



6TH ANNUAL SOUTHERN VERMONT ECONOMY SUMMIT

FORGING *OUR FUTURE*

MAY 23, 2023

@ The Hermitage Club at Haystack Mountain, Wilmington, VT

FORGING OUR FUTURE

HOSTED BY



These organizations are equal opportunity employers. Funding for the Summit was made possible in part by the USDA Rural Community Development Initiative and by the State of Vermont through the Agency of Commerce and Community Development's annual Regional Development Corporation investment.

CONTACT

Brattleboro Development Credit Corporation
Adam Grinold, Executive Director
agrinold@brattleborodevelopment.com | 802-257-7731

Bennington County Regional Commission
William Colvin, Executive Director
bcolvin@bcrcvt.org | 802-442-0713

To access video, photos, and presentations from today's event visit svermontzone.com/summit starting in June or contact Meg Staloff at mstaloff@brattleborodevelopment.com

WIFI

Network: Hermitage
Password: coldbrook



SUMMIT SPONSORS

SWAG SPONSOR



PLENARY KEYNOTE SPONSOR

CEDS PANEL SPONSOR

EMERGING LEADER SPONSOR



SESSION SPONSORS



BASE SPONSORS



MEDIA SPONSORS

PROGRAM SPONSOR



► SCHEDULE OF EVENTS

TIME	EVENT	LOCATION
7:45am-9:00am	Registration & Continental Breakfast	Breakfast in Chef's Kitchen
9:00am-9:15am	Summit Welcome by hosts and Brattleboro Savings & Loan	Main Stage
9:15am-9:20am	Plenary Keynote introduction by MSK Engineering	
9:20am-9:50am	Plenary Keynote Speaker: Rob Riley, President, Northern Forest	
9:50am-10:00am	Schedule Review – What's next?	
Morning Breakout Sessions		
10:20am-11:30am	<i>The Power of Collaboration: Working Across Towns to Increase Capacity and Clout (Panel)</i>	Movie Theater (Basement Level)
	<i>The Missing Link: Connecting Recreational Assets to the Local Economy (Panel)</i>	Stone Room (Mezzanine Level)
	<i>Increasing Local Engagement: Practices to Invite and Encourage Participation (Workshop)</i>	Main Room (Stage Area)
	<i>"Show Me the Numbers:" Data-Informed Community and Economic Development (Presentation and Workshop)</i>	Ski School Room (Lower Level)
	<i>Demystifying Visa Work Programs for Local Employers (Panel)</i>	Board Room (Main Level)
11:30am-11:45am	Networking	(Return to Main Space)
11:45am-12:15pm	CEDS Vital Projects Video Trailer & Announcements	Main Stage
12:15pm-1:15 pm	Buffet Lunch	Chef's Kitchen: Dine in Main Space and Mezzanine
Mid-Afternoon Breakout Sessions		
1:20pm-2:30pm	<i>"Big Money for Big Projects:" Preparing for and Funding Local Infrastructure and Energy Resilience in Your Town (Panel)</i>	Board Room (Main Level)
	<i>"Steal This Idea!" Workshop: Actionable Strategies for Vibrancy at Any Scale (Workshop)</i>	Main Room (Stage Area)
	<i>Welcoming Communities: From Partnership to Programming (Panel)</i>	Stone Room (Mezzanine Level)
	<i>Marketing Fundamentals for Businesses and Organizations (Seminar)</i>	Ski School Room (Lower Level)
	<i>A Place for Youth: Efforts to Help Them Stay (or Return) and Thrive (Panel)</i>	Movie Theater (Basement Level)

TIME	EVENT	LOCATION
2:40 pm-2:50pm	Coffee and Cookies	Main Room (Stage Area)
2:50pm-3:20 pm	Emerging Leaders Awards Presentation	
Afternoon Sessions: Taking Action from Today – Roundtables, Q&A, & Small Groups		
3:30pm-4:15pm	<i>Seeking Business Investment: The Mortifying, Frustrating, and Exciting Process (Discussion)</i>	Boardroom (Main Level)
	<i>Funders Roundtable for Local Projects Funders (Meet and Greet)</i>	Main Room (Stage Area)
	<i>Small Business Resources and Q & A (Meet and Greet)</i>	Mezzanine (Slope Side)
	<i>Community Partnerships Workshop (and Raffle!) (Workshop)</i>	Ski School Room (Lower Level)
	<i>Big Ideas for the Creative Economy: From Data to Action (Roundtable)</i>	Hayloft (Mezzanine Level)
	<i>Local Housing Solutions Discussion, Plus Legislative Update (Presentation and Discussion)</i>	Stone Room (Mezzanine Level)
	<i>CEDS Vital Project Video: FULL showing of video. Showings at 3:30 and 4 pm (Film Viewing: 20 minutes total)</i>	Movie Theater (Basement Level)
4:30pm-5:30pm	Closing & Reception: Bar available with credit card payment only	Main Level Bar



The Summit is just one part of the work we do! Visit SoVermontzone.com to learn more about the SoVermont Zone, the partnerships it represents, and the Southern VT Comprehensive Economic Development Strategy (CEDS).

SoVermontzone.com



Scan code to view today's schedule and sessions on your phone!

► SPECIAL EVENTS

Summit Welcome

Speakers: » Adam Grinold, Executive Director, Brattleboro Development Credit Corporation
» Bill Colvin, Executive Director, Bennington County Regional Commission
» Deb Stephenson, President, Brattleboro Savings & Loan

Summit Sponsor: Brattleboro Savings & Loan

Plenary Keynote: “Forging Our Future”

Speaker: Rob Riley, President, Northern Forest Center

Rob has guided the Northern Forest Center to become the respected regional innovation and investment partner it is today and launched the center’s first impact investment funds to support the Millinocket Housing Initiative and Lancaster Main Street Fund. Learn how the center is bringing new ideas and resources to accelerate innovation across geographic, social, and ideological boundaries.

Sponsored by MSK Engineering

CEDS Vital Projects: Video Project Trailer

Be inspired by videos from around the region showcasing initiatives that were chosen as Vital Projects over the past four years, produced by GNAT-TV. Vital Projects are selected yearly as part of an update process for the region’s Comprehensive Economic Development Strategy (CEDS). See the value that these projects have brought to Southern Vermont over the past four years, and keep dreaming big! The full video will be shown in the Movie Theater at 3:30pm and 4pm.

Sponsored by M&T Bank and GNAT-TV

Emerging Leaders of Southern VT Awards Presentation

Presenter: Leigh Marthe, CCV, with special guests

Today we recognize 18 emerging leaders in the Bennington and Windham regions, nominated based on their contributions to economic and community development within Southern Vermont. These young leaders are championing economic development initiatives, assuming leadership roles within their places of work, and demonstrating outstanding commitment to serving their communities.

Sponsored by Community College of Vermont

Awards supported by Southern Vermont Young Professionals and Shires Young Professionals

► MORNING SESSION DETAILS

The Power of Collaboration: Working Across Towns to Increase Capacity and Clout

Joining forces with neighboring communities is a great way to build capacity for the services and programs your town wants to provide, but can't do (or afford to do) alone! We'll hear from leaders of recent successful cross-town collaborations that are moving the dial on housing, recreation, and energy resilience around our state and region. *Sponsored by Efficiency VT*

Room: Movie Theater (Basement Level)

Moderator: Meg Staloff, Southern VT Economy Project Manager, BDCC

Panelists: » Allan Reetz, Director of Public and Government Affairs, Hanover Co-op (Upper Valley Housing Loan Fund)
» Deborah Flannery, Vice President, Lending, Evernorth (Upper Valley Housing Loan Fund)
» Jeff Grout, Inter-municipal Energy Coordinator, Two Rivers Ottauquechee Regional Commission
» Kelly Pajala and Sarah Kiefer, Londonderry (Mountain Towns Recreation Director Position)
» Ann Golob, Commissioner, Windham Regional Commission

The Missing Link: Connecting Recreational Assets to the Local Economy

Are recreational assets working well as an economic engine for your town? How are you communicating about these assets, and linking them to local business? Hear from some statewide leaders from Kingdom Trails and Stowe, who will share their experience and hard-won wisdom and also look into a local wayfinding project. Whether your town's recreational assets are a large entity like a ski mountain, or a home-grown network of trails (or both!) this session's for you. *Sponsored by VT ACCD*

Room: Stone Room (Mezzanine Level)

Moderator: Jonathan Cooper, Community and Economic Development Program Manager, BCRC

Panelists: » Carrie Simmons, Executive Director, Stowe Area Association
» Lukas Ray, Community Collaboration Director, Kingdom Trails
» Liliias Ide, Communication and Education Director, Kingdom Trails
» Maia Segura, Co-Founder, Creative Catalyst Communications

Increasing Local Engagement: Practices to Invite and Encourage Participation

Our communities are people-powered, but a lack of human capital is the challenge most commonly cited by community leaders. Experts from VLCT and VCRD will present their perspectives on community engagement and help facilitate a conversation around practices to help towns and organizations encourage greater participation.

Room: Main Room (Stage Area)

Moderator: Jen Stromsten, Director of Programs, BDCC

Panelists: » Ted Brady, Executive Director, Vermont League of Cities and Towns
» Jenna Koloski, Community Engagement and Policy Director, Vermont Council on Rural Development
» Jason Van Driesche, Chief of Staff, Front Porch Forum

► MORNING SESSION DETAILS *continued*

“Show Me the Numbers”: Data-Informed Community and Economic Development

In the data-abundant 21st century, rural communities must be able to take advantage of available resources to drive programs, policies, and planning. How do we leverage information, build relationships, and learn skills to enhance our data-informed decision making? Join Kevin Chu (Vermont Futures Project) and Emma Spett (UVM Office of Engagement) for an interactive session on the problem and promise of data use for community and economic development in Vermont. *Sponsored by the Vermont Futures Project*

Room: Ski School Room (Lower Level)

Panelists: » Emma Spett, Data Maven and PhD Candidate, UVM Office of Engagement
» Kevin Chu, Executive Director, Vermont Futures Project

Demystifying Visa Work Programs for Local Employers

H-2B, J-1, H-1B ... Come learn the ins and outs of these various programs and discuss how small employers can use them to solve their seasonal workforce needs. Those in attendance will have the opportunity to join a collaboration of small employers to begin recruitment for their next season and help secure the necessary seasonal housing for hires. *Sponsored by the Richards Group*

Room: Boardroom (Main Level)

Moderator: Adam Grinold, Executive Director, BDCC

Panelists: » Peter Twachtman, President and CEO, Lark Hotels
» Carly Eglin, Co-Founder and COO, Seasonal Connect
» Keith Pabian, Co-Founder and CEO, Seasonal Connect



SoVermont Swag to show your Southern Vermont pride while you shop local!

Sponsored by:



► MID-AFTERNOON SESSION DETAILS

“Big Money for Big Projects:” Preparing for and Funding Local Infrastructure and Energy Resilience in Your Town

Between ARPA and upcoming federal and state funding programs, money is out there to fund big projects. But as a small town, how do you plan for your community’s future and take these projects on? Meet with our regional planning commissions to learn about resources to help you think big and take the first steps. *Sponsored by VT ACCD*

Room: Boardroom (Main Level)

Moderator: Bill Colvin, Director, BCRC

Panelists: » Chris Campany, Executive Director, Windham Regional Commission

» Sue Westa, Associate Director, Windham Regional Commission

» Martha Cornwell, Shaftsbury Select Board

» Ted Brady, Executive Director, VLCT

“Steal This Idea!” Workshop: Actionable Strategies for Vibrancy at Any Scale

There are proven strategies that any size town can implement to support a vibrant downtown or village center. In this session we’ll review best practices and success stories, then workshop your town’s ideas and sticking points in small group conversations with peers, guided by local, state, and regional experts. *Sponsored by VT ACCD*

Room: Main Room (Stage Area)

Group Facilitators: Richard Amore, Planning and Outreach Manager; Gary Holloway, Downtown Program Manager; and Dan Groberg, Community Planning and Project Manager: VT Department of Housing and Community Development; Meg Staloff, Southern Vermont Economy Project Manager, BDCC

Local Project Presenters:

» Dunham Rowley, Chair of Guilford Park Committee (Guilford Pavilion Project)

» Ben Lamb, Director of Economic Development, 1 Berkshire (North Adams)

» Kate Trazkos, Executive Director, Downtown Brattleboro Alliance (Gallery Walk)

» Jenny Dewar, Better Bennington Association (Popup Shops)

Welcoming Communities: From Partnership to Programming

How do we as a region go from small successes to systems-wide change? Learn how the Welcoming Communities initiative is building a foundation of partners to attract, welcome, support, and retain New Vermonters. We’ll share the short, medium, and long-term solutions we’ve identified to develop systems that will support all Vermonters.

Room: Stone Room (Mezzanine Level)

Moderator: Alex Beck, Welcoming Communities Program Manager, BDCC

Panelists: » Leslie Turpin, Associate Professor, SIT Graduate Institute

» Kate Haughey, Executive Director, Vermont Folklife

» Randy Schoonmaker, CEO, Southeast VT Transit

► MID-AFTERNOON SESSION DETAILS *continued*

Marketing Fundamentals for Businesses and Organizations

Join business and marketing expert Joanne Randall for a back to basics session on marketing best practices. Joanne will address how marketing fits within a larger organizational plan and help you overcome scarcity mentality. Learn proven tactics that will help you market your organization, services, or products and make better use of your valuable time!

Sponsored by the Richards Group

Room: Ski School Room (Lower Level)

Speaker: Joanne Randall, MBA, Leap Year Strategies

A Place for Youth: Help Them Stay (or Return) and Thrive

How do we create a Vermont where young people can thrive? In this panel we will look at ways to meet the needs of the next generation of Vermonters and build a place where they can stay (or return) and succeed. We'll go into current workforce education programs and hear directly from youth about what they want for their future.

Room: Movie Theater (Basement Level)

Moderator: Christy Betit, Pipelines and Pathways Program Manager, BDCC

Panelists: » Terry Davison Berger, Multiple Pathways Coordinator, Leland and Gray

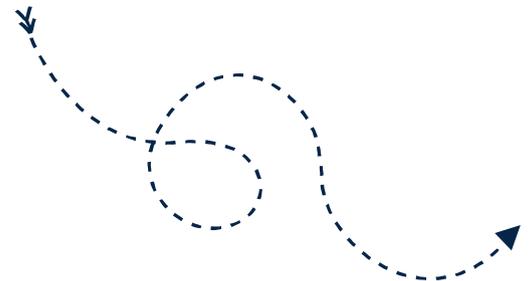
» Sarah Grasso, High School Counselor, Leland and Gray

» Linda Alvarez, Business and Entrepreneurship Instructor, Windham Regional Career Center

» Rhonda Winegarner, Dual Enrollment Coordinator, Windham Regional Career Center

TAKE ACTION FROM TODAY'S IDEAS!

ROUNDTABLES & SMALL GROUPS





Big Ideas for the Creative Economy: From Data to Action Roundtable

The creative economy is a major driver of the Southern VT Economy. Join colleagues for a conversation about how data collected by the VT Creative Network can help this sector show and expand its impact.

Room: Hayloft (Mezzanine Level)

Moderator: VT Creative Network, with Zone Chair Zon Eastes



CEDS Vital Project Video

See the full video highlighting 4 of the Vital Projects from the past CEDS. Showings at 3:30 and 4 pm

Room: Movie Theater (Basement Level)



Community and Municipal Project Funders Roundtable & Meet and Greet

A chance to talk to your funder in person!

Room: Main Room (Stage Area)

Facilitator: BDCC Community Programs Staff



Community Partnerships Workshop (and Raffle!)

An opportunity to share what you learned from the day with peers, connect learning to initiatives you might be developing or working on, and form partnerships to help you move forward! (And, yes, there is a raffle.)

Room: Ski School Room (Lower Level)

Co-Facilitators: Jessica Savage, Director of Community Collaboration (VCRD); Mariah Noth, Rural Economic Development Initiative (REDI) Manager; VHCB Farm and Forest Viability Program; Wayne Maceyka, Interim Director, UVM Office of Engagement and Institute of Rural Partnerships



Local Housing Solutions Discussion, Plus Legislative Update

Update on recent legislative action and connection with peers working to advance local housing availability.

Room: Stone Room (Mezzanine Level)

Presenters: Wendy Harrison (Senator, Windham) and Seth Bongartz (Rep, Bennington-4)



Seeking Business Investment: The Mortifying, Frustrating and Exciting Process

Fireside chat format; bring your ideas and questions.

Room: Board Room (Main Level)

Facilitator: Natty Hussey, Director of Business Acceleration, BDCC

Panelists: Darren Mark, Founder & CEO, hūmNET; Tom Smith, Owner, Grateful Greens



Small Business Resources and Q & A

Meet business bankers, marketing specialists, mentors, technical assistance providers, and more!

An opportunity to make connections and ask questions one on one.

Room: Mezzanine (Slope Side)

Facilitator: Sara McConnell, Small Business Advisor and Loan Assistant, BDCC

▶ FEATURED PRESENTERS



Rob Riley, President, Northern Forest Center

Keynote Speaker

Rob Riley joined the Northern Forest Center in 2007 to lead development of programs emerging from the Center's Sustainable Economy Initiative. He assumed leadership of the Center in spring 2008. Rob has guided the Center to become the respected regional innovation and investment partner it is today and launched the Center's first impact investment funds to support the Millinocket Housing Initiative and Lancaster Main Street Fund.

Rob led the creation of the Northern Forest Board Forum and the Rural Development Innovation Group, a partnership with the Aspen Institute and the US Endowment for Forestry and Communities. He is particularly proud of the Center's team and its ability to bring expertise and resources to help Northern Forest people and communities while advocating for the region at the national level. The New Hampshire Union Leader included Rob in its 2003 list of Forty Outstanding Leaders Under 40 in New Hampshire.

Prior to joining the Center, Rob served as director of MicroCredit-NH, an award-winning statewide community economic development program. Previously, Rob founded and served as executive director of Main Street Plymouth, Inc., which received New Hampshire's "Main Street Program of the Year Award" in 2000. Other experience includes directing Youth Programs at Sagebrush Arena in Hailey, Idaho, and farming and logging in Andover, Vermont.



Ted Brady

Session: Increasing Local Engagement: Practices to Invite and Encourage Participation

Ted Brady is the Executive Director of the Vermont League of Cities and Towns (VLCT), a statewide non-profit, nonpartisan organization with the mission of serving and strengthening Vermont local government. Brady served as Deputy Secretary of the Agency of Commerce and Community Development in the Scott Administration. Previously Brady was appointed by President Obama as the Vermont and New Hampshire State Director for USDA Rural Development, where he oversaw the administration of more than \$1 billion in housing, business, and community development loans and grants. Brady spent more than a decade working as a community and economic development liaison in U.S. Senator Patrick Leahy's office, both in Washington, D.C., and in Vermont.



Kevin Chu

Session: "Show Me the Numbers:" Data-Informed Community and Economic Development

Kevin Chu is the Executive Director at Vermont Futures Project. Kevin grew up in Vermont and is looking forward to growing old here too. Prior to the Vermont Futures Project, he worked at the University of Vermont for 6 years in positions focused on admissions, academic advising, communications & strategic planning, and community economic development. Kevin currently serves on the State Workforce Development Board, UVM Medical Center Board of Trustees, and the Boston Fed Working Communities Challenge Steering Committee.



Carly Eglin

Session: Demystifying Visa Work Programs for Local Employers

Carly Eglin is the Co-Founder/COO of Seasonal Connect, a staffing and operational solution for seasonal organizations across the U.S., and the COO of Pabian Law, a national immigration law firm. Carly speaks often at conferences and on webinars about issues specific to seasonal employment. Her goal is to educate organizations about best practices, inform them of the latest trends in the hospitality industry, and highlight solutions to organizations' seasonal employment challenges. As a native of Cape Cod, Massachusetts, Carly has also worked in the hospitality industry as a seasonal worker herself, which provides her with a dual perspective into the challenges of the hospitality and seasonal world.



Gary Holloway

Session: "Steal This Idea!" Workshop: Actionable Strategies for Vibrancy at Any Scale

Gary Holloway is the Downtown Program Manager for the Vermont Downtown Program, a Main Street State Coordinating Program. Since 2014, Gary has worked in the field extensively, assisting Vermont Main Streets with community revitalization and preservation initiatives. Gary has worked in a variety of downtown community development capacities over nearly 20 years. He co-founded and managed the Bellingham Public Market in downtown Bellingham, WA, a transformation of an underutilized building into an indoor year-round marketplace. He managed a multi-million-dollar downtown public/private revitalization project converting an old, blighted department store in Vineland, NJ, into a year-round indoor marketplace. Gary worked closely with Main Street Vineland during his tenure with the Landis Marketplace and served as the Executive Director for a year, helping the organization through a transition in leadership. Gary lives with his wife and two teenage sons in Montpelier, VT.



Liliás Ide

Session: The Missing Link: Connecting Recreational Assets to the Local Economy

Liliás Ide is the Communication and Education Director at Kingdom Trails, a multi-use, 100+ mile trail network and nonprofit organization in the Northeast Kingdom of Vermont. Born and raised in the Northeast Kingdom, Liliás is very happy to be home after much exploring around the world. She enjoys doing the work of supporting outdoor recreation opportunities to encourage physical, mental, environmental, and economic wellness for her local community.



Jenna Koloski

Session: Increasing Local Engagement: Practices to Invite and Encourage Participation

Jenna Koloski is the Community Engagement and Policy Director at the Vermont Council on Rural Development, where she works with communities around the state to support their work to bring the community together, identify key priorities for the future, and line up volunteers, leadership, and resources to move priorities forward. She also facilitated statewide policy discussions to determine key policy and programming goals for the future of the state. Jenna attended McGill University before moving to Vermont and receiving her Masters of Environmental Law and Policy from Vermont Law School. She currently serves as the President of the Vermont Community Development Association, a member of the Vermont Creative Network Advisory Board, and a member of the board of the Remedial Herstory Project. She lives in Huntington, Vermont.



Ben Lamb

Session: "Steal This Idea!" Workshop: Actionable Strategies for Vibrancy at Any Scale

Ben is the Director of Economic Development at 1Berkshire, the Regional Economic Development Organization of the Berkshires. Previously, Ben served four terms as a City Councilor, is Board President of the Northern Berkshire Community Coalition, and is Co-founder of the NAMazing Initiative, a creative placemaking organization focused on growing the economy and lovability of North Adams. Ben graduated from the Massachusetts College of Liberal Arts with dual bachelor degrees in Biology and Environmental Studies, has a MEd from the College of Saint Rose and is a PhD candidate at the University of Nebraska-Lincoln. His work experience has landed him in Belize, Alaska, Virginia, New York and the Berkshires, culminating in a diverse background and array of experiences that he enjoys applying to problem solving and opportunity discovery on a daily basis.



Keith Pabian

Session: Demystifying Visa Work Programs for Local Employers

Keith Pabian is the Co-Founder/CEO of Seasonal Connect, a staffing and operational solution for seasonal organizations across the country, and Founding Partner for Pabian Law, a national immigration law firm focused on assisting employers through the visa and immigration process. Keith has a unique specialization in working with hospitality organizations from coast to coast with H-2B visa petitions. Keith regularly presents at conferences on immigration topics affecting hospitality organizations and has received numerous awards for his success in providing solutions for employers' most pressing staffing issues. Keith graduated from Union College and the Villanova University School of Law. He has years of experience with the hospitality industry through his work at Seasonal Connect and Pabian Law. He lives in Massachusetts with his wife and two sons.



Joanne Randall

Session: Marketing Fundamentals for Businesses and Organizations

An MBA in Strategic Leadership, Joanne Randall has spent her career working in management and business. Her Bachelor's degree in Business Administration is from the Whittemore School of Business and Economics at the University of New Hampshire and her MBA is from New England College. She is a Coach, Consultant, and Marketing expert. Joanne has been a business and marketing guest lecturer at numerous New Hampshire universities, businesses, and Chambers of Commerce. Joanne frequently hosts marketing seminars and serves as a guest lecturer around New England. She is the creator and host of previous radio shows such as NH Women in Business Radio and Marketing Mojo Radio. Joanne is the author of the popular children's books "The Adventures of Largo and Shelby" and "The Adventures of Largo and Jack." She currently manages operations for her business, Leap Year Business Strategies, and is an adjunct Professor of Marketing and Business.



Lukas Ray

Session: The Missing Link: Connecting Recreational Assets to the Local Economy

Lukas Ray is the Community Collaboration Director at Kingdom Trails, a multi-use, 100+ mile trail network and nonprofit organization in the Northeast Kingdom of Vermont. He holds a B.S. in Recreation Management and M.A. in Appalachian Studies, both from Appalachian State University. Lukas has been engaged in outdoor recreation and tourism development for 5 years, working in West Virginia for a National Heritage Area before coming to KT. Prior to his work in outdoor recreation, Lukas assisted in managing disaster recovery services in Tennessee and West Virginia. Lukas has experience in rural tourism development, community building, collaboration, marketing, storytelling, and nonprofit administration. A native of North Carolina, Lukas currently lives in Lyndonville, VT, with his partner Mikayla and their two dogs, Alaska and Jetty.



Allan Reetz

Session: The Power of Collaboration: Working Across Towns to Increase Capacity and Clout

Allan Reetz is Director of Public and Government Affairs at the Hanover Co-op. Allan's policy work primarily includes affordable workforce housing, sustainable small-scale agriculture, and equitable community transportation. He advocates for sensible progressive change at the local, state and national levels. Founded in 1936, today the Hanover Co-op's four stores and two auto service centers serve 25,000 members in the Upper Valley region of Vermont and New Hampshire.



Carrie Simmons

Session: The Missing Link: Connecting Recreational Assets to the Local Economy

Carrie is a leader, strategist, and creative problem-solver with expertise in values-driven, integrated brand and marketing approaches. She is the executive director of the Stowe Area Association, outwardly known as Go Stowe, serving approximately 250 business members by promoting the Stowe, Vermont brand through effective public relations, social media strategies, and operating a visitor information center and central reservations service for hotels and inns. Prior to Go Stowe, Carrie was the owner and creative director of New Ground Creative, a creative firm that built brands through engaging design, dynamic campaigns, and authentic messaging. Carrie finds inspiration in travel, singing, reading, and time spent outdoors with her family. She is currently a board member of Stowe Vibrancy, an appointed official of Stowe Arts and Culture Council, an Executive Board Member of the Vermont Association of Chamber of Commerce Executives, and core partner with Lamoille County's Working Communities Challenge. Engage with Carrie @ <https://www.linkedin.com/in/carrieawsimmons/>.



Emma Spett

Session: "Show Me the Numbers:" Data-Informed Community and Economic Development

Emma Spett is a Vermont-based researcher, educator, and student exploring the theory and practice of building resilience. She is a graduate research assistant at the University of Vermont's Office of Engagement and Institute of Rural Partnerships, and her work is concerned with the governance and management of data resources for community development. She also consults on research projects related to co-creation and collaborative governance, flood management and mitigation, and transboundary water management.



Peter Twachtman

Session: Demystifying Visa Work Programs for Local Employers

Peter Twachtman has been a life-long hospitality professional. Having grown up in Wilmington, Vermont, Peter was exposed early to visitors from near and far and thus began his career in hospitality. After graduating highschool Peter moved to Portland, Maine, to attend the University of Southern Maine and has called Portland his home for over 30 years now. In the late 90's he attended UMASS Amherst and earned an MS in Hospitality Marketing. Peter later went on to found a hotel group in Maine where he served as the COO and Managing Partner for over a decade and now serves as the CEO of Lark Hotels, representing over 50 locations across 14 states. Peter believes hospitality is a lost art-form and that there is real pride in service. He leads his company with that mind-set and strives to put the people that work for him first.



THANK YOU

FOR INVESTING IN SOUTHERN VERMONT

sovermontzone.com/summit