



3RD ANNUAL

SOUTHERN VERMONT ECONOMY SUMMIT

MAY 23, 2019 • MOUNT SNOW

INVESTING IN SOUTHERN VERMONT'S 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.

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To access video, photos, and presentations from today's event: Visit www.SoVermontSummit.com starting in June or contact Sarah Lang, slang@brattleborodevelopment.com

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TIME	EVENT	LOCATION
7:30am - 8:30am	Connectivity Breakfast	Raponda South
8:00am - 9:00am	Registration & Continental Breakfast	Somerset Lobby
8:45am - 9:15am	Summit Welcome	Somerset Ballroom
SESSION 1		
9:20am - 10:20am	<i>Workforce Workarounds in a Tight Labor Market</i>	Raponda West
	<i>Wired: Envisioning a Tech-Enabled Rural Economy</i>	Raponda Central
	<i>Development 101: Financing Great Community Projects</i>	Deerfield South
	<i>“Brave Little Region”: Lessons from Rural Regional Economic Development Efforts</i>	Deerfield North
10:20am- 10:30am	Networking + Coffee	Somerset Ballroom
10:30am - 11:15am	Keynote: <i>Mapping the Dollars and Sense of Land Use Patterns</i> Joe Minicozzi, AICP, Urban3, LLC Sponsored by TPW Real Estate and Stevens & Associates	Somerset Ballroom
11:15am - 11:45 am	Emerging Leaders of Southern Vermont Recognition	Somerset Ballroom
Noon - 1:00pm	Lunch & Networking	Somerset Ballroom
SESSION 2		
1:15pm - 2:15pm	<i>What is a Future Ready Workforce and How Do We Get it?</i>	Raponda Central
	<i>Import/Export and Accessing Global Markets</i>	Deerfield North
	<i>What Makes for a Resilient Community?</i>	Deerfield South
	<i>Regional Economics 201: Master Class</i>	Raponda West
2:15pm - 2:30pm	Networking & Coffee	Deerfield Lobby
SESSION 3		
2:30pm - 3:30pm	<i>“Exit Stage Left”: Succession Planning For Owners, Founders, and Business Leaders</i>	Raponda Central
	<i>Funding Small Business Growth in Southern Vermont</i>	Deerfield North
	<i>Redevelopment ROI: Taxes, Incentives, and Tools</i>	Deerfield South
	<i>Not Your Grandfather’s Chamber: Redefining the CoC for a New Generation</i>	Raponda West
3:30pm - 4:00pm	2019 SoVermont CEDS Celebration and Project Announcements	Somerset Ballroom
4:00pm - 5:30pm	Reception & Networking	Somerset East

SUMMIT WELCOME

Adam Grinold, Executive Director, Brattleboro Development Credit Corporation
Bill Colvin, Acting Director, Bennington County Industrial Corporation

KEYNOTE: MAPPING THE DOLLARS AND SENSE OF LAND USE PATTERNS

Joe Minicozzi of Urban3 will highlight examples from work across the US to change the way people think about the cost of development, sprawl, and the value of land. The presentation will guide participants towards a better understanding of the link between economic productivity and community vitality through land use, and the power of visualization and analysis to reveal the ways in which tax systems are the biggest barrier to creating financially resilient and sustainable communities.

EMERGING LEADERS OF SOUTHERN VERMONT RECOGNITION

Today we recognize 24 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 place of work, and demonstrating outstanding commitment to serving their communities. The young professionals nominated and recognized at this event will also be nominated for the Vermont Rising Star award. See the list of Emerging Leaders on your table.

2019 SOUTHERN VERMONT ZONE CEDS CELEBRATION AND PROJECT ANNOUNCEMENT

Public and private sector partners in community and economic development from across the Southern Vermont region submitted over 70 projects to the 2019 CEDS report. Join us in celebrating these forward-thinking projects happening in our region and the announcement of those designated as vital by the CEDS Project Review Committee. A list of project submissions is available at registration.

WORKFORCE WORKAROUNDS IN A TIGHT LABOR MARKET

With unemployment under 3%, employers have to meet the available workforce “where it is”. Whether it’s paying for classes, recovering from illness, finding affordable housing, or finding the community support systems needed to migrate to Southern Vermont, our potential future workforce face numerous barriers to employment. This session will provide examples and ideas of workforce solutions that engage the right potential candidates in the right opportunities that can help solve your employment needs, now.

Room: *Raponda West*

Facilitator: *Alex Beck, Brattleboro Development Credit Corporation*

Speakers: *Cindy Delgatto, Creative Workforce Solutions*

Kevin Dailey, SWHC, Healthy Homes

Kristin Brooks, Keene State Internships Program

WIRED: ENVISIONING A TECH-ENABLED RURAL ECONOMY

This session explores how connectivity and technology helps rural entrepreneurs stay competitive. From traditional agricultural and forestry, manufacturing and health care, to tech firms and remote-based workers, learn about innovations shaping a diversified rural economy.

Room: *Raponda Central*

Facilitator: *Richard Berkfield, Executive Director, FoodConnects*

Speakers: *Chris Callahan, UVM Ag Engineer*

Beth Hodge, Echo Farm Pudding

Teddy Martin, Plex.tv

Dimitri Garder, The Lightning Jar

Randy Anselmo, BeWell.md

DEVELOPMENT 101: FINANCING GREAT COMMUNITY PROJECTS

Unpack the ingredients of successful projects, from pro formas to partners. Focus will be on bridging the gap between project costs and final valuation, a gap typical in rural markets. This session provides an overview of the financial toolkit and public and private funding options to reach economic and community development goals like downtown revitalization, housing, and job creation.

Room: *Deerfield South*

Facilitator: *Bill Colvin, Bennington County Industrial Corporation*

Speakers: *Skye Morse, M&S Development (Brooks House & Putnam Block)*

Craig Miskovich, DRM (Brooks House & Putnam Block)

Adam Grinold, BDCC (GS Precision, Chroma Technology, Long Falls Paperboard, Mocha Joes Co.)

Kora Skeelee, Mocha Joes (Mocha Joes Co.)

Bob Flint, Springfield Regional Development Corporation (Black River Innovation Campus)

“BRAVE LITTLE REGION”: LESSONS FROM RURAL REGIONAL ECONOMIC DEVELOPMENT EFFORTS

Inspired by VPR’s “Brave Little State” podcast, journalist Angela Evancie will share stories and insights from getting to know hundreds of Vermont people and communities. She will talk about trends and shared challenges as context for presentations on “acting regionally.” How can we leverage our assets and take on today’s challenges like shifting demographics and declining civic engagement? Regional economic development efforts in Rutland, Southern Vermont, and the Berkshires provide inspiration and strategies.

Room: *Deerfield North*

Presenter: *Angela Evancie, Host of podcast “Brave Little State” on VPR*

Stories: *John Butler, 1Berkshire*

Mary Cohen, Rutland Chamber of Commerce

Jason Dolmetsch, RED Group Chair

WHAT IS A FUTURE READY WORKFORCE AND HOW DO WE GET IT?

Demographic trends won't change overnight but with long-term strategies and collaborations, Southern Vermont can grow the size and quality of its workforce. This session focuses on employer-led initiatives and partnerships with high schools, colleges, and training organizations to build a 21st-century talent pipeline for the region.

Room: *Raponda Central*

Presenter: *Jenn Jacobs, Human Resource & Organizational Consultant, EAP Counselor, Thrive, LLC.*

Speakers: *Angela Earle Gray, Chroma Technologies (Recruiting Strategies)*
Forest Weyen, Bennington Rescue Squad (Apprenticeship Program)
Beth Demers, CCV (Training Programs)
Lyle Holiday, WSESU (High School Partnerships)

IMPORT/EXPORT AND ACCESSING GLOBAL MARKETS

How are changing trade policies and tariffs impacting local companies? What are the resources and tools available to help grow international sales and improve global supply chains? Hear from trade experts who have helped Vermont businesses compete globally. Learn what is happening now and explore new opportunities for Southern Vermont companies to tap into global markets.

Room: *Deerfield North*

Presenters: *Susan Murray, Director, Vermont US Export Assistance Center, US Department of Commerce*
Tammy Hetrick, Senior Trade Advisor, A.N. Deringer Freight Forwarding and Customs Brokerage

WHAT MAKES FOR A RESILIENT COMMUNITY?

This session zeros in on tangible and intangible characteristics that make for great Vermont towns and villages where people want to live. What is common to all? What sets towns apart? This session will provide a framework to assess community strengths and needs, and present specific strategies to get started.

Room: *Deerfield South*

Facilitator: *Ted Brady, Deputy Secretary, Vermont Agency of Commerce and Community Development*

Stories: *Bethel and a natural disaster: Rebecca Stone, Community Workshop LLC*
Arlington and a local tragedy: Jim Baker, Arlington Renewal Project
Manchester and zoning: Janet M. Hurley, Director of Planning and Zoning, Town of Manchester
Bellows Falls and the creative economy: Robert McBride, Rockingham Arts and Museum Project

REGIONAL ECONOMICS 201: MASTER CLASS

If you can't wait to see what the DOL economists are presenting each year, this session is for you! Take a look at Southern Vermont's communities from the state's perspective and then see how the emerging private data sector might describe it. Drill down into the economic and demographic data that is shaping conditions and forecasts, with time for Q&A with the state and region's top economic experts.

Room: *Raponda West*

Presenters: *Kevin Stapleton, Vermont Department of Labor*
Jonathan Cooper, Bennington County Regional Commission

“EXIT STAGE LEFT”: SUCCESSION PLANNING FOR OWNERS, FOUNDERS, & BUSINESS LEADERS

When you are ready to walk away, who will grab the reins? Is your organization ready for that transition? Experts in business transitions provide advice to prepare for and execute succession. This session is for entrepreneurs thinking about or ready to sell their business. Those who are considering business ownership are encouraged to attend.

Room: *Raponda Central*

Facilitator: *RT Brown, Brattleboro Development Credit Corporation*

Presenters: *Tammy Richards, Country Business, Inc.*

Don Jamison, Vermont Employee Ownership Center

FUNDING SMALL BUSINESS GROWTH IN SOUTHERN VERMONT

Improving access to capital is critical to rural economies. This session brings together key institutions that help make new and expansion projects come to life in Vermont. It will also provide information on new and emerging investment tools like Opportunity Zones.

Room: *Deerfield North*

Facilitator: *Rich Grogan, Executive Director, Community Capital of Vermont*

Stories: *Windham Movement Apparel, Francesca Bourgeault*

Shapeshifters, Eli Coughlin-Galbraith and Krista Coughlin-Galbraith

The Miller's Toll Dinner Club and Lounge, John Redding

Funders: *Greg Huysman, VSECU*

Dan Yates, Brattleboro Savings and Loan

Kelley Legacy, The Bank of Bennington

State Resources: *Ted Brady, Agency of Commerce and Community Development*

Ed Williams, Procurement Technical Assistance Center

REDEVELOPMENT ROI: TAXES, INCENTIVES, AND TOOLS

This session highlights short and long term benefits to communities from making strategic investments in infrastructure and redevelopment. From ensuring towns have adequate housing and real estate to welcoming new people and businesses, to improving grand list value and balance, every local decision can impact ROI. The focus is on the many benefits of well-planned projects.

Room: *Deerfield South*

Facilitator: *Josh Hanford, Vermont Department of Housing and Community Development*

Speakers: *Tim Terway, Vermont Center for Geographic Information (Data mapping land use & revenue)*

Doug Farnham, Vermont Department of Taxes (Changing dynamics in grand lists)

Megan Sullivan, Vermont Economic Progress Council (Incentives & tools for redevelopment)

NOT YOUR GRANDFATHER'S CHAMBER: REDEFINING THE CoC FOR A NEW GENERATION

Helping Vermont businesses and employers thrive has always been the core mission of the chambers of commerce. Hear from two young professional chamber leaders who head up traditional business organizations. They will discuss the changing role of these institutions, and what their members are asking for today. Matt and Caitlin will also share tactics they've used to boost their organization's profile and impact, and discuss a new and compelling vision for the chambers.

Room: *Raponda South*

Presenters: *Matt Harrington, Executive Director, Bennington Area Chamber of Commerce*

Caitlin Christiana, Executive Director, Springfield Regional Chamber of Commerce



KEYNOTE: JOSEPH MINICOZZI *Principal, Urban3, LLC*

Joseph Minicozzi, AICP is the principal of Urban3, LLC, a consulting company of downtown Asheville real estate developer Public Interest Projects. Prior to creating Urban3, he served as the Executive Director for the Asheville Downtown Association. Joe is an urban planner imagining new ways to think about and visualize land use, urban design, and economics. Joe founded Urban3 to explain and visualize market dynamics created by tax and land use policies. To learn more, visit www.urban-three.com



TAMMY HETRICK *Senior Trade Advisor, A.N. Deringer*

Tammy Hetrick is a Senior Trade Advisor with A.N. Deringer. She has been a licensed customs broker in the International Trade business for 30 years working with clients to reduce compliance risk and leverage customs programs to their strategic advantage. Tammy established Best in Class US compliance programs for Burton Snowboards, Green Mountain Coffee Roasters, and Keurig Incorporated and has set up compliance programs in Canada, Europe, and Japan. She has extensive International Logistics experience, and has shepherded companies through ISA and C-TPAT certifications and validations, and customs audits in the US, Canada, Europe, and Japan. Check out her Supply Chain Brain and Inbound Logistics podcasts!



ANGELA EVANCIE

Managing Editor for Podcasts, VPR, Host of “Brave Little State” podcast

Angela Evancie is Vermont Public Radio’s managing editor for podcasts, and the host and creator of VPR’s award-winning podcast, Brave Little State, which answers audience questions about Vermont. Angela has contributed work to NPR, This American Life, and The Atlantic, among other outlets. She attended Middlebury College and holds a master of arts degree from the Middlebury Bread Loaf School of English. A native of Addison County, she now lives in the Upper Valley.



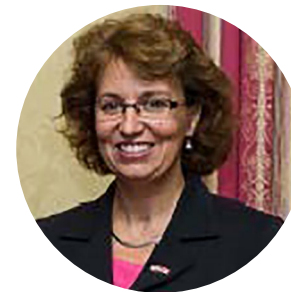
RICH GROGAN *Executive Director, Community Capital of Vermont*

Continuing a lifelong career in working with small businesses, Rich’s focus is continuing to grow Community Capital while contributing to a healthy and diverse economy. With a background of working in and with small businesses as an employee, academic, and business advisor; Rich came to Community Capital from the New Hampshire Small Business Development Center.



TED BRADY *Deputy Secretary, Agency of Commerce and Community Development*

Governor Phil Scott appointed Ted Brady to be the Deputy Secretary of Vermont’s Agency of Commerce and Community Development (ACCD) in January 2017. Brady served in the Obama Administration as the Vermont and New Hampshire State Director of USDA Rural Development. Prior to that, Brady served as U.S. Senator Patrick Leahy’s senior economic development, international trade, community development, housing, and transportation field representative. Brady has a degree in Journalism and Political Science from St. Michael’s College in Colchester, Vermont. He spends his free time skiing, fishing, and hunting musing about making Vermont a better place to live, work, and play.



SUSAN MURRAY *Director, Vermont US Export Assistance Center*

Susan Murray is Vermont Director of the U.S. Export Assistance Center for the U.S. Commercial Service which is part of the U.S. Department of Commerce. The U.S. Commercial Service is the lead international trade promotion agency of the federal government. Trade professionals for this agency are located in over 100 U.S. cities and more than 75 countries to help U.S. companies get started in exporting or increasing sales to new global markets. Murray has served as Director for the past 20 years. As a Certified Global Business Professional, she provides direct export assistance to the Vermont business community.

FEATURED PRESENTERS



RICHARD BERKFIELD *Executive Director, FoodConnects*

Richard is the co-founder and Executive Director of Food Connects. He has been leading food system development work in the Windham County area since 2008. He is a member of the Vermont Farm to Plate Steering Committee as well as the Vermont Farm to School Steering Committee. Richard holds a MA from SIT Graduate Institute in Sustainable Development with a focus on Food Security for Vermont, as well as a Graduate Certificate in Nonprofit Management from Marlboro College Graduate School. Richard was named one of Vermont's Rising Stars by Vermont Business Magazine in 2014.



JENN JACOBS

Human Resource & Organizational Consultant, EAP Counselor, Thrive, LLC.

Jennifer Jacobs owns and operates Thrive, LLC. Along with her team, Jennifer provides Human Resource Consulting, Employee Counseling, and a wide range of workshops on topics to help with the “people needs” in all types and sizes of organizations. The company slogan, *Cultivating Great Places to Work*, is the driving force behind how they support businesses to bring aspiration into action.



TAMMY RICHARDS *Associate, CVA, CMAP, Country Business, Inc.*

Tammy Richards is business broker with Country Business, Inc., a regional brokerage firm assisting buyers and sellers throughout New England. Prior to holding this position, she spent 5 years with Pieciak Company, P.C. focusing primarily on performing business valuations of closely held businesses. She is a Certified Valuation Analyst (CVA) as designated by the National Association of Certified Valuation Analysts (NACVA). Before moving to Vermont in 2004, Tammy spent eight years working at Citigroup in New York where she held various positions within the investment banking division focusing on acquisitions, valuations, and global loan portfolio management.



MEGAN SULLIVAN *Executive Director, Vermont Economic Progress Council*

Megan Sullivan is the Executive Director of the Vermont Economic Progress Council (VEPC), the approval and authorization body for the Vermont Employment Growth Incentive (VEGI) and the Tax Increment Financing (TIF) program. She works with businesses through the VEGI program to incentivize business growth through quality job creation and capital investment that otherwise would not occur. Prior to starting with VEPC in 2018 Megan spent her career in economic development as Business Liaison in Congressman Peter Welch's office and as an Economic Development Specialist with the State of Vermont.



TIM TERWAY *Helpful GIS Specialist, Vermont Center for Geographic Information*

Tim is VCGI's point of contact for users and creators of our geospatial information. He is responsible for education, outreach, and knowledge sharing activities, as well as for advancing the design and use of VCGI's data products and services. Tim comes to VCGI as a GIS professional with a background as practicing urban designer, city and environmental planner, as well as a social scientist, and educator. Tim is excited by working with people of different goals, values, cultures, languages, and experiences to map shared interests and navigate complicated problems towards a common good. He comes to Vermont by way of eastern Pennsylvania, a similarly hilly geography also marked by small towns and working landscapes.



KEVIN STAPLETON

Economic & Labor Market Information Assistant Chief, Senior Economist, VT Dept. of Labor

Kevin Stapleton is the Economic & Labor Market Information Assistant Chief, and a senior economist for the Vermont Department of Labor. In addition to his work with VDoL he holds faculty positions at the Community College of Vermont and the University of Vermont, where he teaches economics and international development. Kevin holds a bachelor's degree from the University of Texas and an MS in Applied Economics from the University of Vermont. When he's not working you can find Kevin riding his bike, playing in the woods or chasing his four year old daughter around the yard. Kevin's penchant for economics started in 5th grade when he forgot his lunch money.



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