



2024 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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COREY MANSFIELD

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SHEENA TALLIS-TALLMAN

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MICHAEL VENTICINQUE

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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

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

ALENA PAISANO

Food Systems Program Director

- Manage all facets of the Approved Supplier Program
- Support development of the New Mexico Grown program
- Support interagency collaboration and co-chair NM Grown Coalition
- Foster strategic partnerships with public and private partners
- Project management for the value chain project

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

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

MORE CONTACTS ON BACK

MARKETING AND OPERATIONS TEAMS ON BACK



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CONTACT INFORMATION

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ANDREA WARNER

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MORE CONTACTS ON BACK

OPERATIONS TEAM

DENISE MILLER

Executive Director

- Oversee general operations & programs
- Develop public/private partnerships
- Manage grants and development
- State policy lead
- Co-lead value chain project
- Support New Mexico Grown
- Provide strategic marketing direction for program support
- Develop marketing content for print, radio, etc.

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

AMY LUCKER

Data Entry and Administrative Assistant

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

MARKETING TEAM

MARK CHAMBERLAIN

Marketing/Creative Director

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

ALISON PENN

Communications Administrator

- Write newsletters and coordinate email 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

ANDREA WARNER

Market Manager Liaison

- Provide support to farmers' market managers, farm stand owners, and other direct sales outlets.
- Support with annual market surveys and data collection

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