

Providing Excellence in the Market Place

North Idaho Farmers Market Workshop

March 13, 2010

1912 Center, 412 East Third Street, Moscow, Idaho

Every **manager, board member, and VENDOR** should plan to attend this one-day training. The agenda is full of hot topics that are relevant to every market. Be prepared with questions to ask and ideas to share!

AGENDA

- 8:30 **Refreshments and Networking** (*Parking available at Moscow City Hall - 206 East 3rd St.*)
9:00 **Group Introductions and Agenda Overview**
9:30 **Spread the Word!: Using Relationships to Build and Promote Your Market**
- Lacey Menasco, Idaho State Department of Agriculture
10:15 **Sales Tax Made Simple: Overview and Submission Example**
- Patricia Gilmore, Idaho State Tax Commission
10:45 Break
11:00 **Putting Your Best Foot Forward: The Best of Booth Design and Displays**
- Lacey Menasco, Idaho State Department of Agriculture
12:00 Lunch (Vendor Mapping Activity and networking)

VENDOR TRACK

- 1:00 **See You Next Week! Customer Service Tips to Ensure Repeat Buyers**
- Sarah Schumaker, University of Idaho Clearwater County Extension
1:45 **Creating a Business Plan and Budgeting for Profitability**
- Cinda Williams, University of Idaho Latah County Extension

MANAGER TRACK

- 1:00 **Manager "Round Tables"**
- **Running the Show & Keeping the Peace: Operations, Integrity, Communication, and Conflict Management**
- **Recruiting Volunteers and Building Community Support**
2:00 **Planning Events That Profit the Market**
- Angela Pizelo, Liberty Lake Farmers Market Manager
2:30 Break
2:45 **Expanding Food Access to Attract New Customers**
Adapting for Food Stamps and EBT
- Amy Gray or Kathleen Burns???
Senior Farmers Market Nutrition Program
- Lacey Menasco, Idaho State Department of Agriculture
3:15 **Refining the Market: Rapid Market Assessment Findings**
- Lydia Clayton, University of Idaho Nez Perce County Extension
- Cinda Williams, University of Idaho Latah County Extension
3:45 **Recap and Evaluations**
4:00 **Dismiss**

\$20.00 per person (\$15 for second person from the same business) Lunch Provided
Register Before March 5th.



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Registration Form

Participant Name: _____

Farm/Business Name: _____

Email Address: _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Name of Market(s) you are involved with: _____

Your Role at the Market: Manager Board Member Vendor Other

Please provide the names of every person from your company who will be participating?

1st Participant: _____ \$20.00

2nd Participant: _____ \$15.00

3rd Participant: _____ \$15.00

4th Participant: _____ \$15.00

Seniors/Student* _____ \$15.00

Seniors/Student* _____ \$15.00

TOTAL COST _____

Please note any food restrictions (vegetarian/vegan, allergies, etc.) _____

Return the form and check to: **Idaho State Department of Agriculture**
attn: Lacey Menasco
2270 Old Penitentiary Rd
Boise, Id 83712

OR

Submit form by Fax and pay at the door:
Fax # (208) 334-2879

For more information contact Lacey Menasco at
(208) 332-8538 or lacey.menasco@agri.idaho.gov.
See you there!



Registration Deadline is March 5.

* A Senior is an individual 60 years of age or older and a student is an individual currently enrolled in school or an accredited academic program. This rate applies even if "1st Participant"