

MIFMA Professional Development Committee
August 20, 2009
Conference Call

Participants: Susan, Dru, Lj and Robin

Discussion began on the Program for the Great Lakes Expo presentations for Dec. 10. It was agreed that 2, 1&1/2 hour sessions would be better than 3, 1 hour sessions in the morning. The first 1.5 hour session will focus on GAP and the second 1.5 hour session will be on Safe Food Sampling at Markets. Both will be panel presentations with approximately 10 minutes per presenter and a period of time at the end for questions and answers.

Suggestions for presenters included-

Vicki Morrone
Colleen Best
Phil Tocco
Tom Kalchik
Rebecca Titus
Kevin Halfmann
Jen Welty

Susan will work on speakers for the GAP panel presentation and Dru will work on the Safe Food Sampling panel presenters. By September 1st we must send in the title of the sessions, the list of presenters, their affiliations and the times of the sessions. Susan will take care of all that.

Robin will moderate the morning sessions.

There will be one afternoon session this year. It will be entitled "Tricks of the Trade." Both market managers and vendors will share what is working well in markets today. We would like to line up 4-5 people to begin sharing and then have an open mike format. Susan will send out a request for participants with a deadline of Wednesday. If there are only a few responses and they seem reasonable, Susan will just go with them. If the response is great, she will send them out for review.

Suggestions for this included:

Partnerships that have helped build market success
Market recycling program (Northville market)
Food bank and soup kitchen programs where markets give back to the community

Dru will moderate afternoon session.

Susan said she has no funds to put into a Wednesday evening program at Expo. Dru has some limited funds but feels they are better put toward travel expenses for speakers.

Future conference calls will be at 11 am on the 3rd Thursday of each month instead of 10 am. The next meeting will be September 17 at 11 am. On the agenda will be publicity we want to put out for the Great Lakes Expo and ANR week.

Notes Compiled and Submitted by Robin Danto, Committee Co-chair