Growing Together

“Growing Together” hand in hand, we can make change happen locally, regionally, and nationally.

2017 ILLINOIS FARMERS MARKET ASSOCIATION STATEWIDE CONFERENCE

The Illinois Farmers Market Association invites you to join a bountiful crop of local food advocates, farmers, producers, and farmers market leaders as we unite in fresh and fertile ways. We'll be sowing seeds of innovation, planting new ideas, germinating possibilities, and nurturing fields of potential. The fruit of our success will be measured by our collective voice, as we share, learn, and work together to bring about healthy and sustainable food systems. Individually, your new-found knowledge will not only benefit your market or business but your hometown community. As you scatter your wisdom farther afield, it will improve the quality of life for all to which you are connected.

The Illinois Farmers Market Association Annual Statewide Conference is packed with informative and inspiring speakers across four diverse educational tracks - Market Managers, Market Vendors, SNAP, and Presentations, each offering targeted break-out sessions at all experience levels.

In addition, there are networking opportunities, a fabulous winter market and vendor fair, delicious locally sourced culinary creations prepared by the talented chefs at Kendall College, and a little lagniappe for good measure.

JOIN, GROW, PROMOTE & WIN!

Here's a little encouragement to benefit not only yourself, your market or business, but also support ILFMA. Through March 29 for each new Statewide Conference Registration, ILFMA Membership and ConnectFresh Profile, you'll receive an entry into our Spring Basket Drawing. That's up to 3 chances to win! The drawing will be held at the Conference Networking event at 4 p.m. on March 29, 2017.

2017 STATEWIDE CONFERENCE REGISTRATION Each registration includes all educational sessions, keynotes, continental breakfast, locally sourced lunch, vendor fair, winter market, complimentary parking, free WI-FI, networking opportunities, and more. Visit www.ilfma.wildapricot.org to register.

BECOME A MEMBER Your annual membership supports the work of ILFMA and gives strength to the Association’s united voice, locally, regionally, and nationally. Help keep local food growing in Illinois! As a membership-based organization, we allocate more time, focus, and resources to our members, and as a result, our Member Benefits continue to grow! Become a member at www.ilfma.wildapricot.org.

CREATE A CONNECTFRESH PROFILE It's all about connections and increasing access to local food. Illinois ranks 3rd in the nation for total number of farmers markets, with more than 500 unique markets across the state. ConnectFresh Illinois, in association with Illinois MarketMaker, is the innovative state-wide resource that connects farmers markets, market producers and market patrons in one information-packed location. Create your profile at www.il.foodmarketmaker.com/signup.
**7-8 AM REGISTRATION & CONTINENTAL BREAKFAST**
5th Floor Foyer & 5th Floor Auditorium

Enjoy a sampling of fresh bakery treats, prepared from scratch by the chefs at Kendall College. Accompanied by a selection of custom blended hot teas, using organically sourced herbs, fruits, flowers, and tea from Rishi's Organic Teas (Milwaukee, WI) and consciously sourced, small batch artisan roasted coffee from Metropolis Coffee (Chicago, IL).

**8-8:15AM WELCOME & OPENING REMARKS**
5th Floor Auditorium

Join us as we kick off a day filled with opportunity and possibilities, a day of renewal and idea sharing. Special guests and VIPs will welcome you to Kendall College and the Illinois Farmers Market Association Conference!

**8:15-9AM KEYNOTE**
5th Floor Auditorium

**WHAT’S YOUR STORY?**

Caitlin Chrzanowski, Manager, Knox County Farm Bureau
knoxcfb@knoxcfb.org | www.knoxcfb.org

“What do you do?” This is a question we answer for relatives, potential customers, and high-school classmates we wish we hadn't bumped into. The way you answer that question could mean the difference between a meaningful conversation and a dead end. Simon Sinek said it best “It’s not what you do - it’s the way you do it.” Don’t miss this invigorating presentation and learn the importance of sharing your story and the impact it has on your business, job, and life. If a smile is contagious, just imagine what you can accomplish when you share your passion!

**Learning Objectives:** Upon completion of the keynote presentation, each participant will be able to verbally share his/her “why”. Can analyze current marketing strategies to incorporate his/her “why”. Leave feeling energized and passionate about his/her business, job or life.

Caitlin Chrzanowski
Naked and Hungry… Can you imagine the world without agriculture? Neither can Caitlan. Advocating for the individuals that feed, clothe, and fuel our world, is her passion. As the Manager of the Knox County Farm Bureau, she works with family farmers to educate, legislate, and advocate for Knox County agriculture. Prior this, Caitlin was the Manager of the Richland County Farm Bureau. She started her career with the Illinois Farm Bureau after graduating from the University of Illinois Urbana-Champaign with a bachelor's degree in Agricultural Leadership and Sciences Education. Caitlin is originally from Ottawa in LaSalle County.
SNAP TRACK 5th Floor Auditorium
SUPPORTING SNAP/LINK AND HEALTHY FOOD INCENTIVES AT YOUR FARMERS MARKET

Corey Chatman
corey@experimentalstation.org | www.experimentalstation.org

Increase sales, patronage and broaden your markets demographic with a SNAP/LINK program. This informative webinar will cover all the basics for getting your market started. Information on how to obtain funding for the wireless electronic equipment, as well as support grants to cover administrative costs. You will also learn about other incentive programs such as WIC, Senior and Farmers Market Nutrition Programs.

Learning Objectives: Discover how to operate SNAP & accept WIC Farmers Market Nutrition Program coupons at your market. Find sources for wireless EBT and/or Credit/Debit machine and funding. Learn how to apply for a SNAP Support Grant from The Experimental Station and other incentive programs to increase sales and attendance.

Corey Chatman The Experimental Station is a not-for-profit incubator of innovative cultural projects, small-scale enterprises, runs the 61st Street Farmers Market, processes LINK transactions at 17 City of Chicago Farmers Markets, and administers the LINK Up Illinois Program. Corey manages both the LINK transactions for the city markets and LINK Up Illinois programs. He has served as the interim manager for the 61st Street winter farmers market and was a project partner on Lt. Governors Simon’s Illinois EBT Wireless Project.

MARKET MANAGER TRACK 5th Floor Wine Room
EMERGING CHALLENGES FOR FARMERS MARKETS IN A CHANGING MARKETPLACE

Angie Kuehl
angiek@jchdonline.org | www.jchdonline.org

Angie will share her experience both initiating and sustaining, a very successful SNAP and Double Value program for southern Illinois’ oldest and largest farmers market in Carbondale, Illinois. With 11 of Illinois’ poorest counties located in southern Illinois, and by bringing together many strategic partners to create a community of stakeholders, committed to the local food movement, her efforts have truly made an impact in the community. Lindsay will share how some farmers market managers and vendors have reported a recent decrease in sales. This session will include a review of trends and factors influencing farmers markets, highlight successful marketing tips from an Illinois market, share information on best practices of marketing and provide an opportunity for participants to share their successes in connecting with consumers. Join us as we explore what farmers, farmers market managers, and the Illinois Farmers Market Association can do to bolster farmers markets in an increasingly competitive marketplace.

Learning Objectives: Discover how southern Illinois’ oldest market remain a successful market and addresses the needs of its community. Learn new strategies for community outreach. Hear about approaches to developing new market customers. Discover trends that may be affecting your market. Learn what initiatives you can take to help. Hear what others are doing and how you can repeat their successes.

Angie Kuehl has a degree in agriculture and is a small-scale sustainable farmer and beekeeper. She is the recycling educator and the Plan4Health coordinator for the Jackson County Health Department and has worked with the city of Carbondale, Southern Illinois Healthcare and Southern Illinois University Food, Illinois Extension and nutrition students from the College of Agricultural Sciences to help put the Plan4Health grant money right where the mouths are, at local farmers markets. Angie has served as a volunteer for the Murphysboro Farmers Market. She is very passionate about sustainably and organically raised local food as well as ensuring everyone has access to it.

Lindsay Record, Executive Director, Illinois Stewardship Alliance
lindsay@ilstewards.org | www.ilstewards.org

Lindsay Record, Executive Director, Illinois Stewardship Alliance
lindsay@ilstewards.org | www.ilstewards.org

Lindsay Record has been staff at Illinois Stewardship Alliance since 2006. She has served as an Intern, Program Coordinator, Executive Director and is currently a Program Director since stepping down from her role as Executive Director to spend more time with her family in 2013. As Program Director, Lindsay reaches out to farmers, consumers, restaurants, and retailers in central Illinois to promote locally produced foods and connect local growers and producers to new markets. Lindsay’s passion for locally grown foods began when working on an organic vegetable farm in Arizona in 1999 and has continued her love affair with local food and farmers markets ever since.
Market Presentations Track 2nd Floor Room 255

Farmers Markets and Healthy Savings

Bryan Chavers, National Account Executive, Healthy Savings
bchavers@solutran.com | www.solutran.com

Healthy Savings connects members with their local farmers markets to promote healthier, locally produced foods. This relationship builds upon the symbiosis between local farmers and their communities. Farmers Markets benefit from free online marketing, resulting in an increase in new foot traffic and an opportunity to reach new segments of their community. Healthy Savings members receive notifications via digital media informing them of dates and locations of participating Farmers Markets. The Farmers Markets are given signage to put up at their information and/or vendor booths to alert members as to where to check in. Once the Healthy Savings member checks in they will receive a $3.00 voucher to use towards their produce purchase at the market that day (limit 1 per member). Signage and coupon voucher pads are provided for FREE from Healthy Savings.

Learning Objectives: Discover a low-cost marketing opportunity to bring in new patrons. Find out how easy it is to add a Healthy Savings promotion to your market as often as you select. Learn about all the FREE benefits you will receive.

Bryan Chavers is the national account executive for Solutran Inc. and launched the Healthy Savings program; a unique digital coupon card with no fees for CPG participation. Through its partnership with the health insurance industry, they are building a coalition of grocers, farmers markets, insurance companies and CPGs designed to help change the way America eats. Cardholders can use the card at multiple participating retailers and farmers markets in each state. They now work with over 160 CPG partners and are launching into new markets this year!
**SNAP TRACK 5th Floor Auditorium**

**NUTS AND BOLTS OF A SNAP/LINK PROGRAM AT YOUR FARMERS MARKET - PART II**

Corey Chatman  
corey@experimentalstation.org | www.experimentalstation.org

This presentation will discuss the nuts and bolts of what you'll need to put your SNAP Program to work. We will discuss how the redemption system works, record keeping, as well as receipt and token processing. You will also hear the real-world experience of a market manager and how the SNAP Program has benefited their community. If you have questions, we will have the answers.

**Learning Objectives:** Find out all you will need to get your SNAP program up and running. Learn the importance of accurate record keeping and accurate processing. Discover how the entire redemption process works and experiences a market manager.

Corey Chatman  
The Experimental Station is a not-for-profit incubator of innovative cultural projects, small-scale enterprises, runs the 61st Street Farmers Market, processes LINK transactions at 17 City of Chicago Farmers Markets, and administers the LINK Up Illinois Program. Corey manages both the LINK transactions for the city markets and LINK Up Illinois programs. He has served as the interim manager for the 61st Street winter farmers market and was a project partner on Lt. Governors Simon's Illinois EBT Wireless Project.

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**MARKET MANAGER TRACK 5th Floor Wine Room**

**MARKET METRICS: THE IMPORTANCE OF DATA COLLECTION AND RECORD-KEEPING FOR MANAGERS AND VENDORS**

Deborah Cavanaugh-Grant, Owner, New Leaf Consulting  
deborah@new-leaf-consulting.com | www.new-leaf-consulting.com

Nicole Cox – Market Manager, Abraham Lincoln Memorial Hospital Farmers Market  
cox.nicolealmh@mhsil.com | www.thealmhmarket.org

Farmers markets have emerged as important players in the effort to increase consumption of fresh fruits and vegetables while supporting diversified farms and new businesses. Despite their many benefits, the impacts that farmers markets are having across the country go largely undocumented. Effective data collection and reporting helps markets and vendors achieve their goals and strengthen relationships in their communities. This session will discuss the benefits of collecting data and record-keeping, share the story of a farmers market start-up and their commitment to data collection and record-keeping.

**Learning Objectives:** Understand the importance of data collection and record keeping when managing and vending at farmers markets. Learn about data collection and recordkeeping strategies used in a first-year market and ways that employ these ideas in their market or vending market strategies.

Deborah Cavanaugh-Grant is Owner/Consultant of New Leaf Consulting. Before starting her consulting business, Deborah was employed by the University of Illinois Extension as a Local Food Systems and Small Farms Educator. Deborah is a Certified Market Manager with more than 30 years of experience working in sustainable local food systems, Deborah brings a wealth of experience at the local, state, regional and national levels. She is currently involved in several local foods and small farm organizations, including Grow Springfield, Slow Food Springfield, and Spence Farm Foundation and the Abraham Lincoln Memorial Hospital Market in Lincoln, Illinois.

Nicole Cox is the Market Coordinator for the Abraham Lincoln Memorial Hospital Farmers Market in Lincoln, IL. Before her time with the ALMH Market, Nicole was the Chamber Director for the Lincoln/Logan County Chamber of Commerce. Nicole is now a Certified Market Manager completing the MILFMA Market Manager Certificate Program in 2016. She has over 11 years of event planning experience from large community festivals to intimate weddings. Nicole is also the owner/baker of Yours Truly Bakery, a small in-home operation.
MARKET VENDOR TRACK 2nd Floor Room 255

MARKETS IN PREDOMINATELY AFRICAN AMERICAN COMMUNITIES: BARRIERS TO USAGE AND CHALLENGES OF OPERATION

Dr. Chelsea R. Singleton - USDA AFRI Post-Doctoral Research Fellow, Institute for Health Research and Policy
University of Illinois at Chicago | sarcsingle1@uic.edu

In this presentation, Dr. Singleton will discuss results from her USDA-funded research project on farmers markets in Chicago's predominately African American communities. She'll discuss findings from community focus groups on barriers to farmers market usage and in-depth interviews on the challenges of operating a farmers market in Chicago's African American communities. This presentation will conclude with an in-depth discussion about increasing fresh produce purchases at farmers markets in predominately African American communities.

Learning Objectives: Learn the challenges and success of operating a farmers market in a predominately African American community. Hear the barriers to usage among community members. Discover potential strategies to increase farmers market usage.

Dr. Chelsea R. Singleton's research focuses on examining relationships between food environment, food purchasing behaviors, and dietary intake among low-income and minority populations. Dr. Singleton received her Master of Public Health in epidemiology from Tulane University and her Ph.D. in epidemiology from the University of Alabama. In 2016, she received a grant from the United States Department of Agriculture to study farmers markets in Chicago's predominately African American neighborhoods. She aims to learn more about barriers to usage among SNAP-eligible community members to increase farmers market use.

MARKET PRESENTATIONS TRACK 6th Floor Room 630

INCREASE FARMERS MARKET SALES THROUGH PRODUCT SAMPLING

Sarah Simeziane, The Land Connection
sarah@thelandconnection.org | www.thelandconnection.org

Product sampling is the easy and low-cost way to increase sales. A small sample of just about any product from freshly picked sweet corn to homemade sweet treats will quickly change a casual browser to a loyal customer! Illinois' new sampling certificate is easy to obtain and can cost as little as $10 for 3 years; plus, the certificate is valid at every farmers market throughout Illinois. Come learn the facts from the Illinois Stewardship Alliance team and dramatically increase your sales by 30% or more through product sampling! The Champaign Farmers Market operated a sampling booth this past season and Sarah will relate their experiences along with lessons learned.

Learning Objectives: Learn the rules and requirements you need to offer samples at the market. Gain a thorough understanding of the benefits of sampling products. Why samples will increase your sales.

Sarah Simeziane grew up in Pontiac, Illinois and remembers produce seasons such as picking strawberries in late spring, sweet corn in July, and apples in the fall. She thought all produce was available year-round and it wasn’t until she lived in Hungary that she really learned the value of eating in season. After completing M.A. degrees in Communication and Linguistics at the University of Illinois, Sarah taught at Parkland College and took a position at Urbana's Market at the Square. There, she learned about local food, LINK programs, and honed her photography. She joined The Land Connection and helped launch the new Champaign Farmers Market.
11:30 AM – 1:30 PM  THE Groupon MARKETPLACE & LUNCH
5th Floor Auditorium

THE Groupon MARKETPLACE
Come explore the Winter Market’s selection of tasty treats and browse the unique artisan wares of this very prestigious group of vendors from select Illinois farmers markets. The Vendor Fair exhibitors are showcasing a wide variety of products and services to enhance your market or business. If you don’t have a SNAP redemption program in place, stop by the USDA FNS booth and get the process started.

LOCALLY SOURCED LUNCH
Enjoy a locally sourced lunch featuring Illinois products prepared by the Chefs at Kendall College. Choices include Vegivore and Carnivore versions featuring an all-natural entrée, great tasting sides, and a delicious sweet treat. Infused water, coffee, and iced tea will be available and the container and utensils are 100% compostable.

12:30–12:45 PM  MIDDAY PROGRAM
5th Floor Auditorium

WHAT IS CONNECT FRESH AND WHY IS IT IMPORTANT
Janie Maxwell, ILFMA Executive Director

Have you registered your market or market business with the Illinois Farmers Market Association? It is the easiest way to promote your market or market business. With this free service, you just register one time and your information will be promoted on the ILFMA, Illinois Department of Agriculture, MarketMaker, Illinois Office of Tourism and other websites resulting in greater exposure and patronage for your market and business.

12:45–1:15 PM  POST LUNCH IMPROMPTU CONVERSATIONS
5th Floor Auditorium & 5th Floor Wine Room

Start a “Farmers Market Conversation” of your own at this unorganized, off the cuff, spur of the moment, impromptu networking and discussion opportunity. You can chat with peers, make new friends, ask questions, gain some new insights or just share your valuable wisdom. Just pick a topic and say “Hi, my name is …. “

The Illinois Farmers Market Association (ILFMA) is a 501c3 tax-exempt organization. It takes the support of everyone – farmers, markets, organizations and customers to effectively provide a viable and sustainable farmers market community in Illinois. Any monetary donations to ILFMA are tax-deductible as allowed by federal law.
the official

CONference

T-SHIRT!

For $15 take home a memento from the ILFMA statewide conference! Place an order for your official conference t-shirt during your conference registration at www.ilfma.wildapricot.org.
1:30–2:30 PM BREAKOUT EDUCATIONAL SESSION #3

SNAP TRACK 5th Floor Auditorium
ADVANCED STRATEGIES FOR SNAP/LINK PROGRAMS AT YOUR FARMERS MARKET – PART III

Corey Chatman
corey@experimentalstation.org | www.experimentalstation.org

A successful SNAP Program requires much more than a “build it and they will come” philosophy. This presentation will not only discuss ways to attract more SNAP customers to your farmers market but also cover marketing strategies to promote your program along with methods of recruitment and education of partners to act as advocates. Learn how to educate the public, elected officials, and stakeholders and turn that knowledge into successful outreach to connect with SNAP beneficiaries outside your market. Corey will discuss low-cost innovative ad campaigns utilizing social media, targeted emails, engaging posters and more; plus, there will be plenty of time for questions.

Learning Objectives: Learn how to attract more SNAP customers to your market plus ways to recruit and educate partners. Find out how educating the public, elected officials and stakeholders can benefit your program. Gain new ideas for low-cost marketing and advertising campaigns.

Corey Chatman The Experimental Station is a not-for-profit incubator of innovative cultural projects, small-scale enterprises, runs the 61st Street Farmers Market, processes LINK transactions at 17 City of Chicago Farmers Markets, and administers the LINK Up Illinois Program. Corey manages both the LINK transactions for the city markets and LINK Up Illinois programs. He has served as the interim manager for the 61st Street winter farmers market and was a project partner on Lt. Governors Simon’s Illinois EBT Wireless Project.

MARKET MANAGER TRACK 5th Floor Wine Room
PROGRAMMING YOUR MARKET

Melissa Flynn – Executive Director, Green City Market
melissa@greencitymarket.org | www.greencitymarket.org

Kathleen Williams – Operations Manager, Green City Market
melissa@greencitymarket.org | www.greencitymarket.org

Farmers markets can offer much more than just farm fresh produce and agricultural products. Have you considered adding educational, entertaining or instructional programming? This session will discuss if programming makes sense for your farmers market, does it connect with your mission and fit within your current budget and staffing levels. Programming can really compliment a markets value to a community and increase shopper engagement.

Learning Objectives: Determine if programming meets the needs of your market. How to create programs that appeal to a wide variety of audiences. Understand the logistics of program preparation and execution.

Melissa Flynn is Executive Director of Green City Market and brings over extensive experience in small business and non-profit development. She is a skilled and experienced executive with a proven record of creating a successful business climate balanced by strong values of sustainability and community. Melissa partners with non-profits and small businesses to maximize resources and opportunities. She has her Masters in Human Resources from Loyola University and is a graduate of the Institute of Organization Management from the U.S. Chamber of Commerce. Melissa is on the board of Angelic Organics Learning Center.

Kathleen Williams grew up in the South and developed a strong passion for food from a young age. As Operations Manager, she enjoys finding ways to tap into existing organizations to grow the Green City Market community. After graduating from the College of Charleston, Kathleen pursued a sports marketing internship in Los Angeles, CA. She relocated to Chicago and became involved with Green City Market as a member of the volunteer team, which became the perfect outlet for her to channel her passion for local food. In June of 2015, Kathleen took the leap from the corporate world and joined the full-time staff with Green City Market.
MARKET VENDOR TRACK 6th Floor Room 630

SMALL BIZ, NEW MARKETING AND WHAT THE HECK IS UP WITH MILLENNIALS

Dustin Floyd, Agency Director, tdg marketing & public relations
cdustin@tdg.agency | www.tdg.agency

Chad Blair, Director of Accounts, tdg marketing & public relations
chad@tdg.agency | www.tdg.agency

Join tdg and agency director, Dustin Floyd, as he discusses trends in small business, how they still fit in today’s global economy, how new marketing can make it easier and what the heck to do about those millennials. Attracting customers requires a deft marketing hand. You need to understand each unique group - their likes, dislikes and the experiences they seek. Few industries have been transformed by information technology as much as the local food movement. Every business today needs websites, email, social media, mobile apps, content marketing and more. If you want to stay on top of technology trends, don’t miss this session.

Learning Objectives: Hear about the latest technology trends in small business. See how they still fit in today’s global economy. Learn how new marketing initiatives can make it easier for you to reach those millions of millennials.

Dustin Floyd had already penned travel books for some of the nation’s biggest publishers by his 25th birthday. He helped launch an online multiplayer video game. And then there’s that whole Oxford University-educated thing. But being part of the first generation to start kindergarten with computers (starting somewhere in ancient antiquity with the Apple I.e.), Dustin has unique insight into the way online trends are shaping the buying habits and attitudes of today’s consumers. In between blogging and social networking, he’s addicted to episodes of Futurama – and, in a true testament to his geekiness, he understands most of the jokes.

Chad Blair is a tdg veteran and has been with the agency since 2005. After learning the technical aspects of advertising, from video production to public relations, Chad then graduated to managing integrated marketing campaigns for some of tdg’s largest long-term clients. When managing accounts, Chad prefers a cohesive team approach with both tdg and client team.

PRESENTATIONS TRACK 2nd Floor Room 255

REVAMPING YOUR MARKETING & BRANDING STRATEGY

Natalie Kenny Marquez, Urbana’s Market at the Square
nmkennymarquez@urbanaillinois.us | www.urbanamarket.org

Stephanie Taylor, Hello Promo
staylor@hello-promo.com | www.hellopromo.com

Consumers are naturally drawn towards successful strategies. They don’t just want quality products, but rather products that are backed by a high-profile expert. Natalie and Stephanie will give you tools that help give your brand a name, relatable identity, and ideas that not only keep customers and patrons happy but also drive new business!

Learning Objectives: Distinguish your market and business with marketing, branding, PR, and advertising. Understand your current strengths and weaknesses. Build upon your current marketing plan to effectively market yourself.

Natalie Kenny Marquez represents the seventh generation of her family to reside in Champaign County and enjoys that she can connect with her family’s deep agricultural roots with her work as Director of Urbana’s Market at the Square. Natalie has a passion for marketing and social media and tries to carry these ideas and concepts over to the farmers market. Natalie has a Bachelor’s degree in Advertising and Political Science from Southern Illinois University and Masters in Public Administration from the University of Illinois at Chicago.

Stephanie Taylor is Chief Swag Specialist and co-founder of Hello Promo where she is responsible for business development, human resources, and operational management. Hello Promo is committed to providing a menu of services that empower brands to create impactful experiences for their customers, employees, and community. Stephanie has a Bachelor’s degree in Advertising from Southern Illinois University. She is a Board Member with Mom+Baby, a volunteer with her neighborhood association and contributes her marketing skills to her neighborhood farmers market. Stephanie resides in Chicago with her husband, son and two dogs.
**Market Manager Track**

5th Floor Wine Room

**THE ECONOMIC IMPACT OF A FARMLANDS MARKET TO A COMMUNITY**

*Cathy McDermott, Market Manager/Administrator – Rockford City Market/Rock River Development Partnership*

*cathy.mcdermott@rrdp.org*

The Rockford City Market has experienced a 430% increase in attendance in just 7 years while generating a record $5.3 million in spending on market nights throughout its season. The Rockford City Market has become a community ritual and provides a venue for connections to be made, new and old, and for commerce between citizens and local and regional growers, food establishments and artisans. It personifies the local maker movement and has had a significant economic impact on the downtown community in several ways, including several vendors opening brick and mortar year-round businesses.

**Learning Objectives:** Find ways to measure economic impact at your market. How to integrate your market with the community. Learn the importance of constant evaluation and tweaking of methodologies.

*Cathy McDermott* is the Administrator of the Rock River Development Partnership in Rockford, Illinois, which is dedicated to revitalizing Rockford’s urban core. She manages the downtown Rockford City Market, which grew to over 100,000 visitors in 2016. The Market has a goal of promoting exposure to the downtown, incubating a new business, and increasing traffic to existing businesses. Cathy is married with three children, a lifelong Rockford resident with a Business Administration degree from Rockford College, part of the Engagement Team for Transform Rockford, and a “Rockford Reads” reading mentor at Conklin School.

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**Market Vendor Track**

6th Floor Room 630

**FOOD SAFETY MODERNIZATION ACT UPDATE – PRODUCE SAFETY RULES – WILL IT AFFECT YOU OR YOUR MARKET?**

*Laurie George, Extension Educator, University of Illinois Extension*

ljgeorge@illinois.edu | www.extension.illinois.edu

Do you know how the Food Safety Modernization Act (FSMA) Produce Rule will affect your business? Is your farm exempt from the new federal rule that went into effect in November of 2015? Join us when we discuss the new rules and regulations for qualifying farms concerning worker training and health & hygiene, using biological soil amendments on your farm, handing domesticated and wild animals in your fields, as well as requirements for testing and use of water on the farm, both in production and postharvest uses. Even if your farm is exempt from the FSMA Produce Safety Rule, you should still be aware of your small farm requirements.

**Learning Objectives:** Determine whether your farm is exempt from the federal requirements. Understand how these rules will affect your farm and your market(s). Learn how to introduce ways to make your farm compliant.

*Laurie George* is an Agriculture and Natural Resources Extension Educator, specializing in Local Food Systems and Small Farms. She obtained her Masters and Ph.D. degrees in Agricultural Science from Southern Illinois University. Laurie is responsible for the development and delivery of research-based food safety educational programs, sustainable local food production, marketing of local food systems and initiatives, Integrated Pest Management, with special emphasis on environmental stewardship and sustainability. She is a certified lead trainer through the Produce Safety Alliance and is currently working to set up grower training programs throughout Illinois.

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**LET’S CONNECT!**
Stuart Milstead, Director of Marketing & Sales, Manage My Market
stuart@managemymarket.com | www.managemymarket.com

Stuart will present “Manage My Market,” a system which offers a proven solution that eliminates paperwork, streamlines all your management tasks and includes unique features for helping to grow and sustain your market with a fairly-priced product for organizations large and small. Features include online vendor registration, stall assignment, payment tracking, invoices and accounting to bulk email, integrated e-mail and PayPal™, and website tools like interactive maps. Managemymarket.com is here to help.

Learning Objectives: Discover how this market management system can streamline your market. Learn how the many features can improve vendor satisfaction. See how market communications can be more efficient.

Stuart Milstead After graduating from Boise State University with a BBA, Stuart took a small business to new heights while transforming the management of farmers markets into a vastly more organized and efficient process. Located in Portland, Oregon, managemymarket.com offers a proven solution that eliminates paperwork, streamlines all your management tasks, and includes unique features for helping to grow and sustain your market. Manage My Market currently serves over 400 markets in the United States, Canada, and soon Australia and Guam. More than 73,000 vendor accounts have been created.

4:00–5:00 PM CLOSING REMARKS & NETWORKING RECEPTION
5th Floor Skyline Room

Don’t put your coat on yet! Even though the classes may have ended, the learning and sharing will continue for a little while longer in a more relaxed, celebratory atmosphere. Visit ILFMA Executive Director, Janie Maxwell and Board of Directors, network with your peers and socialize as we end the day with some festivities while enjoying light refreshments.

It takes farmers, producers, vendors, market managers, food lovers, and organizations to make a farmers market happen. We invite everyone involved to join the Illinois Farmers Market Association as our member.
Let’s grow Illinois farmers markets together!
KENDALL COLLEGE

900 N. North Branch Street, Chicago, Illinois 60642
888.905.3632 - www.kendall.edu

FREE ON-SITE PARKING:
Complimentary Self-Parking is available. Please follow Event Parking Signs to the NORTH Parking Lot off Branch Street.

KENDALL COLLEGE GUEST WI-FI:
- **Network**: Riverworks
- **Username**: kcevent
- **Password**: Kendall123

DRIVING DIRECTIONS:
Please contact Kendall Security at 312-752-2445 for further help with directions

**Northern Suburbs**
Take I-94 East
Take the Division Street Exit right
Take a left onto Division Street at the light (going East)
Turn right on Halsted
Turn right on N. North Branch Street
Kendall is the building on your left

**Southwest Suburbs**
Take I-55 North
Take I-90/Ryan Expwy/I-94 to Wisconsin
Continue I-94 West
Take the Division Street Exit
Take a right onto Division Street (going East)
Turn right on Halsted
Turn right on N. North Branch Street
Kendall is the building on your left

**Western Suburbs**
Take 290 East
Take I-94 West
Take the Division Street Exit
Take a right onto Division Street (going East)
Turn right on Halsted
Turn right on N. North Branch Street
Kendall is the building on your left

PUBLIC TRANSPORTATION:
Both Chicago Transit Authority buses and trains, and Metra’s commuter rail lines stop conveniently near Kendall College. For detailed travel information visit www.transitchicago.com.

THE GODFREY HOTEL CHICAGO

The Godfrey Hotel Chicago
127 W. Huron at LaSalle, Chicago, Illinois 60654
www.godfreyhotelchicago.com

The Godfrey Hotel is an upper upscale lifestyle hotel in downtown Chicago’s energetic River North neighborhood. The 16-story, boutique hotel boasts chic accommodations, a boutique spa, dining and more.

**TO MAKE YOUR RESERVATION:**

**ROOM RATES:**
$119.00 + taxes - Standard Kings and/or Doubles*  
*Single/Double occupancy

**AMENITIES:**
Complimentary Wi-Fi, Fitness Center, Mini Fridge & Keurig Coffee Maker

**PARKING:**
We suggest using Spothero Parking (www.spothero.com) The garage at 681 N. LaSalle Street is just 1 minute from The Godfrey Hotel at $30.00 per day.