

**MIFMA Professional Development and Education Committee  
Conference Call Summary  
Wednesday, October 31, 2007**

Agenda Items:

- ANR Week Program
- Great Lakes Expo display/booth

Participants: Dru Montri (MIFMA), Brigette Leach (Battle Creek Farmers Market), Dan Keane (Saginaw & Hemlock Farmers Markets), Susan Smalley (C.S. Mott Group), Laurajeanne Kehn (Frankenmuth Farmers Market), Dietrich Bronner (Frankenmuth Farmers Market).

**Action Items:**

- **Dru, Dietrich and Laurajeanne to ensure that the ANR Week description is finalized by Nov. 8.**
- **Laurajeanne and Dru to coordinate Expo set-up.**

ANR Week Program:

- Program description: Laurajeanne and Dietrich drafted a potential write-up for the program. Susan suggested, so that attendees can have their markets/sponsors pay for their attendance, we should mention specific, popular topics in the session. Popular, possible topics include market promotion, rules and by-laws, and volunteer/support/friend organizations, and possibly market master recruitment and training. Dan suggested possible topics of record-keeping systems for market managers, and the role of MIFMA, which should always be covered in our programs.
- We want to focus on market managers because there is a lot of demand for training like this, and we wanted to keep the group small and limited to 50 people so it can be very interactive, educational, and productive in the afternoon. We can also try to target board members and DDA's, etc.
- At the end of the sessions, join everyone back together for one wrap-up summary of each session's top points and provide the printed materials for everyone. Another possible alternative is to organize groups of three, one from each session, to get together afterward, exchange ideas, and hopefully establish an open line of communication among markets for future networking.
- Lunch will cost us \$15 and probably \$5 for beverage/AV fees. The price is \$40 and \$75. It should mention "Includes lunch and materials." List that "Complete program details will be listed online at [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) by DATE."
- We need really specific outcome statements for whatever topics we include, and make sure we deliver on those. Example: You will go home with three rules you need to include in your by-laws.
- It would be great to cover health/food safety rules and regulations, but the rules are different in each county, regulators only say what you can NOT do (are not positive in their delivery), and it is hard to get an overall summary of the rules.

- Final Decision: Our chosen top 3 topics and possible speakers: 1. Rules and regulations. 2. Marketing to customers and vendors (Nancy from Rochester Market, Scott from Farmington Market). 3. Managing the business of a market, from budgeting to records keeping and annual reports (Holly from Allen Street Market). We will offer all 3 concurrently for 2 hours and then bring everyone together for the final hour to share insights. Need to have guests pre-register for each session. People must register by \_\_\_\_\_ (certain date).

Great Lakes Expo Booth/Display:

- Laurajeanne will lend a tent/booth. Susan is lending 3 display panels to us. One panel of each for: MIFMA's history and what we do, what MIFMA does for markets (member benefits), and charter member listing/join now! Laurajeanne will help Dru finalize display. Will have brochures, recruitment packages, e-newsletters, ANR session registration forms, and sign-up sheets for listserv.
- Laurajeanne will be there at the Expo booth Tuesday all day off and on. Dru will be there all day Wednesday. Booth is unmanned on Thursday (day of Farmers Market session). We need to have a sign at the booth on Thursday "Sorry we're not here – join us at the Farmers Market session at \_\_\_\_\_." Set-up is on Monday.