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Hotel Murano, Tacoma

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

THURSDAY, February 20

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

FRIDAY, February 21

9:00-9:25am	EXHIBITS	CONFERENCE KICK-OFF		
9:35-10:45am <i>Session 1</i>		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 Jensen, Mockingjay Press and Snohomish Farmers Market
11:00-12:15pm <i>Session 2</i>		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	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
12:30-2:30pm		LUNCH and Farmers Market Updates WSFMA Annual Member Meeting & Board Elections		
2:45-3:45pm <i>Session 3</i>		Protecting Your Market: Rules and Regulations Jordan Boldt, Vancouver Farmers Market	Succession Planning Basics Randy Brinson, Third Sector Company	Location, Location, Location! Karen Erickson & Gary Purves, Everett Farmers Market; Sam Kiely, Neighborhood Farmers Market
3:45-4:15pm		<i>Coffee Break</i>		
4:15-5:15pm <i>Session 4</i>		The Care, Feeding and Weeding of Volunteers Maria Anderson, Elk Run Farm and South King County Food Coalition	Better Safe than Sorry	Understanding Shopper Behavior to Increase Vendor Sales Jennifer Antos, Neighborhood Farmers Market
6:00-8:00pm		DINNER PARTY and Silent Auction		

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		
10:15-11:15am <i>Session 5</i>	Working with local agencies to strengthen your SNAP ED/Food Access Programs: Leveraging Partnerships and Collaborations Sydney Debian (formerly of MIFMA)	Market Efficiencies and Collaboration Strategies: Proven Tools that Save Time, Money, and Headaches Doug Farr, Seattle Farmers Market Association	Navigating Insurance for Farmers Markets and Vendors in 2020 Colleen Donovan, WSFMA; Larry Spilker, Campbell Risk Management
11:15-11:30am	<i>Coffee Break</i>		
11:30am-12:30pm <i>Session 6</i>	Funding the Gap: Raising Money for your Food Access Programs Stacy Carkonen, Tacoma Farmers Market	What's the Difference: How to Educate Shoppers About Why Buying Direct Is Important Catt Fields White, San Diego Markets / Farmers Market Pros	Crisis Communications: Proactive Planning and Communication Strategies to Stay Ahead of the Crisis Kimmi Devaney, K Dev Communications
12:35-1:00pm	CLOSING Send-Off for 2020 Season		