

# Cultivating a Collaborative Culture with Vendors

• VIRGINIA • FARMERS • MARKET •



• ASSOCIATION •

# Happy Vendors, Happy Market

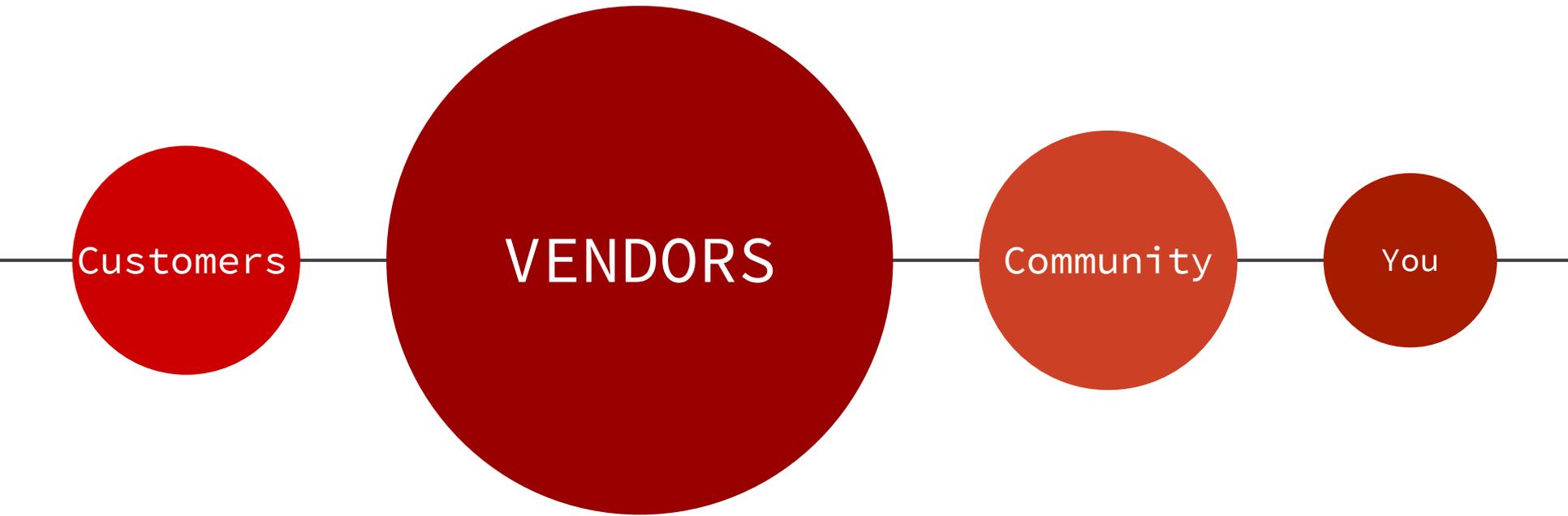
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Interactive Break-Out Session & Group Discussion

Goals:

- Identify & Troubleshoot Market Concerns That Impact Vendors
- Define Your Role as the Market Manager as it Relates to Culture
- Define the Role of your Vendors as it Relates to Market Culture
- Learn How to Communicate Your Market Culture to New & Existing Vendors.
- Learn How to Improve Your Market Culture, Starting With You

# Know Your Market



**Maisie the Market Manager & the  
Crazy, Chaotic, Challenging, By-The-Seat-Of-  
Her-Pants Kind of Market Day**

# Market Challenges

**Market Manager:**  
Are You Ready?

**New Vendors:**  
Do They Know What They Don't Know?

**Market Conflict:**  
Vendor vs. Vendor

# Market Challenges

## Market Conflict:

Vendor vs. Market Rules & Manager

## Community Involvement:

When Politics, Religion, Government & the Market collide.

## Vendor Communication:

Requesting Respectfully - It Goes Both Ways

# Culture Development

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Interactive Break-Out Session & Group Discussion

- Each table assigned a topic to address
- Tackle each situation from various perspectives
- Focus on Respect & Positive Results
- Communication is Key! Determine how to effectively communicate the resolution.

# Vendor Communication

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- Marketing, Promotion, & Social Media: Help Me Help You.

- Market layout & Stall Assignment

- Vendor Product Placement



**“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”**

**- *Paul Hawken***

**Laura Reilly**  
**Lisa Dearden**

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