teale, Board President, Dispute Resolution Center Board of Directors

Terry Teale is beginning her sixth year on the Dispute Resolution Center Board of Directors, and is currently serving as Board President. She has been a volunteer for the DRC for more than five years, and is a certified Senior Mediator.

Other mediation certifications include Family Mediation, Multi-Party Mediation, and Collaborative Negotiations. Terry also serves as a volunteer trainer on the DRC Training Team.

Prior to retirement, Terry served for twenty-two years as the Executive Director for the Council of Presidents, a voluntary association of the presidents and senior staff of Washington’s six public baccalaureate degree granting college and universities. She also was staff to the State Senate in the mid 1980’s.

Terry has lived in Olympia since 1977 and has great affection for this community and the beauty of the Northwest. Public service and volunteerism is a core value that enables her to contribute to a civil and vibrant community.

Todd Dierker, Gorge Grown Food Network

Todd Dierker is the Food Access Programs Manager for Gorge Grown Food Network. His role is to promote community access by supporting rural farmers’ markets, the Mobile Market and programming that increases low-income residents' access to local food. Todd was instrumental in developing the Veggie Rx program in 2015. His 2 terms of service with the US Peace Corps in Southern Africa and Thailand provided a solid foundation for the community development work he continues today.

Todd believes that the dinner table is the best place to start conversations about living sustainably. Todd is an active community volunteer in Hood River, where his family feels fortunate to have settled and he loves that his 2 kids are growing up surrounded by farmers and fresh foods.

Tricia Kovacs, Small Farm Direct Marketing and Farm to School Lead, Washington State Department of Agriculture

Tricia Kovacs manages the Small Farm Direct Marketing and Farm to School programs at WSDA. Her team provides education and resources for Washington farms to increase market readiness and assist with food safety and regulatory compliance. They also support links between farms and institutions around the state to increase purchasing of Washington-grown food and offer education about food and farming. Tricia serves as WSDA’s representative to the Governor’s Small Business Liaison Team and as Washington State Lead for the National Farm to School Network, and is a member of the WSU Small Farms Team. She is the lead author of the “Bridging the GAPs Farm Guide,” which assists small and mid-sized growers in meeting food safety standards, and “A School’s Guide to Purchasing Washington-Grown Food.”