

March 30, 2009

Dear Vendor;

I would like to thank you for your participation in the Lake Mills Farmers' Market last year. As you know, our market has continued to expand each year and we are very proud of the quality of our vendors and their products!

I am writing to formally invite you to attend our market again this year. As in years past, we are NOT charging you to set up your booth. We would like to remind you that because of this, there are no assigned spaces and we discourage saving spaces for those arriving late.

We, and I'm sure you, want to encourage as many customers as possible. With this in mind I'd like to remind you that empty parking spaces mean more customers! So please remove your vehicle to one of our many public parking lots as soon as you are unloaded.

I'd also like to pass along some tips for selling more merchandise:

- Make your displays pleasing to the eye; your booth is your store window!
- Have the name of your business in a prominent place, so customers know who you are and can find you again.
- Make sure all items are clearly labeled and priced.
- Get contact information from your customer so you can let them know when you have new items at the market.

Enclosed are our updated rules and regulations, a copy of information on WIC checks from the state, an application and a list of the special themes and events that will be going on during each market.

Please contact me with any questions you may have.

Thank you -

Jill Nadeau
Executive Director-
Lake Mills Main Street Program
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