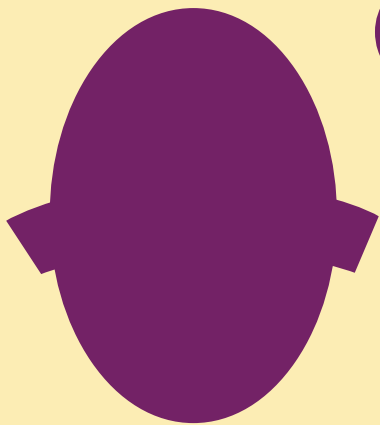


# 2020 Annual NAFMNP Virtual Conference



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Bi-weekly on Wednesdays  
1-3PM CST  
10/21 - 12/16

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The National Association of Farmers Market Nutrition Programs links States, the District of Columbia, Indian Tribal Organizations, Territories and others with a stake in USDA's Farmers' Market Nutrition Programs with a shared mission.

This year's conference will be held virtually as a bi-weekly series of presentations and discussion on Wednesdays from 1-3PM CST beginning October 21st for NAFNMP members and November 4th for all other attendees.

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Visit [nafmnp.org/annual-conference](https://nafmnp.org/annual-conference) for more information.  
Questions? Call 703-837-0451 or email [info@nafmnp.org](mailto:info@nafmnp.org)  
Find us on Twitter and Facebook: @NAFMNP

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## A MESSAGE FROM THE PRESIDENT



On behalf of the National Association of Farmers' Market Nutrition Programs, I want to sincerely welcome you to the 2020 Annual Virtual Conference! Thank you for joining us virtually this year. Even though we are all still dealing with Covid 19 issues we are confident we will all enjoy an interesting and exciting conference.

Many thanks go to our outstanding Conference Committee for taking the initiative to plan and prepare for our virtual conference this year. We are in uncharted waters for our Association, since we have never held a virtual conference before. Our conference committee has done an outstanding job in ensuring this conference will be a success.

As I wrap up my year as President of NAFMNP I wish to simply say I have really enjoyed working with other state agencies, our various committees, our committed and highly supportive board members, and of course, our hard-working Executive Director.

This year we have focused our efforts as an Association on ensuring that our membership had a forum and place to share ideas and best practices that would aid in crafting an effective and timely response to the emerging challenges of Covid 19. It definitely impacted our farmers' market season this year in numerous and unexpected ways. We hope our Covid 19 and FMNP webinars this past summer and our ongoing discussions in Basecamp helped in preparing an effective response. We also hope to hear further suggestions from you this year as we look ahead and prepare for next season.

The NAFMNP plays an important and ongoing role in supporting our various partners to achieve the goals of our shared mission. I sincerely hope as we meet together virtually in our planned sessions over the course of the next several weeks that we will continue to foster our friendships and partnerships. I look forward to associating with you and learning from all of you during this year's virtual conference.

Thank you for supporting NAFMNP and for affording me the opportunity to serve as your President this past year.

Sincerely,

Glade Roos

President, NAFMNP

# THANK YOU TO OUR SPONSORS

## GOLD LEVEL



*Formerly*



## BRONZE LEVEL



## PREMIER MARKETING GROUP

Premier Marketing Group was founded in 1981 and began working with WIC and Farmers Market programs in the early to mid-1990's. A little over three years ago PMG was purchased by Grossman Marketing Group of Somerville, MA. GMG is a global brand marketing agency and fourth generation family run business with singular commitment to innovation and ingenuity. Whether you need help with e-commerce enablement, a marketing program or promotional merchandising we'll work closely with you to understand your need, craft an insightful marketing solution and deliver quickly and flawlessly.

Over the years we have developed such products as our Celebrating a Healthy Harvest recipe book, Health and Nutrition Calendar, Active 8 Fruit and Veggie Passport and Fruit and Veggie slide guide as well countless promotional items aimed at outreach and nutrition education.

PMG/GMG has partnered with NAFMNP for over 15 years by way of a rebate program where a portion of the proceeds from orders through the Association are shared. This relationship has benefitted us both by strengthening the Association and helping us understand the needs of the programs that we both serve.

**Contact: Rick Dosedlo | [rickyd@premiermarketinggroup.com](mailto:rickyd@premiermarketinggroup.com)**

## VISUALZ

Visualz (formerly Learning ZoneXpress) creates teaching tools and environmental supports, such as banners and signcades, for FMNP and SFMNP. In addition to our traditional, "off-the-shelf" nutrition education resources, Visualz custom designs branded resources to give your clients and communities the information and encouragement they need to make simple, positive, food- and nutrition-related choices. We can do something as simple as add your logo or as complex as designing a brand-new resource from scratch. Our handouts, signs, banners, posters, and bulletin board kits has expanded to include wall and floor decals, extra-large banners, signcades, vehicle graphics, and more! Stop by our virtual booth to see why NAFMNP members turn to Visualz for resources that work. Visit [www.getvisualz.com](http://www.getvisualz.com) to see more than 1,500 options.

**Contact: Mary Beth Anderson | [marybeth.anderson@getvisualz.com](mailto:marybeth.anderson@getvisualz.com)**

## NUTRITION MATTERS

Nutrition Matters creates nutrition education that encourages families and seniors to visit their local markets and purchase fruits and vegetables that are full of flavor and nutrition. Using Nutrition Matters materials programs can promote the utilization of the Senior Farmers Market Nutrition Program (SFMNP) and the WIC Farmers Market Nutrition Program (FMNP). As well, increase the redemption rate of coupons by encouraging seniors and families to visit their farmers' market and make summer fresh meals with locally grown fruits and vegetables.

**Contact: Lindsey Camis | [lindsey@numatters.com](mailto:lindsey@numatters.com)**

## **NAFMNP CONFERENCE PLANNING COMMITTEE**

**Rachel Heimericks** | Conference Chair, Missouri Department of Agriculture

**Kelly Warren** | Florida Department of Agriculture and Consumer Services

**Glade Roos** | Montana Department of Public Health and Human Services

**Rebecca Davidson** | Massachusetts Department of Agricultural Resources

**Erin Fahsholtz** | Alaska Department of Health and Social Services

**Legita Wilson** | Indiana State Department of Health

**Questions about the conference?** Email [conference@nafmnp.org](mailto:conference@nafmnp.org).

## CONFERENCE LOGISTICS

This year's conference will be held virtually as a bi-weekly series of presentations and discussion on Wednesdays from 1-3PM **Central Standard Time** from November 4 to December 16, 2020.

**Virtual Format:** For each conference session in which you are registered you will receive a Zoom link and passcode 24 hours before the session.

**Sponsor Booths:** Please note the virtual sponsor booths on November 18<sup>th</sup> and December 2<sup>nd</sup>. Stop by to chat with our sponsors and learn more about their services!

**Networking Sessions:** Following each session there will be a one hour Networking Session from 3:30-4:30. We will post discussion topics and break out in small groups to discuss.

**Hospitality Hours:** Following the November 18, December 2, and December 16 Networking Sessions there will be a casual hospitality hour for attendees to connect with one another.

**Zoom Instructions:** To join the meetings via Zoom you will need to have a computer with an audio source. If you do not have the Zoom client downloaded, when you click the link to join the meeting follow the prompts to download and run Zoom. Next, enter the meeting passcode and click to join the conference session.

If you are having trouble accessing a Zoom meeting please email [conference@nafmnp.org](mailto:conference@nafmnp.org).

# CONFERENCE SCHEDULE

## **November 4th | USDA Roundtable: Regulations for SNAP, WIC & FMNP**

This session will cover updates from the USDA National Office as well as presentations from representatives from SNAP, WIC, and FMNP, followed by a 30-minute open session for questions.

1:00 – 3:00 | Conference Session

Opening Remarks: Glade Roos, President NAFMNP | Pam Miller, USDA

Speakers: Sarah Olson & Andrea Gold, USDA

Q&A

3:30-4:30 | Virtual Networking

## **November 18th | FMNP Farmer Recruitment & Training**

This session will include presentations from state programs on the best practices for farmer recruitment and training in addition to best practices around performing farmer training online, outsourcing farmer training, or conducting farmer training internally.

12:00-1:00 | Virtual Conference Booth – Premier Marketing Group

1:00 – 3:00 | Conference Session

Sponsor Presentation – Premier Marketing Group

Speakers: Paul Ovrum, Iowa Department of Agriculture | Casey Foster, Nebraska Department of Agriculture | Legita Wilson, Indiana Department of Health

Q&A

3:30-4:30 | Virtual Networking

4:30-5:30 | Hospitality Hour



## **December 2nd | FMNP Redemption & COVID-19 Operations**

This session will include presentations from state programs that made adjustments to their state FMNP plans in response to COVID-19 and their lessons learned.

12:00 - 1:00 | Virtual Conference Booth – Vizualz

1:00 – 3:00 | Conference Session

Sponsor Presentation –Vizualz

Speakers: Carmen Clutter, Ohio Department of Aging | Crystal Myers, Monica Pedigo, Karen Ross California Department of Food and Agriculture

Q&A

3:30-4:30 | Virtual Networking

4:30-5:30 | Hospitality Hour

## **December 16th | MarketLink, eFMNP & eWIC**

This session will cover updates on the MarketLink program, which connects farmers and farmers markets to free SNAP/EBT processing equipment. The session will also cover future development including eFMNP, eWIC and incentives.

12:00-1:00 | Virtual Conference Booth – Vizualz

1:00 – 3:00 | Conference Session

Speakers: Amy Crone, Lauren Schaumburg, & Tiffany Torres - MarketLink | Josh Wiles, Novo Dia Group | Phil Blalock, NAFMNP

Q&A

3:30-4:30 | Virtual Networking

4:30-5:30 | Hospitality Hour

## SPEAKER BIOGRAPHIES

### **Phil Blalock | [phil@triangleassociatesinc.com](mailto:phil@triangleassociatesinc.com)**



Phil is the founder and President of Triangle Associates, Inc. and serves as the Executive Director for the National Association of Farmers Market Nutrition Programs. Phil has 35 years of entrepreneurial experience in the agriculture industry where he has both founded and led several commercially successful agriculture companies. Mr. Blalock advises banks and financial institutions on electronic benefit government relations. He has extensive experience in managing, coordinating with and lobbying commercial and government entities, including Congress, on rural development and agricultural matters. He has an established record of success in management of agriculture marketing programs, identification of program reform and privatization opportunities. Phil has worked with various companies, new and old, on procurement of Federal funding, including grant writing, business structuring and government contracts. Phil started and built the MarketLink program to become an efficient benefit system for small farmers and markets nationwide, delivering multiple benefits on a single platform in the most cost effective way possible. Phil is a graduate of North Carolina State University with a BS in Animal Science. He raises about 100 acres of hay with his wife, Jill and their two children Izzy and Matthew.

### **Carmen Clutter | [Cclutter@age.ohio.gov](mailto:Cclutter@age.ohio.gov)**

Carmen Clutter MS, RDN, LD is with Population Health and Nutrition Manager at the Ohio Department of Aging. In this role, Carmen's focus includes the statewide administration of Older Americans Act population health-based services, including home-delivered meals, congregate meals, evidence-based disease prevention and health promotion programs, and the National Family Caregiver Support Program. In addition, Carmen serves as state administrator for the USDA and State-funded Senior's Farmers Market Nutrition Program, active in 81 of Ohio's 88 counties. Carmen received her Master of Science in Clinical Nutrition and Bachelor of Science in Human Nutrition from The Ohio State University. Carmen completed her dietetics supervised practices through OSU's Medical Dietetics program. Since 2018, Carmen has been serving as a dietetics advisory council member with the State Medical Board of Ohio.

### **Amy Crone | [amy.crone@marketlink.org](mailto:amy.crone@marketlink.org)**



Amy Crone is the Project Manager for MarketLink, a national initiative developed in collaboration with USDA to increase acceptance of the Supplemental Nutrition Assistance Program (SNAP) at farmers markets. MarketLink, a program of NAFMNP, is the only app-based means of accepting SNAP available, & since its start in 2013 has enabled sales of more than \$39m in SNAP and more than \$90m nationwide in overall electronic sales by farmers markets and direct marketing farmers. Formerly, she was the Executive Director of the Maryland Farmers Market Association ("MDFMA"), a 501(c)3 nonprofit organization, which she founded in 2012. Crone is a nationally recognized expert on federal nutrition assistance

programs, who has experience in speaking to a variety of audiences across the country about farmers market and agricultural issues. She lives on a small farm in Maryland with her husband and two children.

**Casey Foster | [casey.foster@nebraska.gov](mailto:casey.foster@nebraska.gov)**



Casey Foster is an Ag Program Manager for the Nebraska Department of Agriculture. His job responsibilities include advising, directing, and assisting Nebraska specialty crop growers on developing and implementing strategies and programs for successful market promotion. His experience includes the promotion of Nebraska food products in both domestic and international markets. He also serves as an ex-officio member on several state commodity boards including the Nebraska Craft Brewery Board, Nebraska Grape and Winery Board, Nebraska Potato Development Committee, and the Nebraska Poultry and Egg Development Board. Casey grew up on a farm near Friend, Nebraska, and is a graduate of the University of Nebraska at Kearney.

**Andrea Gold-O'Connor | [andrea.gold@usda.gov](mailto:andrea.gold@usda.gov)**



Andrea Gold-O'Connor is Director, Retailer and Issuance Policy and Innovation of the Supplemental Nutrition Assistance Program. Andrea is in her twenty-ninth year at USDA's Food and Nutrition Service. She began her career as a front line staffer in the New York City Field Office, charged primarily with the licensing and monitoring of stores participating in the Food Stamp Program. She later served as the retailer Electronic Benefit Transfer (EBT) liaison in the Northeast Region, and then as Assistant Director of Field Operations. Andrea joined the national office in 2004 as the Chief of Retailer Management. Since 2010, Andrea has been the Director of the SNAP Retailer and Issuance Policy and Innovation Division. Her staff develops and oversees both retailer and issuance policy, implements initiatives such as online shopping, manages systems that track and monitor SNAP benefit redemption and allow SNAP to license and monitor over 250,000 participating firms, and provides policy, technical, and operational assistance to States regarding EBT.

**Crystal Myers | [crystal.myers@cdfa.ca.gov](mailto:crystal.myers@cdfa.ca.gov)**

Crystal Myers started her career with the California Department of Food and Agriculture (CDFA) in 2000. While Ms. Myers has served in a variety of capacities, since 2016 she had held the position of Branch Chief of CDFA's Office of Grants Administration. As Branch Chief, Ms. Myers is responsible for all aspects of grants funds as well as directly manages a variety of grant programs, including the Senior Farmers' Market Nutrition Program which CDFA has administered since 2008.

Ms. Myers is a California native, born in Southern California and received a Bachelor Degree in Strategic Management and Marketing from the California State University, Sacramento.

**Paul Ovrom | [Paul.Ovrom@iowaagriculture.gov](mailto:Paul.Ovrom@iowaagriculture.gov)**



Paul Ovrom is the State Horticulturist for the Iowa Department of Agriculture and Land Stewardship. He has worked for the Department for thirteen years now and in his current position for the last six. Paul is the administrator for Iowa's WIC and Senior Farmers Market Nutrition Programs, the state's Principal Liaison for the FSMA Produce Safety Rule Grant Program, and administrator of the Iowa Pesticide Sensitive Crops Registry. He co-manages the weekly Capitol Complex Farmers Market next to the State Capitol. Paul and his son also manage a seasonal landscaping company. He is a past president of the National Association of Farmers Market Nutrition Programs and had the pleasure of hosting the 2019 NAFMNP Conference in Des Moines. He serves on several horticulture-related state, regional, and national boards. Paul has two undergraduate degrees (botany and horticulture) and a Masters in forestry, all from Iowa State University.

**Sara Olson | [sara.olson@usda.gov](mailto:sara.olson@usda.gov)**



Sara Olson, ScM, RDN, joined the Food and Nutrition Service in 2010 as a Presidential Management Fellow and currently serves as the Policy Branch Chief in the Supplemental Food Programs Division, where she provides policy guidance and oversight for WIC and both the WIC and Senior Farmers Market Nutrition Programs. Previously, she served as the Special Assistant to the Deputy Administrator of Child Nutrition Programs and as a policy analyst for the Federal school meal programs, working to implement the revised meal patterns for the National School Lunch and School Breakfast Programs. Sara holds a Bachelor of Science degree in human biology and nutrition from Cornell University. She is also a registered dietitian and has a Master of Science degree from the Harvard School of Public Health, where she focused on social determinants of health and maternal/child health.

**Monica Pedigo | [monica.pedigo@cdfa.org](mailto:monica.pedigo@cdfa.org)**

Monica Pedigo has been a part of the California Department of Food and Agriculture since 2008, and has overseen the Senior Farmers' Market Nutrition Program (SFMNP) since 2011 as the Grant Coordinator. Ms. Pedigo enjoys developing strong cooperative relationships with other state and local agencies throughout California to collaborate efforts and streamline the administration processes. Ms. Pedigo was born and raised in Sacramento, and still calls it home along with her husband and two children.

**Karen Ross | [kb.r@cdfa.ca.gov](mailto:kb.r@cdfa.ca.gov)**

Karen Ross was appointed Secretary of the California Department of Food and Agriculture on January 9, 2019 by Governor Gavin Newsom. In re-appointing Secretary Ross, Governor Newsom cited her unmatched leadership experience in agricultural issues nationally, internationally, and here in California, in areas including environmental stewardship, climate change adaptation, and trade. Secretary Ross was initially appointed by Governor Edmund G. Brown Jr. in 2011.



Before joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Prior to that appointment, she served as President of the California Association of Winegrape Growers from 1996- 2009, and as Vice-President of the Agricultural Council of California from 1989-1996. Her prior experience before moving to California included staff work for a United States Senator, a presidential candidate, and government relations for rural electric cooperatives and public power districts. Secretary Ross is passionate about fostering the reconnection of consumers to the land and the people who produce their food, and to improving the access of all California citizens to healthy, nutritious California-grown agricultural products, celebrated for their diversity and abundance in serving local, national and global markets.

During Secretary Ross' tenure, the Department has focused on core functions to protect and promote California agriculture, investing in the Department's employees to provide the best service to farmers, ranchers and consumers and fostering an agricultural industry that embraces its role as a global leader on everything from the most technical aspects of farming to the broadest environmental imperatives. Secretary Ross has strengthened partnerships across government, academia and the nonprofit sector in the drive to maintain and improve environmental stewardship and to develop adaptation strategies for the specific impacts of climate change. She has initiated programs to provide greater opportunities for farmers and ranchers to engage in sustainable environmental stewardship practices through water conservation, energy efficiency, nutrient management, and ecosystem services; and she has worked to provide greater access to farm-fresh foods at school cafeterias through CDFA's Farm to Fork Program.

Secretary Ross grew up as a 4-H kid on a farm in western Nebraska. She and her husband, Barry, own 800 acres of the family farm where her younger brother, a fourth-generation farmer, grows no-till wheat and feed grains, incorporating cover crops and rotational grazing for beef production. The Secretary has a Bachelor of Arts degree from the University of Nebraska-Lincoln and is a graduate of the Nebraska Ag Leadership Program. She has served on numerous boards and committees in California agriculture and with various academic institutions.

### **Lauren Schaumburg | [lauren.schaumburg@marketlink.org](mailto:lauren.schaumburg@marketlink.org)**



Lauren is a Regional Representative for MarketLink, a program of the National Association of Farmers Market Nutrition Programs. Lauren is part of the technical assistance team and assists farmers and farmers markets with their MarketLink and USDA SNAP Retailer applications. Lauren is also this year's NAFMNP Conference Coordinator. Her experience includes program coordination on multiple USDA-funded projects including the Local Food Promotion Program (LFPP) and the Food Insecurity Nutrition Program (FINI, now the GusNip program). Lauren is passionate about creating a just food system and believes in the power of local food to strengthen communities and build a shared culture.

Lauren lives in Kansas City and is a graduate student seeking a Master of Public Administration (MPA) at Park University.

**Tiffany Torres | [tiffany.torres@marketlink.org](mailto:tiffany.torres@marketlink.org)**



Tiffany is a Regional Representative with MarketLink, a program of the National Association of Farmers Market Nutrition Programs. Tiffany serves on the technical assistance team, helping farmers and farmers markets navigate the process of becoming an Authorized SNAP Retailer with the USDA. Passionate about co-creating more equitable, relational, and sustainable food systems, Tiffany also conducts strategic outreach on behalf of MarketLink with local, state, and national food access organizations to cultivate opportunities for all consumers to access fresh food from local growers. Tiffany brings a decade of experience implementing policy, systems, and environmental change strategies to advance public health in underserved communities throughout the country, including working as a Farm to School and Food Systems Specialist for several years with the University of Florida. Tiffany is pursuing a Masters of Professional Studies in Leadership with the University of Vermont online and currently resides in Tallahassee, Florida.

**Josh Wiles | [josh@novodiagroup.com](mailto:josh@novodiagroup.com)**



As president and founder of the Novo Dia Group (NDG), Josh Wiles is focused on introducing innovative products and integrating new technologies into the health and human services industry.

Josh Wiles has over 20 years of experience in systems design, product development, and operational improvement for state and federal government as well as large private sector organizations. Under his leadership, NDG has been developing modern and efficient point-of-sale (POS) and software payment solutions that facilitate the acceptance and processing of government electronic benefit transfer (EBT) payments and, in early 2019, has secured a \$2 million investment from Square, Inc.

Prior to starting the Novo Dia Group, Josh was SVP of Product Development for ACS State and Local Solutions, Inc. where he oversaw the creation of their Electronic Child Care Time (ECC) and Attendance System as well as the ACS Electronic Payment Card (EPC) products. As founder and former President of Transaction Processing Specialists Inc. (TPS), he also managed the creation of the EPPIC system – the first web-based transaction processing system designed for electronic payment systems.

In addition to founding and leading NDG, Josh current serves as the Technology Vice Chair for the eGovernment Payments Council. Josh holds a Bachelor of Arts in International Business from Texas State University. During his free time, he is most likely somewhere on the golf course.

**Legita Wilson | [LWilson2@isdh.in.gov](mailto:LWilson2@isdh.in.gov)**

Legita Wilson, WIC Commodities Program Manager at Indiana Department of Health, has worked in



both WIC and Senior Farmers' Market Nutrition Programs since 2012 and is passionate about food and food insecurity. Legita began her professional career in the Information Technology sector, first automating document production systems and managing the network at a Phoenix, Arizona law firm. She then moved to Penn Racquet Sports world headquarters, also in Phoenix, at which she managed the network, provided hardware and software support, integrated data acquisition systems, and installed, configured, and trained staff at both the United States and the European facility in Mullingar, Ireland. Based on Legita's experience with, and knowledge of, a software package from Indianapolis-based Integrated Technologies Corporation, and probably because she would not stop pushing developers to enhance software functionality, she was offered a position as Product Line Manager of those products. In the role, Legita engaged in all facets of the software life cycle: initiating and hosting focus groups, managing the cross-functional development team, marketing, technical support, quality assurance testing, installation, curriculum development and training. After leaving the software company, Legita began a new career in the non-profit sector, working her way from receptionist at a satellite office to managing the Section 8 Housing Choice Voucher Program for the agency then, finally, to State government where she intends to remain.

## **NAFMNP BOARD OF DIRECTORS**

**Phil Blalock** | Executive Director

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**Glade Roos** | President

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**Erin Fahsholtz** | Western

**Questions about the National Association of Farmers Market Nutrition Programs?**

Email [info@nafmnp.org](mailto:info@nafmnp.org).