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January 27, 2012

To Whom It May Concern:

It is a genuine pleasure and honor for me to recommend Jenni Reinke. I was first introduced to Jenni in January 2008, when she and her team of Public Allies volunteers assisted Fondy Food Center with developing and implementing a comprehensive marketing plan for Fondy Farmers Market's. Jenni's natural leadership ability was apparent from the start when I initially mistook her for the program manager rather than the apprentice.

The next season, we were looking to hire an assistant manager who would transition to market manager. When Jenni applied, we had every confidence that she would be able to fill this multifaceted and demanding position. In June 2009, Jenni was hired and worked alongside the outgoing market manager for about two months. I have been Jenni's direct supervisor since August 2009, when she was promoted to be Fondy's first salaried market manager. Over the past three seasons, Jenni has proven to be an invaluable member of our team and has contributed to the growth of the farmers market, as well as our organization as a whole.

On a day to day basis, Jenni works effectively with diverse populations – from Hmong farmers to African-American and immigrant customers to university service learners and volunteers. She listens with a discerning ear and is able to adjust her communication style to fit the situation appropriately. What is more, Jenni balances a variety of tasks with ease. She provides great customer service, effectively trains and supervises staff and volunteers, seamlessly develops policies and procedures, intelligently implements and evaluates programs, and much more.

Jenni's position often involves resolving conflicts, enforcing unpopular policies, and making challenging decisions that affect the lives of others. Her ability to empathize with others while maintaining perspective with regard to established policies and procedures has garnered respect for her as a fair-minded manager. This was evident in one particularly difficult decision she made to adjust vendor rent policies to accommodate an economically stressed farmer.

The vendor – manager relationship has flourished under Jenni's leadership. Her perception of immigrant and minority farmers and vendors as capable, accountable, and professional business owners, rather than helpless victims, has greatly improved the overall culture of the market. Jenni's dedication to visiting with every vendor on market days, and to creating and distributing an informative vendor newsletter, has ensured clear lines of communication. Moreover, Jenni has worked to diversify product availability – a longstanding challenge for the market – by recruiting and building relationships with new producers offering unique products.

Vendors feel comfortable bringing up ideas and complaints to Jenni, and they know that she will go the extra mile to resolve problems. When farmers were accusing one another of buying and reselling sweet corn, Jenni enforced the market's producers-only policy by requiring farmers to provide proof of seed purchase and disclose planting dates. Because of her experience upholding the integrity of a producers-only market, Jenni was quoted in a 2010 *Wall Street Journal* article entitled "Food for Thought: Do You Need Farmers for a Farmers Market?"

Through all she does, it is clear that what drives Jenni is her concern for the development of the vendors, the market, and the community she serves. Although this is a community often regarded by outsiders as impoverished and crime-ridden, Jenni is dedicated to building on its assets. Desiring to highlight the market's longstanding relationship with the community, she had the vision to rebrand our annual Eat Local Celebration by calling it Haymarket Days, referring to the title of the market used within the immediate neighborhood.

I have been consistently impressed with Jenni's effectiveness in getting things done while maintaining a high level of organization. Under her direction, food assistance programming at the market has grown over 200% in just three seasons – from \$16,000 to over \$50,000 in sales. When we lost our funding for marketing, Jenni took the initiative to devise a Market Sponsorship Program and secured over \$700 in last-minute donations, thereby ensuring that market entertainment would continue.

Jenni exhibits an intellectual curiosity that has led her to learn new skills and take on new projects, such as managing our website and producing an attractive weekly email newsletter. Her clear and creative way with words has supported her in these endeavors. Always with attention to detail and keenly aware of all facets of market operations, I can trust Jenni to use sound critical thinking and judgment to troubleshoot a wide range of problems.

Throughout Jenni's time at Fondy, she has continued to impress me and the other staff. She has gone above and beyond the expectations set for her. Any organization would be lucky to have her on board. Jenni is an outstanding individual and I recommend her without hesitation, as I am certain she would be an asset to your organization. If you are in need of any further information, please contact me at lkingeryrd@gmail.com or 414-736-4147 (cell).

Sincerely,

A handwritten signature in cursive script that reads "Lisa Kingery". The signature is written in dark ink and is positioned above the typed name and title.

Lisa Kingery, MS, RD  
Food and Nutrition Program Director