



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

2024

# *Farmers Market Conference*

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February 23 & 24, 2024

Sleeping Lady Mountain Resort  
Leavenworth, WA

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## WASHINGTON STATE FARMERS MARKET ASSOCIATION

Founded in 1979, the WSFMA is a 501(c)3 nonprofit that supports and promotes vibrant and sustainable farmers markets in Washington State through member services, education and advocacy.

### 2024 Conference Team

Barbara Soto, WSFMA Board  
Cali Osborne, Cascade Community Markets  
Colleen Donovan, WSFMA  
Elizabeth Clark, Enumclaw Plateau Farmers Market  
Hannah Duffany, WSFMA  
Jessica Huerta, WSFMA Board  
Jill Rittenhouse, North Bend Farmers Market  
Matt Kelly, Queen Anne Farmers Market + WSFMA Board  
Meghan Hargis  
Pamela Daudet, WSFMA Board  
Stacy Carkonen, WSFMA  
Whitney Jenkins, WSFMA Board

### 2023-2024 WSFMA Board Members

Matt Kelly, Queen Anne Farmers Market, President  
Deb Stansbery, Radix Farm, Vice-President  
Jerry Shackette, Secretary  
Whitney Johnson, Treasurer  
Barbara Soto, Steger Family Farms  
Jessica Huerta, Wenatchee Valley Farmers Market Board  
Jordan Boldt, Vancouver Farmers Market  
Pamela Daudet, Endicott Ranch  
Rachel Perlot, African Community Housing & Development

### WSFMA Staff

Colleen Donovan, Executive Director  
Stacy Carkonen, Food Access Coordinator  
Hannah Duffany, Program Associate/Regional Lead

### WSFMA Regional Leads

Hannah Duffany, King County  
Jess Sappington, West Sound  
Damien Davis, Tri-Cities/Southeast  
Michelle Progar, Tri-Counties/Northeast  
Tina Eifert, Southwest  
Hannah Ladwig, Columbia Gorge  
Please see [www.wafarmersmarkets.org](http://www.wafarmersmarkets.org) Food Access: Regional Leads for updates and contact information by county.

## Conference at a Glance

All events held at Sleeping Lady Mountain Retreat

### Thursday, February 22

5:00 - 7:00 pm Early Registration in Salmon Gallery  
6:00 - 8:00 pm *Informal Welcome at Sleeping Lady*

### Friday, February 23

7:30 - 9:00 am Registration  
8:00 am - 5:00 pm **Trade Show**  
9:00 - 9:45 am **Welcome General Session**  
10:00 - 11:30 am **Session 1 Workshops**  
11:30 am - 1:00 pm *Conference Lunch at Sleeping Lady*  
1:15 - 2:45 pm **Session 2 Workshops**  
3:00 - 4:15 pm **Session 3 Workshops**  
4:30 - 5:00 pm **General Session**  
5:00 - 7:00 pm *Dinner (on your own)*  
7:00 - 9:00 pm **Dessert Reception & Auction at Sleeping Lady**

### Saturday, February 24

7:30 - 9:00 am *Breakfast at Sleeping Lady*  
8:30 - 9:15 am **Annual WSFMA Membership Meeting**  
9:30 - 10:45 am **Session 4 Workshops**  
11:00 am - 12:15 pm **Session 5 Workshops**  
12:30 - 1:00 pm **Closing General Session**

## Annual WSFMA Membership Meeting

Saturday  
8:30 - 9:15am  
Chapel Theater

# SCHEDULE: FRIDAY, FEBRUARY 23

7:30 - 9:00 AM	Registration		
9:00 - 9:45 AM	Welcome with Katherine Pryor in Chapel Theater		
Rooms:	Woodpecker	Quail	Tadpole
10:00 AM - 11:30 AM Workshop Session 1	<b>Let's Go to the Farmers Market! Starting and Sustaining Programs for Kids</b>  Karol Widmer, Fairwood FM Lindsay Gilliam, Carnation Farmers Market Tina Eifert, WSFMA Regional Lead	<b>WIC &amp; Senior Farmers Market Nutrition Program: Transition to Electronic Benefits 1.0 and Review of 2023 Changes</b>  Katherine Flores & Nick Lee, Department of Health Cameron Akita, Department of Social and Health Services	<b>Lightning Round: Fast and Furious Resources for Farmers Market Farmers and New Businesses</b>  Moderated by Jessica Huerta
11:30 AM - 1:00 PM	Lunch in Kingfisher Dining Hall		
1:15 - 2:45 PM Workshop Session 2	<b>The Magic of Morale at Your Farmers Market: Strategy and Tools for Connection, Psychological Safety, and Engagement</b>  Hana Butler, Nash Consulting	<b>Washington's Pilot Projects: "SNAP EBT Integration" at Farmers Markets</b>  Jennifer Antos, Neighborhood Farmers Markets (Seattle) Valerie Franzen, NFM Alyssa Auvinen, DOH FVIP Damien Davis, Pasco FM	<b>Engaging Artists in Your Farmers Market</b>  Matt Kelly, Queen Anne FM Amanda Milholland, Jefferson County Farmers Markets Jason Huang, Olympia Farmers Market Karyna Goldsmith, Thursday Market at South Perry (Spokane)
3:00 - 4:15 PM Workshop Session 3	<b>It Happens! Tools and Tips for Managing a Manager Transition: A Case Study</b>  Trinitee King, Shoreline Farmers Market, Market Manager Laura Buzard, Shoreline Farmers Market, Board President	<b>Your Safest Season Yet: Tools and Templates for Creating Safe Farmers Markets</b>  Laura Titzer, Neighborhood Farmers Markets (Seattle) Madison Silva, Neighborhood Farmers Markets	<b>Fundamentals of Graphic Design for Promotions that Elevate Your Communication Goals</b>  Kim Nelson, Anyplace Creative Cali Osborne, Cascade Community Markets
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!		

Trade Show



# Friday Exhibitors

AgWest Farm Credit

MarketWurks.com

Manage My Market

USDA National Ag Statistical Service

USDA Natural Resource Conservation Service

WA Food and Farm Finder

WA State Department of Agriculture: Produce Safety

WA State Department of Agriculture: Regional Markets

WA State DOH/DSHS: WIC & Senior Farmers Market Nutrition Program

WA State Department of Health: Fruit & Vegetable Incentive Program

WA State Farm Bureau

## SCHEDULE: SATURDAY, FEBRUARY 24

7:30 -  
9:00 AM

*Breakfast in Kingfisher Dining Hall*

8:30 -  
9:15 AM

*WSFMA Annual Meeting in Chapel Theater*

### Rooms:

### Woodpecker

### Quail

### Tadpole

9:30 -  
10:45 AM  
Workshop  
Session 4

**WIC & Senior Farmers Market Nutrition Program: Transition to Electronic Benefits 2.0 and What's Planned for 2024**

*Katherine Flores & Nick Lee, Department of Health  
Cameron Akita, Department of Social and Health Service*

**Using Digital Growth Marketing to Strategically Market Your Farmers Market**

*Tony Meyer, Mise En Place Media*

**Doin' the Dots: Rapid Market Assessments (RMA) at Farmers Markets**

*Colleen Donovan, Washington State Farmers Market Association*

11:00 -  
12:15 AM  
Workshop  
Session 5

**Designing Effective Food Access Promotions for Shoppers, Growers, and Local Partners**

*Stacy Carkonen, WSFMA  
Tara McGinty, WA State DSHS  
Jess Sappington, WSU Extension  
Kitsap Co, WSFMA Regional Lead*

**What's Top of Mind? "Open Space" for Sharing Ideas and Questions with your Peers**

**\*Located in Chapel Theater\***

**Best of the Booth: "Information Booth" Tour & Idea Exchange**

12:30-  
1:00 PM

*Closing - General Session in Chapel Theater*

# WORKSHOPS

## Session 1: Friday 10:00 - 11:30 AM

### 1A: Let's Go to the Farmers Market! Starting and Sustaining Programs for Kids

*Karol Widmer, Fairwood Farmers Market; Lindsay Gilliam, Carnation Farmers Market; Tina Eifert, WSFMA Regional Lead*

Whether for a single market day or all season long, kids' programs can be a bonus for local families and vendors as well as encouraging lifelong healthy eaters. In this workshop, led by seasoned farmers market organizers, you will hear what it takes to run or grow a successful kids' program. Presenters will walk you through existing models (e.g., Power of Produce, KERNEL, Produce Pals), marketing resources, pitfalls to avoid and lessons learned, and opportunities to expand partnerships both as sponsors and programmatically. In addition, we will explain what to do if you want your kids' program to be eligible for SNAP-Ed funding. Author Katherine Pryor will join to share how her books and author readings engage kids' imagination (and taste buds) on their journey to healthy eating.

### 1B: WIC & Senior Farmers Market Nutrition Program: Transition to Electronic Benefits 1.0 and Review of 2023 Changes

*Katherine Flores, WIC FMNP WA State Department of Health; Nick Lee, WIC FMNP WA State Department of Health;*

*Cameron Akita, Senior FMNP WA State Department of Social and Health Services*

In 2023, the WIC & Senior Farmers Market Nutrition Program transitioned from a \$4.00 paper check that shoppers received and then spent with growers to a new electronic system using QR codes. WIC participants and Seniors received a QR code (and PIN) which vendors were able to read and electronically redeem benefits using a smart device. This "1.0" e-FMNP workshop will rewind to explain what changed in 2023 and why. It is especially for market managers, volunteers, and vendors who did not experience e-FMNP in 2023 or want a refresher so that they will have the broader context for what is planned in 2024. Please also look for the FMNP Team in Friday's Trade Show in the Salmon Gallery.

### 1C: Resources for Farmers Market Farmers and New Businesses

Whatever the news, farmers markets are a hub of information sharing and support. If you're a market manager looking for resources to share with your vendors or a vendor looking to go straight to the source, this workshop will give you a lot of contacts. Hold on to your notes when you hear the 2024 news in this "lightning round style" session from MarketWurks, Manage My Market, USDA National Ag Statistical Service, Washington's Natural Resources Conservation Service, Washington State Department of Agriculture Regional Markets and Produce Safety Teams, WA Food and Farm Finder, WA State Farm Bureau, and more! Please also meet one-on-one with Exhibitors during Friday's Trade Show.

## Session 2: Friday 1:15 - 2:45 PM

### 2A: The Magic of Morale at Your Farmers Market: Strategy and Tools for Connection, Psychological Safety, and Engagement

*Hana Butler, Nash Consulting*

Expert consultant and former market manager, Hana Butler, will help your market team understand the foundational aspects of what makes organizations and people healthy and productive. We'll explore the connection of personal growth and effective leadership and identify the 3 key habits of the growth mindset. We will discover the magic of morale and why it matters (and why it isn't "touchy-feely") and how to get more of it. We will dig into the buzz word of "psychological safety," why it's so important and what behaviors make or break it. To put this into practice, we need regular, intentional, and scheduled times for connection in one-on-one meetings. We will look at the effective ingredients to these conversations, the logistics behind how to make them work, and pool our collective knowledge around useful topics and questions that make these conversations less awkward, more human centered, and your go to tool for engagement and productivity.

### 2B: Washington's Pilot Projects: "SNAP EBT Integration" at Farmers Markets

*Jennifer Antos, Neighborhood Farmers Markets; Valerie Franzen, Neighborhood Farmers Markets;*

*Alyssa Auvinen, WA State Department of Health; Damien Davis, Pasco Farmers Market*

Nationally and here in WA, there are a small number of pilot projects at farmers markets to explore having vendors accept SNAP and any incentives directly at their booth. There is a lot to learn, sort out, and figure out! And we're not sure what the future holds. This workshop is an opportunity to take stock of national trends, why USDA is investing in these pilots, and clarify some of the confusing language being used. We'll also learn about an "EBT integration" pilot that took place with vendors at the Pasco Farmers Market in 2023, and about a new grant that the Washington Department of Health has called the "Electronic Healthy Incentive Projects" (eHIP) that will fund pilots starting in 2024. The end goal of this workshop is to share the bigger picture, specific lessons learned so far, acknowledge real challenges, and consider the potential benefits that working through a major change like this may bring.



# WORKSHOPS

## Session 2: Friday 1:15 - 2:45 PM

### 2C: Beyond Vendors: Involving Artists on Your Farmers Market Team

*Matt Kelly, Queen Anne Farmers Market; Amanda Milholland, Jefferson County Farmers Markets; Jason Huang, The Olympia Farmers Market; Karyna Goldsmith, Thursday Market at South Perry (Spokane)*

Farmers markets are renowned for the amazing array of local artisans in their vendor mix. In this workshop, a panel of peer markets will share how they have taken the next step and are exploring ways to engage artists in demonstrations, performances, and commissioned works. Not only does this help to spotlight local arts and talent, but it also creates and enhances a vibrant farmers market experience for everyone.

## Session 3: Friday 3:00 - 4:15 PM

### 3A: It Happens! Tools and Tips for Managing a Manager Transition: A Case Study

*Trinitee King, Shoreline Farmers Market, Market Manager; Laura Buzard, Shoreline Farmers Market, Board President*

A Market Manager is often the backbone of any farmers market: the public face, lynchpin to relationships, master of ceremonies, peacemaker, and logistics and problem-solving genius. Finding and training a Market Manager (or Director) is no small feat. And then it happens! Whether sudden or strategically planned, it's time to find, train, and sustain a new manager. This collaborative workshop will feature a recent case study of the Shoreline Farmers Market. Their experience will provide strategies for effectively selecting an interim manager, succession planning, best practices for retention (burnout assessment), and exiting with grace. In this interactive session and through practical examples, participants will gain valuable insights and tools to navigate this transition successfully. Join us to learn - and share - best practices, how to support your managers, being prepared for when a manager leaves, and ensuring a smooth handover of responsibilities.

### 3B: Your Safest Season Yet: Tools and Templates for Creating Safe FMs

*Laura Titzer, Neighborhood Farmers Markets; Madison Silva, Neighborhood Farmers Markets*

Behind the excitement of a farmers market, there is plenty of risk involved when managing an event in a public space. The Neighborhood Farmers Markets in Seattle embarked on a year-long project to create a catalog of safety procedures centering market managers, market staff, vendors, and users within the space. Laura Titzer and Madison Silva will share examples from their safety catalog including de-escalation, free speech, and extreme weather. Participants will leave having identified what types of safety are important to you and what you might need from safety procedures so that you can build a system that documents and responds to safety concerns!

### 3C: Fundamentals of Graphic Design for Promotions that Elevate Your Communication Goals.

*Kim Nelson, Anyplace Creative; Cali Osborne, Cascade Community Markets*

One of the many tasks farmers market organizers have is to create all kinds of materials to communicate with vendors, shoppers, partners, sponsors, and the public at large. And while platforms like Canva have made it easier to get started, designing for effective communication is tricky. In this workshop, professional Kim Nelson will explain the basic principles, techniques, and tools of graphic design so you can create clear, concise, and effective messaging in your market posters, signage, and online presence.

## Session 4: Saturday 9:30 - 10:45 AM

### 4A: WIC & Senior Farmers Market Nutrition Program: Transition to Electronic Benefits 2.0 and What's Planned for 2024

*Katherine Flores, WIC FMNP WA State Department of Health; Nick Lee, WIC FMNP WA State Department of Health; Cameron Akita, Senior FMNP WA State Department of Social and Health Services*

Washington's FMNP Team will unveil the latest changes and updates to e-FMNP for the upcoming 2024 season. By exploring key insights into electronic benefits utilization, market strategies, and enhanced collaboration opportunities, we aim to ensure a successful and seamless experience for all growers, markets, and customers. Don't miss this chance to keep up with the evolving landscape of FMNP. Please also look for the FMNP Team in Friday's Trade Show in the Salmon Gallery.

# WORKSHOPS

## Session 4: Saturday 9:30 - 10:45 AM

### 4B: Using Digital Growth Marketing to Strategically Market Your Farmers Market

*Tony Meyer, Mise En Place Media*

Ever wonder how those ads show up in your social media feed? Or ponder whether to pay to “boost” or not? In this workshop, consultant Tony Meyer will explain the basics of “digital growth marketing,” what it is and how it can help attract more shoppers and support for your farmers market. We’ll cover what goes into a successful digital marketing mix, including “owned,” “earned,” and paid media. We’ll also share insights into how to set your goals and set strategic priorities for this season. You’ll see actual demos of how to place paid ads on platforms like Facebook, Google, and TikTok. Finally, we’ll delve into measuring media performance to discern what works and what doesn’t for you.

### 4C: Doin’ the Dots: Rapid Market Assessments (RMA) at Farmers Markets

*Colleen Donovan, Washington State Farmers Market Association*

Rapid Market Assessments (RMAs) are a great way to capture market data and a deep description of one particular market day. This methodology, pioneered by Oregon State University over 15 years ago, is based on principles of participatory research and includes shopper counts, qualitative feedback from market peers, and, of course, the dot surveys. This workshop will train you on how to plan, execute, and analyze the results of an RMA. We will also brainstorm how to scale an RMA to match the capacity available at your market this season and share results.

## Session 5: Saturday 11:00 AM - 12:15 PM

### 5A: Designing Effective Food Access Promotions for Shoppers, Growers, and Local Partners

*Stacy Carlonen, Washington State Farmers Market Association; Tara McGinty, WA State Department of Social and Health Services; Jess Sappington, WSU Extension Kitsap County and WSFMA Regional Lead*

The complexity of food access promotions is a real challenge: lots of acronyms with the same letters, varieties of logos, different sets of guidance, audiences that overlap (or don’t), importance of language/literacy, and digital divides - not to mention budgets and funding rules. In this workshop, we’ll rewind and review the basic principles of designing an effective promotion/marketing campaign. Whether you are targeting first-time or regular shoppers, market growers or local partners, we’ll share a process for designing promotions that are intentional, strategic, and get results. We will also share examples of food access promotions collaboratively developed and used by farmers markets and “turn-key” visual assets developed by SNAP-Ed to promote WIC and Senior FMNP, and SNAP Market Match in 2024.

### 5B: What’s Top of Mind? “Open Space” for Sharing Ideas and Questions with your Peers

Time to connect with other farmers markets and partners is precious, especially in person! Where else will you be in a room surrounded by other professionals who have the same crazy and wonderful job that you do? The “Open Space” session is structured so that you can bring your own topic to discuss and find others who share your interest. It might be a topic that is not covered in this year’s conference or maybe you’d like to dig deeper into something you’ve learned. Brainstorm, workshop ideas, share strategies, and leave having taken one more step towards the 2024 market season.

### 5C: Best of the Booth: Model “Information Booth” Tour & Idea Exchange

After coffee, the Information Booth is one of the first things we look for at a farmers market. It’s not just for selling swag and distributing tokens, the Information Booth is the farmers market’s 10’ x 10’ HQ and control center where you’ll find people in charge, vital information, and supplies to manage the mundane to the market emergency. In a WSFMA Conference first, we are bringing you the actual Poulsbo Farmers Market Info Booth to tour, get ideas, and exchange your favorite tips and tricks. *Post your favorite information booth moments on Instagram #BestoftheBooth to share!* We will also be recruiting three markets managers to join us on stage to tell us about good times in your Info Booth!

*Workshop presentations & materials will be uploaded here!*







# Farmers Market Boot Camp

Just hired? Just elected? Boot Camp covers the core farmers market basics and operational tools that new Managers and Board Members need to get to opening day.

Virtual via Zoom. Tickets and info at [WAFarmersMarkets.org/2024-boot-camp](https://WAFarmersMarkets.org/2024-boot-camp)

**General Sessions: March 19 & 26, 2024**  
**+ Washington State Session: April 2**



Boot Camp is brought to you by the WSFMA and our State Partners

## Local Perks & Activities

All discounts are available Feb. 22 to 24, 2024 unless otherwise stated

\*Show Conference Name Badge for Local Perks

### Dinner & Lunch

Yodelin Broth Company  
 633 Front Street, Leavenworth  
 \*10% discount  
 Reservations suggested

Munchen Haus  
 709 Front St, Leavenworth  
 \$5 coupon

La Javelina  
 285 US HWY 2, Leavenworth  
 \*Free 12 oz coffee with purchase of food

### Drinks

Bushel & Bee Taproom  
 900 Front Street, Leavenworth  
 \*15% discount

Rocky Pond Winery at Icicle Village Resort  
 535 US Hwy 2, Leavenworth  
 \*15% off bottles and \$4 off wine by the glass

### Activities

Nordic Ski at Icicle River Trails  
 7505 CYO Rd, Leavenworth  
 \*20% off trail pass, courtesy of Leavenworth Winter Sports Club

Looking for more? Check out [VisitChelanCounty.com](https://VisitChelanCounty.com)



Perks & Activities Coordinated by



# SPEAKERS



## **Special Guest Speaker: Katherine Pryor, Children's Book Author**

Katherine Pryor is an award-winning children's book author and good food advocate. She grew up in California and Arizona before moving to Seattle to study food and farming at Antioch's Center for Creative Change. She is the co-founder of South Park Fresh Starts and ran the Washington Healthy Food in Health Care campaign for eight years before leaving to follow her childhood dream of writing stories people wanted to read. Because of the creative thinking of a Spokane farmers market team, her first book, "Sylvia's Spinach", has sold over 100,000 copies, and is widely used in school garden curriculum, nutrition education, and anti-hunger initiatives. Her other books include "Zora's Zucchini", "Bea's Bees", "Hello, Garden!", "Home is Calling" and "Spring is for Strawberries", which was her love letter to Washington's farm to table community. She lives with her husband and twins on Whidbey Island and is an avid farmers market shopper. Contact: [www.katherinepryor.com](http://www.katherinepryor.com)



## **Cameron Akita, Senior FMNP, WA State Department of Social and Health Services**

Cameron is the lead for the Senior Farmers Market Nutrition Program and the State Unit on Aging Program Manager from the Department of Social and Health Services' (DSHS) Aging and Long-Term Support Administration (AL TSA) where he works with local area agencies on aging to support program functions. He makes his home in Olympia with his wife, two daughters (4 years old and 6 months), two dogs, and three cats. He has worked in the nutrition and aging field for over ten years, and enjoys gardening, rec-softball, and trips to the beach with family in his free time. Contact: [Cameron.Akita@dshs.wa.gov](mailto:Cameron.Akita@dshs.wa.gov)



## **Jennifer Antos, Neighborhood Farmers Markets (Seattle)**

Jennifer is the Executive Director at the Neighborhood Farmers Markets in Seattle, Washington's largest multi-market organizations with seven unique market locations that serve more than 150 producers through their farmers markets, food access, and emergency relief programs. Jennifer draws on her background in nonprofit and public administration, hospitality, and special events in her work and feels especially connected to our region through the relationships she holds with producers and farmers across the state. Jennifer is a committed problem-solver and helping to lead our state in figuring out the next frontier of EBT technology for food access programs. Contact: [Jennifer@seattlefarmersmarkets.com](mailto:Jennifer@seattlefarmersmarkets.com)



## **Alyssa Auvinen, Program Manager, WA State Department of Health**

Alyssa Auvinen manages the Fruit and Vegetable Incentive Program at the Washington State Department of Health (DOH) and oversees the SNAP Market Match and Produce Match incentives. 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. Contact: [Alyssa.Auvinen@doh.wa.gov](mailto:Alyssa.Auvinen@doh.wa.gov)



## **Hana Butler, Nash Consulting**

Hana's energy, creativity, and inspired vision for positive change have guided her successful path of teaching and facilitating groups and individuals throughout the world. She strives to engage people on a deeper level with themselves, their workplace, and their environment to create long-lasting change towards a more caring and compassionate world. She has over 19 years of experience in facilitating and training groups in both outdoor (wilderness) and indoor environments and a wide range of expertise in management, classroom instruction, group facilitation, program development and non-profit and community development. Hana currently works as an Organizational Consultant and Leadership Coach at Nash Consulting. Contact: [Hana@nashconsulting.com](mailto:Hana@nashconsulting.com)



## **Laura Buzard, Shoreline Farmers Market**

For more than three years, Laura Buzard has passionately pursued food access and equity, small businesses incubation, and hyperlocal community engagement as a Board Member of the Shoreline Farmers Market. Leveraging her professional experience as a creative project manager and content strategist, Laura works with market stakeholders on ongoing change management, including market leader transitions, location moves, 501(c)3 status acquisition, and building a resilient board of directors. As the President of the Board of Directors and an avid gardener, Laura believes that planting seeds by telling farmers market stories cultivates deep community roots. Contact: [laurabuzard@gmail.com](mailto:laurabuzard@gmail.com)



## **Stacy Carkonen, Washington State Farmers Market Association**

Stacy joined the WSFMA in January as the Food Access Coordinator and works with Regional Leads and SNAP-Ed partners to support farmers markets and vendors with their full array of food access work. Growing up in Sumner, Stacy spent many summers picking berries and working the bulb fields of the Puyallup Valley. After studying theater and music, she later earned a degree in International Studies from the University of Idaho. She has worked at RESULTS, Community Involved in Sustaining Agriculture, and the Cascade Harvest Coalition. In 2014, Stacy became the Executive Director of Tacoma Farmers Markets where she led and learned for six years. She has also played key roles for the Point Ruston Public Market, Vashon Food Bank, and Mukai Farm and Garden. Stacy lives on Vashon Island with her husband, dog, and 9 chickens (at last count). Contact: [foodaccess@wafarmersmarkets.org](mailto:foodaccess@wafarmersmarkets.org)



# SPEAKERS



## **Damien Davis, Pasco Farmers Market, WSFMA Regional Lead**

Damien Davis has been involved in food systems and hospitality for over 30 years, primarily in the restaurant world and, as of 2017, farmers markets. As the Market Manager at the Pasco Farmers Market, he led one of the first SNAP EBT pilot projects in the US with the WA State Department of Health in 2023. He also operates a consulting company with projects that include operating a 10,000 square foot commercial kitchen and helping to bring a food co-op to Richland. Damien balances his food world experience with a master's degree in education, a passion for food system sustainability and is excited to kick off another season bringing fresh, local food to the people of Washington state. He is also a WSFMA Regional Lead, supporting farmers markets in the Tri-Cities, Walla Walla, and Yakima Counties. Contact: [DDavis@downtownpasco.com](mailto:DDavis@downtownpasco.com)



## **Colleen Donovan, Washington State Farmers Market Association**

Colleen Donovan has been the Executive Director of the Washington State Farmers Market Association since 2018 and previously had served 6 years on the WSFMA board as well as being a core project partner on USDA grants while working at WSU and Heifer International. After studying in Brazil, Portugal, and Spain, Colleen began her career working with NGOs in Central America in the 1990s. Since 2003, Colleen has worked on community-based, just food systems, including farmers market research, conducting over 20 Rapid Market Assessments, working with Latino farmers, and creating various shopper promotions. Originally from California's Central Valley, Colleen lives in Ellensburg. She has a B.S. from Cal Poly San Luis Obispo and a M.A. in Geography from the University of Washington. Contact: [colleen@wafarmersmarkets.org](mailto:colleen@wafarmersmarkets.org)



## **Tina Eifert, WSFMA Regional Lead**

As a Regional Lead with WSFMA, Tina combines her experiences as a social worker, seasoned professional photographer and former Program Coordinator at Camas Farmers Market, to advocate for ease of accessibility for SNAP and FMNP eligible families at farmers markets in Southwest WA. She demonstrates passion for vibrant pictorial storytelling, community building, youth education, real food grown by small, local farms and thrives on collaborations with sponsors and agencies that facilitate fresh food access for all. Contact: [eifertgirl@gmail.com](mailto:eifertgirl@gmail.com)



## **Katherine Flores, WIC FMNP Lead, WA State Department of Health**

Katherine D. Flores has been the WIC Farmers Market Nutrition Program Lead for Washington State for over 10 years at the Department of Health. She has worked at WSU on Nutrition projects and with Hispanic growers in Washington, Idaho and with the WSDA on projects to support risk management. She is the President Elect of the National Association of Farmers Market Nutrition Programs Board. She is from Guatemala City and lives in Tumwater, WA with her husband and mom and is a mother of two college-aged kids that keep her motivated and give her strength. Contact: [Katherine.Flores@doh.wa.gov](mailto:Katherine.Flores@doh.wa.gov)



## **Valerie Franzen, Neighborhood Farmers Markets (Seattle)**

Valerie Franzen has been working with the Neighborhood Farmers Markets in Seattle since 2019 and has managed the Columbia City market since 2021. Beyond organizing a joyful market week-to-week, her focus is on making food access programs as simple and seamless as possible for farmers. Her favorite market moments are when shoppers and vendors both walk away smiling, despite not sharing a language. Outside of work, Valerie is an avid swing dancer and adamantly still goes dancing after long market days. Contact: [Vfranzen@seattlefarmersmarkets.org](mailto:Vfranzen@seattlefarmersmarkets.org)



## **Lindsay Gilliam, Carnation Farmers Market**

Lindsay Gilliam is the Founder and Executive Director of the now independent Carnation Farmers Market (CFM), having initially been involved since 2014. Lindsay was instrumental in establishing CFM's Power of Produce Kids Club eight years ago, demonstrating a strong commitment to nourishing our community's youth. Lindsay enjoys living in a small agricultural town with her husband and two kids. Contact: [cfm.hello@gmail.com](mailto:cfm.hello@gmail.com)

# SPEAKERS



## **Karyna Goldsmith, Thursday Market at South Perry (Spokane)**

Karyna Goldsmith is the Executive Director of the Thursday Market in South Perry in Spokane, WA. She has managed the Thursday Market for 11 years. Prior to having children, Karyna worked in social work advocating for women and children. Though the agency and topic of conversation have changed over the years, the determination for what's right runs through. She also has a small family farm that she operates with her husband and four children, a penchant for girls' basketball as coach and spectator, and a dedicated yoga practice. Contact: [Manager@thursdaymarket.org](mailto:Manager@thursdaymarket.org)



## **Jason Huang, The Olympia Farmers Market**

Jason Huang is the Operations Manager for the Olympia Farmers Market. With a marketing and event planning background, his passion lies in connecting people and supporting small businesses. As an entrepreneur and Marine veteran, he thrives on creating opportunities that benefit individuals and the community. Jason is also the proud creator of SWAE Night Market, where he channels his dedication to fostering vibrant community experiences. His diverse experiences and unwavering commitment drive him to innovate and make a positive impact in every endeavor continuously. Contact: [Jason@olympiafarmersmarket.com](mailto:Jason@olympiafarmersmarket.com)



## **Matt Kelly, Queen Anne Farmers Market**

Matt is the Executive Director of the Queen Anne Farmers Market and Board President of the WSFMA. Matt's passion is bringing people together and local food is the best way he knows how! Matt loves cherry season at the market. "There's nothing like sunny Seattle days with a big bag of Rainier cherries!" He has worked in Seattle farmers markets for close to a decade, with a business operations, systems background, and emphasis on servant leadership he brings valuable perspective to market conversations. Matt also serves on the board of the Queen Anne Chamber of Commerce and freelances in event production throughout the Puget Sound region. Contact: [Director@qafm.org](mailto:Director@qafm.org)



## **Trinitee King, Shoreline Farmers Market**

A self-proclaimed farmers market super-fan, Trinitee has experience in many market roles – vendor rep, volunteer, customer, market staff, market manager, board member, and currently the Director of the Shoreline Farmers Market. Trinitee brings practical skills and contagious enthusiasm to her work. She is passionate about connecting the diverse Shoreline community with the farmers market through equity-focused food access programs. Between market days, you can find Trinitee taking in everything this beautiful state has to offer. Always inspired, always learning! Contact: [Info@shorelinefarmersmarket.com](mailto:Info@shorelinefarmersmarket.com)



## **Nick Lee, Washington State Department of Health**

Nick has worked with the Farmers Market Nutrition Program as the WIC Vendor and Farmers Market Specialist since April 2020. He is currently the Western Region Representative for the National Association of Farmers Market Nutrition Program. He is passionate about sports, Star Wars, and food. He golfs to clear his mind and enjoys nature. He is bilingual, fluent in English and Spanish. As a father of two kids, he strives to build a bright future for them. He feels FMNP helps with that goal. Contact: [Nick.Lee@doh.wa.gov](mailto:Nick.Lee@doh.wa.gov)



## **Tara McGinty, SNAP-Ed WA State Department of Social and Health Services**

Tara is a Certified Health Education Specialist and the SNAP-Ed Program Consultant at Washington State Department of Social and Health Services. She has been with DSHS for almost two years, and with the SNAP-Ed program for seven years. Prior to SNAP-Ed, Tara worked with small-scale agriculture for nearly a decade, and spent many seasons behind the booth at farmers markets in Colorado and Oregon. She is currently pursuing a master's degree in public health at Johns Hopkins University and is dedicated to improving health equity in our food system and built environment. Contact: [Tara.McGinty@dshs.wa.gov](mailto:Tara.McGinty@dshs.wa.gov)



## **Tony Meyer, Mise En Place Media**

Tony Meyer is a Seattle-based digital growth marketer. After having a career building companies in the tech sector, Tony opened Mise En Place Media, a consultancy focused on building Seattle area food businesses through owned and paid digital advertising. Tony grew up going to and loving the Ballard Farmers Market and has worked with various markets across the country as both a vendor and a marketing partner. Tony is also an avid cook with a deep passion for supporting local food artisans. With professional experience in kitchens in the past, he now leverages his knowledge of the culinary world to coach businesses on effective growth strategies through digital channels. Contact: [Tony.J.Meyer@gmail.com](mailto:Tony.J.Meyer@gmail.com)



# SPEAKERS



## **Amanda Milholland, Jefferson County Farmers Markets**

At the Jefferson County Farmers Markets (JCFM), Amanda sees community as an active word— something we create together nurturing relationships between neighbors, a personal connection with our food and farmers, and with our local economy. The 2024 market season is Amanda's 8th year at the helm of the Port Townsend and Chimacum Farmers Markets. Under Amanda's leadership, the JCFM has developed a weekly live music program, monthly culinary education, and kids' activities and built partnerships with local nonprofits that bring the arts to market. Contact : [Info@JCFMarkets.org](mailto:Info@JCFMarkets.org)



## **Kim Nelson, Anyplace Creative**

Kim Nelson is an organic vegetable farmer and graphic designer. She currently co-owns and operates Overwinter Farm in Cashmere. Over the past decade, she has worked as both a designer and farmer, and been involved in farmers markets as both a vendor and board member. She is proud to support her fellow farmers, market boards and communities with their local food goals. Contact: [www.AnyPlaceCreative.com](http://www.AnyPlaceCreative.com)



## **Cali Osborne, Cascade Community Markets**

Originally from Austin, Cali received her B.A. at the University of Washington School of Public Health in Seattle and settled in Leavenworth. There, she took up seasonal work in agriculture, including organic farming and gleaning. A passion for food quickly brought her to the local farmers market board of directors, eventually transitioning to Executive Director for the new dual market organization, Cascade Community Markets, in 2020. As an Executive Director, Cali connects her many professional interests: community health, sustainability, good food, farming, and event planning. Outside work, Cali spends most of her time gardening, cooking, river-surfing, and scheming travel adventures. Contact: [Cali@cascademarkets.org](mailto:Cali@cascademarkets.org)



## **Jess Sappington, WSU Extension Kitsap County; WSFMA Regional Lead**

Jess is the Director of WSU Extension in Kitsap County and assists in delivering education and resources to area farmers via their Regional Small Farms programming. As a former farmers market manager herself, she understands the value that food access programming brings to communities and the power of farmers markets as an economic driver. She has been working for the past five years with WSFMA as their West Sound Regional Lead. Additionally, she supports markets across multiple counties as a Department of Health Technical Assistant under the SNAP Market Match statewide incentive program. Her work is driven by her passion for local food, agriculture, and community food access. Contact: [Jess.Sappington@wsu.edu](mailto:Jess.Sappington@wsu.edu)



## **Madison Silva, Neighborhood Farmers Markets (Seattle)**

Madison Silva (she/her) is the Capitol Hill Farmers Market Manager and Operations Specialist at the Neighborhood Farmers Markets in Seattle. Madison has been working in farmers markets for almost three years and participated as a frequent food access shopper before joining the NFM. She is a strong advocate of the food sovereignty movement and believes farmers markets are at the center of this work. Contact: [msilva@seattlefarmersmarkets.org](mailto:msilva@seattlefarmersmarkets.org)



## **Laura Titzer, Neighborhood Farmers Markets (Seattle)**

Laura is the Director of Farmers Market Operations at the Neighborhood Farmers Markets in Seattle. Working in the food system for over 14 years from building coalitions to creating food justice curriculum, her passion is to create environments for people to emerge into their best selves and co-create new ways of being. Laura is the author of No Table Too Small, and a facilitator, coach, and food justice advocate. Contact: [ltitzer@seattlefarmersmarkets.org](mailto:ltitzer@seattlefarmersmarkets.org)



## **Karol Widmer, Fairwood Farmers Market**

This will be Karol's 10th year as Market Manager for the Fairwood Farmers Market in north Spokane. She enjoys investing in people, in her family, church and community. Contact: [fairwood.market@gmail.com](mailto:fairwood.market@gmail.com)

# WSFMA Conference B I N G O

## How to Play

To tick a box, you must meet a fellow conference attendee who claims that fact, learn their name and write it in the blank.

To get BINGO, you must tick 5 boxes in a row, in any direction.

BLACKOUT means ticking all the boxes.

_____	_____	_____	_____	_____
buys from local farms/vendors weekly	took a (real) vacation in summer of 2023	is managing a market for first time in 2024	loves to cook with local ingredients	currently has more than 1 job
_____	_____	_____	_____	_____
understands the Farm Bill	has a birthday in February	is a farmer	has been a member of the WSFMA for 5+ years	is/was a market board member
_____	_____	_____	_____	_____
sells (or has sold) at a farmers market	speaks more than one language	can claim 5 or more of these facts!	lives by a body of water	has a dog named: _____
_____	_____	_____	_____	_____
works for a government agency	grows a garden	is a grandparent	has read a book by Katherine Pryor	works for a non-profit
_____	_____	_____	_____	_____
traveled less than 1 hour to get here	has a cat named: _____	will attend Boot Camp this year	lobbies in Olympia on behalf of markets	traveled 3+ hours to get here



## Washington State Nonprofit Conference

### Virtual Conference

May 14- 16



### Regional Celebrations



May 17

May 20

May 22

Tri-Cities

Spokane

Seattle

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# SLEEPING LADY

A MOUNTAIN RESORT



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Thank you for joining our conference this year!  
We wish you all safe travels and  
wonderful farmers market seasons!



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