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### Santa Fe Farmers' Market Institute

#### Promotes

**Anna Griswold to the position of Marketing and Programs Manager**

#### and

#### Appoints

**Janice L. Mayer as Development and Communications Director**

**FOR IMMEDIATE RELEASE Santa Fe New Mexico, August 11, 2021: Andrea Fisher Maril, Interim Executive Director of the Santa Fe Farmers' Market Institute (SFFMI)**

announced that **Anna Griswold** has been promoted to the position of **Market Programs Manager** and **Janice L. Mayer** has been appointed **Development and Communications Director** of the nonprofit organization.

In making the announcements, **Maril** said that "filling these two key positions gives us the opportunity to enhance programmatic excellence and advance the fundraising and communications goals of this essential Santa Fe organization."

**Anna Griswold's** appointment as **Market Programs Manager** is the culmination of five years of dedication to the Santa Fe Farmers' Market Institute. She began as a volunteer, serving at both the Information Booth and giving Market Fresh Cooking demonstrations. She joined the staff in 2018, supervising private events and welcoming guests to the Pavilion. In her current role, she oversees the Information Booth, coordinates volunteers, and handles event rentals.

Before joining the Santa Fe Farmers' Market Institute, Griswold worked in the travel industry, serving as Nationwide Operations Manager at the New York City headquarters of the German-based firm Go America Tours for over a decade. Specializing in adventure travel, she led tours throughout Asia, including Nepal, Tibet, and Mongolia. She holds a Bachelor of Arts degree in International Business from the Külkereskedelmi Főiskola in Budapest. She speaks Hungarian (her mother tongue), as well as Czech, English, German, and Russian fluently.

Prior to joining the Institute, **Janice L. Mayer** was the Executive Director of the Santa Fe Desert Chorale, a professional New Mexico-based choral ensemble, for five years. During her tenure, earned and unearned revenue grew significantly. While with the Desert Chorale Mayer created the weekly "Hearts in Harmony" choral sing which creates community at the Interfaith Community Shelter and is a model of cross-sector funding. Most recently she served as Executive Director of the Cancer Foundation for New Mexico.



In joining the SFFMI team, Mayer said that she “looks forward to applying her fundraising and marketing experience to benefit the Santa Fe Farmers’ Market Institute – one of Santa Fe’s most beloved community organizations.”

Before relocating to New Mexico, the Massachusetts native served in nonprofit performing arts sector leadership positions on the east coast and founded Janice Mayer & Associates, an international artist management firm which she directed for eleven years. Mayer holds a Bachelor of Arts degree in American Studies and History from Connecticut College and Master of Public Administration degree from New York University, where she also taught as adjunct faculty.

The Santa Fe Farmers’ Market Institute’s mission is to advocate for farmers, ranchers and other land-based producers; provide equitable access to fresh, local food; own and operate a year-round venue for the Santa Fe Farmers’ Market; and manage programs to help sustain a profitable, locally based agricultural community. Now in its nineteenth year, the Institute is the nonprofit sister of the Santa Fe Farmers’ Market. For more information, please visit [www.farmersmarketinstitute.org](http://www.farmersmarketinstitute.org).

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