



**2015 Missouri Farmers Market Association Conference**  
*Cultivating Food & Community*  
**January 23<sup>rd</sup> & 24<sup>th</sup> 2015**  
**Courtyard Marriot ~ Columbia, Missouri**



**Conference Fees**

\$50 (register by 12/31/2014)  
 \$60 (register after 12/31/2014)  
 \*Registration includes Friday's Social Hour,  
 Dinner, Saturday lunch and all classes.  
 ~  
 \$25 Guest to Friday's Social Hour & Dinner  
 \$10 Guest for Saturday's Lunch

**Accommodations**

Courtyard by Marriott  
 3301 Lemone Boulevard  
 Columbia, MO 65201  
 573-443-8000  
 Room Rate \$89.00 if booked by **1/1/2015**

**Friday, January 23<sup>rd</sup>**

12:00 pm – Early Registration Begins

Friday	Market Manager Track	Vendor Track
1:00	<b>Product Liability Insurance</b> Larry Spilker	<b>Food Safety &amp; Understanding the Health Code</b> Department of Health & Senior Services
2:00	<b>Food Safety &amp; Understanding the Health Code</b> Department of Health & Senior Services	<b>Product Liability Insurance</b> Larry Spilker
3:00-4:30	<b>Missouri SNAP Match at Farmers Markets</b>	

5:00 pm - 6:00 pm – Meet & Greet Social Hour

6:00pm - 9:00 pm – Welcome Dinner with Guest Speaker Joe Maxwell

**Saturday, January 24<sup>th</sup>**

6:30 am – MFMA Board of Directors Meeting

7:00 am - 10:00 am – Conference Registration

7:30 am – Carpool for Columbia Winter Farmers Market tour & breakfast (Parkade Center)

8:00 am - 9:30 am – Columbia Winter Farmers Market Tour, breakfast & open forum discussion

Saturday	Market Manager Track	Vendor Track
10:00	<b>How to File for Non Profit Status</b>	<b>Community Supported Agriculture (CSA's)</b> Rebecca Graff & Tom Ruggieri; Fair Share Farm
11:00	<b>How to Market your Farmers Market</b> Deb Connors	<b>Soil Health</b> Brian Gelder

12:00 pm - 1:15 pm – Lunch (MFMA membership meeting and Board elections)

Saturday	Market Manager Track	Vendor Track
1:30	<b>Market Accounting</b> Amanda Griesheimer	<b>Accounting &amp; Tracking your Sales</b> Diana Duncan
2:30	<b>Year End Review for your Market</b> Deb Connors	<b>Setting up a Facebook page for your Business</b> Maggie Hopper; assisted by Corrina Smith <i>*all vendors must bring their own computers</i>

3:30pm - 5:00pm – MFMA Board of Directors meeting