

**MIFMA Professional Development Committee
Conference Call
Wednesday, October 3, 2007
Call Summary**

Agenda Items:

- Great Lakes Fruit, Vegetable and Farm Market Expo
- Potential December 7th Training with Suzanne Briggs
- ANR Week, 1st week in March

Participants: Dru Montri (MIFMA), Susan Smalley (C.S. Mott Group), Dietrich Bronner (Frankenmuth Farmers Market)

Action Items:

- **Susan to check how many free GLEXPO passes MIFMA can receive.**
- **Dru to email MIFMA members if they would like to staff GLEXPO booth.**
- **Dru to check with Laurajeanne what GLEXPO booth's display will consist of.**
- **Susan will check into a few more details for Dec. 7 training and follow up**
- **Dru to arrange ANR week Program Guide copy, organize the registration process, and reserve the Kellogg Center rooms.**

Great Lakes Expo:

- The agenda and speakers are lined up and submitted.
- To staff MIFMA's trade show booth, MIFMA members will be offered the first chance to receive free passes to the Expo for working in pairs for a 3-hour shift at the booth. Susan will check how many free passes MIFMA can get for this. The hours are Tuesday (busiest day) and Wednesday 8am-5pm both days, and Thursday 8am-1pm. The booth shifts will be 8am-11am, 11am-2pm, and 2pm-5pm. We may perhaps leave the booth unstaffed on Thursday during the MIFMA meeting to encourage people to check out the meeting.
- Laurajeanne is developing the booth's display contents.

Dec. 7 Training:

- Susan will check into a few more details and follow up.

ANR Week:

- The Program Guide copy deadline is November 1. We should have as much detail as possible on the date, time, place, fee, registration process, and program description.
- On Wednesday, March 5, there is a seminar on the "Plain Language" of food and nutrition information which may be of interest to our constituents, so we should avoid this day. MOFFA is undecided on when their conference will be. We should also avoid the herb conference.

- Accordingly, we will host our market management training Tuesday, with an overall presentation 9am-noon, lunch noon-1pm, and three breakout programs of varying expertise from 1pm-4pm.
- The Kellogg Center has free conference rooms and parking and makes MIFMA more visible, despite only slightly higher catering costs. We will host it here, with the Natural Resources building being the second choice.
- Dru to check on room availability and catering costs. We expect to charge registration fees of \$40 for MIFMA members and \$75 for non-members (including both morning and afternoon programs and lunch). (In comparison, a one-day GLEXPO pass is \$25 without any food.)
- Registration form should encourage people to join MIFMA since the fees are priced so members save money.
- Registration will take place online through the MIFFS website if possible. People can also print off the form and fax it in with their credit card number. They must pay to be registered. It will be limited to the first 50 people.
- For future all-day MIFMA events, perhaps we can host a fundraising dinner for participants to network and having something to do in the evening, at a local farmers-market-related restaurant such as Mama Bear's or Restaurant Villegas.

Next Meeting:

- Update and involve Laurajeanne Kehn and Dan Keane via email to arrange further details before next meeting.
- 8:30am-9:30am Halloween (Wednesday, October 31)