

**About NAPMM**

Founded in 1947, NAPMM strives to help market managers improve facilities and increase services while encouraging cooperation and exchange of ideas between members and partners.

**NAPMM Officers**

- Rose Harrell .....President
- Kristina Stanley ..1st Vice President
- Paul Thompson .2nd Vice President
- Deb Churchill (non-board)Treasurer
- Danny Raulerson .....Secretary

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**MESSAGE FROM THE PRESIDENT**

Thank you for the opportunity to continue to serve as NAPMM's President for 2017. It is truly my pleasure to be able to serve as President for another year. As President, I promise to represent NAPMM with dignity and respect and to continue to move the association forward. I would like to welcome the new Board members and I look forward to working with our entire team of officers, directors, and committees to carry-out NAPMM's mission and vision.

My focus for the Association this upcoming year will be to:

- Develop a collaborative relationship with United Fresh and USDA that will focus on wholesale markets;
- Increase wholesale market participation in NAPMM;
- Continue working with the Strategic Plan Committee to complete NAPMM's Strategic Plan;
- Provide more professional development opportunities for Members

I would like to thank Michael Janis and his team at the San Francisco Wholesale Produce Market for hosting the Annual Conference in March. You can find presentations that were given at the conference on NAPMM's website.

I invite all members to join us at the 2017 Fall Meeting which will be held in Jacksonville, Florida October 8 – 10. Greg Tison and the conference committee will provide an agenda and meeting registration information in the next couple months.

Keeping with the Florida conference theme going, Danny Raulerson has agreed to host the 2018 Annual Conference in South Florida! Danny and the conference committee will begin working on the conference details soon. So keep your eyes open for more information on when NAPMM will be enjoying warm sunny south Florida next year!

As I close, I want to remind members that the Board is here to work for you. I look forward to a productive year, and encourage input and ideas from all members. If there is anything you would like the Board to discuss, please send an email to Linda Best [lindabest@napmm.org](mailto:lindabest@napmm.org) and myself at [rharrell@mca.info](mailto:rharrell@mca.info) so we can be sure to discuss with the Board.

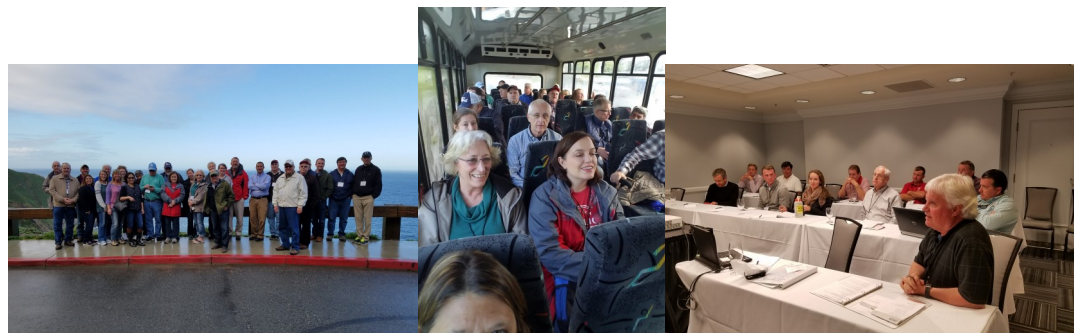
Happy to Serve You!  
*Rose Harrell, President*



**71ST ANNUAL NAPMM CONFERENCE IN SAN FRANCISCO A GREAT SUCCESS!!**

Sincere thanks go out to Michael Janis and his entire staff for hosting a memorable conference March 21-23 in beautiful San Francisco. Also, I'd like to put in a plug for the staff at the Pier 2620 Hotel. They went out of their way to accommodate our needs, Over 50 attendees shared not only the unique attractions of the Bay area, but also an agenda jam packed with information and innovations for managers and others in the market industry.

It was great to connect with old friends and meet new attendees as we shared best practices, toured state of the art facilities and experienced the breathtaking beauty of the City. Thanks to the conference committee for once again putting together another great show. Below are a few photos from the Conference.



## NAPMM HONOREES AT MARCH CONFERENCE

Several NAPMM members were recognized at the San Francisco Conference for their contributions to the organization or the industry.

Greg Tison, of the Jacksonville Farmers Market, was named NAPMM Market Manager of the Year for 2017. The Jacksonville Market, which is a combination retail and wholesale facility open 7 days a week, is the oldest farmers market in Florida established in 1938. Greg has been the manager since 2010. Under Greg's leadership, the market has just undergone a major renovation to improve traffic flow, safety and vendor accessibility. Greg is responsible for all aspects of the market's operation including everything from maintenance to accounting and marketing. Despite a limited budget, he has leveraged community partners and sponsorships to develop a highly effective marketing program. Greg also reduced employee and vendor turnover due to his management skills and ability to resolve conflicts in a positive manner.

Greg's supervisor stated in his nomination, "Greg has taken a market that was mainly operated with "benign neglect" and turned it into a treasured institution and economic driver in the community." In fact, City Council passed a unanimous resolution recognizing the Market's 75th anniversary and approval of funding for a portion of the renovation project. This was followed by an unsolicited editorial in the Jacksonville paper praising and endorsing the market. Greg is truly deserving of the NAPMM Market Manager of the Year.

Deb Churchill became the first woman to receive the coveted Bill Mulligan Sr. Service to NAPMM Award. This recognizes an individual who has gone above and beyond to support NAPMM. Deb served on the Board from 2008 till 2013 where she served as Secretary and then Treasurer. She continues today as the treasurer although she is no longer a member of the Board. In her role as treasurer, Deb professionalized the organization's bookkeeping and financial reporting system, developing a set of understandable, concise, accurate reports which have greatly facilitated Board decision making. She also developed a tracking system for conference income and expenses and an invaluable comparison spreadsheet.

Deb is very committed to the market industry and NAPMM and has been a tireless advocate for the organization. We would not be in the strong financial position we are today without her support and guidance.

Tom Preston also was named a Certified Market Manager completing the requirements based on his many years as manager at the San Antonio Market and his leadership in this organization and the industry. Congratulations Tom!



*Greg Tison Receives Market Manager of the Year Award*



*Deb Churchill Receives Mulligan Award*



*Tom Preston Becomes Certified Market Manager*

## NAPMM WELCOMES NEW BOARD MEMBERS & ANNOUNCES OFFICERS

At the 2017 General Membership meeting, the following new Board members were approved by the members present:

Hugh Boyd, Principle, Hugh A Boyd Architects  
 Jennifer Maietta, Commercial Property Portfolio Manager, Pike Place Market  
 Ted Spitzer, President Market Ventures  
 Brendon Tydings, Administrator, Genesee Valley Regional Market

Officers for the 2017 -18 are;  
 Rose Harrell, President, Maryland Food Center Authority  
 Kristina Stanley, 1st Vice President, Overland Park Farmers Market  
 Paul Thompson III, 2nd Vice President, Georgia State Farmers Market  
 Deb Churchill, Treasurer, City Market, Kansas City  
 Danny Raulerson, Secretary, Florida Department of Agriculture

Congratulations to all!

*Thank You to the Sponsors of the 71st Conference!*



### USDA AMS SERVICES OFFERED

Ron Batcher, our new contact at USDA AMS, shared the following after the San Francisco Conference. I encourage markets to reach out and take advantage of the free services that USDA provides our industry. - Jim Farr, Editor GREENSHEET

James,

It was a pleasure meeting you at the NAPMM conference this past week. Learning more about NAPMM was a great experience. I will be looking forward to becoming more involved in the future.

If you have any questions I didn't answer at the conference or would like more information on the services the USDA AMS team offers please do not hesitate to reach out to me.

Here are some links that you may find helpful:

<https://www.ams.usda.gov/services/local-regional> (The division I am in)

<https://www.ams.usda.gov/services/local-regional/facility-design> (Wholesale Markets and Facility Design)

<https://www.ams.usda.gov/services/grants> (AMS Grant programs)

I have also attached a request for assistance form, feel free to distribute to anyone who may be interested in receiving our assistance. Forms can be filled and emailed back to me.

[USDA AMS Technical Assistance Request Form](#)

Looking forward to working with you in the future.

Warmest regards,  
Ronald H Batcher Jr, Assoc. AIA  
Architect, Marketing Services Division

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P: 202.690.1309 E: [Ronald.Batcher@ams.usda.gov](mailto:Ronald.Batcher@ams.usda.gov)  
<https://www.ams.usda.gov/services/local-regional>



*Ron Batcher  
USDA AMS*

### DEB CHURCHILL RECEIVES URBAN HERO AWARD

Congratulations to Deb Churchill, City Market Property Manager and KC Commercial Realty Group Vice President, one of five Urban Hero Award recipients recognized for their contributions toward making Downtown Kansas City a better and more vibrant place to live, work and play.



"Deb has worked diligently for 12 years improving the City Market and serving on civic boards and planning committees in downtown Kansas City," said Justin Cottrell, Principal for KC Commercial Realty Group which handles City Market leasing and management for the City of Kansas City, Missouri. "Her efforts have not only significantly contributed to the property's renaissance and transformation, but she has also left an indelible impression on the surrounding neighborhoods and businesses throughout the area." Senior City Planner Claude Page who works closely with Churchill emphatically agreed, "Deb wears many hats, and does well with each of her constituencies; she is simply amazing."

The Downtown Council will presented the awards at an annual luncheon at the Kansas City Convention Center in January. This year's luncheon carried the theme of Downtown KC: Back in the Game and celebrate the remarkable revitalization of Downtown over the last 15 years. More than 1,000 guests celebrated accomplishments in Downtown and set the course for new and ongoing initiatives in the coming years.



*Deb Churchill  
City Market*



### PUBLIC MARKET SYSTEM OF BALTIMORE IS IN THE THROES OF MULTIPLE CONCURRENT CHANGES

Baltimore is one of a very few cities claiming multiple public market properties (six!). Current conditions and demographics require multiple changes for the public markets to remain relevant and competitive. Therefore, the City and the Market corporations are pursuing multiple strategies to address physical plant upgrades, merchandising, re-tenanting, existing tenant development, retail customer engagement, collaborations and partnerships. As for that last one: partnerships; we are entering into public-private partnerships with private developer entities to get some things done. We'll be able to give an update next year this time about how THAT's working. Oh, yeah: then there's that \$40M Lexington Market rebuild that we are designing and funding. In the interim, know that our management team is benefitting from the collective wisdom of our fellow NAPMM members; and we greatly appreciate it.

If something in this blurb provokes a specific response or question from you, feel free to contact me at [rethomas@lexingtonmarket.com](mailto:rethomas@lexingtonmarket.com).

- Robert Thomas  
*Public Markets -- supporting communities for over 234 years*

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#### *Lexington Market Design Renderings*



INTERIOR VIEW FROM SECOND LEVEL SEATING AREA



VIEW WEST AT EUTAW STREET



VIEW OF LEXINGTON & EUTAW STREET CORNER AT NIGHT

*"Know that our management team is benefitting from the collective wisdom of our fellow NAPMM members; and we greatly appreciate it."*

*-Robert Thomas*

**The 2017-18 Handbooks Are in the Mail**  
A special thank you to Reading Terminal Market for the creative design for the handbook cover and to all the advertisers for your support in providing this valuable tool to our organization

**Save the Date for the 2017 Fall Regional Meeting  
October 8-10 in  
Jacksonville, Florida!**  
  
*~Details Coming Soon!~*



*Jacksonville Farmers Market to Host 2017 Fall Meeting*

### CITY OF ROCHESTER PUBLIC MARKET RENOVATION

The City of Rochester Public Market has served the community year-round on its North Union Street site near downtown since 1905. Having been used this intensely for over 112 years (including 25,000-40,000 visitors a week today), this beloved and historic Market was in need of facility and infrastructure upgrades.

In April 2016 the Market embarked on an \$8 million renovation and addition project that posed a series of complex challenges:

- Keeping the Market open all its regular days and hours, and for all its special events, throughout the entire 15-month project;
- Keeping indoor shed vendors and food stand proprietors in business non-stop while their buildings were replaced;
- Preserving the endearing character and feel of the Market while accomplishing the needed facility and infrastructure improvements and upgrades.

The Market was up to all of these challenges and complexities, thanks to the commitment of funders; the City and Market to keep the Market running and all vendors in business throughout the entire project; to talented and cooperative contractors; and to patient and supportive vendors and customers!

The first phase of the project was constructing a new outdoor, covered vendor shed, completed in September 2016. This new "D" Shed is a beautiful replica of the original "A" Shed, built in 1904, that was demolished in 1963 for parking space in the era of "urban removal." This replica is actually on the same footprint as the original--where there had only been asphalt for the last 53 years. This shed was temporarily enclosed with corrugated metal walls and end doors, sliding doors for vendor stalls, and temporary heating and portable water systems so that indoor shed vendors could continue to vend while their outmoded building was demolished and replaced.

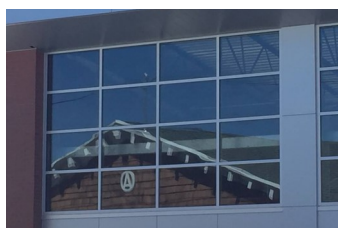
In October 2016, the architecturally spartan and outmoded indoor shed, built in 1977, was demolished. Built originally to house farmers' produce stalls in the winter, this shed had to be completely replaced to meet the needs and wishes of a greater array of vendor types on the Market today, as well as to improve customer comfort. The new building, nearly done as of June 2017, features a spacious vaulted interior design; a mostly glass front allowing natural lighting and large, attractive garage-door type bays that allow vendors to vend to the outside in good weather; brick detailing in harmony with the historical Market; custom built-out spaces for lease holding vendors; a demonstration/education kitchen funded by supermarket giant Wegmans, which got its start at the Market over a century ago; and new restroom facilities.

In addition to these two new sheds, the four stand-alone food stands on the grounds of the Market received brand new, state of the art structures, custom fabricated for each business from repurposed steel shipping containers. These structures were temporarily situated across the Market from their permanent locations, hooked up to utilities, and then moved by professional building movers back to their original sites flanking the indoor shed once that new shed had progressed far enough. Thus, these food stand businesses were also able to operate without pause throughout the entire project.

In July, the project will triumphantly and proudly conclude with a festive ribbon cutting and celebration!

This project will enable the Market to accommodate and adapt to a rapidly evolving future without compromising the important feel of the past that visitors feel when passing through the Market gates.

For more information, go to <http://www.cityofrochester.gov/marketimprovements>.



**National Association of  
Produce Market Managers**

PO Box 1617  
Garner, NC 27529  
napmm.org

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**70 Years Serving  
The Produce Industry**

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**BOARD OF DIRECTORS**

**Expires 2018**

*Brad Boozar*  
*Mimi Fritz*  
*Rose Harrell\*\**  
*Danny Raulerson*

**Expires 2019**

*Rick Cecil*  
*Justin Cottrell*  
*Kristina Stanley\*\**  
*Greg Tison*  
*Ben Vitale*

**Expires 2020**

*Hugh Boyd*  
*Jennifer Maietta*  
*Cathy McDermott*  
*Ted Spitzer*  
*Doug Sutton\*\**  
*Paul Thompson\*\**  
*Brendan Tydings*

\*\*Denotes 2 Consecutive Terms

**GOVERNOR CUOMO ANNOUNCES OVER \$1 MILLION TO SUPPORT  
AGRICULTURAL DEVELOPMENT IN THE GENESSEE VALLEY AND  
ACROSS THE STATE**

**For Immediate Release: 6/1/2017— GOVERNOR ANDREW M. CUOMO**

*Funding Approved by the Genesee Valley Regional Market Authority For Seven Projects in the  
Finger Lakes and Southern Tier Regions*

*More than \$7.5 Million Has Been Awarded to 67 Projects Since 2011*

*Investments Advance Regional Strategies to Grow Agriculture as Part of Upstate Revitalization  
Initiatives – ‘Finger Lakes Forward’ and ‘Southern Tier Soaring’*

Governor Andrew M. Cuomo today announced over \$1 million for seven research, promotion, and development projects to strengthen New York State's diverse agricultural industry and spur economic growth across the state. The funding, approved by the Genesee Valley Regional Market Authority, supports the continuation of malting barley research, enhances the processing capacity at a regional food hub, and assists with renovations to the New York Wine and Culinary Center, among other initiatives.

“Agriculture remains a core pillar of New York’s economy, and the greater Genesee Valley region is one of our most vibrant agricultural areas, supporting thousands of farms and agribusinesses,” Governor Cuomo said. “These strategic investments in research, facilities, and training are a key part of the Finger Lakes Forward and Southern Tier Soaring blueprints and are essential to the success of the agricultural industry and its future growth.”

The Genesee Valley Regional Market Authority, in cooperation with the New York State Department of Agriculture and Markets, solicits applications each year to assist in the development of agriculture and agriculture-related businesses in nine counties in the Finger Lakes and Southern Tier regions: Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates. Agriculture supports thousands of jobs in the Genesee Valley, and is one of the key areas of investment in both the Southern Tier Soaring and Finger Lakes Forward regional economic development plans.

The Authority has awarded more than \$7.5 million to 67 projects in the Genesee Valley through the Agriculture Development Grant Program since 2011.

The Genesee Valley Regional Market Authority Board of Directors has voted to fund the following projects in 2017:

**Cornell University’s New York State Agricultural Experiment Station - \$260,000:** to support the continuation of a multi-year research plan focused on malting barley in New York State, which is critical to advancing the state’s craft beverage industry.

**New York Wine & Culinary Center - \$250,000:** for the promotion of local food and beverages and facility renovations.

**New York Wine & Grape Foundation - \$200,000:** to support the NY Drinks NY program, a promotional effort showcasing New York’s wine and grape industries.

**Foodlink - \$200,000:** to purchase machinery and equipment and make renovations that will enhance value-added processing operations at the regional food hub.

**Cornell Agriculture and Food Technology Park Corporation (The Technology Farm) - \$84,527:** to expand and renovate space at the facility to increase capacity and efficiency of the Technology Farm’s operations.

**Northeastern Juice Cooperative - \$50,000:** to develop a business plan, including marketing analysis and food safety certifications, for an apple juice processing facility.

**Western NY Maple Producers - \$37,323:** for training and to purchase equipment to test processes for new products.