

# SCHEDULE: FRIDAY, FEBRUARY 24

8:30 - 10:00 AM	Trade Show	Registration		
10:00 - 10:30 AM		General Session in Chapel Theater		
<b>Rooms:</b>		<b>Woodpecker</b>	<b>Quail</b>	<b>Tadpole</b>
10:45 AM - 12:00 PM Workshop Session 1		<p>Dealing with “People Stuff:” Systems Thinking and Navigating Organizational Concerns</p> <p><i>Hana Butler, Nash Consulting</i></p>	<p>Roadmap to WIC and Senior Farmers Market Nutrition Program in 2023</p> <p><i>Katherine Flores &amp; Nick Lee, WA Department of Health</i> <i>Cameron Akita, Department of Social and Health Services</i></p>	<p>Lightning Round: Fast and Furious Updates from Farmers Market Resources</p>
12:00 - 1:30 PM		Lunch at Sleeping Lady		
1:30 - 2:45 PM Workshop Session 2		<p>What’s on the Horizon? Strategic Planning for Farmers Markets</p> <p><i>Julie Edsforth, Edsforth Consulting</i></p>	<p>Roadmap to WIC and Senior Farmers Market Nutrition Program in 2023</p> <p><i>Katherine Flores &amp; Nick Lee, WA Department of Health</i> <i>Cameron Akita, Department of Social and Health Services</i></p>	<p>What do I need to do to sell at a Farmers Market? Overview of Permits and Licenses</p> <p><i>Laura Raymond, WSDA Regional Markets</i> <i>Leonard Winchester, Public Health-Seattle &amp; King County</i></p>
3:00 - 4:15 PM Workshop Session 3		<p>Are Harvest, Holiday and Winter Markets right for your farmers market?</p> <p><i>Hannah Ladwig, Gorge Grown Food Network</i> <i>Matt Kelly, Queen Anne Farmers Market</i> <i>Sarah Dylan-Jenson, Snohomish Farmers Market</i></p>	<p>Tips and Tricks to Applying, Securing, and Keeping Your Market SNAP Authorized</p> <p><i>Lisa Roach, MarketLink</i></p>	<p>What Does Climate Change Mean for WA Farmers?</p> <p><i>Chad Kruger &amp; Sonia Hall, WSU Center for Sustaining Agriculture &amp; Natural Resources</i></p>
4:30 - 5:00 PM		General Session in Chapel Theater		
5:00 - 7:00 PM		Dinner on your own		
7:00 - 9:00 PM		Dessert Reception, Silent Auction + Live Music!		

## FRIDAY EXHIBITORS TO VISIT

Campbell Risk Management  
 Manage My Market  
 MarketLink  
 MarketWurks.com

USDA National Agriculture Statistics Service  
 Washington Natural Resources Conservation Service  
 Washington State Conservation Commission  
 Washington State Department of Agriculture  
 Washington State Department of Health  
 WSFMA + King County Agriculture Program

## SCHEDULE: SATURDAY, FEBRUARY 25

7:30 - 9:00 AM	Breakfast at Sleeping Lady		
<b>Rooms:</b>	<b>Woodpecker</b>	<b>Quail</b>	<b>Tadpole</b>
9:00 - 10:00 AM Workshop Session 4	<p>Practical Tips on Building a Successful Sponsorship Program at your Farmers Market</p> <p><i>Matt Kelly, Queen Anne Farmers Market</i>  <i>Pat Milliman, Jefferson County Farmers Markets</i>  <i>Tina Eifert, WSFMA Regional Lead</i></p>	<p>Breaking Down Food Access Barriers: The King County Peer-to-Peer Pilot</p> <p><i>Seth Schromen-Wawrin, Public Health - Seattle &amp; King County</i></p>	<p>Finding and Keeping Great Market Staff</p> <p><i>Annie Quammen, Superfeet and Bellingham Farmers Market Board</i></p>
10:15 - 11:15 AM Workshop Session 5	<p>Sharing Your Market's Stories: Gaining Earned Media with Limited Time and Money</p> <p><i>Jennifer Antos, Neighborhood Farmers Markets</i></p>	<p>Adding a "Big Event" to your Fundraising Plans: A "Farm to Table Dinner" Case Study</p> <p><i>Cali Osborne, Cascade Community Markets</i></p>	
11:30AM- 12:00PM	Closing - General Session in Chapel Theater		