

# Registration Form

Name \_\_\_\_\_

Market Affiliation \_\_\_\_\_

County \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Email \_\_\_\_\_

.....  
Name \_\_\_\_\_

Market Affiliation \_\_\_\_\_

County \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Email \_\_\_\_\_

## REGISTRATION FEE PER PERSON:

MFMA Members:	Non Members
Pre-registered - \$25	Pre-registered - \$40
At the Door - \$35	At the Door - \$50

### Afternoon Session Only (no lunch)

\$10 MFMA Member      \$15 Non-Member

Total amount enclosed: \$ \_\_\_\_\_

Please make checks payable to: **MFMA**

**PRE-REGISTRATION MUST BE POSTMARKED BY  
March 19, 2009**

### Mail registration and payment to:

MFMA - Attn: Ron Branch  
1301 Fireman's Lodge Rd. SW,  
Alexandria, MN 56308

Or register online at [www.MFMA.org](http://www.MFMA.org)



## Minnesota Farmers' Market Association

# Dynamic Farmers' Markets Spring Conference & Annual Meeting

Shoreview Community Center  
March 26, 2010

### A conference for anyone who...

- Manages a farmers' market
- Serves on the board of a market
- Sells products at a market
- Wants to start a market
- Or just wants to know more!



**MFMA**  
Ron Branch  
1301 Fireman's Lodge Rd SW  
Alexandria, MN 56308

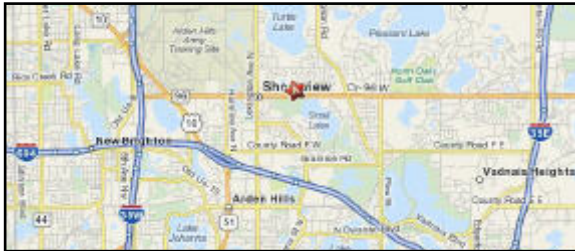


Online registration  
available at  
[www.MFMA.org](http://www.MFMA.org)

# Conference Location

## Conference Location:

Shoreview Community Center  
4580 Victoria Street North,  
Shoreview, MN 55126  
(651) 490-4701



## Sponsored by

Minnesota Farmers'  
Market Association

in association with



This conference is sponsored in part, with  
funding from Specialty Crop Grant funding.

These organizations are equal opportunity providers.



**Bill Otto:** Bill has been the market manager at the St. Joseph Market for 8 years and has been marketing for 20 years, and is presently a board member of MFMA.

**Sandy Dietz:** Sandy farms with her family in the Whitewater State Park area of southeast Mn. They market produce at the Rochester and Winona Farmers Markets, directly to area restaurants and coops, and have a small CSA. Sandy and Lonny were directly involved with the development of a locally funded WIC Farmers Market Voucher program that started with the 2009 growing season.

# Agenda

## March 26, 2010 Annual Meeting Schedule

- 8:30 – 9:30 Registration and Refreshments  
Visit Exhibitors
- 9:30 – 9:35 Welcome and Announcements  
Ruth White
- 9:35 – 10:00 MFMA Annual Meeting - John Ulland
1. Call to order, introductions
  2. Approval of annual meeting minutes
  3. Approval of financial report
  4. Action on proposed amendments to Bylaws
  5. Election of directors
  6. Adjourn

## Spring Conference Schedule

- 10:00 – 10:45 Panel: Market Activities;  
Julane Severson, Terry Nennich,  
Dallas Flynn
- 10:45 -11:00 Break - Visit exhibitors
- 11:00 – 11:45 Reaching the Unreachable  
Sandy Dietz, Bill Otto
- 11:45 – 12:30 Lunch - Visit exhibitors  
Registration for Afternoon Session
- 12:30 – 1:30 “The Art of Visual Marketing: Using  
Visual Clues as a Silent Salesperson”  
Glen Muske
- 1:30 – 2:15 Speed Mentoring  
Terry Nennich
- 2:15 – 2:30 Break - Visit exhibitors
- 2:30 – 3:15 Going from Good to Great  
Terry Nennich
- 3:15 – 3:30 Q & A Door prizes

**Terry Nennich:** Terry is a University of Minnesota Extension Professor specializing in commercial vegetables, small fruit production, and marketing. Terry consults with growers, and production and marketing organizations to help improve operations and efficiencies.

# Our Presenters

**Glen Muske:** Glenn currently serves two roles for the Oklahoma Cooperative Extension Service. He is the Interim Assoc. Dean/Asst. Director Family and Consumer Sciences Cooperative Extension. He also, for the past 12 years, works with small and micro business owners as Professor and Home-Based and Micro Business Specialist for the Oklahoma Cooperative Extension Service. Glenn received his Ph.D. in Family Resource Management from Iowa State University and an MBA from North Dakota State University. Glenn grew up involved in family businesses. His father operated a North Dakota farm and his mother a home-based catering business.

**Julane Severson:** Julane is a home economist and teacher. Her creative approach as an educator has been rewarded twice by being nominated as a representative for “Teacher of the Year.” This creativity has led to the development of the FriendChip Farm™ program. It focuses on providing fun activities for young families to educate them about healthy eating and the important role agriculture plays in our everyday lives. For the past five years, her kid friendly characters have taken families on an adventure each Saturday at the St. Paul Farmers’ Market.

**Dallas E. Flynn:** Retired researcher and grower of Shiitake Mushrooms and Vegetables. Dallas attended the University on Minnesota, Mankato receiving both BS and MS degrees and was in the manufacturing business with factories in Minnesota, the Dominican Republic, and the Peoples Republic of China. He is currently a full time grower and researcher and is working on a project with the Minnesota Department of Agriculture. His current research is on heating the soil with solar power to extend our growing season in Northern Minnesota using high tunnels and solar panels. He serves on the board of CERTS, is active on the Partnerships (foods working group), the board of Valley Forge Villiage, and is Vice President of MFMA.