



# New Mexico Farmers' Marketing Association

Dear Market Manager,

It's **time to register** for the **NMFMA's Annual Conference** and to start getting ready for the 2018 market season. This will be our 20th anniversary conference, and we are excited to bring you special programming!

## **LOCAL FOOD CONNECTS: NMFMA's 20th ANNUAL CONFERENCE**

Thursday, March 8 – Saturday, March 10

Santa Fe Community College, 6401 Richards Ave, Santa Fe, NM 87508

### **AGENDA OVERVIEW**

#### **Thursday, March 8**

12 PM – 5 PM

Mandatory Double Up Food Bucks Workshop

*This workshop is mandatory for all participating and prospective 2018*

*Double Up Food Bucks farmers' markets and farm stands. Contact [Sarah](#)*

*[Lucero](#) with*

*questions about this Workshop.*

5:30 PM

Group Dinner. Dinner is pay-on-your-own at a local restaurant. Let us know if you plan to attend when you register.

#### **Friday, March 9**

9:00 AM – 5:00 PM

Greenhouse tour, conference plenary, and targeted workshops!

5:30 – 7:30 PM

Dinner and Social

#### **Saturday, March 10**

8AM – 2 PM

Visit the Santa Fe Farmers' Market, and the conference continues, including a big reveal of 2018 marketing tools!

**TO REGISTER and AGENDA DETAILS:** [Click here](#)

### **CONFERENCE REGISTRATION NOTES:**

- NMFMA membership benefits allow TWO FREE attendees to attend the NMFMA Annual Conference for farmers' market managers and farm stand folks.
- Attendees affiliated with memberships in excess of the two free should register as an "Additional Attendee" for \$25 each.
- Non-members interested in attending the Annual Conference pay \$75.

### **Included with your registration:**

Lunches on Friday and Saturday

Dinner reception on Friday night at Santa Fe Community College

**HOTEL:**

La Quinta Inn (4298 Cerrillos Rd, Santa Fe, NM 87507)

For reservations, contact the hotel directly at 800-642-4239 and ask for the special rate for the New Mexico Farmers' Marketing Association by February 28th.

Use Confirmation Code: 0660GRONRY462

\$66.60: two double beds

\$71.10: one king-sized bed

Includes the Bright Side Breakfast

**HOTEL FINANCIAL SUPPORT:**

- All Double UP Food Bucks managers receive hotel reimbursement for Thursday and Friday nights. This will cover one room, double or single beds, for TWO people. If you prefer your own room, the NMFMA reimburses for half the cost. If you need a roommate, please let Cat Baca know and she will try to match you with another manager.
- If you are NOT a Double Up manager, the NMFMA will pay markets for your Friday night hotel if you are coming from more than 45 miles. If you prefer your own room, the NMFMA reimburses for half the cost. If you need a roommate, please let Cat Baca know and she will try to match you with another manager.

If need assistance with registration, contact Catherine Baca at [catbaca@farmersmarketsnm.org](mailto:catbaca@farmersmarketsnm.org) or call her at 505-983-4010, ext. 3.