

MIAMI, FLORIDA • APRIL 30-MAY 3, 2018

72ND

nap^{mm}
NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS

ANNUAL CONFERENCE HILTON MIAMI DOWNTOWN



NATIONAL ASSOCIATION OF PRODUCE MARKET MANAGERS



NAPMM Members
and Colleagues,

On behalf of NAPMM,
I cordially invite you
to our 72nd Annual
Conference in sunny
Miami, Florida April 29 –
May 3, 2018.

NAPMM's program and policy committee,
along with our hosts Danny Raulerson, Fresh
From Florida and the Florida Department of
Agriculture, have put together what looks to be
a great program.

The dynamic schedule includes professional
development opportunities, wholesale and
retail focused sessions, tours of south Florida's
wholesale and retail markets and specialty
growers, and a visit to one of the largest and
busiest ports in the United States.

Attendees are invited each night to NAPMM's
Hospitality Suite to enjoy refreshments and
networking. So if you ever wanted to visit South
Florida and the Keys this is your chance!

A huge thank you to this year's conference
sponsors for their generous support. Without
you this conference would not be successful.

I look forward to seeing everyone in Miami.

Respectfully,
Rose Harrell, President

**THANK YOU TO
OUR SPONSORS**



**2018
ANNUAL
CONFERENCE
HOST COMMITTEE**

RONNIE BEST

*Market Manager
North Carolina State
Farmers Market*

BRAD BOOZER

*Market Manager
South Carolina State
Farmers Market*

HUGH BOYD

*Principal
Hugh A. Boyd Architects*

JUSTIN COTTRELL

*Principal
KC Commercial Realty Group,
City Market of Kansas City*

JIM FARR

*Director
Rochester Public Market*

MICHAEL JANIS

*General Manager
San Francisco Wholesale
Produce Market*

DANNY RAULERSON

*Chief of State Farmers Markets
Florida Department of Agriculture
and Consumer Services*

KRISTINA STANLEY

*Recreation Supervisor
City of Overland Park
Farmers Market*

CONFERENCE SPEAKERS



TATYANA FERTELEMEYSTER

**Founder and Principal
Connecting Differences, LLC**

Tatyana is an internationally recognized expert in intercultural communication, diversity and inclusion, global agility development, and facilitation for multicultural groups. As a consultant, trainer, and coach, Tatyana offers her services to those who are ready to accept a simple fact: bringing diverse people together does not mean that we have diversity “covered”. It is just a starting point. Tatyana partners with her clients to save their time and resources by increasing clarity of communication and decreasing conflict, creating positive customer experience and minimizing complaints.



MATTHEW TORTORA

**Co-Founder/CEO
Crave Food Systems**

After 10 years in the US Navy, Matt made the decision to pursue his deep-rooted passion for food and become a chef. In 2014, he left the kitchen to found Crave Food Systems, after facing many challenges while trying to source locally through his supply chain. Matt’s leadership experience and innovative talents have helped him build the technology necessary to pioneer eCommerce applications which currently enable thousands of wholesale and retail buyers to connect with thousands of farmers, fishermen, artisans and markets.



RON BATCHER

Architect

United States Department of Agriculture

Ron Batcher is an Architect for USDA's Agricultural Marketing Service where he has worked to improve the Wholesale Market and Food Facility Design Program which provides no cost architectural design services to stakeholders across the US. He is the USDA lead for the Wholesale Market and Food Facility Design Program and serves on the board for the Employee Services and Recreation Association.



NOEL FELICIANO

Community Policing Specialist

City of Doral Police Department

Noel has 25 years of experience directing law enforcement and security operations designed to protect citizens, staff, and multibillion-dollar assets. In his tenure he has trained and more than 400 law enforcement personnel in safety, security, and crime reduction. He has been with the City of Doral Police Department for the past 9 years.



SARAH LEVITSKY

Marketing and Event Manager

Reading Terminal Market

Since 2008 Sarah has overseen the PR, communications, advertising, social media, and public events, as well as some operations management for Reading Terminal Market. Prior to this, Sarah served as Association Director of Development for the Starfinder Foundation and Special Events and Volunteer Coordinator for the National Adoption Center.

CONFERENCE SCHEDULE

MONDAY, APRIL 30

- 2:00-4:00pm NAPMM Board Meeting
- 3:00-5:30pm Registration (Ballroom Level Foyer)
- 5:30-7:30pm President's Reception (Pool Area, Lobby Level)
- 7:30pm Dinner (on your own)
- 8:30-11:00pm Hospitality Suite

TUESDAY, MAY 1

- 7:30-8:30am Breakfast (Starbucks in Lobby, Voucher Provided)
- 8:45am Meet to Load Buses (Motor Lobby)
- 9:00-11:00am Group Tour: Florida City State Farmers' Market
Tour of wholesale market operated by the Florida Department of Agriculture.
- 11:00-11:45am Group Tour: Diego Grove Services Avocado Grove
Tour of privately operated commercial avocado grove.
- 11:45am-1:30pm Lunch, Mario's Family Restaurant, Homestead, Florida
Authentic Cuban cuisine featuring fresh locally grown ingredients.
- 1:30-2:30pm Group Tour: Robert is Here Retail Market
This family-owned and operated fruit stand specializes in rare and exotic fruits and vegetables. Although the location started off as a mobile fruit stand located on the side of the road, it has grown into a true agritourism must see.
- 2:30-3:30pm Group Tour: RF Orchids
A behind the scenes look at a commercial orchid growing facility.
- 3:30-5:30pm Group Tour: Nickey Gregory Packing House
Tour of full-line produce distributor that delivers throughout the Southeast.
- 6:00pm Dinner (On Your Own)
- 8:00-11pm Hospitality Suite



WEDNESDAY, MAY 2

- 7:30-8:30am Breakfast Buffet (Brisa Bistro Hotel Restaurant)
- 8:00-8:30am Conference Welcome
- 8:30-10:30am Plenary Session (Tenor Room)
Connecting Differences for Success and Vitality
Tatyana Fertelmeyster, Connection Differences, LLC
Considering the growing diversity of customers, suppliers, and vendors involved in wholesale, retail, and public markets, our ability to navigate differences effectively is essential for sustainable results. You will leave with easy-to use tools that will help you grow intercultural awareness and competence within your organization.
- 10:30-10:45am Session Break
- 10:45am-12:45pm Plenary Session Continued (Tenor Room)
- 12:45-1:15pm Lunch
- 1:15-2:00pm General Membership Meeting
- 2:00-3:15pm General Session: Being Proactive Against Public Threats (Tenor Room)
Noel Feliciano, City of Doral Police Department
Learn how to recognize, assess, and react to threats to better protect your tenants and staff in situations of terrorism.
- 3:15-3:30pm Session Break
- 3:30-4:00pm Retail Session (Alto Room)
eCommerce & Virtual Markets
Matthew Tortora, Crave Food Systems
Learn about web and mobile technology that create a virtual farmers market to compliment your physical one. Crave Food System's mission is to strengthen food systems by building technology for local farmers, fishermen, artisans and the communities who support them.
- 3:30-4:45pm Wholesale Session (Soprano Room)
Strengthening the Ties, Defining the Roles
Moderated by Ron Batcher, USDA
Group discussion focusing on the role of wholesale markets in the current food system, programs and services available, critical infrastructure improvements and other needs, focus areas for future actions, and policy decisions.
- 4:00-4:45pm Retail Session (Alto Room)
Online Shopping Platforms for Public Markets
Sarah Levitsky, Reading Terminal Market
Hear how Reading Terminal Market is investing in an online shopping platform to keep step with the increasingly competitive grocery market and the unique challenges public markets face in implementing e-commerce.
- 4:45pm Dinner (On Your Own)
- 8:00-11:00pm Hospitality Suite



THURSDAY, MAY 3

- 7:30-8:30am Breakfast (Starbucks in Lobby, Voucher Provided)
- 8:45am Meet to Load Buses (Motor Lobby)
- 9:00am-12:00pm **Group Tour: Port of Miami (Government Issued ID Required)**
An enlightening look into the international side of the food supply chain and a behind the scenes look at the management of a complicated and diverse facility. Includes tour of recently completed tunnel and dredging that will allow for the new fleet of megaships built to utilize the expanded Panama Canal. Discussion includes import and export volume and materials, followed by dock tour during the unloading freight.
- 12:00-1:30pm **Lunch (Voucher Provided) and Sightseeing, Bayside Marketplace**
Located on Biscayne Bay in the heart of downtown Miami, Bayside Marketplace is home to over 30 restaurants, 150 shops, and exotic music.
- 1:30-2:00pm **Return to Hotel**
- 2:15-3:30pm **Retail Session (Alto Room)**
What's New at your Market? Innovative Programs and Facilities
A chance to highlight your latest project or ideas to your colleagues.
- 2:15-3:30pm **Wholesale Session (Soprano Room)**
Strengthening the Ties, Defining the Roles
Moderated by Ron Batcher, USDA
Continued discussion from Wednesday's breakout session.
- 3:30-4:15pm **NAPMM Board Meeting**
- 5:30pm **Meet to Load Buses (Motor Lobby)**
- 6:00-10:00pm **Awards Dinner (Dress is Resort Casual)**
Enjoy your last night in Miami on famous South Beach at "Havana 1957" set amongst the glory and glamour of old Cuba during the 1950's.
- 10:00pm **Hospitality Suite**

OPTIONAL PRE-CONFERENCE TOUR • SUNDAY, APRIL 29



Join us as we spend the day exploring the upper keys. We'll start by visiting local artisan shops as we head to beautiful Islamorada, six keys known for their coral reefs. Lunch includes a Key's tradition, a stop at Robbie's, home of the world-famous tarpon feeding! Not only can you enjoy a delicious lunch and signature cocktails, you can handfeed massive tarpon followed by a stroll through open air shops featuring handcrafted souvenirs. The day continues with a trip to John Pennekamp Coral Reef State Park, an undersea park where we will snorkeling over some of the most unique coral reefs and marine life in the US (equipment will be provided). Cap off the day with happy hour in Key Largo before returning to the hotel. This optional tour includes transportation, guide, lunch, and park entry. Participation is optional and limited to 20 attendees. Buses depart at 9:00am and return at 8:00pm. \$100 per person.

REGISTRATION INFORMATION

TO REGISTER

Visit www.napmm.org to print out or complete the online registration form.

Registration for the 72nd NAPMM Annual Conference includes President's Reception, educational sessions, group tours, breakfast, lunch, and Awards Banquet. All educational sessions will take place at the Hilton Miami Downtown.

	Before April 9	After April 9
FULL CONFERENCE REGISTRATION		
Member	\$350	\$450
Member Guest	\$350	\$450
Non Member*	\$445	\$545
PRE-CONFERENCE TOUR (Limited to 20 participants)		
Member	\$100	\$100
Member Guest	\$100	\$100
Non Member	\$100	\$100
SPECIAL EVENTS ONLY		
President's Reception**	\$50	\$50
Awards Banquet**	\$125	\$125

* Includes 2018 membership fee.

** For individuals attending only these events and not attending other conference activities.

REFUND POLICY

Cancellation of registration before 4/2 will result in a 75% refund; between 4/2 and 4/9 will result in a 50% refund; after 4/9 no refund will be given due to guarantees to hotel.

FOR MORE INFORMATION

Linda Best • 919.779.5258 • lindabest@napmm.org



HILTON MIAMI DOWNTOWN

1601 Biscayne Boulevard, Miami FL 33132



Located less than one mile from South Beach in an area convenient to Perez Art Museum Miami and the Port of Miami, the 4-star Hilton Miami Downtown is serving as the host hotel and educational session location for the 72nd NAPMM Annual Conference.

CONFERENCE ROOM RATE

A special rate of \$148 per night is good for three days prior to and after the conference. The deadline to secure this rate is midnight, Monday, April 9, 2018. To reserve your room with the exclusive rate call 1-800-445-8667 and provide the following group code: NAPMM

HOTEL PARKING

Self Parking \$25/night

Valet Parking \$28/night (includes in and out access)

AIRPORT TRANSPORTATION

MIAMI INTERNATIONAL AIRPORT:
Distance to Hotel: 6 miles (15 minutes)

Average Minimum Charges:

Limousine \$125
Super Shuttle \$16
Rental Car Varies
Taxi \$28
Uber/Lyft Varies

FORT LAUDERDALE/HOLLYWOOD INTERNATIONAL AIRPORT
Distance to Hotel: 24 miles (40 minutes)

Average Minimum Charges:

Limousine \$175
Rental Car Varies
Taxi \$85
Uber/Lyft Varies

THINGS TO DO IN MIAMI

MIAMI BEACH

Rich in arts, culture and Latin influenced cuisine, Miami Beach is a 7-mile long island city lined with beautiful beaches. Destination includes golfing, an Art Deco historic district, designer shopping, and renowned nightclubs.

SOUTH BEACH

Located within Miami Beach, this trendy and eccentric neighborhood is known for its Art Deco architecture, spectacular beaches, nightclub scene, and boutiques and galleries.

MIAMI DESIGN DISTRICT

This chic and eclectic area is home to an array of art galleries, showrooms, antique shops, luxury and boutique shopping, unique home décor stores, and restaurant and bar favorites..

MIDTOWN/WYNWOOD ART DISTRICT

Here you will find warehouse after warehouse turned into incredible fine art studios, which are home to the best talent and collections in the nation.

DOWNTOWN MIAMI

Downtown Miami is a fast growing area filled with skyscrapers, storefronts, shopping plazas, trendy restaurants and bars and cultural sites.

KEY BISCAYNE

Filled with sunny, beautiful beaches, this tiny sliver of land offers all the allure of South Florida. In addition to its low key appeal, Key Biscayne is also between two major parks, Crandon Park and Bill Baggs Cape Florida State National Park.





COCONUT GROVE

Coconut Grove is a charming, bayside village, with an urban Miami feel and is the oldest continuously inhabited neighborhood of Miami. The area is filled with sidewalk cafes, galleries and boutiques.

FLAMINGO GARDENS

Flamingo Gardens is a 60-acre botanical garden and Everglades wildlife sanctuary located just west of Fort Lauderdale, Florida with over 3,000 species of exotic plants and over 83 native species such as, alligators, bears, bobcats, eagles, otters, panthers, peacocks and flamingos.

ZOO MIAMI

Zoo Miami is the largest and oldest zoological garden in Florida, and the only tropical zoo in the continental United States, and his home to over 3,000 animals, 500 different species, and over 100 exhibits.

FLORIDA EVERGLADES

The largest subtropical wilderness in North America, the park protects an unparalleled landscape that provides an important habitat for numerous rare and endangered species.

The manatee, American crocodile, and the elusive Florida panther are just a few endangered animals that call it home.

EVERGLADES SAFARI PARK

This top ten Florida attraction offers a visit to the heart of Everglades National Park via airboat adventure.

MIAMI SEAQUARIUM

This world-class marine-life entertainment park where houses fish, sharks, sea turtles, birds, reptiles, and manatees. For an experience of a lifetime, reserve your Sea Trek Reef Encounter and walk underwater through our 300,000 gallon tropical reef, or enjoy a marine animal show..

VIZCAYA MUSEUM & GARDENS

This 34-room Italianate mansion museum features over 2,500 art objects and furnishings set amongst ten acres of European-inspired formal gardens with fountains and statuary, some of which date back to antiquity; a significant orchid collection totaling 2,000 specimens; and 25 acres of endangered primary growth forests.





TO REGISTER AND FOR MORE INFO

Register online: napmm.org • Info: Linda Best • 919.779.5258 • lindabest@napmm.org