

SCHEDULE: FRIDAY, FEBRUARY 23

7:30 - 9:00 AM	<i>Registration</i>		
9:00 - 9:45 AM	<i>Welcome with Katherine Pryor in Chapel Theater</i>		
Rooms:	Woodpecker	Quail	Tadpole
10:00 AM - 11:30 AM Workshop Session 1	Let's Go to the Farmers Market! Starting and Sustaining Programs for Kids <i>Karol Widmer, Fairwood FM Lindsay Gilliam, Carnation Farmers Market Tina Eifert, WSFMA Regional Lead</i>	WIC & Senior Farmers Market Nutrition Program: Transition to Electronic Benefits 1.0 and Review of 2023 Changes <i>Katherine Flores & Nick Lee, Department of Health Cameron Akita, Department of Social and Health Services</i>	Lightning Round: Fast and Furious Resources for Farmers Market Farmers and New Businesses <i>Moderated by Jessica Huerta</i>
11:30 AM - 1:00 PM	<i>Lunch in Kingfisher Dining Hall</i>		
1:15 - 2:45 PM Workshop Session 2	The Magic of Morale at Your Farmers Market: Strategy and Tools for Connection, Psychological Safety, and Engagement <i>Hana Butler, Nash Consulting</i>	Washington's Pilot Projects: "SNAP EBT Integration" at Farmers Markets <i>Jennifer Antos, Neighborhood Farmers Markets (Seattle) Valerie Franzen, NFM Alyssa Auvinen, DOH FVIP Damien Davis, Pasco FM</i>	Engaging Artists in Your Farmers Market <i>Matt Kelly, Queen Anne FM Amanda Milholland, Jefferson County Farmers Markets Jason Huang, Olympia Farmers Market Karyna Goldsmith, Thursday Market at South Perry (Spokane)</i>
3:00 - 4:15 PM Workshop Session 3	It Happens! Tools and Tips for Managing a Manager Transition: A Case Study <i>Trinitee King, Shoreline Farmers Market, Market Manager Laura Buzard, Shoreline Farmers Market, Board President</i>	Your Safest Season Yet: Tools and Templates for Creating Safe Farmers Markets <i>Laura Titzer, Neighborhood Farmers Markets (Seattle) Madison Silva, Neighborhood Farmers Markets</i>	Fundamentals of Graphic Design for Promotions that Elevate Your Communication Goals <i>Kim Nelson, Anyplace Creative Cali Osborne, Cascade Community Markets</i>
4:30 - 5:00 PM	<i>General Session in Chapel Theater</i>		
5:00 - 7:00 PM	<i>Dinner on your own</i>		
7:00 - 9:00 PM	<i>Dessert Reception, Silent Auction + Live Music!</i>		

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