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MARKET ASSOCIATION



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Conference Program
February 20-22, 2020
Hotel Murano, Tacoma WA

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The WSFMA supports and promotes vibrant and sustainable farmers markets in Washington State through member services, education and advocacy.

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CONFERENCE AT A GLANCE

All events are held at the Hotel Murano

THURSDAY, February 20

10:00am	Registration Opens
11:00am-5:00pm	Pre-Conference Farmers Market Boot Camp for Market Managers & Board Members
5:30pm-7:00pm	Welcome Reception

FRIDAY, February 21

7:30am	Registration Opens
9:00am	Conference Kick Off
9:00am-5:30pm	Exhibitors
9:30am-12:15pm	Workshops
12:30pm-2:30pm	Lunch and the WSFMA Annual Meeting
2:45pm-5:15pm	Workshops
6:00pm-9:00pm	Dinner Party and Auction

SATURDAY, February 22

7:00am	Registration Opens
8:00am-10:00am	Statewide SNAP EBT Incentive Match Training (DOH)
9:00am-10:00am	Roundtable on Farmers Markets and Climate Change
10:15am-12:30pm	Workshops
12:35pm-1:00pm	Closing Send Off

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CONFERENCE SCHEDULE

FRIDAY, February 21				
9:00-9:25am	E X H I B I T S	CONFERENCE KICK-OFF <i>Ballroom</i>		
Breakout Rooms		<i>Cavallino</i>	<i>Torcello/Burano</i>	<i>Venice 1</i>
9:35-10:45am <i>Session 1</i>		Avoiding the Five Board Dysfunctions that Create Chaos <i>Scott Schaffer, Public Interest Management Group</i>	Budget Building: Sowing the Seeds for a Thriving Future <i>Nancy Bacon & Dwight Hutton, Washington Nonprofits</i>	Social Media Sanity: Strategies & Secrets <i>Sarah Dylan Jenson, Mockingjay Press and Snohomish Farmers Market</i>
11:00-12:15pm <i>Session 2</i>		Vendor Recruitment and Retention: Looking forward to a changing landscape <i>Katie Green, Wild Hare Organic Farm; Genine Bradwin, Kirsop Farm; Ryan Lichttenegger, Steel Wheel Farm</i>	Sustainable Fundraising That's Enjoyable for Everyone <i>Susan Howlett, Consultant and Author</i>	Building a Strategic Marketing Plan for Farmers Markets <i>Kelli Diann Billips, Seattle Farmers Market Association</i>
12:30-2:30pm		LUNCH and Farmers Market Updates		
		WSFMA Annual Member Meeting & Board Elections		
2:45-3:45pm <i>Session 3</i>		Location, Location, Location! <i>Karen Erickson & Gary Purves, Everett Farmers Market; Sam Kielty, Neighborhood Farmers Markets</i>	Succession Planning Basics <i>Randy Brinson, Third Sector Company</i>	Protecting Your Market: Rules and Regulations <i>Jordan Boldt, Vancouver Farmers Market</i>
3:45-4:15pm		Coffee Break		
4:15-5:15pm <i>Session 4</i>		The Care, Feeding and Weeding of Volunteers <i>Maria Anderson, Elk Run Farm and South King County Food Coalition</i>	Better Safe than Sorry: Developing a Safety Plan and Protocols for Your Market <i>Al Wurth, Safety and Heath Consultant Labor and Industries</i>	Understanding Shopper Behavior to Increase Vendor Sales <i>Jennifer Antos, Neighborhood Farmers Market</i>
6:00-9:00pm		DINNER PARTY and Silent Auction <i>Ballroom</i>		

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

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

King County celebrates our 40 Farmers Markets and the power of data!



Farmers market vendor sales

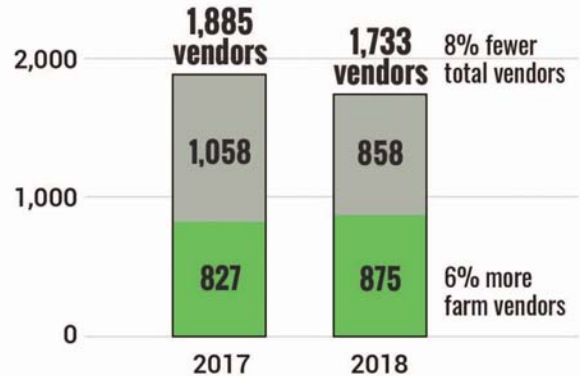
Target: Support and grow existing and emerging markets for selling locally-produced foods.



Number of farmers market vendors*

■ farm vendors ■ other vendors

* Aggregate vendors at all markets; not unique businesses.



farmkingcounty.org

Data: WSFMA, 31 markets reporting

Grow your market business!



Year-round classes, conferences and community for farmers, foodmakers and farmers market managers.

Subscribe to Tent Talk, the farmers' market podcast.

FarmersMarketPros.com



FRIDAY, February 21

Session 1: 9:35am — 10:45am

Avoiding the Five Board Dysfunctions that Create Chaos

Scott Schaffer, Public Interest Management Group

In this practical discussion-oriented session, we'll explore research findings about nonprofit boards that work well – and those that don't. There are five characteristics that tend to be present when organizations struggle. The good news is that by identifying the pitfalls, we can focus on building highly effective volunteer boards. We'll consider board development solutions and changes that can aid this process. Participants will leave with an understanding of common pitfalls and ideas for problem-solving.

Budget Building: Sowing the Seeds for a Thriving Future

Nancy Bacon and Dwight Hutton, Washington Nonprofits

Your budget is your financial plan. It represents your organizational values and it communicates your priorities to audiences inside and outside your organization. An effective budget allows you to make good decisions for your organization and community. In this interactive session, we will explore three aspects of budget building:

- 1) Culture: Your values and core beliefs are reflected in your budget. We will show you where they show up and how you can shape your budget to stand for your mission.
- 2) Budgeting: Now the brass tacks of budgets: the chart of accounts, cost allocation, and the budgeting process.
- 3) Communications: A well-crafted budget that represents your values is something to communicate to your community! Let's talk about how to explain your financial plan to funders and market followers. You will leave this session able to define your culture before sitting down with a pencil and paper, explain how you allocate costs, and talk about your budget with someone outside your organization.

Social Media Sanity: Strategies and Secrets to Keep Your Market's Social Media Fresh and Bountiful throughout the Season

Sarah Dylan Jensen, Mockingjay Press, Snohomish and Stanwood Farmers Market

Just like our markets, a social media strategy isn't one-size-fits-all. And how do we fit doing social media in among the 1,000 other to-do items on a Market Manager's task list? (Hello, Honeybucket disasters and wind storms galore...) In this beyond-basics session, we'll tackle skills to help you navigate the wonderful world of Facebook and how to integrate it into your farmers market planning strategy. We'll touch on various platforms to get your market at the top of customers' minds without losing your own. You'll take away some new ideas on how to manage the chaos of social media technology so you can focus on what really matters – bringing produce to the people!

Session 2: 11:00am — 12:15pm

Vendor Recruitment and Retention: Looking towards a Changing Landscape

Farmer Panel: Genine Bradwin, Kirsop Farm; Katie Green, Wild Hare Organic Farm; Ryan Lichttenegger, Steel Wheel Farm

Markets need to look forward to and plan for changing market landscapes that will benefit farmers, shoppers and the overall Farmers Market organization. How do markets find new vendors and retain the existing ones by being flexible and creative? How can market management help vendors add value and help with technical assistance and training? Several successful Puget Sound farm vendors will provide ideas and discuss solutions to maximizing their sales, increasing business connections and enhancing their overall experience selling at Farmers Markets.

FRIDAY, February 21

Sustainable Fundraising That's Enjoyable for Everyone

Susan Howlett, Author and Consultant

If fundraising isn't your favorite part of your work, you're doing it wrong! In this highly interactive session, we'll identify who wants to support you and how best to ensure their generosity and loyalty. You'll leave with practical, no-cost steps you can take right away to sustain your vital work with joy and ease, and get others to join you in the process.

Building A Strategic Marketing Plan for Your Farmers Market

Kelli Diann Billips, Seattle Farmers Market Association

Strategic planning is an essential tool that establishes a direction for your markets storytelling. In this workshop we'll cover the full gambit: target research, defining your primary and secondary targets, creating a simplified marketing message, defining the voice of the market, and developing goals for content creation and distribution. We'll also identify the best media platforms to reach your targets, and allow you to focus your time on the approaches that work for your marketing budget. You'll walk away with the tools to create clarity and consistency in your storytelling, and train other market staff to establish a unified voice across all media platforms.

Session 3: 2:45pm — 3:45pm

Location, Location, Location! Securing your Location, What to Do If You Need to Move, How to Handle Vendors, Community, Partners, Communications

Manager Panel: Karen Erickson, Everett Farmers Market; Gary Purves, Everett Farmers Market; and Sam Kielty, Neighborhood Farmers Market

Location, Location, Location! One of businesses' basic truths is more important than ever at a successful farmers market. Long serving market managers will discuss the challenges (and perks) of moving a successful market and ensuring its personality, vendors and community support stays intact. Panelists will share best management practices regarding: choosing a location, new stall assignments, expenses, advertising, vendor communications, growing shopper support, creating positive spins, and how not to lose one's cool. Participants will receive examples of communication tools, timelines to ensure success, advertising ideas and examples of property leases and contracts.

Succession Planning Basics

Randy Brinson, Third Sector Company

What does "succession planning" mean in your organization? Nonprofit executives and board members often react nervously to conversations about succession. According to BoardSource, 73% of nonprofits have not yet created a plan for their leadership continuity. Lack of succession planning puts missions in danger and organizations at risk if there's a sudden transition in a key leadership role. But such transitions also provide opportunities for growth if your organization has a culture of leadership continuity focused on developing the human capital it will need for the future. This workshop will:

- Frame succession planning as essential to your organization's long-term sustainability
- Outline the essential components of an effective succession plan
- Present options for beginning your organization's leadership continuity work
- Provide specific tools and resources to support that work

Protecting Your Market: Rules and Regulations that Help You Work Effectively with Vendors and Customers

Jordan Boldt, Executive Director, Vancouver Farmers Market

Who loves a bunch of rules? Honestly, not many people. But don't worry, because with a thoughtful and creative approach to your market regulations, you can set yourself up for success. In this session, we'll cover everything from basic market guidelines to addressing issues with customers, and most importantly, we'll talk about how to enforce and uphold these rules while simultaneously winning over vendors and shoppers. You will leave with an understanding of all the areas you should be addressing to protect your market and templates to get you started. Whether you're a small market looking for starting point or a complex organization trying to refine their risk management strategy, this session is for you. And since we're talking rules...there will be some pretty crazy stories about the people that inspired these rules in the first place.

Session 4: 4:15pm — 5:15pm

The Care, Feeding and Weeding of Volunteers

Maria Anderson, Elk Run Farm and South King County Food Coalition

Learn how even a tiny organization without specialized volunteer management staff can recruit, effectively manage, and retain volunteers over time. Along with some tools and templates, the session will explore a shift in perspective of how volunteers are viewed and managed away from a hierarchical structure, toward a collaborative, talent honoring partnership. The session will cover:

- Messaging for effective recruitment and preparing volunteers before they arrive on-site
- Understanding what your volunteers need and self-management techniques
- Elk Run Farm's management philosophy
- How to prevent problems before they start and effective (and simple) volunteer appreciation

Attendees will have an opportunity to ask specific questions about their own volunteer programs and will leave with a renewed excitement about the vibrancy and resilience that good volunteers can bring to a mission.

Better Safe than Sorry: Developing a Safety Plan and Protocols for your Farmers Market

Al Wurth, Safety and Heath Consultant Labor and Industries

None of us want to think about terrible things happening at our market, but in the event that they do we want to be ready. Join staff from Washington State Labor and Industries as they walk you through creating a proactive market safety plan that reflects the needs of your market big or small. Workshop will cover what plans and protocols markets should have in place, who should know about your plan, and active shooter protocols to keep the most people safe if the unthinkable happens.

Understanding Shopper Behavior at Farmers Markets to Increase Vendor Sales

Jennifer Antos, Executive Director, Neighborhood Farmers Market

As the local food movement continues to mature, and competition for the retail market dollar increases, the need for farmers to develop direct marketing strategies to engage consumers is critical. In 2018 and 2019, FARMroots, a program of Greenmarket and GrowNYC, created a method to measure how shoppers interact with an individual vendor's stand at farmers markets. This session will share how they gathered data by observing customer behavior, share the strategies they developed for improving customer satisfaction at farmers markets, and how participating vendors ultimately increased sales, on average, 11-15%, after making simple changes in their booth. This session will present GrowNYC's customer behavioral analysis tool, as well as ideas for how markets of every size and capacity can adapt this model to increase customer satisfaction and interaction. This work was funded in part by the USDA's FMPP/LFPP grant program and first presented by Christopher Wayne at the 2019 National Direct Agricultural Marketing Summit.

WORKSHOPS

SATURDAY, February 22

8:00am — 10:00am

Statewide SNAP EBT Incentive Match Program Training

Alyssa Auvinen, Washington State Department of Health; Alan Ismach, UW Center for Public Health Nutrition; Jamie Wells, Washington State Department of Health; Caprice Teske, WSFMA; Stacy Carkonen, Tacoma Farmers Market

Is your farmers market participating in the new statewide SNAP EBT Incentive Match Program being launched by the Department of Health? Come learn about important updates for the 2020 season, including the unveiling of the new statewide SNAP EBT Incentive Program logo and name! We will also share program materials that are available to participating markets and let you know about the requirements for tracking SNAP EBT transactions at your farmers market. Come prepared with questions!

9:00am — 10:00am

Roundtable on Climate Change and Farmers Markets

Joan Qazi, Geographer, Educator and WSFMA Board Member

Wildfires, smoke, changing seasonality, floods, and then drought. Are you concerned about what climate change means for farmers markets? Join our roundtable discussion to learn more about likely consequences of climate change for Washington State and for our farmers markets. We will brainstorm farmers market adaptations to our changing climate as well as the role of farmers markets as one of the solutions to decrease our carbon footprint. Come with your suggestions and your questions; leave with a plan of action.

Session 5: 10:15am — 11:15am

Shape Up Your Backend for a Fun and Successful Farmers Market Season

Doug Farr, Seattle Farmers Market Association; Stacy Carkonen, Tacoma Farmers Market

For many outside of the farmers market world this appears to be an easy job. How many times have we heard "What do you do in the off-season?" But as all of you know setting up and running a market is just one aspect of what it takes to run a successful and prosperous business. What happens behind the scenes on the back end of your market is often where the rubber meets the road in time management, systems efficiencies and data tracking.

During this interactive workshop participants will learn strategies to streamline the back end of your business. From data collection for use in identifying trends and trouble spots to payroll and project management this workshop will have your back end shaped up in no time. Workshop goers will also have the opportunity to share systems they are using to make life easier and their market more profitable.

Navigating Insurance for Farmers Markets and Vendors in 2020

Facilitator: Colleen Donovan, WSFMA with Larry Spilker, Campbell Risk Management

It's clear that insurance is an important risk management tool in protecting your farmers market, vendors, board members, and partners when there is a claim of some sort of physical injury to people or damage to property. What's not so clear is what you need, what's required, where to get it, and how much it will cost. This workshop will look key questions we're facing in 2020: What do all insurance terms mean and what are the farmers market industry standards?; Should a farmers market "require," "recommend" (strongly?), or say little about liability insurance? What are the Pros and Cons? All vendors or just certain types? Where can farmers markets and vendors get insurance, what does it cover, and cost? Best practices around communicating and planning change to market policies that have real costs and may touch on personal philosophies. What else can a market be doing to mitigate risk?

Cultivating SNAP-Ed Partnerships: Leveraging Programming to Increase Food Access at Farmers Markets

Sydney Debian

Farmers markets and SNAP-Ed program providers share a goal of increasing both food access and the use of SNAP benefits to purchase fresh, healthy foods. However, it can be tough to know where to start when creating new partnerships or strengthening existing ones! This session will give an overview of SNAP-Ed, talk about tips for market managers and providers on collaborating with each other, and identify examples of activities and programs that can benefit and support farmers markets, local providers, and the surrounding communities.

Session 6: 11:35am — 12:30pm

Crisis Communications: Proactive planning and Communication Strategies to Stay Ahead of the Crisis

Kimmi Devaney, KDev Communications

Life is full of surprises, and crises tend to occur at the least convenient moments. Is your farmers market prepared for a food safety crisis or another situation that calls the market's reputation into question? This session will prepare you with the tools to develop a plan, navigate media interviews and stay centered amidst the chaos.

What's the Difference: How to Educate Consumers about Why Buying Direct is Important

Catt Fields White, Farmers Market Pros and San Diego Farmers Markets

Learn how to use simple messaging techniques to make your market shoppers feel empowered and increase loyalty. Surprisingly, even loyal customers often don't realize the difference that buying direct makes to the financial sustainability of small farmers and to their own communities. This session offers specific phrasing and graphics you can use to explain the difference in the net benefit to farmers and food makers when consumers buy at retail stores vs direct from producers. Let shoppers know that they hold the key to giving farmers the ability to keep farming, and that small farming can have a positive effect on climate trends. Learn to increase attendance at your market by letting consumers know the positive health impacts of eating fresh foods and the favorable results of keeping their dollars in their own community.

Funding the Gap: Raising Money for your Food Access Programs

Stacy Carkonen, Tacoma Farmers Market

Food Access Programs are highly valued by customers, farmers, and farmers markets. But it's no secret that they are costly to run -- program administration, promotion, training, matching program, etc. -- there are costs at every stage of programming. During this interactive workshop you will walk away with concrete strategies and activities to begin a fundraising plan that works for you and your market regardless of size.

Program printing generously provided by:



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SPEAKERS

Meet your workshop speakers!



Maria Anderson manages Elk Run Farm which grows delicious, local produce exclusively for the food banks of the South King County Food Coalition. Maria has leveraged the work of more than 3,000 different volunteers over four years to convert part of a golf course into a productive and beautiful suburban farm. When she isn't dreaming about harvesting carrots, she loves cooking and entertaining, off-season hikes with her extended family, and reading when she should be doing other things. She is currently dreaming about starting a second farm for the food banks. You can follow along on Instagram @elkrunfarm, on Facebook @elkrunfoodbankfarm or connect by email at elkrunfarm@skcfc.org.



Alyssa Auvinen manages the Fruit and Vegetable Incentive Program at Washington State Department of Health (DOH). Prior to working at DOH she started and managed a farmers market in Billings, MT. That experience prompted her to volunteer on small to mid-sized organic farms in Washington, Oregon, and Utah before making her way back to work in public health.



Jennifer Antos is the Executive Director for the Neighborhood Farmers Markets in Seattle, whose seven markets serve over 200 farmers, ranchers, and food producers. She is passionate about creating community connections through food and believes farmers markets are the best place for people to become more educated about the food system. Jennifer has over 15 years' experience managing programs, sales teams, and event operations in the non-profit sector. She started her career at Fort Mason Center in San Francisco where she had the opportunity to manage venue-logistics for the inaugural Slow Food Nation event. She worked most recently for IslandWood, an education organization out to inspire the next generation of environmental stewards. Jennifer holds a B.A. in American Studies from Smith College and an MPA from Seattle University.



Nancy Bacon works at the intersection of nonprofits and adult learning to create learning experiences that move people to action. In 2013, she founded the learning program at Washington Nonprofits, the Washington state association for all nonprofits. In 2013, she was challenged to create a training on finance, a topic described to her as "being as fun as getting a root canal." She led the team that created Finance Unlocked for Nonprofits (FUN), as well as Boards in Gear (BIG), Let's Go Legal, Strategic Planning in Nonprofits (SPIN), and more. Nancy regularly speaks on learning and leadership, and she writes occasionally on her blog: www.nancybacon.com.



Kelli Diann Billips is the current Operations Manager for Seattle Farmers Market Association - organizing the Ballard, Madrona and Wallingford Farmers Markets. Growing up on a farm in Southwest Virginia, she helped her grandfather at farmers markets and enjoyed spending time with her grandparents in their garden. She relocated to Seattle in 2016. A graduate of Radford University, Kelli Diann holds a degree in advertising. She has assisted several markets and individual vendors alike in creating a marketing strategy that works for their business model and available staff resources. Working in the world of farmers markets for over 4 years, Kelli Diann is invigorated by the spirit of local community and the abundance of Washington grown produce. The primary message she hopes to pass on through all of her work is, "It's time to flip the script, from, 'local food is expensive' to, 'local food is valuable'." She is known for whipping up "something out of nothing" in the kitchen, using the blessed tools of her Granny Louise.



A lifelong resident of Southwest Washington, **Jordan Boldt** has led the Vancouver Farmers Market since 2010. Jordan also serves on the board of Visit Vancouver USA, the Clark County Food Systems Council, and Clark County Technical Advisory Committee (for food safety). Previously, he worked in finance and small business development where he learned to love the entrepreneurial spirit of farmers and food based businesses. Jordan also spent 15 years working in emergency services as a firefighter and EMT. When not helping farms, Jordan is a lunch buddy with the Vancouver Public Schools and is attempting to remodel an old home.



Genine Bradwin, of Kirsop Farm, has been growing organic vegetables for more than 20 years with her husband, Colin Barricklow. Kirsop Farm has always had a mixed marketing plan including CSA, direct wholesale and farmers markets. We enjoy farmers markets the most, which is how we found ourselves selling at 10 per week for a couple years there! In addition to our 20-acre vegetable operation, Kirsop Farm now includes a growing livestock and feed operation, as well as producing broth and stock, yarn, and sheepskins. In 2013 we were able to make the transition from multiple short term leased fields to one forever farm in cooperation with a local land trust and conservation group. We have experience selling in all sizes and many locations of markets and are eager to share what we have learned over the years.



Randy Brinson is Third Sector Company's Senior Strategist for Board and Executive Leadership Development. Certified in nonprofit board consulting (by BoardSource) and leadership succession planning (by Third Sector Company), Randy is a trusted partner in chief executive searches and leads governance trainings, board retreats and strategic planning activities. He also has interim leadership experience and is passionate about helping organizations build capacity to better serve their missions.



Stacy Carkonen joyfully joined the staff of the Tacoma Farmers Market in March 2014. She is passionate about supporting and strengthening small, 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 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 Theater and Music from Washington State University.



Sydney Debien is originally from Michigan, where she was the Food Access Manager for the Michigan Farmers Market Association (MIFMA). She graduated from Michigan State University with a Bachelor's Degree in Public Policy and a specialization in Agribusiness Management. Sydney currently lives in Olympia with her husband and dog and is a Contract Specialist for the Washington State Department of Natural Resources. In her spare time, she likes to garden, camp, and comb thrift stores for vintage Pyrex.

SPEAKERS



Kimmi Devaney is a communications strategist with roots deep in agriculture and over 10 years of experience in public relations, stakeholder engagement and crisis communications, working with non-profits, government agencies, cooperatives and national trade magazines from coast to coast. Kimmi is the president of KDev Communications, a communication company providing strategic solutions and bridging the communication gap between her agricultural clients and their target audiences. She earned a B.S. in animal sciences and agricultural communication from WSU. Kimmi's passion for connecting consumers with agriculture began at a young age as the granddaughter of Enumclaw farmers. Kimmi also serves on the Enumclaw Plateau Farmers Market board of directors, on the American Farm Bureau Federation's Urban Farm Bureau Coalition steering committee and is an active member of King-Pierce Farm Bureau.



Colleen Donovan is the Executive Director of the Washington State Farmers Market Association and coordinator of the Farmers Market Integrity Project. She has worked in Washington since 2003, providing direct support and research, leading statewide farmers market surveys and data tracking, conducting over 20 Rapid Market Assessments, projects with Latino farmers, and creating shopper promotions. Colleen and Karen Kinney curated their favorite tips and tools in the "Washington Farmers Market Management Toolkit" among many other publications and projects. Originally from California's Central Valley, Colleen lives in Ellensburg. She has a B.S. in Social Sciences from Cal Poly San Luis Obispo and M.A. from the University of Washington.



Sarah Dylan Jensen is the creator and curator for Mockingjay Press - a brand ambassador company that helps small businesses stay sane in the world of Social Media marketing. Don't let the fancy title fool you. As a market manager herself, Sarah does more than just editing etiquette from behind the keyboard. She's a boots-on-the-ground style businesswoman that believes there's a story behind every 10 x 10 and she's found some clever ways to help your customers understand why Farmer's Markets are worth the "likes" and "shares."



This season, **Karen Erickson** begins her 8th year as the Manager of the Everett Farmers Markets. In charge of the SNAP EBT program, music, and all social media platforms and advertising since partnering with Gary Purves in 2012. Karen managed the Snohomish Farmers Market for 7 years and began her market career there as a vendor selling hand crafted, reusable shopping bags, and other hand-sewn plastic and fabric items. She was the first Snohomish County Regional Lead for the WSFMA, fulfilling that role for three years. Karen is passionate about building strong working relationships with social agencies across the local community, while supporting "access for all" to nutritious fruits and vegetables at Farmers Markets. She enjoys music and art and plays an active role in the local music scene. For 26 years, Karen was the owner/operator of a nationally recognized slipcover and sewing educational business.



Douglas Farr has always been passionate about anything to do with farming, entrepreneurship and with building community. He previously owned and operated five successful businesses that gained popularity along the Wasatch Front in Utah, speaking to his skills of developing fruitful organizations that benefit the local economy. His knowledge of farming infrastructure, coupled with his background in business, cultivated the necessary know-how to cater to both farmers and customers. Additionally, he worked as the Manager of the Fremont Sunday Market for well over a decade before accepting the role of General Manager for the Seattle Farmers Market Association. In his leisure time, Doug enjoys gardening, canning and developing his culinary skills. He also enjoys "geeking out" on architecture and machinery marvels, and taking road trips with his husband and their two dogs to explore all that the world has to offer.



Catt Fields White is the founder of Farmers Market Pros, the national farmers' market industry organization that promotes financial sustainability, community engagement and entrepreneurship for local market managers, small farmers and food makers. Classes and online forums provide education and support year-round for market participants at all stages and In Tents: The Farmers Market Conference brings market managers and vendors from throughout the US and Canada together for three days of speakers, workshops and roundtables each year. Catt co-hosts weekly episodes of Tent Talk, the farmers' market podcast. Since 2008, Catt and her San Diego Markets team have brought farmers to the city and more than 25,000 people to the table each week by developing and managing farmers' markets, including San Diego County's largest: the six-block Little Italy Mercato. Catt writes and speaks about food, farms and business for regional and national publications and at conferences and events worldwide.



Katherine D. Flores is the WIC Farmers Market Nutrition Program Lead for the last six years at the Washington State Department of Health. She has also worked at WSU on Nutrition projects and with Hispanic growers in Washington, Idaho and with the WSDA on projects to support risk management. She has a degree in Nutrition from San Carlos University in Guatemala City. She sat on the National Association of Farmers Market Nutrition Programs Board of Directors in 2015 and she is currently the Western Region Representative for FMNP at the national level.



Ivy Fox was raised on a family farm in Utah and credits these early childhood experiences for bringing her here today. After receiving a B. A. in Economics and Spanish from Smith College, Ivy moved to Seattle and began working at local nonprofits. Noticing systemic patterns that lead to burnout and toxic work environments, Ivy returned to school and obtained her M.A. in Organizational Development and Sustainability. Upon graduation, Ivy began working for the Neighborhood Farmers Markets where she was able to directly connect her farm background to her education and work experiences. Through 2019, Ivy focused on creating vibrant neighborhood farmers markets that are economically sound, socially and environmentally responsible and DELICIOUS!



Katie Green is the co-owner of Wild Hare Organic Farm, located just outside the city limits of Tacoma. Though they are Puget Sound natives, Katie and her husband Mark started farming on the east end of Long Island, cutting their teeth selling to chefs and eaters in New York, both as wholesalers and eventually direct marketers. They are proud to have put down roots in the Puyallup River Valley where they grow fresh produce for a year-round CSA program and farmers markets. Katie also serves on the board of the Tacoma Farmers Market. And when she's not busy running a farm, you'll probably catch her buried in a good book or living it up with Hazel, their amazing daughter.



Susan Howlett has been raising money joyfully for over 40 years, as a trustee, development director, executive director, and consultant to thousands of nonprofits – large and small -- across the continent. Author of two award-winning books (*Getting Funded: The Complete Guide to Writing Grant Proposals*, and *Boards on Fire: Inspiring Leaders to Raise Money Joyfully*), Susan has been led the University of Washington's year-long Fundraising Certificate Program since 1990. She speaks, trains and consults nationally, known for offering concrete solutions to persistent problems, delivered with humor, stories and chocolate. And she cries when she goes to farmers markets because they make her feel connected to what matters.

SPEAKERS



Dwight Hutton joined Washington Nonprofits after many years in the nonprofit performing arts world, first as a performer then transitioning into administration. He earned an undergraduate business degree from the University of Missouri-Kansas City while performing full-time. Dwight worn many nonprofit hats over the years, including as Executive Director, CFO, and Managing Director. He currently serves on the board of a small arts foundation and as Treasurer of Lifelong Aids Alliance.



Alan Ismach is a Research Coordinator for the University of Washington Center for Public Health Nutrition, where, since June, he has helped to facilitate the data collection and technical assistance involved in the Washington State SNAP Match program (formerly FINI). Alan holds degrees in medical anthropology, sociology, and nutrition from the University of Washington. A systems-oriented social scientist at heart, he is deeply passionate about addressing the severe sociocultural and economic inequalities rampant in our food system. Alan works on the UW Childcare Culture of Health Study, which aims to examine working environments and early childcare provider health in the greater Seattle area as they correlate with rising minimum wage. He is also a founding member of the UW Food Systems Coalition.



Samantha Kielty started her work with farmers markets in Tacoma almost a decade ago. For the last seven years Sam has held various positions with the Neighborhood Farmers Markets and spent time working for the Washington State Farmers Market Association assisting with the WSFMA Annual Conference and farmers market membership. While under Sam's management, the West Seattle Farmers Market saw 20% annual growth following relocation in 2015. Now in a new role as the Programs Manager Sam can combine her commitment to local agriculture and her passion for food access.



A young, passionate farmer, **Ryan Lichttenegger** was born to play in the dirt and proficiently use (read: ride and play with) tractors. Raised in rural Minnesota next to a seasoned, well-educated dairy farmer, he brings his midwestern roots and passion for the land here to the Northwest. A creative thinker, Ryan received his degree in digital animation before returning to the land to focus on growing nutrient dense food for the local community.



Scott Schaffer, Principal of Public Interest Management Group, is an experienced nonprofit leader and consultant with a background in economics, finance and behavioral science. A four-time past CEO in the food security, affordable housing and environmental fields, he's orchestrated financial turnarounds, built sustainable high-performance organizations, and raised over \$30 million for social and nonprofit enterprises. He is a sector thought leader on the topic of business model health and sustainability. Scott's management consulting practice links expertise in financial analysis and organizational development, and radiates from a core principle that social change requires passion and commitment combined with smart strategy and skillful execution.



Larry Spilker has been the director of Campbell Risk Management's national farmers market insurance program for the past 10 years and is considered by many to be one of the nation's foremost experts on farmers market and vendor risk management. Larry conducts risk management seminars for farmers market associations from coast to coast. He serves his community as an elected town councilman, serves on the board of directors for a public utility and is president of his homeowners association.



Caprice Teske is the Food Access Coordinator for the Washington State Farmers Market Association. She previously served as the Director of the Bellingham Farmers Market for ten years, working with over 150 small businesses and farms annually. In that role, she helped establish SNAP/EBT services at farmers markets and developed successful incentive programs. She is passionate about engaging the community on maintaining healthy food systems and making sure that those food systems serve all. She served two terms as Secretary of the WSFMA Board of Directors and worked on the WSFMA Conference Planning Committee, helping to develop the last 5 conferences. Prior to her work with the Bellingham Farmers Market, Caprice was Program Director for Whatcom Volunteer Center. Before relocating to Bellingham, she worked overseas with the U.S. Antarctic Program, where she learned the value of fresh produce since most food came in cans at the bottom of the earth. Caprice has a BA in English Literature from the Catholic University of America in Washington DC.



Gary Purves has served as the Director of the Everett Farmers Market for the last eight years. Gary began his market career volunteering at the Snohomish Farmers Market for two years and later as the assistant manager for a year. His partnership with Karen Erickson of the for-profit Everett Farmers Market began in January of 2012, and he has managed all vendor activities since then. Gary worked directly with the Port of Everett to facilitate all things farmers market logistics until last year when the Market moved to downtown Everett. He currently works closely with governmental agencies to garner a smooth running 100+ vendor market. Gary enjoys those rare getaway days, photography, and finding quiet spaces for short hikes and downtime from the year-round activities of the Market. His long career in the concrete construction industry, 21 years as his own boss, serves as the foundation for the many hats a Market Manager must wear.



Jamie Wells supports the Washington State Department of Health's Fruit and Vegetable Incentive Program and SNAP Education (SNAP-Ed) grant. In her work she aims to improve the health of low-income Washingtonians and reduce food insecurity through targeted program efforts and local, regional, and statewide partnerships. Jamie is happiest with when she's exploring the outdoors, watching good TV, or in the kitchen trying a new recipe with produce from the Olympia Farmers Market.



With years of experience as Central Washington's farm to school coordinator, **Joan Qazi** joined the WSFMA understanding the challenges that small and diversified farmers face. Farmers markets are such an important part of Joan's life, where she can show gratitude to the farmers who grow the local food that nourishes her family. Strengthening community food security is a personal passion. Joan has been the Geography professor researching climate change and sustainability advocate at Wenatchee Valley College for the last 25 years. She has a Ph.D. from University of Washington with a dissertation focused on women's work in Washington's apple industry.

Notes

WSFMA FARMERS MARKETS

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THRIVING,
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AROUND SUPPORT
FOR LOCAL
AGRICULTURE,
GOOD FOOD
FOR EVERYONE,
AND HEALTHY
COMMUNITIES.

MEMBER MARKET
APPLICATIONS DUE
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**ANNUAL MEMBER
MEETING FRIDAY,
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MARKET ASSOCIATION IS 110 FARMERS
MARKET MEMBERS STRONG.**



MEMBER MARKET BENEFITS

- **Farmers Market Promotions** print, online and special projects.
- **Food Access Program Support** with team of “Regional Leads” providing direct support to help build, grow, and sustain FMNP, SNAP EBT programs and matching projects.
- **Educational and Technical Assistance Services:** In-person, online, print, webinars, annual Boot Camp and Conference.
- **National Connections:** WSFMA members receive membership in the national Farmers Market Coalition
- **NEW in 2020!** Members of the WSFMA will receive a 25% discount when they become members of Washington Nonprofits, a tremendous resource for any community-based organization.

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