SPEAKER INFORMATION & SCHEDULE

Local Foods Sessions – Room Cutty Stark
Pride of Dakota – Room Nautilus
Combined – Room Pier 7

MARCH 4

10 a.m. – 11 a.m.
North Dakota Department of Agriculture (NDDA) Panel
Ag Marketing & Business Development Coordinator - Kara Haff
Ag Products Utilization Commission (APUC) - Brad Dean
Pride of Dakota Specialist - Katie Huizenga
Local Foods Marketing Specialist - Kristine Kostuck

12:00 p.m. – 12:45 p.m.
Course of Action - Dakota College at Bottineau - Quinn Renfandt
Quinn Renfandt was an Intern for the Farmers Market Internship Program through FARRMS in partnership with Dakota College at Bottineau. This program was made possible through a USDA AMS grant awarded to Dakota College at Bottineau in 2018. DCB lead the three-year collaboration with FARRMS and the North Dakota Farmers Market and Growers Association to make a positive impact on farmers market vendors across the state. As Co-Director of the Program at DCB’s Entrepreneurial Center for Horticulture, Quinn has worked with vendors and community leaders across North Dakota. His presentation will reflect on the project’s results and provide community members with knowledge about the resources available and where to find them. Quinn’s final thoughts will spark a call to action for collaboration to promote farmers markets as an enterprise and a staple for their community by providing them with an achievable course of action.

Shop ND & Business Plans - Small Business Development Center Cares (SBDC Cares) - Greg Syrup
Greg Syrup of the SBDC will be sharing information about shopnd.com, an online marketplace, created by SBDC, for local business owners to sell their products on. Through his presentation you will learn how this tool can grow your business and customer base. Greg is a CARES Act Program Manager for the organization who regularly focuses on asset management, business ventures and investing. He currently teaches Entrepreneurship and Innovation Management at the University of North Dakota.

1:00 p.m. – 2:00 p.m.
Combined
Expand Your Brand – Digital Marketing Strategies for Small Businesses – Agency Mabu –
Stephanie Landwehr & Annette Schilling Willis of Agency Mabu will be providing advice on expanding your brand along with digital marketing strategies to help your business prosper. Steph has more than eight years of experience in communications work, but her specialty is social media, and Annette has more
than 20 years of marketing and management experience. Hear first-hand inside tips they would share with their clients through their marketing & ad agency.

2:30 p.m. – 3:15 p.m.  
**Combined**  
**Making Local Foods Your Full-Time Gig** - Memories of Home by Becky – Becky Zahn Walcker 
Owner of Memories of Home by Becky will be sharing how she grew her part-time farmers market business into a full-time career. Her presentation is designed to inspire any business owner to climb the ropes from the farmers market to Pride of Dakota to the retail world.

3:15 p.m. – 4 p.m.  
**Combined**  
**Booth Setup Basics** - 5 Second Rule Bracelet - Pam Emmil  
Pride of Dakota member and owner of 5 Second Rule Bracelet, Pam Emmil, will be sharing how to design an eye-catching booth that draws customers from across the room. Her tips will help you setup your booth so it looks appealing to shoppers and in turn get them to buy your product for a successful showcase.

**Closing Statements**

4:30 p.m. – 6:00 p.m.  
**North Dakota Farmers Market & Growers Association’s Annual Meeting**  
**Pride of Dakota Advisory Council**

March 5  
8:30 a.m. – 9:15 a.m.  
**Encouraging Your Communities Local Food Sense** - Lena’s Fresh Farmers Market – Danielle Mickelson  
Owner of Lena’s Fresh Farmers Market out of Rolla, N.D, Danielle has learned how to expand her summer farmer market into a year-long business. Through her presentation, she will be giving best practices for a growing and thriving food scene in North Dakota and will touch on how to develop a market that is part of your town’s business community, capitalizing on value-added products and filling your community’s food gaps.

**Wholesale/Retail** - North Dakota Department of Agriculture – Kara Haff and Deb Lee  
NDDA’s Ag Marketing and Business Development Coordinator and Pride of Dakota retailer, Deb Lee, with the Dakota Store in Jamestown, will be sharing the difference between wholesale and retail and how you can get your product into these outlets.
9:30 a.m. – 10:15 a.m.

Farm to School - Bismarck's Local Foods Coordinator - Claire Lowstuter
Claire Lowstuter, the City of Bismarck's Local Foods Coordinator has made tremendous efforts in getting producers connected with schools in the Bismarck district. Listen first-hand to how Bismarck Public Schools is working with North Dakota producers to supply cafeterias with local food and is partnering with them for educational projects. North Dakota Department of Public Instruction staff will also be present to answer any questions concerning procurement.

Branding Your Business - Impact ND – Gordon Court
With more than 30 years of sales, marketing and business experience, Gordon Court, with Impact ND, will be sharing how you can develop a consistent, professional brand for your business. Learn how great photos and persistent messaging can help you reach more customers and stand out against the competition.

10:15 a.m. – 11:00 a.m.

SNAP at Farmers Markets: Slow & Steady Wins the Race! - NDSU Extension – Jan Stankiewicz
Accepting SNAP at farmers market has many benefits… and some challenges. If you are looking for answers in a one-size-fits-all approach, you won’t find it here! Learn how to build capacity and awareness to take a slow and steady approach to accepting SNAP at your farmers market. Jan is a Community Health and Nutrition Specialist through NDSU Extension and has actively served on the board and as president of the BiSMarket.

How to Best Use Financial Statements as a Small Business Owner - SBDC – Payton Tivis
Payton Tivis is the director of the Small Business Development Center in Bismarck where he provides business advising, technical assistance and training to entrepreneurs and small businesses owners in all facets of starting, managing and running a small business. Through his presentation, you will be able to understand how to best keep your finances in check.

12:15 p.m. – 1:00 p.m.

High Tunnel Basics – Dakota College at Bottineau – Keith Knudson
Specialty Crops Instructor from Dakota College at Bottineau, Keith Knudson, will be presenting on the basics of building, using and maintaining high tunnels. Producers will learn how you can utilize high tunnels to extend your season in both the spring and fall.

Trademark Basics - UND Office of General Counsel – Jason Jenkins
Have you wanted to increase your sales by using trademarked logos on your products? Jason Jenkins the Assistant Attorney General, who practices law at the University of North Dakota, will tell you the steps you can take to legally use these logos and protect yourself against violating trademark and copyright laws.

1:15 p.m. – 2 p.m.

Going Organic - North Star Farms – Marvin Baker
If you are looking to find out what it would take to turn your small farm into an organic farm, look no further than this session. Marvin Baker, owner of North Star Farms in Carpio, N.D. has more than 14-years of experience being certified organic. He will share the process on getting certified and the benefits of going organic.

**How to Operate a Small Business Using Lean Principles** - Impact ND – Reza Maleki

What do we mean when we say “lean principles?” Lean principles is creating more value through identification and elimination of wastes which help you use the resources you have to grow a sustainable company. Reza has more than 37 years of professional experience in business and the right expertise to teach you how to incorporate lean principles into your company.

2:30 p.m. – 3:00 p.m.

**Local Foods Map** - North Dakota Department of Agriculture – Kristine Kostuck

NDDA’s Local Foods Marketing Specialist will be giving a short presentation on the Local Foods Map. Producers will learn how to sign up for it, how it can benefit their business and why the department is encouraging all local producers and farmers markets to create a profile.

**Pride of Dakota Updates** - North Dakota Department of Agriculture – Katie Huizenga

Pride of Dakota Specialist Katie Huizenga will be announcing some exciting news for members and talking about the upcoming showcase season.

**Closing Statements**

**Pride of Dakota Awards**

Awards will be presented to 10- and 20-year Pride of Dakota members.