

**WELCOME 2012 CROP OF MFM VOLUNTEERS!  
HERE WE GROW!**

First, thank you for your interest in becoming a member of a very special farm family of volunteers who support the Memphis Farmers Market's commitment to provide a stellar crop of customer-conscious and service-oriented volunteer services!

Our volunteers number in the hundreds and are dedicated to furthering the cause of a worthwhile, nonprofit, community organization, and we appreciate their participation and assistance! We hope you'll join us as we "sow in the fun"!

Growing into its seventh season, the Memphis Farmers Market in Downtown Memphis has planted an exciting season filled with fresh local produce, vendor goods, health initiatives, entertainment, family activities, and community interaction for the 2012 season — every Saturday!

~~~~~

**2012 MFM OPENING DATE:** April 7  
**2012 MFM CLOSING DATE:** October 27

**MARKET OPERATION HOURS:**  
Saturdays, 7am–1pm

**LOCATION:**  
Central Station Pavilion, corner of Front and G.E. Patterson in Downtown Memphis

~~~~~

**HOW TO SIGN UP TO BE A MEMBER OF OUR VOLUNTEER DATABASE**

- From our homepage ([www.memphisfarmersmarket.org](http://www.memphisfarmersmarket.org)), click **Become a Volunteer**
- Follow the instructions and link to **sign up for our email list**
- Make sure you click the *BECOME A VOLUNTEER* box
- Tada! You're now a member of our team!

**THEN WHAT HAPPENS?**

- Your name, email, and cell# are added to our MFM volunteer team database (We never sharecrop your contact information with anyone. We're family, after all!)
- Each Monday or Tuesday, you receive a "Call For Volunteers" email soliciting specific volunteer help for the following Saturday's market.
- Reply to that email only if you can commit to volunteering that Saturday for one of the solicited volunteer shifts and duties (general job descriptions below). In your email, specify the duty and shift you can commit

to. You'll receive a confirmation email with additional information about your responsibilities and shift for that Saturday.

- If you cannot volunteer that Saturday, just ignore the email and await the next week's call! There's never any obligation or pressure to volunteer! Just sign up whenever you can.

**Please make sure you review our Market Policies for Volunteers. Click [HERE](#).**

### **READY? LET'S DIG IN AND HARVEST SOME GOOD NUTRITION AND GOOD TIMES!**

MFM Volunteers Cultivator  
Terre Gorham  
terregorham@comcast.net  
901-481-0275

## **WEEKLY VOLUNTEER SHIFTS AND JOB DESCRIPTIONS**

### **VENDOR CHECK-IN:**

**Shifts**  
6am - 8am

You are the crack-of-dawn, welcoming beacon for our hard-working vendors as they arrive to begin their day at our market! When you arrive, grab a radio at the Market Information Table (which will be in the midst of setting up), as well as the vendor check-in list. Then head to your assigned check-in slot.

### **Skill Set**

Attention to detail, diplomacy, friendliness, and an innate ability to communicate are just the ticket here!

### **Responsibilities**

- Using your clipboard vendor list, log in the vendors as they arrive, noting the time of arrival.
- Direct the vendor to his assigned slot in the pavilion.
- Stay in radio contact with your Vendor Check-In partners to help direct vendors to their assigned stalls.
- Stay in radio contact with the Market Manager if clarification or further information is needed.

### **Special Notes**

- Working volunteers must wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

### **Front Street Vendor Check-In**

You are the initial point of contact --- with the title of President of First Impressions! You are situated at the south entrance where vendors assigned to the Trainside Pavilion enter. (The north drive is barricaded and used solely for special events or as an emergency exit.)

As each vendor pulls in, check their name off your list, record the time, tell them their assigned stall number, and direct them on down into the market pavilion. Remind vendors not to accidentally block other vendors' stalls and accesses.

Radio the Pavilion Vendor Check-In Volunteer with info on who has arrived and what stall number they are headed toward.

The Pavilion Vendor Check-In Volunteer assists the vendors in finding their stall location as needed.

If there is any conflict or inconsistency with stall assignments or if the vendor is not on your list, have them pull over to the street curb to keep the driveway clear, and radio the Market Manager.

Once all vendors are checked in — or when 8am arrives — take your check-in list and radio to the Market Information Table. That marks the end of your shift and the beginning of your shopping day at the market!

### **Trainside Pavilion Vendor Check-In**

Read your partner's responsibilities above.

You are positioned under the Trainside Pavilion. When the Front Street Check-In Volunteer radios you the name and stall assignment of an incoming vendor, you move to "intercept" that vendor and help him find his appropriate stall location.

You then check them off your list, record the time, and give them a welcoming hello. If they need any special assistance or materials, locate a Pavilion Patroller to help them get situated. NOTE: Vendors are responsible for setting up their own tents and merchandise.

Once all vendors are checked in — or when 8am arrives — take your check-in list and radio to the Market Information Table. That marks the end of your shift and the beginning of your shopping day at the market!

### **Riverside Pavilion Vendor Check-In**

You are the initial point of contact --- with the title of President of First Impressions --- for those vendors assigned stalls in the Riverside Pavilion! You are situated at the market street entrance just north of where

the Trainside Pavilion Vendors enter. (The farthest north drive is barricaded and used solely for special events or as an emergency exit.)

As each vendor pulls in, check their name off your list, record the time, tell them their assigned stall number, and direct them on down into the Riverside Pavilion. Remind vendors not to accidentally block other vendors' stalls and accesses.

You'll work in tandem with a partner so that one can check in, and the other can direct the vendor to the appropriate slot.

If there is any conflict or inconsistency with stall assignments or if the vendor is not on your list, have them pull over in the parking lot to keep the driveway clear, and radio the Market Manager.

Once all vendors are checked in — or when 8am arrives — take your check-in list and radio to the Market Information Table. That marks the end of your shift and the beginning of your shopping day at the market!

### **SITE SET-UP & TEAR-DOWN**

#### **Shifts Available:**

6am - 8am

12:30 - 2pm

This gig is your Saturday workout! Muscles and energy at the ready because we've got work to do!

1st shift transforms a vacant bus station pavilion into an inviting, thriving environment conducive to providing market customers with a warm, familial environment. The 2nd shift reverses the process at the end of the market to return the site to its former self — until the next market Saturday!

#### **Skill Set**

Highly-energetic, proactive, take-charge, and loves-to-get-physical types are needed here. Set-up and tear-down times are a flurry of beehive activity and physical exertion, mixed with plenty of camaraderie, laughs — and lots of coffee and cool beverages!

#### **Special Notes**

- Working volunteers must wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

#### **1st Shift**

**(6am – 8am)**

Roll up your sleeves, and let's hit it!

We hit the ground running, moving boxes of supplies out of the on-site storage facility; setting up signage in the parking lot and around the pavilions; positioning vendor barricades and temporary trash bins; hauling out cafe tables, umbrellas, and chairs; setting up cooking demo tents, information tables, musician sets, and the market cafe — in short, doing whatever is needed to "open the market" at 7am and have it ready to graciously host our customers and that day's planned activities!

Then? Grab a free cup of well-earned coffee or juice and look around at the magical atmosphere you've created! We suggest shopping during your cool-down!

**2<sup>nd</sup> Shift**  
**(12:30pm – 2pm)**  
Closing up shop!

We can start putting away some things while the market winds down, but when the clock strikes the closing bell of 1:00, the full-blown take-down begins! We basically reverse what the 1st Shift did (see above), breaking down and moving everything back into the on-site storage facility in a neat and orderly fashion.

**Note:** 2nd shift perks often include reduced-price goods, sometimes as low as FREE!!

## **PAVILION PATROL**

**Shifts:**  
6am - 10am  
10am - 2pm

You rule beneath the "big tops"! You're on constant patrol throughout the market, looking for ways to make the market experience the best it can be for visitors and vendors alike. Smile! Keep the area picked up and safe!

Do vendors need a break? Does a customer need your help transporting their purchases to the car? Does the Petsitting Tent need your assistance? What can you do to help our market visitors AND volunteers?

Your free-roaming domain encompasses all things that contribute to the perfect market experience!

### **Skill Set**

- Customer service-minded, safety-minded, high energy, task-oriented, focused, friendly, and self-managed

### **Responsibilities**

- Keep the market picked up and clean; keep the bathrooms stocked with soap, paper towels, toilet paper
- Patrol constantly, seeking ways to help vendors, customers, and fellow volunteers
- Offer to babysit vendor booths so the vendor can take a short break

NOTE: Please let the vendor know that you can man his booth for only 15 minutes maximum! If the vendor has not returned after 20 minutes, take the vendor's cash box to the Market Information Table and resume patrolling.

- Look for ways to provide a perfect market experience for everyone
- Remain on call and available for spur-of-the-moment needs and assistance

### **Special Notes**

- Working volunteers must wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

### **1st Shift**

**(6am – 10am)**

Let's get moo-ving!

Grab a cup of get-up-and-go! Mornings are a flurry of activity as we move boxes of supplies out of the adjacent storage facility, set out signage in the parking lot and around the pavilion, barricade the vendor exit, set up and line temporary trash bins, and help situate tables and chairs, special activity areas, the market cafe — in short, helping in whatever way needed to "open the market" and have it ready for our customers and that day's planned activities.

Then? You are ON PATROL! (See responsibilities section above.)

Please don't leave at the end of your shift until your replacement arrives. Bring her up to speed on any relevant matters, then grab a to-go drink and congratulate yourself on a morning well spent helping our community ... with MFM's utmost thanks and appreciation!

### **2nd Shift**

**(10am – 2pm)**

Please be on time — or better yet, early! Head to the Market Information Table and get briefed by your 1st-Shift Patroller counterpart. Review the 1st Shift duties above --- they are yours, as well!

When the market closes at 1pm, take-down begins! Turn on your after-burners! Everything detailed in the 1st Shift setup duties above are thrown into reverse, with you helping throughout the pavilion to "close down the market" in a variety of areas and return it to a market-free area until the next Saturday --- with our utmost thanks and appreciation!

**Note:** 2nd shift perks often include reduced-price goods, sometimes as low as FREE!!

**MARKET INFORMATION TABLE**

**Shifts:**  
6am - 10am  
10am - 2pm

You sit at the console of MFM Mission Control in the "point position" for everything at the market in terms of information, customer service, merchandise purchases, EBT and credit card transactions, and board member support. And you get to meet and chat with the market regulars and newcomers both!

**Skill Set**

- People-oriented, detail-oriented, multitasking, focused personality with a take-charge, pro-active mindset!
- Ability to handle monetary transactions (cash and credit)

**Responsibilities**

- Be a frontline ambassador for the market: greet and engage market visitors. SMILE!! WELCOME!!
- Sell and keep inventory of MFM promotional items
- Handle EBT and credit card token transactions
- Answer questions and access information helps at the table

**Special Notes**

- Working volunteers must wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

**1st Shift**  
**(6am – 10am)**  
Opening Up Shop

We start by setting up our Mission Control domain! Carry tables from on-site storage, position them in your stall, and cover with MFM tablecloths. Open supply tubs that contain merchandise for sale, information flyers, brochures, and support supplies, such as tape, extension cords, signage, tools, first-aid kit, and other materials kept at the table. You have a notebook/clipboard filled with information to help you answer all questions and provide the best information and customer service possible to our market visitors.

Please don't leave at the end of your shift until your replacement arrives. Bring her up to speed on any relevant matters, then grab a to-go drink and congratulate yourself on a morning well spent helping our community ... with our utmost thanks and appreciation!

**2nd Shift**  
**(10am – 2pm)**

Please be on time — or even better, early!

Head to the Market Information Table and get briefed by your 1st Shift counterpart. There will be a seasoned pro on hand to help you. Review the 1st Shift's duties above --- they are yours, as well!

When the market closes at 1pm, take-down begins! Merchandise and support materials are counted, inventoried, recorded, and repacked into the plastic supply tubs. Tables are broken down and carried back to the on-site storage. You'll assist however necessary to return the market site to its pre-market condition, then leave with our utmost thanks and appreciation!

**Note:** 2nd shift perks often include reduced-price goods, sometimes as low as FREE!!

## **MARKET CAFE**

### **Shifts:**

6am - 10am

10am - 2pm

You are the "pause that refreshes!" at our Market Cafe, a restful oasis in the midst of market shoppers hard at work and play! This station serves our customers with a variety of beverages and light snacks for sale. Our sole mission is to serve, keep the area clean and stocked, and provide a delicious respite for those seeking refreshment. Just imagine ... you are a cafe owner!

### **Skill Set**

- Friendly, cheerful, engaging, high-energy, and multitasking personality
- Attention to detail --- it \*is\* all about THEM!
- Ability to make change and cheerfully handle people and money!

### **Responsibilities**

- Take cafe orders, fill them, collect money, and make change
- Keep the area stocked, cleaned up, and welcoming
- Engage in (short!) conversation with your customers
- Set-up and/or tear-down responsibilities

### **Special Notes**

- Working volunteers must wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

### **1st Shift**

**(6am – 10am)**

Wake up, and let's get cookin'!

Get that coffee brewing and the doughnuts ready! The Coffee Cart (aka "The Beast") must be rolled into position, the area stocked, and the cafe made ready to accommodate the market's customers by 7am!  
GOOD MORNING!

Please remain on your shift until your replacement arrives. Bring her up to speed on any relevant matters, then finish up any last-minute shopping and congratulate yourself on a morning well spent helping our community ... with the MFM's utmost thanks and appreciation!

**2nd Shift**  
**(10am – 2pm)**

Serving up the Best of the Afternoon

Please be on time — or best yet, early! Your 1st Shift counterparts have put in a long, hard (early!) morning and deserve to leave on time! Head to the cafe for a debrief by the outgoing 1st Shifter. You will be teamed with seasoned pros to shovel up an afternoon of enthusiastic community and culinary consumption!

When the market closes at 1pm, take-down begins! When the coffee cart (aka "The Beast") is at last wheeled into storage to await another market Saturday, congratulate yourself on an afternoon well spent helping our community ... with MFM's utmost thanks and appreciation!

**Note:** 2nd shift perks often include reduced-price market goods, sometimes as low as FREE!!

**PET-SITTING TENT**

**Shifts:**

7am – 10am

10am – 1pm

Sit! Stay! Play!

The Dog Days of market summers yip a welcoming wagging tail at the market --- just not IN the market because of Health Dept. regulations. So? We provide a Pet-Sitting Tent in the grassy area on the north side of the pavilion, where Rover romps alongside his Volunteer Petsitter!

**Skill Set**

Woof! Woof! This position requires a natural love and understanding of man's best friend! Lots of petting, playing, romping, and loving! The tails are wagging already!

**Responsibilities**

- Absolutely first and foremost: safe oversight of our four-legged charges. Their safety is No. 1 always!
- Every pet owner signs a waiver form on the clipboard provided at the tent table.
- Make sure collars are tight, water bowls are filled, and dogs are safely separated as needed.

- Never handle more animals than what you're comfortable handling. It's OK to tell visitors that they'll have to wait until you free up.
- Walk! Play! Tumble! Or ... sleep with your dog! Do whatever necessary to keep your invaluable visitor happy and entertained while waiting for Mom and Dad to return from shopping at the market!
- And remember, what goes in must come out, so poop bag pick-up duty is part of the gig!
- Keep an eye out for people coming into the market pavilion with their pets. Kindly make sure they know that unless the animal is a "service animal" (use those exact words) for people with disabilities, pets are not allowed inside the market because of Health Dept. regulations.

### **Special Notes**

- Working volunteers wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

### **1st Shift** **(7am – 10am)**

Check in with the Market Information Table, make a nametag, grab some liquid refreshment, and then head out to the tent with your petting hand ready!

Help set up the table and tent, situate chairs, fill and position water bowls, and distribute any information materials at the Pet-Sitting Tent that MFM provides.

Please don't leave at the end of your shift until your replacement arrives. Bring her up to speed on any relevant canine matters, then turn over any of your special charges to her for continued care. Don't forget to shop before you leave! Good boy! Good girl! Thank you!

### **2nd Shift** **(10am – 1pm)**

Please be on time — or better yet, be early! Check in with the Market Information Table, make a nametag, grab some liquid refreshment, and then head out to the tent with your petting hand ready!

At the end of your shift, after safely returning your last animal pal to its owner and patting the pup goodbye until the next time, help pack up the area and return it to the storage area. Then congratulate yourself on taking part in the betterment of your community --- while making new friends! Good boy! Good girl! Thank you!

## **ENTERTAINMENT ASSISTANTS**

### **Shifts:**

Specified on a week-to-week basis.

It's show time!

Entertainment at the market varies week to week, whether we need your help with a tomato-tasting contest or with children building birdhouses! We need assistants for chef demos and pumpkin painting, and we need popsicle distributors for the 4th of July parade. Each week, we've got a different sort of fun planned for the market!

These special positions and shifts will be detailed on the "Call for Volunteers" that you receive each week, and you can respond accordingly at that time.

Anticipate the fun ... then help us make it happen!

### **Special Notes**

- Working volunteers wear the **apple-green** VIP (Volunteer Important Person) T-shirt provided. Tees are available in S, M, L, and XL.
- Coordinate among your partner volunteers to make sure your position is covered at all times whenever you need to take a break or want to shop!

**THANK YOU, VOLUNTEERS  
FOR HELPING THE MEMPHIS FARMERS MARKET GROW!**

Terre Gorham  
Memphis Farmers Market  
Volunteers Cultivator