

# SCHEDULE: FRIDAY, FEBRUARY 21

7:30 - 9:00 AM	<b>REGISTRATION</b>		
9:00 - 9:45 AM	<b>WELCOME! GENERAL SESSION</b> in Puget Sound Ballroom		
<b>Rooms:</b>	<b>Ballroom A</b>	<b>Ballroom D</b>	<b>Marina Vista</b>
10:00 AM - 11:30 AM Workshop Session 1	<b>WIC and Senior Farmers Market Nutrition Program: Resiliency in 2025</b>  Katherine Flores, <i>WIC FMNP at WA State Dept of Health</i> Cameron Akita, <i>Senior FMNP at WA State Dept of Social &amp; Health Services</i>	<b>Bridging the Gap: Strengthening Farmers Market-City Partnerships</b>  Damien Davis, <i>Pasco Farmers Market</i>	<b>"I'm Licensed with WSDA." What does that mean?</b>  Dan Mason and Keren LaCourse, <i>Food Safety Program, WA State Dept of Agriculture</i>
11:30 AM - 1:00 PM	<b>LUNCH</b> in Puget Sound Ballroom		
1:15 - 2:45 PM Workshop Session 2	<b>Making Sense of the Alphabet Soup: Food Access Programs Explained</b>  Rebecca Landerholm, <i>Poulsbo Farmers Market</i>	<b>Board Roadmap: Building a Board that Works for Your Farmers Market</b>  Laura Skelton, <i>Valtas Group</i>	<b>Marketing Your Farmers Market: A Case Study with Tips and Tricks from the Jefferson County Farmers Markets</b>  Amanda Milholland and Holly Erikson, <i>Jefferson County Farmers Markets</i>
3:00 - 4:15 PM Workshop Session 3	<b>Give More: Increasing SNAP Market Match Funding for Your Market</b>  Liz Clark, <i>Enumclaw Plateau Farmers Market</i> Jeremy Kindlund, <i>Sedro Wooley Farmers Market</i> Amanda Weyrauch, <i>SNAP Market Match, Dept of Health</i>	<b>Money In, Money Out: Creating Your Farmers Market Budget</b>  Jocelyn Campbell, <i>Alchemilla Services LLC</i> April Sims, <i>Poulsbo Farmers Market</i>	<b>Let's Eat! Designing an Ideal Mix of Prepared Food and Food Trucks at Your Farmers Market</b>  Kelli Diann Gordon, <i>Issaquah Farmers Market</i> Pam Saito, <i>Sammamish Farmers Market, Five Hooks Seafood</i>
4:30 - 5:00 PM	<b>GENERAL SESSION</b> in Puget Sound Ballroom		
5:00 - 7:00 PM	<b>DINNER ON YOUR OWN</b>		
7:00 - 9:00 PM	<b>DESSERT RECEPTION, SILENT AUCTION + LIVE MUSIC!</b>		

**TRADE SHOW**  
8:00am to 5:00pm in the Sinclair Gallery

# TRADE SHOW EXHIBITORS

Friday, Feb 21  
8:00am to 5:00pm  
Sinclair Gallery

The Little Books of Big Business  
MarketWerks  
Eat Local First  
WA State Dept of Health & Dept of Social & Health Service's:  
WIC & Senior Farmers Market Nutrition Program (FMNP)  
WA State Dept of Health's Fruit and Vegetable Incentives Program  
WA State Dept of Agriculture's Organic Program  
WA State Dept of Agriculture's Pest Management  
WA State Dept of Agriculture's Regional Markets Program  
WA State Department of Licensing  
Washington Farm Bureau  
USDA Farm Service Agency  
USDA National Agricultural Statistics Service  
USDA Natural Resources Conservation Service

## SCHEDULE: SATURDAY, FEBRUARY 22

8:30 - 9:15 AM	<b>WSFMA ANNUAL MEETING</b> in Puget Sound Ballroom		
<b>Rooms:</b>	<b>Ballroom A</b>	<b>Ballroom D</b>	<b>Marina Vista</b>
9:30 - 10:30 AM Workshop Session 4	<b>Pricing with Purpose: Navigating the World of Vendor Fees</b>  Kelsey Allan, <i>Vancouver Farmers Market</i> Chelsea Anderson, <i>Finnriver Farm and Cidery</i>	<b>Innovations in WIC and Senior Farmers Market Nutrition Program (FMNP) Shopper Outreach</b>  Lindsay Irion, <i>Public Health - Seattle &amp; King County</i> Amanda Milholland, <i>Jefferson County Farmers Markets</i>	<b>Action Lab Part 1 of 2: Building and Refreshing Your Manager Binder</b>  Cali Osborne, <i>Cascade Community Markets</i>  <i>Bring your laptop if you have it! Please plan to attend both sessions.</i>
10:45 - 11:45 AM Workshop Session 5	<b>Miraculous! The Art and Science of Scheduling Vendors</b>  Matt Kelly, <i>Queen Anne Farmers Market</i>	<b>Advocacy for Farmers Markets: State Funding, Smart Policymaking, and Supporting our Partners</b>  Claire Lane, <i>Anti-Hunger &amp; Nutrition Coalition</i>	<b>Action Lab Part 2: Building and Refreshing Your Manager Binder</b>  Cali Osborne, <i>Cascade Community Markets</i>  <i>Bring your laptop if you have it! Please plan to attend both sessions.</i>
12:00 - 12:30 PM	<b>CLOSING - GENERAL SESSION</b> in Puget Sound Ballroom		