



# 2023 NMFMA STAFF CONTACTS



**Need help determining who to contact with a question?** This reference can help you decide. The info at left provides contact information, or you can leave a message for all staff at 505-983-4010.

## CONTACT INFORMATION

### **SARAH THOMPSON**

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### **KIRSTEN HANSEN**

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### **ANDREA WARNER**

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### **SONORA RODRÍGUEZ**

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### **COREY MANSFIELD**

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### **BRYAN CRAWFORD-GARRETT**

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### **MICHAEL VENTICINQUE**

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### **SHEENA TALLIS-TALLMAN**

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505-983-4010

## NUTRITION INCENTIVES TEAM

### **SARAH THOMPSON**

#### *Nutrition Incentives Programs Director*

- Oversee Nutrition Incentives Team and programs
- Manage vendor training for SNAP, Double Up, and FreshRx
- Provide market and store owner training for Double Up Food Bucks
- Connect outlets with EBT Machines
- Provide data collection oversight

### **KIRSTEN HANSEN**

#### *FreshRx Program Manager*

- Manage FreshRx program (state and federal programs)
- Develop and manage health clinic relationships
- Provide value chain coordination
- Manage program data and evaluation

### **ANDREA WARNER**

#### *Market Manager Liaison and Double Up Food Bucks Outreach Coordinator*

- Coordinate the market manager brown bag lunch series
- Support Double Up outreach materials and strategies
- Support Market Ambassador programs
- Support Double Down initiative, educational content

### **SONORA RODRÍGUEZ**

#### *Double Up Food Bucks Outreach Coordinator for Bernalillo County*

- Support Double Up outreach materials and strategies
- Support Market Ambassador program
- Support Double Down initiative, educational content

### **COREY MANSFIELD**

#### *Nutrition Incentives Programs Administrator*

- Support Double Up and FreshRx reporting
- Provide Invoice and sales tracking support
- Conduct program registration and data collection

## APPROVED SUPPLIER PROGRAM & VALUE CHAIN TEAM

### **BRYAN CRAWFORD-GARRETT**

#### *Food Systems Initiatives Director*

- Manage all facets of the Approved Supplier Program
- Support development of the New Mexico Grown program
- Oversee research and program evaluation (organization-wide)
- Manage the Community Cultivator program
- Co-lead the value chain project

### **Michael Venticinque**

#### *Value Chain Coordinator*

- Deliver food safety training to farmers and food hubs
- Connect farmers with buyers, statewide
- Provide farmers with technical assistance
- Offer USDA GAP auditor services, as needed

### **SHEENA TALLIS-TALLMAN**

#### *New Mexico Approved Supplier Program Coordinator*

- Coordinate food safety trainings, statewide
- Coordinate Approved Supplier Program applications
- Manage the Approved Supplier Program Lists
- Support buyer-grower trainings and events

**MORE CONTACTS ON BACK**

**MARKETING AND OPERATIONS TEAMS ON BACK**



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### MARK CHAMBERLAIN

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### DENISE MILLER

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### ALISON PENN

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### JENA MARQUEZ

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### SCOTT KNAUER

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### ALLY JACOBS

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### CATHERINE BACA

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### CHARISE GONZALES

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### JOANN JARVIS-OLIVAS

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505-983-4010

**MORE CONTACTS ON BACK**

## MARKETING TEAM

### MARK CHAMBERLAIN

#### *Marketing/Creative Director*

- Oversee marketing and branding strategies
- Supervise the Marketing Team
- Provide design and creative direction
- Oversee print production

### DENISE MILLER

#### *Executive Director*

- Provide strategic direction for program support
- Develop content for print, radio, etc.

### ALISON PENN

#### *Communications Coordinator*

- Write newsletters and coordinate outreach
- Support marketing team
- Recipe development, blog posts

### JENA MARQUEZ

#### *Digital Marketing Specialist*

- Manage social media strategy and content development
- Support NMFMA programs with social media content
- Provide New Mexico Grown program support

### SCOTT KNAUER

#### *Marketing Technology Specialist*

- Provide marketing support across programs
- Coordinate all website updates
- Manage technology needs across the organization

### ALLY JACOBS

#### *GoodFoodNM Coordinator*

- Manage the GoodFoodNM texting program
- Create content for the messages
- Provide partner support

## OPERATIONS TEAM

### DENISE MILLER

#### *Executive Director*

- Oversee general operations & programs
- Develop public/private partnerships
- Manage grants and development
- Provide lead policy
- Co-lead value chain project
- Support New Mexico Grown

### CATHERINE BACA

#### *Membership Coordinator*

- Provide membership support and payment assistance
- Support membership website access & use
- Assist markets with liability Insurance
- Coordinate annual conference registration

### CHARISE GONZALES

#### *Director of Finance and HR*

- Manage the organization's finances
- Oversee internal controls
- Manage human resources

### JOANN JARVIS-OLIVAS

#### *Data Entry and Administrative Assistant*

- Provide markets with promotional funds
- Support finance department with data entry

**NUTRITION INCENTIVES,  
APPROVED SUPPLIER, AND  
VALUE CHAIN TEAMS ON BACK**