



2011 WSFMA Market Manager of the Year Nomination Form

Each year the Washington State Farmers Market Association (WSFMA) recognizes one Farmers Market Manager for her/his work and accomplishments in their role as a Market Manager. The recipient is honored during the Awards Reception at the 2012 WSFMA Conference.

Who is Eligible?

All Market Managers of WSFMA member markets in good standing are eligible to be considered for this award.

Criteria for Selection:

1. Exemplifies the highest level of achievement in connecting farmers to consumers by creating and maintaining a market atmosphere that celebrates the uniqueness and diversity of the community and the bounty of its fresh, locally grown food.
2. Exemplifies sound and innovative business and people management practices; seeks out and develops strong community partnerships that are mutually beneficial.
3. Represents the best of the farmers market industry in Washington State and actively works to promote and support sustainable agriculture, small farms and farmers.
4. Selection process: All nominees will be judged by a committee representing WSFMA partners and stakeholders across Washington State.

To Enter:

- Anyone can nominate a Market Manager for this award.
- Complete the Nomination Form
- Include a picture of the Market Manager (jpeg format).

** A completed nomination form, with supporting documents, is the basis upon which a final decision will be made. Mail or email form and supporting documents **by 01/06/12** to: WSFMA, Attn. Nominations, 3703 S. Edmunds Street Box #5, Seattle, WA 98118; office@wafarmersmarkets.com.

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Farmers Market Name: _____

Market Manager Name: _____

Nominator's Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Email: _____

** Please answer the following questions:

1. How many years has the nominee managed his or her market?
2. Describe his/her achievements and innovations as a Market Manager. Give some examples of how s/he demonstrates sound business and people management practices.
3. How does s/he celebrate the uniqueness and diversity of the local community? Give specific examples of special events and/or programs that connect farms and farmers to consumers.
4. Give examples of how the nominee markets/promotes his/her market and its programs through outreach and social media.
5. How is the nominee involved in the local and/or statewide farmers market industry and sustainable agriculture community? Give some specific examples of his/her involvement and advocacy.
6. Please list or describe any other accomplishments worthy of mention.
7. In summary, why should we consider this market manager as representing the best of the Farmers Market industry? How has s/he taken the role of Farmers Market Manager to the next level?