

MFMA Spring Conference REGISTRATION FORM

Name _____

Business Name _____

Title _____ Phone _____

Address _____

City/State/Zip _____

Email Address: _____

Name _____

Business Name _____

Title _____ Phone _____

Address _____

City/State/Zip _____

Email Address: _____

Registration Fee Per Person:

MFMA Members:

Pre-registered - \$45 After March 1st- \$60

Other Participants:

Pre-registered - \$60 After March 1st- \$75

Markets & Vendors: Remember to establish your 2012 MFMA membership now so you can receive the MFMA member rate...and save!

Total Amount Enclosed: \$ _____

Mail Registration & Check (Payable to "MFMA") to:

MFMA

Attn: Deonna Bouska

18542 Driftwood Rd.

Clearwater, MN 55320

Register Online at

www.MFMA.org/pages/MFMAEvents

JOIN US!

Win Prizes! Need Fuel For the Trip Home? *Win a Visa Prepaid Card!* Like the New MFMA Apparel & Specialty Items In Our Online Store? *Win One!* Prizes Drawn Throughout the Day for MFMA Members Registered Prior to the Event!

FREE Internet Business Consulting!

Staff from Extension's Center for Community Vitality will be available all day to answer your Internet questions and help you with using the Internet more effectively. Want to know why and how to set up a web site? Why social media and blogs can grow your business. And why getting a place on the map (Google Maps and others) can be critical. This is your chance to spend half an hour with someone who understands your business and can answer your questions. Indicate your interest with registration & we'll set up "appointments" at the conference!

Having a Conflict in Your Business? Indicate your interest with registration & set up an "appointment" at the conference for a personal consultation with Karl Samp Consulting Services!

Are You Questioning If Your Insurance Provides the Right Coverage For Your Farmers' Market Related Business? Bring Your Last Insurance Certificate to Have It Reviewed by Stearns Insurance Services for Recommendations Based on *Our Industry!*

Setup Your New Website! SmartSite of St. Cloud, MN will be on-hand to assist you in setting up your own CMS website available through the MFMA...Keep it fresh & fun by editing your own website content quickly & easily!



Minnesota Farmers' Market Association



MFMA Spring Conference & Annual Meeting!

An Interactive Day for Anyone Who...

- ◆ Manages a farmers' market
- ◆ Serves on the board of a market
- ◆ Sells or wants to sell products at a market
- ◆ Wants to start a farmers' market
- ◆ Supports healthy local foods for all
- ◆ Enjoys a Productive Experience
- ◆ Wants an opportunity to network
...and learn!

March 22, 2012

CONFERENCE LOCATION

American Legion Silver Star Post 428
17 2nd Ave. North
Waite Park, MN 56387



- Enjoy Complimentary Breakfast
- Enjoy Complimentary Lunch
- Enjoy Complimentary Refreshments
~*Fresh From Local Producers!*~
- Free Parking Onsite

A SPECIAL THANKS!

On Behalf of This Event...

The MFMA would like to acknowledge an important contribution ..an award through the Minnesota Department of Agriculture's Specialty Crop Block Grant has provided a significant contribution to our efforts in bringing this event to the Farmers' Market Community!

A Warm Thank You!

CONFERENCE AGENDA

March 22, 2012

- 9:00 AM - 10:00 AM** **Healthy Eating**
- 9:00 AM - 9:15 AM** 1. **Community Table Coop...**Collie Graddick, Minnesota Department of Agriculture
- 9:15 AM - 9:30 AM** 2. **Be The Catalyst!...**Andy Berndt, Catalyst
- 9:30 AM - 9:45 AM** 3. **Sharing the Excess...**Second Harvest Food Bank, Tony Mans
- 9:45 AM - 10:00 AM** **Break**
- 10:00 AM - 10:30 AM** **Food Safety for Farmers' Markets: Current Licensing Requirements Discovered!**
Jim Roettger - Dairy & Food Inspection Div., Minnesota Department of Agriculture
- 10:30 AM - 11:30 AM** **Policy & Conflict Management...Throughout the Market!**
Karl M. Samp, Karl Samp Consulting Services
- 11:30 AM - 12:45 PM** **Lunch, Exhibitor Introduction & Interaction, & Annual Meeting**
1. Call to Order, Introductions
2. Approval of Annual Meeting Minutes
3. Approval of Financial Report & Audit Announcement
4. Election of Board Members
5. Adjourn
- 12:45 PM - 1:15 PM** **2012 Legislation...Here's How it Affects You!**
TBA
- 1:15 PM - 1:45 PM** **Do You Have the RIGHT Insurance Coverage?**
Jim Wensel, Stearns Insurance Services
- 1:45 PM - 2:15 PM** **You Have a Social Media Account...Now What?**
Social Media Panel: Sarah Carnes, Weber-Shandwick Advertising
Ryan Pesch & Adeel Ahmed, Center for Community Vitality
Moderators: Ward Nefstead & Terry Nennich, University of Minnesota Extension
- 2:15 PM - 2:45 PM** **Your Dynamic Website!**
Jim Eckberg, SmartSite
- 2:45 PM - 3:15 PM** **Setup to Sell Yourself...and Your Product!**
Ruth White, Minnesota Department of Agriculture
- 3:15 PM - 4:15 PM** **Speed Mentoring**
Moderator: Terry Nennich, University of Minnesota Extension
- 4:15 PM - 5:00 PM** **Doing Business Online**
Hans Muessig, University of Minnesota Extension, Center for Community Vitality
- 5:00 PM - 5:15 PM** **Thank You & Closing Statements**