

NAFMNP Conference Agenda

Time	Room	Tuesday, September 06, 2016
2:00 to 5:00 pm	Centennial Hall Lobby	Registration at Centennial Hall Convention Center

Time	Room	Wednesday, September 07, 2016
8:00 to 4:30 pm	Centennial Hall Lobby	Registration at Centennial Hall Convention Center
10:30 to 11:30 am	Ballroom 3	Welcome and Orientation for New and Continuing Members Hosted by: Phil Blalock and Board of Directors <i>Learn about the National Association of Farmers Market Nutrition Programs, meet your current Board of Directors and find out what to expect from this year's conference.</i>
11:30 to 1:00 pm		Lunch on your own – Eat and Explore Juneau!
1:00 to 2:30 pm	Ballroom 3	NAFMNP Exchange Hosted by: Maria Menor (OR) and David Webber (MA) <i>This fast-paced session will provide opportunities to discuss and brainstorm topics on a one-on-one basis with your fellow conference attendees.</i> <i>*bring business cards</i>
2:30 to 3:00 pm	Centennial Hall Lobby	Break with Exhibitors and Sponsors
3:00 to 4:00 pm	Ballroom 3	Introduction to Alaska <i>Come learn about Alaska and how we farm from our panel of experts!</i>
4:15 to 5:30 pm	To Be Announced	NAFMNP Board Meeting (current board members only)
4:15 to 5:00 pm	Centennial Hall Lobby	Walking Tour and Farming History of Alaska <i>Alaska's first skyscraper! Birdman of Alcatraz! Explore the ABCs (and secrets) of Juneau's history and landmarks on a walking tour with longtime Juneauite Sandy Harbanuk.</i>
5:30 to 7:00 pm	Mount Roberts Tramway	Mingle on the Mountain! Networking Reception <i>Take a trip on the Mount Roberts Tramway to the Timberline Bar and Grill for this relaxing networking reception. Delicious Alaska hor d'oeuvres will be provided and a no-host bar will be available. One tram ticket is included in your conference registration and additional tickets are available for purchase at the registration table at Centennial Hall.</i>

Time	Room	Thursday, September 08, 2016
8:00 to 11:00 am	Centennial Hall Lobby	Registration at Centennial Hall Convention Center
6:00 to 8:30 am	McGivney's Restaurant	Breakfast provided via Meal Voucher <i>Meal vouchers are found in your name badge holder that you received at registration. McGivney's is located in the Goldbelt Hotel.</i>
8:30 to 9:30 am	Ballroom 3	Opening Session <i>Welcome addresses from NAFMNP President, Governor Walker and the State of Alaska WIC Director.</i>
9:30 to 10:30 am	Ballroom 3	USDA Update <i>Come hear information and updates straight from USDA representatives</i>
10:30 to 10:45 am	Centennial Hall Lobby	Break with Exhibitors and Sponsors
10:45 to 12:00 pm	See Handout Provided in Tote Bag	Regional Caucus <i>Attendees will breakout by region to prepare for the NAFMNP Annual Meeting, discuss Board of Directors questions provided to Regional Representative and elect new Regional Representatives, if needed.</i>
12:00 to 2:00 pm		Lunch on your own – Eat and Explore Juneau!
2:00 to 3:15 pm Breakout Session #1	Hammond Room	SOCIOLOGICAL: Nutrition Education Success Stories Speakers: Laura Thomas, Jennifer Johnson & Kate Consenstein <i>Learn about unique and creative nutrition education successes from various organizations within Alaska.</i>
	Hickel Room	OPERATIONAL: Strategies to Increase Redemptions Speaker: Karthik Rohatgi and Sarah Mann <i>We will discuss the twofold problem of increasing redemptions - both getting families to the market, and getting them to spend all their vouchers once they've arrived. The greatest determinants of success - dedication of the people distributing the vouchers, and the circumstances in which vouchers are distributed - will both be explored in depth. Participants will also learn about physical and cultural accessibility of farmers' markets, and about communication strategies to keep families engaged up to and after using the vouchers. Extensive use will be made of sample materials, especially comparing old and improved versions.</i>
	Egan Room	FINANCIAL: New Horizons Speaker: Phil Blalock <i>Come hear from our NAFMNP Executive Director about new programs that are in the works.</i>
3:15 to 3:30 pm	Centennial Hall Lobby	Break with Exhibitors and Sponsors
3:30 to 5:00 pm	Ballroom 3	NAFMNP Annual Meeting and Elections <i>Presentation of NAFMNP Board Reports, review association's activities over the last year and plans for the next year. Elect new Board of Director officers.</i>

Time	Room	Friday, September 09, 2016
7:00 to 11:00 am	Centennial Hall Lobby	Registration at Centennial Hall Convention Center
6:00 to 8:30 am	McGivney's Restaurant	Breakfast provided via Meal Voucher <i>Meal vouchers are found in your name badge holder that you received at registration. McGivney's is located in the Goldbelt Hotel.</i>
8:30 to 9:45 am Breakout Session #2	Miller Room	SOCIOLOGICAL: Partnerships with other Farmers Market programs Speaker: Kayla Norbash <i>This talk will focus on the implementation and execution of a local Farm to Preschool program in Fayetteville, Arkansas. This program assists preschools in creating and maintaining school gardens as well as conducting weekly gardening and nutrition programming. With wide areas of implementation and room for creativity, Farm to Preschool can easily be adapted to work in a variety of settings and communities. Attendees can expect to leave with a clear understanding of the Farm to Preschool program, ideas for community collaboration, and a strategy for implementing similar programs within their communities.</i>
	Egan Room	OPERATIONAL: Making EBT and Marketlink Work for You Speakers: Amy Crone and Rogelio Carrasco Marketlink, is a program of the Association that assists farmers and markets with accepting electronic benefits and payments. Founded in 2013 in partnership with the USDA, Marketlink has processed more than \$10mil in sales nationwide and continues to expand new program functionality. Come learn what's new for Marketlink and how the Association is preparing for the future of technology in the farmers' market nutrition programs.
	Hickel Room	FINANCIAL: FINI Grant Showcase Speakers: Bridget Igoe, Katherine Flores and Ben Feldman <i>Nutrition incentive programs at farmers markets have exploded in recent years based on a track record of successfully increasing consumption of fresh fruits and vegetables among low-income consumers while supporting farmers and rural economies. Participants will learn how incentive programs work, the role of the Food Insecurity Nutrition Incentive (FINI) program in shaping expansion, and discuss limitations and future development. By the end of this session, participants will be able to describe four types of nutrition incentive programs that increase purchases of fruits and vegetables by SNAP and WIC participants and identify strategies that enhance farmers' market food access programming, customer outreach, and state and local partnerships.</i>
9:45 to 10:15am	Centennial Hall Lobby	Break with Exhibitors and Sponsors
10:15 to 11:15am Breakout Session #3	Hickel Room	SOCIOLOGICAL: Partnering for Promotion Speaker: Johanna Herron <i>Come learn what the State of Alaska Department of Agriculture is accomplishing through their marketing programs. Common barrier challenges and the Farm to Summer Meal Site program will be shared.</i>
	Miller Room	OPERATIONAL: SFMNP Bulk Purchasing Speaker: Katie Uhde <i>The presentation will include an overview of the KSFMNP Bundle Program, and highlight the successful partnership between the State of Kansas and the High Plains Food Cooperative that was developed to meet the needs of seniors in Northwestern Kansas where farmers markets are scarce.</i>

Time	Room	Friday, September 09, 2016
10:15 to 11:15 am Breakout Session #3	Egan Room	FINANCIAL: Matching Requirements and Allowable Costs Speaker: Katie Clifford <i>In this session, FNS will provide policy clarification on the grant matching requirements related to the Farmers' Market Nutrition Program (FMNP), and allowable costs related to the Senior Farmers' Market Nutrition Program (SFMNP) and FMNP. Attendees will discuss how their programs are currently meeting Federal requirements and overall financial FMNP and SFMNP administration in their State, U.S. Territory, or Federally recognized Indian Tribal Organization.</i>
11:15 to 1:15 pm	See Meal Voucher for Locations	Lunch provided via Meal Voucher <i>Meal vouchers are found in your name badge holder</i>
11:15 to 1:15 pm	SALT Restaurant	NAFMNP Board Meeting <i>Newly elected board members only - lunch will be provided</i>
1:15 to 1:45 pm	Ballroom 3	The Future of FMNP-EBT <i>eWIC has begun implementation across the country and the Association is supportive of bringing this technology to the farmers' market nutrition programs. Come learn about EBT for FMNP, the progress made by the Association and what's to come in the future. (This topic will continue after a short break.)</i>
1:45 to 2:00 pm	Centennial Hall Lobby	Break with Exhibitors and Sponsors
2:00 to 2:45 pm	Ballroom 3	EBT Panel Discussion <i>Come participate in a panel discussion and have your questions answered regarding EBT for farmers' market nutrition programs. (This is a continuation of the "The Future of FMNP-EBT" session.)</i>
2:15 to 3:15 pm	Ballroom 3	Food Security Speaker <i>Danny Consenstein, USDA State Executive Director</i> <i>Ninety-five percent of the food consumed by Alaskans is produced outside of the State. This situation presents both challenges and opportunities. The long supply chain distances and minimal in-state production often results in poor access to fresh, healthy food for many communities. Over \$2 Billion in "food dollars" leaves our state each year when it could be contributing to local economic development. This dependence on imported food also makes us vulnerable to food shortages in times of natural disasters or other supply chain disruptions. Daniel will explore new opportunities and innovations across the state where local food system improvements, new farmers, and farmer's markets are beginning to build healthy, prosperous and secure Alaskan communities.</i>
3:15 to 4:15 pm	Ballroom 3	Closing Session <i>Conference summary and closing remarks, important announcements and door prize drawings. You won't want to miss this!</i>

Time	Room	Saturday, September 10, 2016
TBD	TBD	Activity for attendees, family and friends <i>See Registration Table for more information</i>

Speaker Biographies

Phil Blalock serves as the Executive Director for the National Association of Farmers Market Nutrition Programs, is the founder and President of Triangle Associates, Inc and founded, owns and serves on the boards of Triangle Feed and Supply, Inc. as well as Triangle Farm and Home, Inc. From 1999 to 2001, Phil served in the Clinton Administration as the Deputy Executive Director for State Operations for the Farm Service Agency. From 1991 through 1998 Phil served as a Marketing Specialist with the State Farmers Markets for the North Carolina Department of Agriculture. Phil is a graduate of North Carolina State University with a BS in Animal Science.

Paul Ovrom is the State Horticulturist for the Iowa Department of Agriculture and Land Stewardship. He was the administrator of the Iowa WIC and Senior FMNPs from 2010 through 2015. Currently the Iowa program has 730+ farmers participating at over 130 markets throughout the state. Paul has been the NAFMNP regional rep for the Mountain Plains Region and currently serves as the President. He has degrees in botany and horticulture and a Master's in Forestry.

Maria Menor coordinates Oregon's WIC and Senior Farm Direct Nutrition Programs (FDNP). In addition to her work with farmers and markets via FDNP, Maria leads the Vendor Team for Oregon WIC program, which implemented eWIC statewide this spring. The Vendor team partners on all aspects of WIC authorization with the state's grocery stores, pharmacies and farmers. Maria lives in Portland, Oregon.

David Webber is the Farmers' Market Coordinator for the Massachusetts Department of Agricultural Resources where he works on various programs that promote the intersection of local agriculture and health, including the state's FINI grant in conjunction with the MA Department of Transitional Assistance and state Department of Public Health. David received a BA in Sociology from Clark University in Worcester, MA and has a Master of Public Health from Boston University.

Laura Thomas, originally from northern Ontario, Canada, has made her home in Barrow, Alaska for the past 12 years. Laura holds Masters Degrees in Anthropology from Idaho State University and University of California Davis. She is also a Registered Professional Archeologist, Certified Food Protection Manager, and Certified Lactation Consultant. Laura works on all aspects of local food production for the Tribal Cooperative Extension Program of Iñisaġvik College, while also performing community outreach for the Diabetes Prevention Program of Samuel Simmonds Memorial Hospital.

Dr. Jeff Smeenk was trained in sustainable agriculture at Michigan State. He then moved to Alaska and served as the State Horticulture Specialist for the University of Alaska Fairbank's Cooperative Extension. He is now the manager of Palmer Soil and Water Conservation District and has projects all over the state.

Arthur Keyes is the Director of the Division of Agriculture, Department of Natural Resources. In 2003 he started commercially farming specialty crops in Palmer Alaska. In 2006 Director Keyes founded the South Anchorage Farmers Market which today is recognized as one the most successful farmers markets in the State of Alaska. Director Keyes is a former president of the Mat-Su chapter of the Alaska Farm Bureau and has been a leader in multiple farm organizations.

Sandy Harbanuk is the Alaska WIC Program Vendor Coordinator and holds degrees in international studies and social ecology. Sandy came to Juneau from New England "for the summer" - in 1975. She is an author on Alaskan topics, including *Glaciers of Southeast Alaska*. Her 30 years of free-lance research on Alaska's history has contributed to numerous biographies, novels, film scripts, and articles. Join Sandy's Wednesday walking tour for stories about Juneau's historic sites and landmarks.

Megan Talley is the farm manager at Alaska Pacific University Spring Creek Farm located in Palmer, Alaska which trains new farmers and engages the community in farm and food literacy. Megan is a cofounder of Alaska Tilth, a team of collaborators representing institutions, state agencies, non-profits, and community members who address farm and food education while supporting hunger relief efforts. Megan is a board member of Alaska Ag in the Classroom, is on the Steering Committee for the Alaska Food Coalition, and sits on the APU Sustainability Committee.

Governor Bill Walker was sworn into office in December of 2014 as the first non-partisan Governor in Alaska's history. Governor Walker was born in Fairbanks and raised in Delta Junction and Valdez. He earned his Bachelor of Science degree in business management from Lewis and Clark College and his juris doctor from the University Of Puget Sound School Of Law (now Seattle University). Prior to taking office, he and his wife, Donna, owned a law firm that focused on municipal and oil and gas law. Governor Walker is an avid downhill skier and enjoys fishing, boating, snow-machining, campfires with the family at the lake, and taking the grandkids ice skating.

Kathleen Wayne is a registered dietitian who manages six federal nutrition programs, including the Women, Infants, and Children program for the Alaska Department of Health and Social Services. Kathleen currently is a State Representative on the National WIC Association board and has a special interest in Arctic food security. In her spare time Kathleen has worked on numerous opera roles, teaches singing lessons in her voice studio and enjoys life in Juneau with her tenor husband, two talented diva daughters and dog.

Jesus Mendoza, Jr., became Regional Administrator with the U.S. Department of Agriculture Food and Nutrition Service, Western Regional Office, in May 2014. Jesus oversees 15 nutrition assistance programs in Alaska, Arizona, California, Guam, Hawaii, Idaho, Nevada, Oregon, Washington, the Pacific Territories of American Samoa, Commonwealth of the Northern Mariana Islands, and Indian Tribal Organizations in several western states. These programs include the Supplemental Nutrition Assistance Program, the National School Lunch and School Breakfast Programs, the Special Supplemental Food Program for Women, Infants and Children (WIC), Food Distribution Programs, and other food assistance and nutrition programs. Jesus's goal is to create a positive change in programs which serve vulnerable Americans by building partnerships with federal, state, and local agencies to maintain the integrity, access and nutritional quality of these programs.

Jennifer Johnson has a degree in Biology from the University of Chicago and a Master of Public Health from the University Of Michigan School Of Public Health. She's been working in public health nutrition in Alaska over 20 years- in Anchorage, Barrow and Juneau. She has worked on what motivates people to change their diet (one of the hardest things to change); traveled the state collecting information about what people eat and contributed to a book on Alaska foods. Now, she works for the State as the Nutrition Program Coordinator for the WIC program.

Kate Consenstein is the owner of Rising Tide Communications, providing consultation and strategic communications services for food, resource and nonprofit clients throughout Alaska and beyond. Her team crafts sound strategic plans, striking branding, and projects that make a difference. Kate has a true passion for Alaska's foodways and food systems.

Karthik Rohatgi is a college student from Reno, Nevada, currently attending Washington University in St. Louis. In January 2011, he founded Farm Fresh For Kids, a nonprofit organization dedicated to helping low-income children get started eating more fresh produce. He has experience transforming the project from a failure (zero redemptions in 2011) to a sustainable nonprofit that has served over 1000 families. Karthik has published research on physicians' role in increasing fresh produce consumption, and he plans to continue working towards a career in medicine and public health.

Sarah Mann is a high school student at the Davidson Academy of Nevada. She has been involved with Farm Fresh for Kids for two years, and currently serves as its President. Before assuming this responsibility, Sarah worked as a liaison between Farm Fresh and local Farmers, reimbursing coupons and helping to promote communication. Her task has now been expanded to three markets and communicating with WIC and the Community Health Alliance.

Kayla Mayes, LMSW, is currently the Food Access Program Manager at Feed Communities, a grassroots non-profit focused on supporting a sustainable food system by increasing access to healthy foods. With over 8 years of experience working with vulnerable populations, from early childhood therapy to managing programs to address childhood hunger, she brings a unique lens to the field of nutrition and food systems with her clinical and social work background.

Amy Crone is the Founder & Executive Director of the Maryland Farmers Market Association, a 501(c) 3 nonprofit organization, and the Project Manager for MarketLink, a national initiative developed with USDA to increase acceptance of the Supplemental Nutrition Assistance Program at farmers markets. MDFMA implements a statewide farmers market matching program, Maryland Market Money, as well as services including technical assistance, an insurance program, and various educational opportunities for the farmers' market community in Maryland. MarketLink, a program of NAFMNP, has enabled sales of more than \$3m in SNAP and more than \$10m sales nationwide by farmers markets and direct marketing farmers.

Rogelio Carrasco has been the Farmers' Market Coordinator for the Supplemental Nutrition Assistance Program (SNAP) since 2012. During his tenure with USDA's Food and Nutrition Service (FNS), he has worked on several other domestic nutrition assistance programs, including The Emergency Food Assistance Program and the School Lunch Program. Prior to joining FNS, Rogelio worked for the US Department of Labor's Occupational Safety and Health Administration (OSHA). Rogelio holds a Juris Doctorate from the Catholic University of America, and a Master's in Public Administration and Bachelor's in Political Science from the University of Texas at El Paso. Rogelio, a mild-mannered public servant, the last son of a dying planet, likes to fight for Truth, Justice, and the American Way in his spare time.

Bridget Igoe works at the Washington State Department of Health on policy, system and environmental strategies to increase access to healthy foods. Currently, her projects are focused on the food and nutrition environments in early care and education settings and fruit and vegetable incentive programs in farmers markets, grocery stores, and health systems. Bridget holds an MPH from the University of Washington and she is a Registered Dietitian.

Katherine Flores is the Farmers Market Nutrition Program Lead for Washington State. She has worked through WSU on Nutrition projects with Hispanic communities in Washington and Idaho and with the Washington State Department of Agriculture on projects to support risk management for farm workers. She has a degree in Nutrition from San Carlos University in Guatemala City. She was part of the NAFMNP Board of Directors in 2015. She also supports the social media workgroup for WIC at the Department of Health.

Ben Feldman serves as the Director of Food and Farming programs at the Ecology Center in Berkeley, CA. These include an award-winning Farmers' Market program with three weekly markets and low cost community produce stands, local and statewide food access and equity programs like Market Match, and the newly launched California Alliance of Farmers' Markets. Ben provides leadership in statewide food and farming policy, sits on the board of the national Farmers' Market Coalition, and represents Berkeley at the California Food Policy Council. He is a graduate of the UCSC Center for Agroecology and Sustainable Food Systems program and holds a Master's Degree in Environmental Science.

Johanna Herron is the marketing manager for the State of Alaska Division of Agriculture. She oversees the Alaska Grown, Farm to Institution, Specialty Crop, and Food Safety Programs. She has served as the Alaska State Lead from 2011 to 2016 and is the current chair of the National Farm to School Network Advisory Board. She has a BS in Anthropology and a MS in Community Nutrition. Johanna also serves on the Alaska School Nutrition Association and Alaska Food Policy Council boards.

Katie Uhde manages the Senior Farmers Market Nutrition Program, all State-level, CDC funded, farmer's market initiatives and the Healthy Schools grant program in Kansas. Katie manages the Capitol Midweek Farmers Market as a demonstration market for healthy eating and active living best practices. She serves on the Fruit and Vegetable Council and Policy Committee for the Association of State Public Health Nutritionists, is Chair of the local foods subcommittee of the Chronic Disease Alliance of Kansas, and will serve as the new MPRO NAFMNP Regional Representative.

Katie Clifford, Program Specialist, Western Region Office, FNS, USDA, joined the FNS Western Regional Office (WRO) in 2014. As a Program Specialist in the Supplemental Foods Branch, she provides policy guidance and technical assistance on FMNP, SFMNP, CSFP, TEFAP, and FDPIR. The FNS Western Region encompasses Alaska, Arizona, California, Guam, Hawaii, Idaho, Nevada, Oregon, Washington, the Pacific Territories of American Samoa, Commonwealth of the Northern Mariana Islands, and Indian Tribal Organizations in several western states. Clifford holds a Master's degree in Public Health from Emory University in Atlanta, GA.

Don Wambles is the Director of AG Promotions Division with the Alabama Department of Agriculture & Industries. His division is responsible for farmers markets, market development, Certified Farmers Market Program, WIC & Senior FMNP, Farm to School, and agricultural promotions. He has been an active member of NAFMNP for seventeen years and served as President of the organization twice and is a long standing member of the Policy Committee.

Danny Consenstein is the State Executive Director of the U.S. Department of Agriculture, Alaska Farm Service Agency, or FSA. FSA has a small staff, with offices in Palmer and Delta Junction, but supports Alaska farmers, ranchers and growers all across the state with financing, business planning, safety net and conservation programs. Danny has over 30 years of experience in government, non-profits and private sector consulting, helping Alaska small economies grow and thrive. Under his leadership, the Alaska Farm Service Agency is reaching out to beginning farmers and collaborating with other federal and state agencies and local communities to build a stronger and more secure food system in Alaska. He is currently a member of the Governing Board of the Alaska Food Policy Council.