

Focus on Farming Conference III Speaker Biographies

Welcoming Remarks



Aaron Reardon

Aaron Reardon – Snohomish County Executive, was sworn into office in January, 2004. In his first term as County Executive, Aaron has worked with local business and civic leaders to identify economic opportunities, create new jobs and get our local economy back on track. At the center of this effort is the Focus on Farming initiative and the Agriculture Action Plan. Guided by these efforts, Snohomish County is employing new strategies to generate financial opportunities for local farmers and preserve valuable farmlands. Other successes include: implementing priority-based budgeting to close a \$13 million general fund budget deficit; enhancing government accountability and transparency through online performance measurement; and, spearheading an innovative bonding proposal to tackle our growing road, park and water quality needs – without raising taxes. Prior to being elected County Executive, Aaron served five years in the Washington State Legislature as a Senator and member of the House of Representatives. Aaron is a lifelong resident of Snohomish County and makes his home in Everett with his wife Kate, daughter Madeline and son Jack.



Ron Sims

Ron Sims – King County Executive, has built his career in public service around the progressive principles of social justice, good government and environmental stewardship. As Executive, he is charged with overseeing the 13th largest county in the nation. It includes the city of Seattle and an overall population of 1.8 million. And yet high on his agenda is farmland preservation, encouraging the purchase of locally-grown products, and helping farmers stay in a business that adds to the region's quality of life. Executive Sims champions a farmlands preservation program that has protected nearly 13,000 acres, and he was instrumental in creating the Puget Sound Fresh program that has since spread to 12 counties across the region.



Dr. Dan Bernardo

Dan Bernardo, Ph.D. – (unable to attend due to snow; remarks relayed by Curt Moulton, Chair, Snohomish County Extension) Dean, Washington State University (WSU) College of Agriculture, Human and Natural Resource Sciences – heads up the agriculture degree programs and agriculture research centers throughout Washington State, including the NW Research and Extension Center in Mt. Vernon. An economist by training, he specializes in production economics, farm management and natural resources. Before coming to WSU, he was a tenured faculty member at Kansas State (KSU) and Oklahoma State universities. As department head at KSU, he was responsible for the Department of Agriculture's Economics' teaching, research and extension programs.

Keith Stocker – Chair, Northwest Agriculture Business Center – Raised on his family's farm in Snohomish, Washington, Keith Stocker is the fourth generation of Stockers in the Snohomish River Valley. After graduating from Washington State University with a BS degree in Civil Engineering, Keith worked in the San Francisco Bay Area for 11 years. Since 1997, Keith and his wife, Janet along with their two sons, Ivan (16) and Raleigh (13), have operated Stocker Farms, Inc. Additionally, Keith serves as Chairman of the Board for the Northwest Agricultural Business Center and is President of the Snohomish Festival of Pumpkins Marketing Association.

Steve Pottle (Emcee) – Snohomish County Economic Development Manager, *Emcee* – joined Snohomish County in July, 2006. Steve is working to increase family wage jobs, retain and expand opportunities for existing businesses, agriculture and position Snohomish County for “new economy” businesses opportunities. Prior to joining the County, he served nine years as a Port Commissioner for the Port of Olympia. At the Port of Olympia, Pottle was involved in marine transportation, airport management, commercial real estate development, marina development and lobbying. Other past positions include National Sales Manager for Moore Data Management Services and Northwest Business Development Manager for Microsoft. After leaving Microsoft, Pottle authored a sales and marketing skills book titled “Capture Opportunity”. He then began his own consulting business, working with medium size businesses to increase sales, reduce costs and improve marketing and sales skills.

Keynote Speakers



Jane Eckert

Jane Eckert – farmer’s daughter and former corporate marketing executive, has become a recognized expert on Agritourism, a growing travel trend in America. She created one of the most successful tourism farms in North America and now helps farms and members of the travel industry tap into the Agritourism market. Jane works with travel professionals, farmers and ranchers in order to develop Agritourism around the country.

Raised on her family’s apple orchard outside of St. Louis, Missouri, Jane’s passion for agriculture brought her back to her roots, where she’s now Vice President of Marketing for Eckert’s Country Store and Farms. She previously spent 15 years honing her marketing expertise working for such giants as Atlantic Richfield Oil Company.

Through her innovative ideas and working closely with Convention and Visitor Bureaus and tourism authorities, she helped develop the farm into one of metropolitan St. Louis’ most popular entertainment and tourist destinations, attracting 500,000 guests annually. She has been featured in *U.S.A. Today* and interviewed for hundreds of newspapers, magazines and radio shows throughout the country. In her speeches and workshops, she has helped thousands of tourism professionals to see the financial benefits of promoting the niche product of Agritourism.

In 2001, Jane created Eckert AgriMarketing, a full-service marketing and consulting firm that offers a variety of services to the tourism industry and agricultural operations to help them harvest the rewards of Agritourism. Jane was given the leadership award by the North American Farmers’ Direct Marketing Association in 2005.



Don Stuart

Don Stuart – director of American Farmland Trust’s Pacific Northwest office, works with communities and farmers to establish programs for farmland protection and stewardship. He oversees research projects, policy initiatives and land projects and is working with several groups to increase support for farming and environmental enhancement. He’s also working to raise public awareness about the common values shared between farmers and environmentalists and to engage urban and rural leaders to develop farmland protection and stewardship strategies.

Prior to joining AFT, Stuart was the executive director for the Washington Association of Conservation Districts, where he worked with state legislators, farm groups and environmental groups. Stuart guided the initial development of the association’s role in Washington’s nationally recognized 1998 Dairy Nutrient Management Act, among other achievements.

Workshop and Session Speakers

- **Andrej Suske** – T & L Nursery, Woodinville, *Point of Purchase Techniques for Increasing Sales* – has managed T&L Nursery for the past 12 years. After a horticulture apprenticeship and subsequent horticulture study in Germany, he came to the Northwest to work and live. T & L Nursery, a wholesaler in Redmond, Washington, grows high quality, unique plants for garden centers and landscapers.
- **Andy Werkhoven** – Werkhoven Dairy Farm, *Network Farming* – owns and operates with brother Andy this 400-acre, fourth generation dairy operation on the Skykomish River, with approximately 650 head of cattle. The brothers are actively involved in developing a bio-gas digester, and the farm was the first in the state to become Salmon-Safe certified.
- **Audrey Gravley** – Regional Vice President, Community Lending, Farm Credit Services, *Home Mortgage Options for Producers and Rural Homeowners* – is passionate about rural communities and understands how a strong agricultural economy keeps them vibrant. She has been actively engaged in agriculture and other rural financing for over 30 years. A graduate of Washington State University and the Washington Agriculture and Forestry Leadership Program, Audrey currently works with staff in Burlington, Seattle, Chehalis and Wenatchee to provide competitive financing options for traditional and part-time farmers and commercial fishers, as well as rural residents. She lives near LaConner, Washington.
- **Ben and Carol Krause** – Former Dairy Producer, *The Farm, Income Diversification* – are the owners of “The Farm” in Snohomish, Washington, and famous for their corn maze shaped like the state. Both were professional teachers prior to purchasing their dairy in 1984, and continue to use their expertise to educate the public about agriculture and life in general in a most entertaining way. The Krause Family was the 1997 Dairy Family of the Year for Snohomish County, continuing the outstanding dairy heritage that had been established by the Staswick Family since the early 1900’s.
- **Carol Miles** – WSU Extension Vegetable Specialist, Vancouver, *Crop & Season Diversity* – specializes in vegetable production and has a strong interest in alternative crops and organic production. Carol has her Ph.D. in vegetable crops from Cornell University and has been teaching and learning about vegetable production for 25 years.
- **Carolyn Pinkard** – Briggs Nursery, Elma, *“Shrubs,” Panel - Innovative Plants to Drive Sales* – with 20 years experience in retail nursery management and a BS degree in Landscape Horticulture/Nursery Management, Carolyn knows her shrubs. For the past five years, she’s

been a sales representative for Briggs Nursery, one of the largest wholesale growers in the state of Washington.



Curt Moulton

- **Craig MacConnell** – Director, WSU Whatcom County, *Network Farming*
- **Curt Moulton** – WSU Snohomish County Extension Chair, *Point of Purchase Techniques for Increasing Sales*, Moderator – has, throughout his career, been at the heart of innovative marketing strategies, promoting farmers markets and Community Supported Agriculture (CSA). He’s worked to improve marketing techniques with the Christmas tree and raspberry growers in the area. In 1988, he facilitated the development of a Specialty Nursery Association and the Specialty Nursery Guide to nurseries in King and Snohomish County.
- **Dale Nelson** – Food Concepts, Inc., *From Seeds to Shelf: Retail Farm Products* – is the owner and founder of full-service specialty food development company, Food Concepts, Inc. His 25 years in the food industry have made him a passionate advocate for this artisan, Agritourism environment. Founded in 1991, the company drew upon Dale’s expertise in product innovation, new product development and a desire to create a quality specialty food experience, establishing the diverse organization and business that Dale leads today. Food Concepts operates under the following business names: Woodring Orchards at Pike Place Market in Seattle, Cashmere Coffee Company, Vitalli Syrup Company and Cacao D’Oro.
- **Daryl Williams** – Tulalip Tribal member and Executive Director of the Quil Ceda Power Corporation, *Network Farming* – has worked for the Tulalip Tribes Quil Ceda Power Corporation for over 27 years dealing with a range of fisheries and environmental issues including: development of Tribe’s air quality program; reviewing development plans within the Tribes Usual and Accustomed fishing areas for impacts to cultural resources, fish and wildlife habitats; and is currently working on a business plan for a bio-gas facility. He is currently an Environmental Liaison for the Tribes Governmental Affairs Department and was appointed to the Board of Directors of the Puget Sound Water Quality Action Team by Governor Locke in 1998.
- **David Dickson, Dr.** – Professor Emeritus, University of Wisconsin Dairy Science Department, *Tomorrow’s Dairy Producers* – was born in Everson, Washington, graduated from Meridian High School as class Valedictorian, and graduated with a BS in Dairy Science from Washington State University. He received his M.S. and Ph.D. degrees from the University of Wisconsin, and has been teaching in and/or leading the Dairy Science Department ever since. Currently, he continues his stellar tenure of leadership of the World Dairy Expo, now completing its 40th year. He is an internationally renowned author, speaker, and dairy cattle judge. Among his multitude of honors and awards, he was the Kickoff Inspirational Speaker at the National 4-H Dairy Conference for ten consecutive years, received the 2005 “Brother of the Century” Award



Dr. David Dickson

from the national Alpha Gamma Rho agricultural fraternity, Distinguished Service Award recipient from multiple organizations, and coach of seven National Championship Dairy Cattle judging teams and sixteen National Judging high teams in Oral Reasons.

- **Don Bailey** – Bailey Farms Compost, *Income Diversification* – operates a 400-acre 4th generation family farm in the Snohomish River Valley. Bailey Farms raises dairy heifers, corn silage, vegetable seed crops, and has a U-Pick vegetable operation. The farm also sells the compost they manufacture by mixing dairy manure with yard trimmings from the local area.
- **Dorie Belisle** – BelleWood Acres, *Selling to the Retailer: Teamwork Means Success* – Dorie and her husband John produce cider, dried apples, pumpkins, pears and much more from their farm and 15-species apple orchard. The Belisle's apply integrated pest management to their farm to reduce pesticide use, and use other ecologically sound principles in their production methods to contribute to a healthier ecosystem. The Belisle's are also actively involved in community programs supporting local agriculture.
- **Ed Snyder** – Vice President, Collateral Services, *Land Value Trends* – began his career as a credit officer with Northwest Farm Credit Services in Salem, Oregon in 1987. He has since held various positions within NWFCs. He became VP, Collateral Services in 1998, and is based in Spokane. He oversees NWFCs' appraisers in Washington and Oregon. Ed attended the University of Arizona and recently graduated from Whitworth College with a degree in Organizational Management.
- **Frances Hopkins** – President, Under A Foot Plant Co. (STEPABLES®), *Panel - Point of Purchase Techniques for Increasing Sales* – has been in the nursery industry for 18 years and has worked every level of the industry including retail and wholesale, from growing plants to installation. The STEPABLES® program has been national for six years and is carried by 23 distributors covering over 3,000 garden centers nationwide and into Canada. Frances received high honors in 2003 when the Perennial Plant Association named her their Young Professional of the Year. In 2005, SAF awarded her Floral Management's Marketer of the Year for her outstanding Good for Your Sole campaign. Most recently, in 2006, Greenhouse Grower's Magazine awarded her the prestigious Medal of Excellence for Marketing Achievement of the STEPABLES® brand.
- **Gary Moulton** – WSU Research Station (Mt. Vernon), *Alternative Tree Fruits & Grapes* – has worked since 1980 in the Fruit Horticulture department of the NWREC research station. In 1991 he took over the management, direction, and leadership of the Fruit Research program. He holds a Master's degree from WSU in Plant Pathology specializing in fruit diseases, and a Bachelor of Science Degree in Pomology/Fruit Science from California Polytechnic State University, San Luis Obispo, California.



Frances Hopkins



Ian Baldwin

- **Gretchen Hoyt** – Alm Hill Gardens, *Greenhouses, Hoops, High Tunnels* – started selling products at Pike Place Market over 30 years ago with husband Ben. At their Everson, Washington, farm, they grow fruit, flowers and vegetables. Considered to be authorities on extending the growing season, they practice sustainable and organic production methods.
- **Ian Baldwin** – Nursery Consultant, *Who is the Customer: Trends and Opportunities* – has been involved in the nursery industry since he was 16. Baldwin holds a BS in Horticulture from London University and an MBA from England’s Medway College and now consults throughout North America and Europe on marketing, merchandising, “retail detail,” and strategic planning. He is a columnist for both *Garden Center* and *U.S. and the Grower* magazines and his “TLC...Think Like Customers” sales motivation program has helped to increase sales at over 250 retail nurseries. His new program for the American Nursery and Landscape Association, “The Garden Center University,” has set the standard for future training in the nursery business. Throughout all of Baldwin’s work, one particular theme prevails: to help his customers make more money – and they do!
- **Jane Eckert** – Eckert AgriMarketing, *Agritourism: Farm Marketing From Scratch* – see Keynote
- **Janet Bauermeister** – US Department of Commerce, Commercial Service, *Exporting Basics* – graduated from Eastern Washington University with degrees in International Affairs and International Economics in 1993. Janet lived in Tokyo, Japan, for just over a year working as an English consultant to private business and professionals. On returning to Spokane, she developed an export strategy for a small scientific instrument company while serving as general manager. In 1997, she began work with the International Trade Alliance in Spokane, and in 1998, became director of the program. In 2000, Janet joined the US Department of Commerce, US Commercial Service as director and trade specialist for the Spokane export assistance center. Janet is also the national team leader for the Agribusiness team.
- **Jay Gordon** – Dairyman and Executive Director, Washington State Dairy Federation, *Network Farming* – the oldest active Dairy Association in the US, formed in 1892 with the purpose of advocating for the best interests of Washington's dairy families. Jay, a sixth generation farmer, along with his wife Susan and their four daughters, owns a 600-acre organic crop and dairy farm in the Chehalis Valley near Elma.
- **Jen Lamson** – Good Food Strategies, *The Best Publicity is Free* – led numerous nationwide grassroots citizen campaigns as field director and national VP of the non-profit good government group, Common Cause. She has worked with dozens of non-profit organizations, and currently serves as board chair for Cascade Harvest Coalition, where she’s been involved since 2001. Jen is skilled at defining clear messages that

engage people at a gut level and move them to action, and at creating effective, coordinated campaigns that make the most of an organization's resources.



Jim Nash

- **Jim Nash** – Henry's Plant Farm, Everett, "Color Spots," *Panel - Innovative Plants to Drive Sales* – is president of Henry's Plant Farm, a wholesale nursery specializing in young annuals, perennials, herbs, storytella® garden ferns, and indoor plants for the nursery trade. A graduate of the experiential "school of hard knocks," Jim has been working in greenhouses for 39 years, 23 of them as owner of Henry's.
- **Jim Werkhoven** – Werkhoven Dairy Farm, *Income Diversification* – with his brother Andy, owns and operates this 400-acre, fourth generation dairy operation on the Skykomish River, with approximately 650 head of cattle. The brothers are actively involved in developing a bio-gas digester, and the farm was the first in the state to become Salmon-Safe certified.



Joel & Cynthia Huesby

- **Joe Hillers** – WSU Professor Emeritus, *Tomorrow's Dairy Producers*
- **Joel and Cynthia Huesby** – Thundering Hooves, *Get it to Market: Meat & Poultry Processing* – Thundering Hooves won the 2005 Vim Wright Stewardship Award for their natural resource protection practices. A fourth generation family farm in the Walla Walla valley, Thundering Hooves produces grass-fed livestock and pastured poultry as a result of Joel's 1994 "epiphany" that farming as he knew it was no longer sustainable. Trial and error gave way to the holistic farm management and organic agriculture methods that now wins awards and brought national recognition to Thundering Hooves.



John Anthony

- **John Anthony** – Puget Sound Nursery Services, Moderator, *Soiless Media 101* – is a man of diverse talents. He has an MA in Urban Planning and 35 years of experience as a public planner and development manager. He's worked for large corporations managing design and development of large acreage sites, worked on planning boards and served as a project manager and consultant for Ch2m Hill Northwest. As co-owner with his wife Melina Anthony, Puget Sound Nursery Services has become the largest grower of containerized deciduous material in the state. John is presently responsible for the supervision of business operations, route sales and plant importations.
- **Kristin Hyde** – Good Food Strategies, *The Best Publicity is Free* – has the highly unusual credentials of having worked on both sides of the political aisle in Washington, DC, in Congress and at the White House. Kristin has spent nearly a decade leading media and communications for national and local conservation organizations, including opening the Western states offices of Resource Media (formerly Environmental Media Services), a very successful communications organization with five western US offices. Trained in the art of developing winning messages, Kristin has a record of success in enlisting powerful voices on behalf of

good causes, and garnering news coverage for her partner organizations and individuals. Those who have worked with her know Kristin as a networker extraordinaire, making connections in the unlikeliest of places and with an uncanny ability to bring the right people together for a successful collaboration.

- **Kurt Dammeier** – Owner, Beecher’s Handmade Cheese Co., *Niche and Global Marketing* – is an entrepreneur and investor with a keen sense for emerging business-to-business and consumer products trends. In 1998, Kurt formed Sugar Mountain Capital L.L.C. (SMC), and as CEO he provides long-term strategic direction and day-to-day management for Beecher’s Handmade Cheese, Pasta & Co., and Bennett’s Pure Food Bistro. His marketing-savvy, creative vision and leadership has made award-winning Beecher’s a leader in the artisan cheese industry. Board positions have included Pyramid Breweries Inc., a leader in the craft brewing industry and Allrecipes, Inc., now one of the Internet’s longest running and most heavily visited food sites, recently purchased by Reader’s Digest. Kurt received his Bachelors degree in Economics from Washington State University in 1982.
- **Micaela Colley** – Seed Researcher and Educator, Organic Seed Alliance, *Organic Seed Production* – manages cooperative breeding, research and education projects with farmers, university researchers and other seed professionals as well as coordinating the Biennial OSA National Organic Seed Growers Conference. She is the co-author of several educational publications covering topics on organic seed production, on-farm crop improvement and variety trialing. She frequently speaks publicly and teaches workshops on organic seed issues. Her eight years of organic seed experience includes managing the Seeds of Change Research Farm and starting the company’s organic bulk seed business. She holds a BS degree in crop and soils and a Master’s degree in Horticulture and Entomology from Oregon State University.
- **Mike Brown** – Director of Member Services, Northwest Dairy Association (NDA) and Darigold, *Niche & Global Marketing* – oversees many different member issues for the 620-member NDA cooperative, including milk procurement, bulk milk sales and dairy policy issues. NDA, based in Seattle, has members in four states and markets over 7.5 billion pounds of milk annually. Prior to joining NDA, Mike was the General Manager of National All-Jersey Inc. for 11 years, where he focused on component-based milk pricing programs from both a regulatory and private company perspective. During much of Mike’s tenure at NAJ, he worked to expand milk component pricing through the 1995 Farm Bill and the Federal Order reform process. Mike was raised on a small dairy farm in Western New York and has a degree in Dairy Science from Virginia Tech.
- **Mike Chittick** – Bear Creek Fine Foods, Founder and President, Woodinville, *Selling to the Retailer: Teamwork Means Success* – distributes gourmet foods from small producers of some of the world’s

finest artisan foods. These producers are dedicated to providing products which embody quality, integrity, and the unique flavors of regional cooking. Bear Creek Fine Foods is dedicated to providing first-rate distribution services of these fine products to upscale specialty retailers throughout North America.

- **Nash Huber** – Nash’s Organic Produce, Producer, *Organic Seed Production* – has farmed the Dungeness Delta for over 25 years using organic growing methods. Today, Nash and his crew farm nearly 400 acres and provide the region with more than 100 different varieties of healthful and nutritious fruit and vegetables. As “Washington Certified Producer #4” in the Washington State Department of Agriculture’s organic certification program, Nash is one of the State’s "organic pioneers." A tireless advocate for farmland preservation in Clallam County, he has provided leadership, innovation, and inspiration to many and is a collaborating force in the preservation of hundreds of acres of farmland threatened by development.
- **Ned Zaugg** – Director, WSU Extension Skagit County and Dairy Agent, *Income Diversification* –provides educational programming to Snohomish, Skagit, Island, Clallam and Jefferson County dairymen. This includes conducting educational programs as a member of the WSU Dairy Team. Ned cooperates with other agencies and businesses to provide educational materials and events which address solutions to environmental concerns. He also collaborates with dairy organizations to provide educational events for the general public. Ned coordinates area 4-H and other youth dairy activities to teach project skills, safety around animals and farm equipment and provides opportunities for personal achievement and leadership development.
- **Peggy Campbell** – Horticulturist and WSU Snohomish County Extension Education Coordinator, *Panel – Innovative Plants That Drive Sales*, Moderator – has made a career of tracking and responding to consumer gardening trends. As the Director of Education, Events and Marketing – public outreach programs – at Molbak’s for over 20 years, she now serves the industry through her work with WSU Extension by developing continuing education programs for nursery and agriculture professionals.
- **Richard Sakuma** – Sakuma Brothers Farms, *Greenhouses, Hoop Houses and High Tunnels*
- **Rita Hummel, Ph.D.** – WSU Associate Professor, *Soiless Media 101* – specializes in improving cultural practices for the production and establishment of nursery and greenhouse plants. Dr. Hummel teaches credit courses at WSU Puyallup, and has published numerous papers. She’s an ever-popular speaker at events for both nursery and landscape professionals.



Rita Hummel

- **Scott Smith** – Vice President of Marketing for Haggen, Inc., *Selling to the Retailer: Teamwork Means Success* – oversees marketing for one of the nation’s top 75 grocery chains, which includes Haggen and TOP Food & Drug stores in Washington and Oregon. Since joining Haggen, Scott has led the company’s launch of the first grocery loyalty card program in the Northwest (the Haggen C.A.R.D. in 1997), the TOP Food & Drug “Quality in the Bag, Savings in the Bill” advertising and branding campaign, the introduction of Splash, the company’s ambassador, and many other successful marketing initiatives.



Sharon Collman

- **Sharon Collman** – WSU Snohomish County Extension Educator, *Who is the Customer: Trends and Opportunities*, Moderator – has worked for WSU Extension for 25 years, first building the WSU Master Gardener program then moving on to build an award-winning horticulture and integrated pest management educational program for nursery and landscape professionals.

- **Steven W. Kuhn** – Marketing Manager, Wilson Orchard & Vineyard Supply, Yakima, *Greenhouses, Hoop Houses & High Tunnels* – attended California State University, Chico, receiving a BA in Communications in 1983 and a Master’s in Public Administration in 1988. In graduate school he worked for the state of California in Economic Development and Planning as a researcher. Upon graduating, Kuhn worked for the Dole Food Company in the sales and marketing of dried fruits, nuts and juices for 9 years. Kuhn’s last 11 years have been with Wilson Orchard and Vineyard Supply Company as sales manager marketing agricultural products for various fruit and vegetable crops. He specializes in products that modify the growing environment to improve and increase production and quality.



Teri Walsh

- **Teri Walsh** – Skagit Gardens (Mt. Vernon), “Perennials,” *Panel - Innovative Plants to Drive Sales* – covers Puget Sound, Oregon and Northern California as a sales rep for Skagit Gardens. She’s provided quality perennials to retailers, and offered valuable presentations to nurseries for 25 years – a welcome presence at nursery events throughout the region.
- **Tom Bronkema** – Challenger Ridge and Lahar wineries (Skagit Valley), *Local Climate Bears Fruit* – is vineyard manager of Challenger Ridge Winery, and both owner and winemaker of Lahar Winery. Challenger Ridge vineyard produces a fine Pinot Noir, plus other wines from Yakima Valley grapes. Tom is a member of the North Cascades Wine Alliance.
- **Vance Corum** – AdVance Marketing, *Display & Marketing Techniques to Boost Sales* – Vance Corum has 27 years experience in all realms of agricultural direct marketing while working with state government, non-profits and the private sector. He has worked creatively with the media, written magazine articles, produced events to connect specialty food producers with top chefs, developed conferences, and conducted market

research in various states and countries. Having studied markets throughout Europe, Asia and the Americas, his primary joy is helping organize farmers' markets in 70+ communities and restore markets in countless others from Washington to Maine. He is co-author of The New Farmers' Market, lauded as the foremost guide for the farmers' market industry.

- **Vic Jensen** – Vic Jensen and Sons Dairy, Inc. and Golden Glen Creamery, *Income Diversification* – and wife Judy worked hard to build up to a 400-cow dairy. After over 30 years in the business, the operation has started production of its own hand-crafted cheese business, Golden Glen Creamery. Their newest products are flavored and raw milk.
- **Wade Bennett** – Rockridge Orchards & Cidery, *Crop & Season Diversity* – is a successful farmer and entrepreneur whose products are gaining recognition and popularity at farmers markets throughout the Puget Sound region. Continually expanding their varieties of exotic, heritage and heirloom fruits and vegetables, they seek out the very best flavors from every corner of the world. Tomatoes, cucumbers, melons, fruits, unusual herbs and greens from China, Japan, Italy, France, South America and Russia are just some of the new varieties added this year.
- **Wendy Knopp** – Assistant Vice President, AgVision, *Loans for Young and Beginning Producers* and *Strategic Business Planning* - graduated from Gonzaga University with a degree in Education. Later she returned to Gonzaga, obtaining her master's degree in Administration and Organizational Leadership. She began her career with Northwest Farm Credit Services shortly after graduation. Today she manages the AgVision program, where she promotes products and programs targeting young, beginning, small and minority producer's needs.



John Roney – Appointed Snohomish County's Agricultural Coordinator by County Executive Aaron Reardon in 2004, John is the point person for the county's agriculture program. As Ag Coordinator, John represents the county on local, regional, state and national issues, and works with farmers and other Ag groups on issues and opportunities that directly affect them. He's also tasked with promoting the vitality and sustainability of agriculture in the county, building public awareness about the value of farms and farmland, and sourcing avenues for expanding markets and increasing farm revenues. Grandson of a Dakota wheat farmer, John has a strong affinity for the farming life.