

# 71st ANNUAL NAPMM CONFERENCE SCHEDULE

## MONDAY, MARCH 20

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3:00-6:00 NAPMM Board Meeting  
Dinner on your own

## TUESDAY, MARCH 21

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7:00-8:00 Breakfast (To Go Boxes) & Optional Tour Travel to Half Moon Bay  
8:00-3:00 Optional Pre-Conference **Tour (Half Moon Bay)** + Lunch TBD  
3:00-4:00 Travel Back to Hotel  
4:00-6:00 Registration at Hotel Pier 2620, San Francisco  
6:00-8:00 President's Reception  
8:00 Dinner on your own & Hospitality Suite Opens

## WEDNESDAY, MARCH 22

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7:00-8:00 Continental Breakfast at Hotel  
8:00 Registration at Hotel  
8:00-9:30 Travel & Tour to **Golden Gate Produce Terminal Market**  
9:30-11:00 Travel & Tour **San Francisco Wholesale Produce Market**  
11:00-12:00 Mobile Truck Lunch  
12:00 – 1:00 Travel Back to Hotel  
1:15-1:30 Welcoming Remarks & Logistics – Conference Committee  
1:45-3:00 Concurrent sessions: A. **FISMA-detailed look at how it will affect markets**  
B. **Developing and sustaining new revenue sources**  
3:00-3:30 Break  
3:45-5:00 Concurrent sessions: A. **Developing the case for the value of Wholesale Markets to their regions;**  
B. **Marketing and Branding Your Market( local marketing people for 20 min and then panel**  
5:00 Dinner On Your Own  
8:00 Hospitality Suite Opens

## THURSDAY, MARCH 23

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7:00-8:00 Continental Breakfast at hotel  
8:00-9:30 Plenary session: **Maximizing staff potential for a more successful operation; the ABC's of staff development**  
9:45-10:15 Travel to **Ferry Plaza Market**  
10:15- 11:45 Welcome and overview, tour Market  
11:45-12:30 Lunch on the Market , voucher provided  
12:30-1:30 Session: **"CUESA Mission. More than a market, how programs and collaborations impact the community."**  
1:30-2:00 Travel Back to Hotel  
2:15-3:00 General Membership Meeting  
3:00-4:30 **Wholesale and Retail Roundtables**  
4:45-5:30 Board of Directors Meeting  
6:30-9:30 **Awards Banquet at Hotel**  
Preview of 2018 NAPMM Conference  
After Banquet Hospitality suite opens