

**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.

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- Kristina Stanley .....President
- Paul Thompson.....Vice President
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**MESSAGE FROM THE PRESIDENT**

Happy Winter -

Early 2019 has brought on many exciting tasks for the board, and things have been very busy behind the scenes. Here's a quick update on what's been happening.

The Executive committee and Governance committee have been working to finalize the necessary steps for NAPMM's legal recognition as a 501-C (6) organization with both the state and IRS. The Program & Policy committee has diligently been working on the agenda for annual conference while the Marketing & Communication committee has been planning on a how to promote what's new and exciting for this year's conference.

The 73rd annual conference schedule in Atlanta is coming together beautifully. We will be in a city that offers an abundance of opportunity for retail, wholesale and public markets in addition to lots of educational components. Registration information is now available so plan to join us May 15-18 for a few days of professional networking, learning and sightseeing. There will be something for you and your staff members so I encourage you all to join us this year.

Membership renewals are now due. If you've already renewed, thank you so much. If you have not, I encourage you to do so today. This organization has a long history of networking and collaborating with other professionals. It's because of you and your continued support that NAPMM serves our unique profession.

I hope everyone has a successful and prosperous spring and I look forward to seeing you in Atlanta. -- *Kristina Stanley, President*



**ATLANTA TO HOST 73RD ANNUAL NAPMM CONFERENCE**

NAPMM is ready to take Atlanta by storm! Join us as we visit the one of America's most exciting and diverse Cities and the largest Metro in the south with over 5.5 million residents. Atlanta is a great City to visit and has lot to offer for conference attendees, from the Georgia Aquarium, one of the largest in the US, to the World of Coca Cola, the National Center for Civil and Human Rights, Centennial Olympic Park, the Atlanta zoo, the Martin Luther King Jr. Center and the Delta Flight museum to name just a few.

The Conference hotel is located in the Battery District, just north of the City proper, loaded with restaurants, clubs and attractions and home to Sun Trust Field and the Atlanta Braves, who will be in town during the conference. The Braves are just one of Atlanta's major league sports teams. They are joined by the Falcons, Hawks and for NASCAR fans the Atlanta Motor Speedway. This is a City you could easily spend weeks in and still not see it all, but here is your chance to start your exploration of this southern jewel.

The conference is scheduled for May 15-18 and the weather should be spectacular with lows about 60 and highs in the mid to upper 70's; perfect weather for enjoying the offsite tours to a variety of markets or enjoying a cold beer or soda at the optional Braves game.

Our hosts from the [Atlanta State Farmers Market](#) whose tenants distribute the bounty pf Georgia farms throughout the Southeast and beyond, have worked with the Programs and Services Committee to put together a strong program with a mix of classroom and field excursions. With plenty of content and value whether you manage a retail market, a wholesale market or represent another part of the industry.



*Overhead view of the Atlanta State Farmers Market*

## DON'T MISS OUT, REGISTER NOW!!

This entire edition of the GREENSHEET is dedicated to the conference. Learn about the program and highlights and register soon. **Early registration ends April 17.**

**REGISTER before April 17th for discounted registration fees and room rates!**

**[Conference Registration Form](#)**

**[Draft Agenda](#)**

**[Embassy Suites Atlanta Galleria Hotel Booking Link](#)**



## GREAT SESSIONS PLANNED FOR ATLANTA

The Programs and Policies Committee is working diligently to finalize the speakers and session content to make sure this conference is not only interesting but relevant to your market and career development. The current draft schedule includes the following topics and speakers.

The Conference kicks off Thursday morning with, an opening plenary featuring Commissioner Gary Black from the Georgia Department of Agriculture. He will give an overview of the Department and their roles and functions along with a description of the State's agricultural industry including challenges and opportunities for the future.

This will be followed by a professional development session; the topic is still being finalized. After lunch, sessions continue with retail and wholesale breakouts. The wholesale breakouts will include a look at "PACA 101" with Mary Mitchell, Assistant Regional Director, USDA/AMS and an Overview of the FDA/FSMA Produce Safety Rule with Trevor Gilbert, Consumer Safety Officer, US Food & Drug along with a continuation and progress update on the action steps identified at the USDA/United Fresh Washington Summit in 2017. This session will be facilitated by USDA and United staff.

Panelists are still being confirmed for the Retail breakout but topics include, "The Continuing Evolution of Retail and Public Markets in America, Food Halls and much, much more" and, "Keeping Your Market Fresh", ideas and innovations.

We will also be engaged in mobile sessions Friday including a discussion of the Atlanta State Farmers Market major capital project and the "Importance of Agritourism and Farmers Markets in the Atlanta Metro area".

The conference will also, as always, include plenty of opportunities for networking and the exchange of ideas. The hospitality suite will be open nightly at 8 pm, and there will be free time during tours and transportation. Many members cite this interaction as the most valuable part of the conference experience. You are encouraged to bring marketing materials, copies of security plans, rules and policies, etc. to share with your colleagues.

## TOURS AND OFFSITES

After a day of sessions on Thursday, attendee will be treated to a day of tours and off-site presentations on Friday. The day starts with a trip to the Atlanta State Farmers Market, Manager Jeff Howard and former Manager and current Georgia Director of Agricultural Exports, Paul Thompson, will lead us on a tour. At 150 acres, the Atlanta Market, open 24 hours a day, is considered one of the largest of its kind in the world. It features a garden center, wholesale and retail activities, and is a major marketing hub and distribution point for fresh, locally grown produce in the Southeast and throughout the country.

The market is in the midst of a renovation and expansion project which attendees will hear about first hand from the Market Manager and project staff. Georgia Department of Agriculture staff and others will also discuss the role of the market in the exploding restaurant scene and the complicated foodscape in the Atlanta metro and the rest of the Southeast.

We will enjoy a box lunch on the bus and a presentation on, The Importance of Agritourism and Farmers Markets in the Atlanta area as we travel to Jaemor Farms where the Echols family has been harvesting crops from this land for 107 years. Today the family run farm and agritourism mecca annually hosts over 750,000 visitors and shoppers. Find out more at [www.jaemorfarms.com](http://www.jaemorfarms.com) . (cont'd next page...)



*Embassy Suites  
Atlanta Galleria  
Meeting Room*



*Jaemor Farms  
Strawberries*

**TOURS AND OFFSITES (CONT'D)**

The coach trip back through the beautiful Georgia landscape will feature local snacks, wine and beer for those who care to imbibe and for baseball fans who still have energy, the evening features an optional group outing to a Braves game in the stunning, new SunTrust Park within walking distance of the hotel. Non Baseball lovers can explore the adjacent Battery, loaded with places to eat, shop and enjoy the evening.

Saturday will start with a trip to the Municipal Market in Sweet Auburn. Founded in 1918 as an open air market, The Municipal Market opened the doors to its new building in 1924. Referred to as the Curb Market by locals, it houses thirty local businesses, including produce, butchers, seafood, a full service bakery, a cooking school, pharmacy and ten of the most popular eateries in the city including Miss D's Pralines and one of Atlanta's best curry houses the Afordish Restaurant. See [www.municipalmarketatl.com](http://www.municipalmarketatl.com) .

After a tour we are off to lunch and a behind the scenes look at the Ponce Market which breathes new life into a historic Sears, Roebuck & Co. building in Atlanta. The classic structure, which is the area's largest adaptive reuse project, has been reinvented as a vibrant community hub housing the Central Food Hall, various shops, flats and offices, all while pointing back to the roots of its inception. The market infuses vigor and excitement into this historically-significant structure, located in one of Atlanta's most cherished neighborhoods. Attendees will be given vouchers to choose their favorite food option. Learn more at [www.poncecitymarket.com](http://www.poncecitymarket.com) .

The day continues with one more market, the newly developed Krog Street Market. ([www.krogstreetmarket.com](http://www.krogstreetmarket.com)) It was designed to be as authentic as the 1920's warehouse it occupies. With market stalls to sell produce, goods, and prepared food, along with a few southern-grown restaurants and retailers, the market offers Atlantans a gathering place of sorts – a locale for taking in an extraordinary meal or picking up a few inspiring ingredients – a west coast-style market, right in the heart of Inman Park. Attendees will be treated to a beer tasting at Hop City Beer.

If you still have any gas in your tank at the end of this intense day, enjoy dinner in the Battery and then join up with colleagues in the Hospitality Suite to unwind and network.



*Municipal Market in Sweet Auburn*



*Ponce City Market*



*Krog Street Market*

**ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES**

We are seeking sponsors to support our upcoming conference and feel strongly that this could be a great partnership. At your convenience, please take a moment to review our sponsorship information. We've included detailed information outlining the benefits and values offered to our sponsors. NAPMM strives to develop partnerships that bring the most value to our sponsors, and packages can be tailored to your company's needs, interests and level of support.

We hope that you will review the information regarding sponsorship opportunities and become our partner in support of our 2019 Annual Conference. Click here to [download our sponsorship brochure](#).

If you have any questions, please contact Kristina Stanley at [kristina.stanley@opkansas.org](mailto:kristina.stanley@opkansas.org) or Paul Thompson at [paul.thompson@agr.georgia.gov](mailto:paul.thompson@agr.georgia.gov).

***Your financial contributions support education, advocacy and awareness of wholesale, retail, and public markets around the country***

**National Association of Produce Market Managers**

PO Box 1617  
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**Over 70 Years Serving  
 The Produce Industry**

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*\*\*Denotes 2 Consecutive Terms*

**NOMINATIONS ARE NOW BEING ACCEPTED FOR MARKET MANAGER OF THE YEAR**

**DEADLINE FOR NOMINATIONS — FRIDAY, MARCH 29, 2019**

Our organization includes many great managers and markets. There also are some great managers out there not currently involved with NAPMM. Now is your chance to recognize your colleagues, for both their excellence in managing their markets and also for service to NAPMM.

Please take time to review the criteria below and consider nominating a manager who exemplifies the standards that NAPMM promotes or a member of NAPMM who has gone above and beyond to support our organization.

**MARKET MANAGER OF THE YEAR AWARD—Process and Criteria**

The Market Manager of the Year Award is to recognize a market manager for their work and accomplishments at their market and/or markets they have managed or are managing. The recipient's level of involvement with NAPMM or other trade organization is not the focus of this award.

Market Managers, organizations and/or individuals can nominate an individual for the award. Committee members may also nominate an individual. The award recipient must be a current or past market manager. ***Nominations will be sent to the Executive Committee for their consideration utilizing the Market Manager of the Year Nomination Form.***

Please take the time to recognize your colleagues!

**Images from the Atlanta State Farmers Market**



**Join or Renew Your  
 NAPMM Membership  
 Today!**

**2019 Membership Application Form**