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Hotel Murano, Tacoma

<http://wafarmersmarkets.org/conference-2020/>

## THURSDAY, February 20

11:00am-5:00pm	Pre-Conference <b>FARMERS MARKET BOOT CAMP</b>
5:30-7:00pm	<b>WELCOME RECEPTION</b> at the Hotel Murano <i>All Invited. Meet WSFMA Board Candidates/Board Hosted Mixer</i>

## FRIDAY, February 21

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

## SATURDAY, FEBRUARY 22

8:00-10:00am	Statewide SNAP EBT Incentive Match Program Training with DOH		
9:00-10:00am	Roundtable on Climate Change and Farmers Markets, Joan Qazi, Geographer		
10:15-11:15am <i>Session 5</i>	<b>Shape Up Your Backend for a Fun and Successful Farmers Market Season</b> Doug Farr, Seattle Farmers Market Association; Stacy Carkonen, Tacoma Farmers Market	<b>Navigating Insurance for Farmers Markets and Vendors in 2020</b> Colleen Donovan, WSFMA; Larry Spilker, Campbell Risk Management	<b>Working with Local Agencies to Strengthen Your SNAP ED/Food Access Programs: Leveraging Partnerships and Collaborations</b> Sydney Debian
11:15-11:30am	<i>Coffee Break</i>		
11:30am-12:30pm <i>Session 6</i>	<b>Crisis Communications: Proactive Planning and Communication Strategies to Stay Ahead of the Crisis</b> Kimmi Devaney, K Dev Communications	<b>What's the Difference? How to Educate Shoppers About Why Buying Direct Is Important</b> Catt Fields White, San Diego Markets / Farmers Market Pros	<b>Funding the Gap: Raising Money for your Food Access Programs</b> Stacy Carkonen, Tacoma Farmers Market
12:35-1:00pm	<b>CLOSING</b> <b>Send-Off for 2020 Season</b>		

## 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