



### Registration Information:

Certificates will be awarded to individuals who complete the full program, including all course assignments. No make-up classes will be scheduled.

#### Full Program:

The full program includes 3 in-person sessions and 7 webinars for a total of 32 educational hours. During the in-person sessions, speakers will present live from the Kalamazoo location, and their presentations will be live-streamed to all satellite locations.

- \$300 for members of MIFMA.
- Full program registration closes January 8, 2018.

#### Individual Webinars:

- \$50 for non-members and \$20 for members of MIFMA, Taste the Local Difference, and the Farmers Market Coalition.
- Those attending individual webinars will receive an informative program and supporting resources, but they will *not* receive a certificate.
- Individual webinar registration closes at 9:00 a.m. EST the day of the webinar.
- Market managers who have already earned Certification in a previous year may earn 1 Professional Development Hour toward recertification for each webinar attended. Learn more at [www.mifma.org/](http://www.mifma.org/) continuinged.

*Registrations are fully refundable up to 14 days before the event. No refunds will be given after that date.*

**Register online at [www.mifma.org/mmcpc](http://www.mifma.org/mmcpc)  
Phone: 517- 432-3381**



MIFMA  
Michigan Farmers Market Association



## Market Manager Certificate Program

JANUARY & FEBRUARY 2018

**In-Person Sessions:**  
January 19 & 20 and February 17

**Locations:**  
Kalamazoo, Michigan and  
Satellite Locations in the Midwest

**Webinars:**  
January 22, 24, 29 & 31 and  
February 5, 7 & 12

[www.mifma.org](http://www.mifma.org)

The Market Manager Certificate Program is a voluntary program designed by the Michigan Farmers Market Association to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers will be recognized with a certificate upon completion of the full program. This certificate offers acknowledgement to market organizers and vendors that the market manager is a trained professional.

# Market Manager Certificate Program

## In-Person Session

Friday, January 19, 2018  
9:00 a.m. – 4:30 p.m. EST

After this session, you will:

- Understand the role and responsibilities of a market manager.
- Understand the importance of a written mission statement and how to use that statement to guide your market.
- Know different market governance structures, the stakeholders who should be represented, and how to build a team to support the market.
- Know the components necessary to include in market policies and have the tools and examples to develop enforceable market policies that support your market's mission.

## In-Person Session

Saturday, January 20, 2018  
9:00 a.m. – 4:00 p.m. EST

After this session, you will:

- Understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations and have practiced those strategies.
- Know techniques for recruiting vendors and how to develop and place the right mix of products and vendors to support your market's mission.
- Understand how to successfully recruit, manage and recognize volunteers to support market operations and growth.

## Avoiding Market Downfalls & Planning for Success

Monday, January 22, 2018  
6:00 p.m. – 7:30 p.m. EST

After this webinar, you will understand common reasons why markets fail to thrive and know the steps your market can take to be prepared for growth and transitions in leadership.

## Collecting & Sharing Farmers Market Data

Wednesday, January 24, 2018  
6:00 p.m. – 7:30 p.m. EST

After this webinar, you will be able to determine critical records needed for market management and understand how to collect, analyze and share that information.

## Earning & Managing Financial Support for Your Market

Monday, January 29, 2018  
6:00 p.m. – 7:30 p.m. EST

After this webinar, you will be familiar with financial recordkeeping and accountability practices specifically related to farmers markets, know simple strategies for writing successful grant proposals, and understand ways to earn financial support for your market including through vendor fees, fundraising, and sponsorships.

## Managing Risk at the Farmers Market

Wednesday, January 31, 2018  
6:00 p.m. – 7:30 p.m. EST

After this webinar, you will understand the steps you can take to recognize and evaluate risks and to be prepared for emergency situations.

## State-Specific Licensing, Regulations & Food Assistance Programs

Monday, February 5, 2018  
Michigan: 6:00 p.m. – 7:30 p.m. EST

*Other webinar times will be provided for participants in satellite locations outside of Michigan.*

After this webinar, you will be aware of state licensing requirements and regulations that farmers markets and vendors must follow. You will also be aware of the food assistance benefits farmers markets can accept and the process for participation in these programs.

## Developing & Using an Annual Marketing Plan

Wednesday, February 7, 2018  
6:00 p.m. – 7:30 p.m. EST

After this webinar, you will understand how to develop and implement an annual marketing plan that will allow you to promote your market to vendors, customers and community partners.

## Planning for Events & Entertainment

Monday, February 12, 2018  
6:00 p.m. – 7:30 p.m. EST

After this webinar, you will know how to plan for events and entertainment, including special licenses required for some promotions and activities.

## Manager to Manager Education & Presentations

Saturday, February 17, 2018  
9:00 a.m. – 4:00 p.m. EST

*Other dates may be provided for participants in satellite locations outside of Michigan.*

All full program participants will develop a short presentation on a topic relevant to their farmers market. Peer to peer presentations will provide a unique learning experience and will earn feedback from program facilitators and peers.

## Course Assignments

In completing the course work for this program, you will:

- Create a personal profile about who you are personally and the role you play as a market manager.
- Create a market profile that can be used as a basis for marketing and planning.
- Reflect on the lessons you learned through this course and how you will utilize the information to improve your market.
- Practice presenting to an audience about a topic of current relevance to your market.