

# Michigan Market Manager Certificate Program 2019 Schedule and Curriculum

## IN-PERSON SESSIONS

### Session I

Friday, January 18, 2019 | 9:00 a.m. – 4:30 p.m. EST

*After this session, participants 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.*

### Session II

Saturday, January 19, 2019 | 9:00 a.m. – 4:00 p.m. EST

*After this session, participants 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.*
- *Cultural competencies for working with diverse populations.*

### Session III

Saturday, February 16, 2019 | 9:00 a.m. – 4:00 p.m. EST

*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.*

### Locations:

The main campus for the 2019 in-person sessions will be in the greater Lansing area. A satellite campus will accommodate participants in the Upper Peninsula at the Bay Mills Indian Community in Brimley, Mich.



M I C H I G A N  
F A R M E R S M A R K E T  
A S S O C I A T I O N

## WEBINARS

### *Avoiding Market Downfalls & Planning for Success*

Monday, January 21, 2019 | 6:00 – 7:30 p.m. EST

*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 23, 2019 | 6:00 – 7:30 p.m. EST

*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 28, 2019 | 6:00 – 7:30 p.m. EST

*Become familiar with financial record keeping 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 30, 2019 | 6:00 – 7:30 p.m. EST

*Understand the steps you can take to recognize and evaluate risks and to be prepared for emergency situations.*

### *Michigan-Specific Licensing, Regulations, & Food Assistance Programs*

Monday, February 4, 2019 | 6:00 – 7:30 p.m. EST

*Become aware of state licensing requirements and regulations that farmers markets and vendors must follow. You will also become 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 6, 2019 | 6:00 – 7:30 p.m. EST

*Understand how to develop and implement an annual marketing plan that will allow you to promote your market to vendors, customers and community partners.*

### *Developing Plans for Events, Entertainment, & Volunteers*

Monday, February 11, 2019 | 6:00 – 7:30 p.m. EST

*Learn how to plan for events and entertainment, including special licenses required for some promotions and activities. Explore successful recruitment, management, and recognition strategies.*

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