



**2012 Washington State
Farmers Market Association
"Nourishing & Sustaining the Vibrant
Soul of Farmers Market"**

Conference Agenda

Friday, February 3, 2012

Track 1	New Markets	Quail
Track 2	Advanced Markets	Chapel Theater
Track 3	Advanced Markets	Woodpecker
Track 4	Farmers	Tadpole

9:00 am - 10:00 am	Registration (Salmon Gallery)				
10:00 am - 10:30 am	Welcome & Overview of Conference (Chapel Theater)				
10:45 am - 12:00 pm	Professional Boundaries for Market Managers	Data Management	Marketing Displays	Hydroponics Tour	
12:00 pm - 1:30 pm	Exhibits Open	Lunch Break (King Fisher Dining Lodge)			
1:30 pm - 2:45 pm		New Market Start-ups	FMNP Updates	Social Media	Extending the growing Season
3:00 pm - 4:00 pm		Secrets to Marketing Success	Year Round Markets	Conover Insurance	The Basics of Value Added Process
3:00 pm - 8:00 pm		Hotel Check-in			
4:15 pm - 4:45 pm	State of the State Update: Colleen Donovan (Chapel Theater)				
4:45 pm - 5:45 pm	Keynote Address: Dru Montri (Chapel Theater)				
6:00 pm - 8:00 pm	Dinner (King Fisher Dining Lodge)				
8:00 pm - 9:30 pm					



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Conference Agenda

Saturday, February 4, 2012

Track 1	New Markets	Quail
Track 2	Advanced Markets	Chapel Theater
Track 3	Advanced Markets	Woodpecker
Track 4	Farmers	Tadpole

7:00 am - 8:30 am	Breakfast (King Fisher Dining Lodge)			
8:30 am - 9:30 am	Identifying & Engaging your Markets Second Circle	Collecting, Tracking, & Using your Market Data	Market Diversity	Whole Farm Plans
9:45 am - 10:45 am	Technology Overview	Cottage Food Law	Event Planning to Maximize Sales	Cottage Food Law ** Held in Chapel Theater **
11:00 am - 12:00 pm	WSFMA Annual Meeting (Chapel Theater)			
12:00 pm - 1:30 pm	Lunch Break (King Fisher Dining Lodge)			
1:45 pm - 3:15 pm	Breakout Sessions for (Lg) Markets of the Same Scale or Structure	Breakout Sessions for (Med) Markets of the Same Scale or Structure	Breakout Sessions for (Sm/O) Markets of the Same Scale or Structure	Round Table on Food Safety
3:30 pm - 4:45 pm	501(c) at Farmers Markets	Getting Political	Expanding EBT Access and Innovative Outreach	Marketing Psychology
5:00 pm - 5:45 pm	Conference Closing (Chapel Theater)			
6:00 pm - 7:30 pm	Dinner Break (King Fisher Dining Lodge)			
7:45 pm - 8:45 pm	Awards Presentation (Chapel Theater)			
8:45 pm - 9:45 pm	Wine Tasting and Meet the Producer (Salmon Gallery)			

Sunday, February 5, 2012

7:30 am - 8:30 am	Breakfast (King Fisher Dining Lodge)
8:30 am - 9:00 am	Final Conference Evaluation Turn-in (Salmon Gallery)
9:00 am - 11:00 am	Hotel Check-out

Conference One-on-One Saturday Sessions

Location: Salmon Gallery

Each Session limited to 20 minutes

Sign-up:

email before the conference

Check-In

Speakers Table

<u>Speaker Name</u>	<u>Title</u>	<u>Times Available</u>
Adam Montri	Extending your growing Season	8:30 - 3:00
Fred Berman	Value Added Product	8:30 - 3:00
Renee Delaney	WSDA Organic Program	8:30 - 3:00
Danielle Surkatty	Website Development	8:30 - 4:30
Greg Brennecke	Connover Insurance	9:00 - 11:30
Annie Eissler	Marketing Plans & Programs	9:45 - 3:00
Jose Garcia-Pabon	Diverse Markets	9:45 - 3:00