

Kathy Zeman

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Professional Qualifications

Expertise in food licensing issues in Minnesota.

Strong analytical and critical thinking skills.

Proven instructional systems design skills for producing quality training materials.

Freelance writer, technical and popular styles; Associated Press Stylebook.

Expertise in working with volunteers, both youth and adult, to achieve program goals.

Adept at grant writing and grant reviewing.

Professional Experience

Operations Manager, Minnesota Farmers' Market Association

Nerstrand, Minn. ☞ 2012 – present

Manage the business of MFMA, including various grants and educational workshops. Do environmental scanning in the direct sales market in order to influence public policy applicable to MFMA. Spearheaded the effort to successfully pass two bills in the Minnesota Legislature that benefit farmers' markets. Editor for the newly revised, 265-page, 2015 Farmers' Market Manual. Serve on several statewide committees dealing with local foodshed issues and work closely with the Minnesota Department of Agriculture and the Minnesota Department of Health on food licensing issues. Part-time, from my farm office.

Farmer, Simple Harvest Farm Organics

Nerstrand, Minn. ☞ 2001 – present

Own and operate a certified organic diversified grass-based livestock operation of broilers, turkeys, ducks, geese, goats, sheep, pigs, beef, chickens, meat rabbits; and vegetable and herb gardens. Make and sell various value-added farm products, both directly from our Farm Shoppe and at the Riverwalk Farmers' Market. Work with college interns and community groups to introduce people to a food-production farm. Organize group buys of certified organic feedstuffs for my farm and smaller area farmers.

Stocker / Project Coordinator ☞ Just Food Co-op, Northfield, Minn.

☞ 2008-2012

Worked part-time in the meat and cheese department. In 2009, contracted to organize the co-op's capital improvement campaign, working with staff, other co-op owner-members and the Board.

Senior Computer Systems Analyst ☞ Federated Insurance

Owatonna, Minn. ☞ 1998 – 2003

Successfully worked from home for two years as an instructional design specialist. Developed computer-based training and web-based training with Macromedia Flash, Camtasia Studio, SnagIt, and a studio of other applications. Also developed training manuals for a variety of software applications, including Outlook 2000, Federated's Mobile Environment, etc. and published them on Federated's intranet.

Professional Experience (continued)

Communication and Convention Director ☞ Minnesota Pork Producers Association ☞ North Mankato, Minn. ☞ 1996 – 1998

Editor and publisher of the 32-page bimonthly magazine *Minnesota Pork News* and the monthly newsletter *Minnesota Pork Leader*. Decreased costs by 25%, leading to a first-time ever profit on the magazine; changed format to allow for ads to pay for 60% of the newsletter costs. Managed the Minnesota Pork Congress, Minnesota's largest annual trade and educational show for pork producers. Contracted with over 300 companies for booths in the trade show. Decreased expenses 10%, accounting for a 13% increase in profit. Worked with numerous volunteer committees on assorted issues.

Extension Educator ☞ University of Minnesota Extension ☞ Steele, Rice, Stevens, Chisago, and Koochiching Counties ☞ 1989 – 1996

Managed and organized hundreds of youth and adult volunteers to achieve the goals of their programs. Facilitated a citizens group to analyze the county's zoning ordinance and feedlot rules implications. Wrote and received a \$40,000 matching grant from the Minnesota Pollution Control Agency for the county's feedlot program. Developed a youth leadership program to teach about animal agriculture. Wrote and received an \$18,000 Minnesota Department of Education Serve America grant to establish service learning, mentoring, peer partners, and an Adventure Initiatives Camp for an area high school. Conducted focus group interviews with adults and youth throughout the county. Wrote and developed supporting materials and presented results at community forums. Developed with an area Chamber of Commerce a 12-month leadership program designed to teach citizens on an annual basis the different entities in the county.

Executive Assistant, World Class Genetics Inc. Caruthers, Calif. ☞ 1983 – 1989

Managed the sire program, including the selection, leasing and sampling of bulls. Managed semen collection controls and inventory; monitored progeny development. Supervised office staff. Presented sales seminars on diagnostic pregnancy kits. Designed and produced annual sire catalogs and bimonthly newsletters. Developed the advertising program in 17 state and national publications. Researched and wrote *Proof for the Proofs*, highlighting herdmate comparisons of daughter and dams. Designed and managed company booths at various conventions.

Community Activities

Director. Just Food Co-op Board. Northfield, Minn. 2015-present.

Freelance writer. Publications include *Hay & Forage Grower*, *Soybean Digest*, *Morris Sun and Tribune*, *Owatonna People's Press*, *Minnesota Holstein News*, *Holstein World*, *Hoard's Dairyman*.

Education

Bachelor of Science, August 1986. Major: Agriculture Business. Minors: Agriculture Economics and Farm Management. University of Wisconsin – River Falls.

Related Experience

Steering Committee, Minnesota Local Food Advisory Committee
Grant writer and reviewer, for various organizations