Strolling of the Heifers
Slow Living Summit
April 28 - 30, 2016
Downtown Brattleboro, Vermont
www.slowlivingsummit.org

Food & Ag Entrepreneurship
How to Succeed in Business by Slowing Down

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Welcome to the sixth annual Slow Living Summit, which is focused on Food and Ag Entrepreneurship and How to Succeed in Business by Slowing Down!

Our focus this year on entrepreneurship parallels an enormously exciting project we have been working on: Windham Grows: a food and agriculture business hatchery.

In collaboration with state and regional partners, Windham Grows aims to build the food and agriculture business sector in Windham County by connecting startup and early-stage businesses with critical services, resources and financing. Once it gets up and running in Windham County, we’ll look at expanding to other parts of Vermont and New England.

Led by a pair of seasoned entrepreneurs-in-residence, Windham Grows helps build businesses in a three-stage annual development cycle:

- **Step 1: Discovering opportunities:** A program of outreach, workshops and cross-sector networking events designed smoke out ideas for new products, new methods and new markets that represent business opportunities

- **Step 2: Competitive evaluation:** A process designed to develop, test and rank business models, plans and financial projections for these opportunities

- **Step 3: Custom-tailored support for growth:** Continued support to bring the best of these opportunities to market in a systematic approach, custom tailored for each business, that includes mentoring, physical office, lab or maker space, land, or kitchen space, as appropriate, as well as assistance in gaining access to capital, services including legal, accounting, strategic advice, tech support, and more.

Windham Grows activities will be centered at the Robert H. Gibson River Garden, The Stroll’s headquarters building in the heart of downtown Brattleboro, where 4000 square feet of new space has been developed as offices, collaborative meeting and working space, and a kitchen for research & development work. We’re putting together the funding for Windham Grows now, and hope to have you involved!

- Besides Windham Grows, we’re also proud of our Farm-to-Table Culinary Apprenticeship Program, taking place again this summer at the River Garden. This program trains underemployed people and veterans for careers in the culinary field — last year, 11 people completed it and are now employed full-time in local kitchens and food production facilities.

Finally, we invite you all to come back to Brattleboro for the fun side of Strolling of the Heifers, our Parade, Expo and Weekend, June 3-4-5. For details check www.strollingoftheheifers.com.

*Orly Munzing*
*Executive Director*
*Strolling of the Heifers*
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A Slow Welcome

How to Succeed in Business by Slowing Down

I want to share why I am jazzed about this year’s Slow Living Summit but first let me share my personal connection to it.

No, I am not a food or ag entrepreneur and I’ve never had a store front. However, growing up, sometimes I would open up a store front in my house using my bedroom as a faux-mart to hustle additional allowance out of my parents. Of course, I got out of that business pretty quickly! However, that entrepreneurial spirit stayed with me through adulthood as I worked for different organizations overseeing many projects. Along the way in my history of directing projects and trying various things out in different settings, I learned most from challenging moments. For example, most of the time, what was idealized or planned looked very different from reality (and we’ve all had those moments). I learned that doing good business (whether it was in building partnerships OR meeting an ultimate goal that impacted a bottom-line) involved taking care of myself. I am still learning, by the way! Most of all, through all of my work, I took the valuable lesson of relationship building — nothing gets done without investing in your relationships and partnerships.

Ultimately, all of these things that I learned over the years are also reflected in what we hope you will take way from this year’s Slow Living Summit. You don’t have to be someone who is opening a store front, but perhaps you want to nurture your entrepreneurial spirit within the work you are already doing. Perhaps you have visions of opening a food or ag business but not sure how to start it or you are stuck on the details around financing and business structure. Maybe you are in the business of food and ag but have come to a point of deciding when, where and how to grow. Wherever you are on the spectrum, we want you to take away some key things as it relates to the spirit of our message for the Slow Living Summit:

• **Embrace Fumbles as Your Teacher in Business:** In our fast culture, everyone is competing for the top spot to be seen as the most successful. We invite you to think differently about success and its risks in regards to doing well within your food or ag business. You will hear stories of success but you will also hear stories of things that did not work quite so well and how individuals navigated around that. How can you learn from this in our own entrepreneurial adventures?

• **Connect Slowing Living & Being Present with Good Business:** It is very common for entrepreneurs to forget about themselves in the middle of their business planning. While thinking about planning a sustainable food or ag business, we want to help you make the connection between giving back to yourself, your neighbors and your community as a key part of your business model. What are some ways that you can do better for yourself in order to do better business?

• **Re-think Doing Business as Community & Relationship Building:** We are not just talking partnership but good business and doing well requires a community. This is the very essence of Slow Living because there is no business without community. What are the ways you can build community while building your business?

Things will not go as planned, however, you can be planful in your ability to bring a certain level of being present in the various stages of your entrepreneurial journey.

We hope you enjoy this year’s Summit and perhaps make some new connections or stumble into an epiphany during these two days of conversations and exciting workshops.

*Shanta Lee Evans-Crowley,*
*Mistress of Ceremony & Slow Living Summit Coordinator*
Brattleboro Memorial Hospital is a proud sponsor of this year’s “Strolling of the Heifers.”

Like BMH, farming is a healthy part of our community, so we’re pleased to support local family farms and everything they produce.

Well, ‘almost’ everything!

In the fast-moving world of investment management, our focus is the long-term care of our neighbors.

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Marlboro College’s Graduate & Professional Studies programs are proud to be an organizer, sponsor and host of the sixth annual Slow Living Summit, with its focus on Food & Agriculture Entrepreneurship.

Degree and certificate programs at Marlboro's Center for Graduate and Professional Studies in Brattleboro attract students from all over the East Coast who go on to make a positive impact in local and global communities. Our graduates start and run businesses, build social enterprises, advocate at the municipal and state levels, and act in numerous other ways as agents of healthy, mindful and sustainable change.

This year Marlboro is especially excited to announce the launch of a new graduate concentration in Sustainable Food Systems. As a national leader in direct-from-farm purchases, value-added agriculture, and food entrepreneurship, Vermont is the perfect location to learn about food, farms and the industrial food economy.

Students in our MSM and MBA programs actively participate in the evolution of agriculture and food production, making it more local and relationship-driven. They will develop a foundation in modern business education, with the critical thinking and leadership skills to create, innovate, and expand food-based businesses, social ventures, and nonprofits while infusing the sector with a well-grounded ethos of sustainability and social justice.

These are times of remarkable, unpredictable transitions in our economy, society and ecology. We increasingly see the role of our Graduate and Professional Studies as inextricably tied, in the words of Bill McKibben, to deepening our economy and making it responsive to many new needs on a local and regional level. Academic institutions have a key part to play in co-creating a thriving future.

In this spirit we are proud to support the work of the 2016 Slow Living Summit.

Kate Jellema
Director of Graduate & Professional Studies, Marlboro College

World Learning is proud to sponsor the 2016 Slow Living Summit.

Founded in southern Vermont more than 80 years ago, today World Learning is a global nonprofit advancing leadership in more than 60 countries through education, exchange, and development programs.

Our high school and undergraduate programs, The Experiment in International Living and SIT Study Abroad, provide students with immersive, life-transforming experiences in other cultures. They inspire alumni to explore food culture and changing global diets; train community workers; promote sustainable business practices in the private sector; and, as one alumna told us, to “continue learning, questioning, contributing, experiencing, and engaging.”

SIT Graduate Institute students go on to start nonprofits and become government and civic leaders and social entrepreneurs in intercultural and international fields. SIT alumni are working worldwide to build healthy, sustainable communities, including here in southern Vermont.

Through our international exchange and development programs, World Learning enhances the capacity of communities and individuals to take ownership of their own development. Our exchanges connect leaders from 140 countries with their American counterparts through study tours for government officials, scientists, activists, and others working to create a sustainable world. Our development programs prepare communities to address critical issues such as poverty and access to quality education, through positive, sustainable change.

All of our programs empower people to create a healthy, sustainable future and foster positive social change; we are very pleased to support the Slow Living Summit.

Donald Steinberg
President and CEO, World Learning
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Marlboro College provides independent thinkers with exceptional opportunities to broaden their intellectual horizons, with graduate programs in Brattleboro and an undergraduate campus in nearby Marlboro, VT.

www.marlboro.edu
What is Slow Living?

The concept of Slow Living is built on the metaphor of “slow,” as used by other visionary organizations like Slow Food and Slow Money.

“Slow” encompasses several layers of meaning that go beyond simply “sustainable.” Slow is the opposite of “fast” — fast food, fast money, fast living — and all of the negative consequences “fast” has had for the environment and for the health of people and societies. “Slow” embodies cooperation, respect, sustainability, gratitude and resilience.

But “Living” is also a key word in our name and our vision. “Living” should be mindful and purposeful, but also celebratory and filled with beauty, joy and gratitude. Defining what is meant by living well, or by a life well lived, is as relevant today as it was to the ancients — and as difficult.

Combining these words, “Slow Living” is a more reflective approach to answering how we live, work and play as human beings on a fragile Earth.

When we Live Slow, we give back and become more strongly connected to the Earth, to our communities, to our neighbors and to ourselves. A Slow Life is one that seeks the right balance between spirituality, sensuality, introspection and community. A Slow Life recognizes our role as members of our bioregions and of our Earth, taking a nourishing, rather than extractive approach.

The Slow Living Vision

The Slow Living Vision is of an Earth where humankind, honoring and celebrating the profound connectedness of all people, places and living beings, gives back by co-creating mutually supportive communities, bioregions and economic systems — and where we combine the wisdom of the past with a vision for the future to ensure a balanced, fulfilling way of life for all generations to come.

The Slow Living Vision is already being realized all over the world by an amazing array of people who are working on new pathways. These include not only sustainable agriculture, community building, renewable energy, reforestation, social justice, new economic models and resource conservation, but also deeper explorations into the wisdom of indigenous people, feminine and masculine wisdom, and the roles of the arts, ethics, philosophy, science, spirituality and religion in healing the Earth.

We come from all walks of life. We live in rural areas, small towns, and large cities. We are young and old, wealthy and struggling. We are all seeking a better way, a saner way, and a happier way to live and organize their lives.
Delivering the
Wisdom of Nature
in Brattleboro Since 1986

UNFI proudly supports organic agriculture, for the health of the planet and all who call it home.

Visit the “Beef Booth” at the Slow Living Expo on June 4, 2016 following the Strolling of the Heifers Parade in Brattleboro, VT.
# Summit Schedule

## Thursday, April 28

**2:00 – 5:00 PM**  
**GATHERING** — The River Garden, 157 Main Street  
Registration desk open at The River Garden

**5:00-6:10 PM**  
**NETWORKING RECEPTION** — The River Garden

**6:15-6:20 PM**  
**Welcoming remarks** — The River Garden  
Orly Munzing, Strolling of the Heifers founder and executive director.

**6:20-6:30 PM**  
**What’s this all about? An introduction to the Summit’s themes** — The River Garden  
Shanta L. Evans-Crowley, Summit Coordinator

**6:30-8:30 PM**  
**KEYNOTE PLENARY: Nourishing Slow While Growing Fast: The New Chapter Founders’ Story** — The River Garden  
New Chapter Founders, Paul and Barbi Schulick will share the story of shepherding their business (and their marriage) from a kitchen sink laboratory to the sale of New Chapter to the largest consumer goods company in the world and how practicing “slow living” has aided their process.  
Barbi and Paul Schulick, founders, New Chapter

**8:30 PM**  
**EVENING ACTIVITIES:** Networking at local pubs, informal open-space sessions, dinner options at local restaurants

## Friday, April 29

**7:45-8:25 AM**  
**GATHERING** — The River Garden  
Registration, continental breakfast

**8:30-10 AM**  
**PLENARY 2: Get a Scoop of the Action (Deal, No Deal, Ante Up: Financing Outside of the Box)** — The River Garden  
In the spring of 1984, Ben & Jerry’s defied conventional wisdom when it sold twelve shares of stock to any Vermont resident willing to invest $126 in the fledgling ice cream company. Even without the benefit of the Internet and social media it was arguably the first crowdfunded public stock offering. Here’s the story of how it unfolded and the lessons learned that are applicable to entrepreneurs fundraising today.  
Fred “Chico” Lager, Ex-CEO, Ben & Jerry’s

**10 – 10:25 AM • BREAK**  
Refreshments, Book table featuring books by Summit authors and CDs by Summit artists — The River Garden

**10:30 AM – NOON • BREAKOUT SESSIONS**

- **Holistic Health: Why Your Business Needs to Replace the “Bandaid” approach with Better Results & Less Risks** — ROOM 2E, Marlboro Grad Center  
Holistic Health Practitioners assess the patient as a whole— not the condition, considers root causes of illness— not the symptom, then develops a treatment plan from all therapies available, beginning with the modalities that carry the least risk—not a bandaid of a costly drug that too often have side affects that require more costly drugs. At an estimated $37- $50 billion industry, Holistic Health is no small player in the health care arena. Come learn how your business can enjoy these benefits plus save money.  
Michele Risa, President, Manhattan Holistic Chamber of Commerce

- **Re-Framing Hunger Relief** — The River Garden  
Hunger is not a problem of ‘not enough’. In this session, Ashley Stanley, Founder & Executive Director of Lovin’ Spoonfuls, will discuss the model of the organization and the challenges we face in food rescue and hunger relief. Lovin’ Spoonfuls differs from the traditional model of food rescue by removing volunteers from the equation and by systematizing operations with consistent schedules and inventory tracking. Ashley and her team are creating a legitimate, professional response to the problem.  
Ashley Stanley, Founder & Executive Director of Lovin’ Spoonfuls

- **Going from small to big by choice: How to navigate growth in your business venture** — ROOM 2B, Marlboro Grad Center  
Iconic Vermont serial entrepreneur Alan Newman
(Seventh Generation, Gardeners Supply, Magic Hat, Alchemy and Science) and Vermont venture capitalist Cairn Cross (co-founder FreshTracks Capital) get together and discuss the highs and lows of growing your small business into a large business. This conversation was developed from several of Alan’s appearances in a class that Cairn teaches for UVM as well as many informal conversations between Alan, Cairn and the FreshTracks Capital Road Pitch riders. There will be ample time for audience questions. If you are trying to decide whether to or how to grow your small business into something much larger, this is the session for you.

Cairn Cross, founder of FreshTracks Capital; and Alan Newman, Alchemy & Science

It's All in the Brew: Sustainability, Community, and the Social Entrepreneurship of Beer — ROOM 1D-Glassroom, Marlboro Grad Center

There is a lot of talk about social responsibility in business but how does that apply to the business of brewing beer? This session will cover a discussion about sustainability, community, social entrepreneurship, ways that business structures like employee ownership can help close the equity gap while changing the face of “ownership” in beer, and the overall passion of brewing beer.

Avery Schwenk of Hermit Thrush, Scott Shirley of Harpoon Brewery, Steve Allman of Canterbury AleWorks LLC, Brian Eckert of Four Quarters Brewing, and moderator Melissa Corbin of the Vermont Brewers Association

Insights into Making It Happen: Profitability & Success on the Farm — ROOM 1G-LEDGES, Marlboro Grad Center

Learn from the experience of 23 farms about what leads to profitability and success. We'll discuss their biggest mistakes and the positive habits and conditions that made a difference. This workshop is based on a 3-year research project examining the impacts of enterprise planning and financing on financial viability.

Dorothy Suput, The Carrot Project

Strategies for Success: Legal and Managerial Issues in Food and Agriculture — ROOM 2D, Marlboro Grad Center

Whether your food or ag business is not yet off the ground, new, or established, this panel will provide a wealth of information as it explores both the legal and management matters one should consider to successfully navigate the various phases of business. How does a copyright, trademark, and patent differ? What legal mechanisms can protect you from liability, and what is the extent of that protection? What must you do to protect your business after the initial set up at what point are you “big enough” to revisit your original business plan? What legal resources are available to help you navigate stages of growth in your food or ag business? This workshop will provide answers to these questions and more.

Jess Collen, Lawyer, Collen IP; Elizabeth Bayne, Business Consultant, Yankee Farm Credit; Annie Lemelin, Legal Fellow, Conservation Law Foundation

Seeding, Nurturing and Driving a Purpose-Led Organization — Room 2C, Marlboro Grad Center

How do you get a purpose-led organization started? What are the fundamental elements to growing and maintaining a purpose-led organization through developing and thriving stages? What happens if things start to stall? Join Rob Michalak, Ben & Jerry’s Global Director of Social Mission, in a session that covers the basics and the complexities of seeding, growing and maintaining a purpose led organization.

Rob Michalak, Ben & Jerry’s Global Director of Social Mission

NOON – 1:35 PM

NETWORKING LUNCH — Join fellow Summiteers at one the fine nearby eateries in downtown Brattleboro!

Book table featuring books by Summit authors and CDs by Summit artists — The River Garden

1:45 – 3:15 PM

PLENARY 3: Fix, Pivot, Close, or Sell: Re-thinking Food & Ag Business Model — The River Garden

Bob Wellington, Sr. Vice President for Economics, Communications and Legislative Affairs, Agri-Mark Dairy Cooperative; Gabriel Cole, Founder, Fare Resources
3:15 – 3:40 PM • BREAK
Refreshments — Book table featuring books by Summit authors and CDs by Summit artists — The River Garden

3:45 – 5:15 PM • BREAKOUT SESSIONS

Podcasting, Periscope, Blab and YouTube: How to get your website noticed — ROOM 1D-GLASSROOM, Marlboro Grad Center [ONE-ON-ONE SESSION — sign up at registration table]
If you’re frustrated because your website isn’t on the first page Google and you’re not sure how to get it there or who to turn to for help? Then this is the one-on-one session is for you. C S Wurzberger, chief green marketing strategist and award winning podcast producer, promoter and host will personally help you layout a business strategy that ensures your website can be found in the search engines and attracts all the buying customers you want. In this one-on-one session she’ll review your website and give you solid ways to tweak and improve your site’s performance in the search engines. Plus, you’ll also get the chance to discover more about Podcasting, Periscope, Blab and YouTube and see how they can benefit your business growth strategy. And as a bonus, you’ll walk away with checklists, resources and a business strategy to boost your website’s performance in the most popular search engines without the hassle of search engine optimization. Sign up to attend a private session or sit in and hear the conversations with fellow businesses.
C. S. Wurzberger, The Greenup Girl

Slow Medicine for the Entrepreneur: How do creative, passionate, and committed people need to take care of themselves in order to reach their goals? — The River Garden
In this workshop, Dr. Michael Finkelstein, the Slow Medicine Doctor, will guide you on integrating the passion and purpose of your life with the passion and purpose of your work. Indeed, there is often a functional disconnect between the two, which can compromise each. Slow Medicine, however, offers a way to align and accomplish your personal and professional goals, maximizing results on all fronts – by recognizing the intra- and inter-connectedness of your life; activating the positive domino effect of these connections; and approaching your work as an opportunity for spiritual adventure.
Dr. Michael Finkelstein, the Slow Medicine Doctor

Co-operative Enterprise: Beyond Profit and Non-Profit — ROOM 2D, Marlboro Grad Center
The co-operative business model is an effective tool for community entrepreneurship across the food system and economy. Whether you are interested in starting a new enterprise or considering the conversion an existing one, this workshop is for you. Together we will explore the co-operative legal structure, examples of new growth in the food system, and advice for people interested in the nuts and bolts of business development.
Erbin Crowell, Neighboring Food Co-ops Association; and Matthew Cropp, Vermont Employee Ownership Center

Regeneration and the Rise of True Food Economics — ROOM 2C, Marlboro Grad Center
This workshop takes aim at the idea that we have yet to build a truly sustainable movement. We will explore how to craft a food world of self-sufficiency and stewardship through new ways of building financially and operationally viable business models. It will cover: Accelerate — Elevate — Regenerate — New models and methods of triple-bottom line — True food accounting — Assessing risk, timing, partnerships in financing — Failure as opportunity — Unlikely Lessons: Borrowing from other industries outside of food/ag (given your personal experience & knowledge) — Unique financing
Gabriel Cole, Founder, Fare Resources

The Intervale Center: Sustaining Land, Farms, and People for over 25 years — ROOM 1G-LEDGES, Marlboro Grad Center
For over 25 years the Intervale Center in Burlington, Vermont has led the way as one of the most innovative food systems organizations in the country. From their nationally recognized 25 year old farm incubator program to their direct to consumer and wholesale Food Hub, the Intervale Center supports and creates socially responsible enterprises to help change the world.
Maggie Donin, Beginning Farmer Specialist, Intervale Center

Scaling a Mission Driven Business through Building Social and Environmental Benefits into our DNA — ROOM 2E, Marlboro Grad Center
Join family founders Rebecca Hamilton and Bill Whyte for a case study of a business striving to
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keep their mission active as they experience continuous double-digit growth. Learn about Badger, the Benefit Business Movement, and the community of businesses that are working together to create a new sector of the economy focused on doing well while doing good. Participate in a discussion on the merits of the B Corp Certification and the legal Benefit Corp status.

Rebecca Hamilton Co-Founder/VP of Innovation & Social Impact, W.S. Badger Company; and Bill Whyte, CEO & Founder, W.S. Badger Company

5:30 until it’s over!
SHOW ME THE MONEY! — The Summit Storieslam at the Robert H. Gibson River Garden, emceed by Daniel Kornguth. With heavy hors d’oevres and cash bar.

What’s this about?
Last year, we had such a good time with our “What’s Eating You?” storieslam night that we’re doing it again! The 2016 Summit features “Show me the Money: The trials, tears, tribulations and belly laughs of farm/food entrepreneurship!” — a story-telling evening on Friday, April 29, from 6 p.m. to 8:30 p.m. (or whenever we run out of stories) at the River Garden. It will be an exciting night of stories and vignettes hosted by Daniel Kornguth, local artist and founder/creator of the Soapbox Derby. Refreshments will be served! And please, plan to tell your own story on the theme of money! Within your journey, we are sure you have experienced revelatory moments ranging from the serious to the laughable. Tell us about your highs and lows, your successes and failures, your touchdowns and your fumbles. handling_over_money400 “Show me the Money” is part of the kickoff for Windham Grows, which is the Strolling of the Heifers food and ag business hatchery, a unique approach to launching and growing businesses, creating jobs, attracting and retaining younger people and leveraging resources for entrepreneurs. What’s your story? A lemonade stand gone horribly wrong? A customer experience that changed your entire business plan? A taste of something exquisite that inspired you to redirect your career into the food biz? Whatever it is, we want to hear it at the River Garden on Friday night, April 29.

EVENING ACTIVITIES: networking at local pubs, informal open-space sessions, dinner options at local restaurants

Saturday, April 30

7:45-8:25 AM
GATHERING — The River Garden
Registration, continental breakfast — Book table open

8:30-10 AM
PLENARY 3: Plant-based medicines, can VT and our farms be a leader? — The River Garden
Not many people with a medical need know where to begin when considering cultivating or sourcing their own supply of medicinal cannabis or other plant-based remedies. Medicinal plants were once an integral part of every community and home garden. While this know-how has been lost in most of the industrial world, plant-based medicines are part of the $200B+ and fast-growing personalized medicine, complementary and alternative medicine including the legal $2.7B (74% growth) 2014 marijuana market. Topics covered will include: –What do we know about the plant-based medicine opportunity, and where can we learn more? –What’s happening in VT with plant-based medicines globally and how does it relate to the VT local food and ag diversification movements? –What are examples of successful ag entrepreneurship and farm diversification with medicinal plants? –What does a quick SWAT analysis look like for this VT industry and what can the private sector and government do about it? –What are the federal and State legal issues and realities, for medical cannabis and other plant-based medicines? –What is happening in the 2016 Vermont Legislative session, and what does it mean for you?
Will Raap, Founder, Gardener’s Supply, and Jovial King, Founder, CEO, Creative Director of Urban Moonshine Organic Herbal Apothecary.

10:00 – 10:25 AM • BREAK
Refreshments — Book table featuring books by Summit authors and CDs — The River Garden

10:30 AM – NOON • BREAKOUT SESSIONS
The future of food and community, a Hero’s Journey Quest — ROOM 2D, Marlboro Grad Center
Going off trail, courage and vision are a few of the
ingredients needed as food and ag entrepreneurs, whether one is: – Defining a new path of both purpose and profit, it takes vision to invent. – Thinking of pitching a new idea, you wonder whether or not it will be accepted and successful. (How do you choose to measure it?) – Exploring which business model may work is daunting. If you are already a food or ag entrepreneur . . . it takes courage and daring to look at what you have built/chosen and make a decision to be bold and step out of that. The French word for courage is coeur meaning heart. When we talk about the calculated risks you take as a food / ag entrepreneur or your boldness for your vision . . . we are also talking about the heart it takes to make such decisions. Join Mark in this foundational and inspiring workshop, because you actually are on a heroic journey.

Mark Morey, Founder, CEO of A Connected Leader

The Yin and Yang of Economics: Sustainable Businesses and the Climate Crisis — The River Garden

An essential part of addressing the climate crisis is understanding its root causes. Using the ideas and research from his new book The Yin and Yang of Climate Crisis, Brendan will present a Chinese medicine understanding of long-term sustainability. He’ll discuss how our societal assumptions are creating imbalance throughout our country, including in our economy. He will also talk about how changes in our own perceptions of the world are needed to create sustainable businesses and a sustainable culture.

Brendan Kelly, herbalist and acupuncturist, Jade Mountain Wellness

Podcasting, Periscope, Blab and YouTube: How to get your website noticed — ROOM 1-D-GLASSROOM, Marlboro Grad Center

If you’re frustrated because your website isn’t on the first page Google and you’re not sure how to get it there or who to turn to for help? Then this is the one-on-one session is for you. C S Wurzberger, chief green marketing strategist and award winning podcast producer, promoter and host will personally help you layout a business strategy that ensures your website can be found in the search engines and attracts all the buying customers you want. In this one-on-one session she’ll review your website and give you solid ways to tweak and improve your site’s performance in the search engines. Plus, you’ll also get the chance to discover more about Podcasting, Periscope, Blab and YouTube and see how they can benefit your business growth strategy. And as a bonus, you’ll walk away with checklists, resources and a business strategy to boost your website’s performance in the most popular search engines without the hassle of search engine optimization. Sign up to attend a private session or sit in and hear the conversations with fellow businesses.

C. S. Wurzberger, The Greenup Girl

Crafting a Food Product Business; from Idea to Reality with Food Business Development Specialist — ROOM 1-G, Marlboro Grad Center

There’s a big market out there for local, specialty and value-added food-based products. Many Food-based businesses whose product is processed in some way – cooked, refrigerated, frozen, fermented, bottled or canned – prior to sale are not as simple as you might think. Scaling recipes, dealing with food safety requirements and regulations, and food production licensing are a few of the hard issues, not to mention business planning. Fortunately, the Food Processing Center at the Franklin County CDC in Greenfield, MA has been helping people start and grow successful food based businesses since 2001. Join this discussion with Food Processing Center Business Development Specialist, Nico Lustig, to learn about the steps and services available to bring your product to market.

Nico Lustig, Western Mass. Food Processing Center at the Franklin County Community Development Corporation.

New ways for local people to invest in your business — ROOM 2E, Marlboro Grad Center

There is a spike in demand for local food and a growing interest in sustainable businesses that are profitable and good for all stakeholders. Fortunately there are also a growing number of people who want to invest locally. But how to do this well so that the business achieves the desired impact? What do these businesses need to grow – just money or “tough love” and advice or a combination? How can people who are inspired by these businesses make a difference – directly or through intermediaries?

Louisa Schibli & Janice Shade of Milk Money, John Hamilton, New Hampshire Community Loan Fund
Mission-Driven Financing — ROOM 2B, Marlboro Grad Center
Financing is already a challenge but how do you use finance to support your mission? Navigating this path in the beginning of when you really need the funding can be a challenge when you are trying to stay true to your mission. How do you maintain your mission and financing goals when considering business growth? This session will cover: What partners do you choose? What is your support system out there? Identifying different investors that fit your business. Aligning your mission with finance opportunities. What are the things to think about at the varying stages of your business.
Rebecca Busanski, coordinator, PVGrows Investment Fund; Leah Fury, loan officer, Community Capital of VT

The Road Well Traveled But Sparsely Funded — ROOM 2C, Marlboro Grad Center
Join Tanya Fields of The BLK Projek and her fellow co-op owners and farmers as they discuss the successes and challenges that face many of color professionals who delve into the world of urban agriculture and food businesses. With humor, thoughtfulness, direct dialogue and hands on participation we will challenge the myth of “bootstraps”, clearly illustrate the SYSTEM that often stunts many entrepreneurs when class, race and gender intersect in regards to funding and investment. Further, we will spend a significant amount of time working through real world ways to deconstruct the existing system and open up opportunities for those in communities most impacted and fearless (or crazy) enough to mine existing markets, create new ones and change the world they live in!
Tanya Fields, The BLK Project, Margaret Riche, Infinitae Stockton and Imani Vidal

NOON – 1:35 PM
NETWORKING LUNCH — Join fellow Summiteers at one the fine nearby eateries in downtown Brattleboro!
Book table featuring books by Summit authors and CDs by Summit artists — The River Garden

1:45-3:00 PM • BREAKOUT SESSIONS
Impossible is a Dare: How Your Food Business Can Become a Force for Social Transformation and Planetary Healing — ROOM 1D-GLASSROOM, Marlboro Grad Center
In 2016, we shouldn’t keep putting up with hunger, poverty, war, and catastrophic climate change! Let’s turn these miseries into sufficiency, peace, and planetary balance—through profitable products and services. Using food (and some nonfood) examples, green/social change activist/profitability strategist bestselling author Shel Horowitz shows how. Lifelong activist and marketer Shel Horowitz has been showing business owners how to be more profitable by being green and ethical for over a decade. Shel shows businesses how to go green affordably and effectively—and how to market that green commitment to win new customers, turn those customers into fans, and turn those fans into ambassadors for you. Recently, he’s expanded his focus to look at the profit motive as a powerful tool for turning hunger and poverty into sufficiency, war into peace, and catastrophic climate change into planetary balance, founding Business For a Better World. Shel is an international speaker and the author of ten books, including the long-running category bestseller Guerilla Marketing Goes Green and the forthcoming Guerilla Marketing to Heal the World. Save the Mountain, a group he founded, beat back a massive housing development on the Mount Holyoke Range in Hadley, MA. Shel Horowitz, Author, Guerilla Marketing Goes Green

Vac-packing the harvest in community kitchens — ROOM 1G-LEDGES, Marlboro Grad Center
Anna Dawson brings her Cornell foods education, farming and teaching background plus ten years of Freezer Meal Kit research to workshop participants interested in using frozen and vacuum packed local food as an income creation vehicle. Hometown Foods’ whole foods presentation provides a taste of the possibilities.
Anna Dawson, Founder, Home Town Foods

Success from the Ground Up: How to Design Your Business for Success from the Start — ROOM 2B, Marlboro Grad Center
This is a get-down-to-work session with specific exercises and experienced mentors helping you along the way. Designed for folks curious about social entrepreneurship, start-ups and established companies looking for a change. First, we look at how you define success and sustainability. Then we help you work in small teams to design your dream business and present your ideas to others in a compelling way. Finally you fine tune these ideas by exploring the unique passions, skills and assets you personally bring to the business.
Jim Verzino, social entrepreneur; and Tamara Stenn, Author, entrepreneur, teacher, SIT Graduate Institute

Building impact businesses is based on principles — ROOM 2C, Marlboro Grad Center

John Steven Bianucci shares how the creation and development of Iroquois Valley Farms succeeded because intentional implementation of an intentional set of principles is a most coherent and integral approach to business formation and execution. Building upon this thesis will be a workshop discussion exploring how attending to the focused expression of combinations of principles are the key to assuring Impact businesses realize success and cultivate resilience over the long-term.

John Steven Bianucci, Director of Impact at Iroquois Valley Farms

Dealing With the Tough Stuff — The River Garden

From the outside looking in, your business looks great, almost like a fairy tale – you are a values-based company, making awesome products, paying livable wages, caring for the environment, and doing good work in your communities. And your press is impressive. But you know that the full story is much more complex than outside appearances. In fact, running a successful company is chock full of tough stuff – maybe you run out of cash, lose a big customer, or you make a few mistakes, take a few bumps, and your self-confidence flies out the window. You are not alone! We all face difficult challenges in our companies. In this interactive session we will talk about the real stories behind the fairy tale and share some practical tools that can help you navigate the tough stuff more successfully.

Lisa Lorimer, Entrepreneur-on-the-loose

Outside of the Box: Expanding our Approach to Adding Diversity to Food & Ag Entrepreneurship — ROOM 2D, Marlboro Grad Center

This workshop will provide two perspectives from two organizations about various ways that food and ag businesses and entrepreneurs and expand their thinking and practices in regards to who is at the table within the sector. Please join Joy Kosta of the Human Capital Institute and Jacqueline Maisonpierre of New Haven Farms in a session will be filled with case studies and examples of how urban farming and partnerships are ways to move toward inclusion.

Joy Kosta, Human Capital Institute and Jacqueline Maisonpierre, New Haven Farms

3:00 – 3:20 PM • BREAK

Refreshments — Book table featuring books by Summit authors and CDs by Summit artists

3:35-5:00 PM

CLOSING KEYNOTES: Food, Tech and Innovation — The River Garden

Summing Up and Moving Forward: How do we integrate the most modern and useful technology while avoiding many of the pitfalls inherent in the adoption of new methods that may have unintended consequences? How do we respect and incorporate ancient wisdom, hard won communal knowledge and experience while allowing innovation to flourish? Join former Google Director of Community Affairs and Vermont Gubernatorial Candidate Matt Dunne and nationally known, James Beard Foundation Award Winning Food and Restaurant Consultant Clark Wolf as they parse the conference and help us look into a future rich with the treasures of the past and vibrant with new possibilities.

Matt Dunne, VP for Community Affairs, Google; and Clark Wolf, President & Founder of the Clark Wolf Company

Tug on anything at all and you’ll find it connected to everything else in the universe.

- John Muir

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Summit Speakers & Artists

Steve Allman, Canterbury AleWorks LLC
Elizabeth Bayne, Business Consultant, Yankee Farm Credit
John Steven Bianucci, Director of Impact, Iroquois Valley Farms, LLC
Rebecca Busansky, Coordinator, PVGrows Investment Fund
Gabriel Cole, Founder, Fare Resources
Jess Collen, Partner, Collen IP
Melissa Corbin, Vermont Brewers Association
Matthew Cropp, Program and Outreach Coordinator, Vermont Employee Ownership Center
Cairn Cross, Co-Founder and Managing Director, FreshTracks Capital
Erbin Crowell, Executive Director, Neighboring Food Co-op Association
Anna Dawson, Founder, Hometown Foods LLC
Maggie Donin, Beginning Farmer Specialist, Intervale Center
Matt Dunne, Former V.P for Community Affairs, Google
Brian Eckert, Four Quarters Brewing
Shanta Lee Evans-Crowley, Slow Living Coordinator & Mistress of Ceremonies
Tanya Fields, Founder & Executive Director, the BLK Projek
Dr. Michael Finkelstein, The Slow Medicine Doctor
Leah Fury, Loan officer, Community Capital of Vermont
John Hamilton, VP, Economic Opportunity, New Hampshire Community Loan Fund
Rebecca Hamilton, Co-owner/VP of Innovation & Social Impact, W.S. Badger Company
Natalie Holder, Founder/CEO, Quest Diversity
Shel Horowitz, Author, Guerilla Marketing Goes Green
Brendan Kelly, Herbalist and Acupuncturist, Jade Mountain Wellness
Jovial King, Founder, CEO, Creative Director, Urban Moonshine Organic Herbal Apothecary
Daniel Korn-guth, Artist
Fred “Chico” Lager, Ex-CEO, Ben & Jerry’s
Martin Langeveld, Marketing Director, Strolling of the Heifers

Annie Lemelin, Legal Fellow, Conservation Law Foundation
Lisa Lorimer, Entrepreneur-on-the-loose
Nico Lustig, Food Business Development Specialist, Franklin County Community Development Corporation
Jacqueline Maisonpierre, Organic Farmer, New Haven Farms
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Paul and Barbi Schulick, Founders, New Chapter
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Bill Whyte, CEO & Founder, W.S. Badger Company
Clark Wolf, President & Founder of the Clark Wolf Company
CS Wurzberger, The Greenup Girl
**Summit Session Locations**

**MARLBORO GRADUATE CENTER**
Walk South 2 blocks from the River Garden, cross the 5-way intersection and walk past the Brattleboro Museum and Art Center to the Graduate Center. Direction signs to all rooms will be posted. Second floor is accessible by stairs or elevator. There are additional restrooms on 3rd and 4th floors.

**STROLLING OF THE HEIFERS RIVER GARDEN**
Site of all plenary sessions, receptions, and Friday night’s “Show me the Money”. From Marlboro Graduate Center, cross the intersection, walk north (up the hill) two blocks. The River Garden is the green steel and glass building.

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**Lintilhac Foundation**, promoting a clean water and renewable energy economy for Vermont.
Even with 30 minutes between most sessions, restrooms can be in short supply. To avoid lines, at the Marlboro Graduate Center remember there are restrooms on all four floors. Our sessions are on the first and second floors, but in the event of congestion, take stairs or elevator up to the third or fourth floors.

At the River Garden, restrooms are on the main floor. Or when walking to or from the River Garden, visit the friendly restrooms at Sam’s or at the Works Bakery Café.

Restroom Tips
Strolling of the Heifers

Friday Street Festival – June 3
Parade and Expo – June 4
Farm Tours and Tour de Heifer Cycling – June 5

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The GREEN MOUNTAIN CREAMERY brand, made in Brattleboro VT, adheres to a very basic philosophy: a healthy, responsibly made yogurt that tastes great, and is affordable! This is done by keeping it simple. The brand is made with only the things that make yogurt taste so good: Pure rBST-free milk, real fruit and berries (and in the case of maple- real maple syrup), and lots of live and active cultures. A portion of the profits from the sale of the product are returned directly to the farmers who supply the milk used to make it.

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AGRO LIVING: This website adds my voice to the current conversation regarding food, global aid and the environment. I think we need to concentrate on reassessing today’s challenges, then review, reprioritize and rethink our approaches so we can take effective, concrete action and realize our goals.

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MARLBORO COLLEGE — Marlboro College Graduate and Professional Studies offers Masters Degrees in management and education that develop the whole person, advancing careers and cultivating the skills and networks to excel in both life and work. Learning is designed around small, in-person classes at our campus in Brattleboro, Vermont, and is complemented by online work and collaboration. Studying at Marlboro means being a part of a rich learning community that supports academic and individual goals. The concept of “praxis”, a continuing cycle of learning and doing, inhabits the lives of our students as they apply their studies to their current jobs through class projects and real life experience. For more information, please go to marlboro.edu.

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WORLD LEARNING is a nonprofit organization working in more than 60 countries to advance leadership through education, exchange, and development programs. Our high school and undergraduate programs, The Experiment in International Living and SIT Study Abroad, provide students with immersive, life-transforming experiences in other cultures. SIT Graduate Institute offers master’s degrees and certificate programs in intercultural and international fields. SIT alumni are working worldwide to build healthy, sustainable communities, including here in southern Vermont.

BUILDING GREEN, Inc. provides authoritative information on sustainable design practices and products to building industry professional and higher education institutions. They publish Environmental Building News and GreenSpec®, a database of environmentally preferable building products.

SLOW MONEY’s vision is to inspire new ways of thinking about what it means to be an investor in the 21st century, promoting principles of soil fertility, sense of place, cultural, ecological & economic diversity, and nurture capital. Slow Money is connecting investors to small food enterprises, catalyzing the flow of capital to local food systems and stimulating a national conversation about finance, culture and the soil.

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ANTIOCH UNIVERSITY NEW ENGLAND in Keene, NH provides transformative education through scholarship, innovation, and community action for a just and sustainable society. We offer an MBA in Sustainability in accelerated, weekend, and fully online formats, a 16 month MS in Resource Management and Conservation program for working professionals, and other practice oriented master’s and doctoral programs in Environmental Studies, Education and Psychology.

BEN & JERRY’S started in 1978 as a community scoop shop in Burlington, VT. It now produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including dairy from Vermont family farmers who are members of the St. Albans Cooperative Creamery and who do not treat their cows with the synthetic hormone rBGH. Ben & Jerry’s products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchised Ben & Jerry’s Scoop Shops, restaurants and other venues. Ben & Jerry’s, is a Vermont corporation, a wholly-owned subsidiary of Unilever, and a certified B
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Corps, operating its business on a Mission Statement emphasizing a sustainable concept of linked prosperity for stakeholders throughout its three mission pillars of product quality, economic reward and progressive social change. For more, please visit www.benjerry.com.

The mission of the BEN & JERRY’S FOUNDATION is to engage Ben & Jerry's employees in philanthropy and social change work; to give back to our Vermont communities; and to support grassroots activism and community organizing for social and environmental justice around the country. Ben & Jerry’s Foundation proudly sponsors the Summit’s Food Justice & Access track.

GRASSROOTS CAPITAL MANAGEMENT is an impact investment manager based in the US. Grassroots and its India-based partner, Caspian Advisors, co-manage four microfinance funds. Grassroots activities are motivated by a belief that those blessed with abundant human and financial resources have an obligation to pursue economic justice and community empowerment both at home and globally. We seek out and collaborate actively with others with shared values.

The flagship projects of the LINTILHAC FOUNDATION have been the support of the midwifery program at Fletcher Allen Health Care and support for student scholarships and scientific research at the University of Vermont and Middlebury College. The Foundation has also moved aggressively to address consumer and environmental advocacy issues and believes it is important to make polluters — not taxpayers — pay to clean up toxic wastes and pollution in Vermont streams and groundwater. The Foundation also works to foster a new generation of clean, renewable energy and energy-efficient technologies.

TRILLIUM ASSET MANAGEMENT is the oldest investment advisor exclusively focused on sustainable and responsible investing (SRI). We believe examining environmental, social, and governance (ESG) factors as an integrated part of the investment process can lower portfolio risk and help identify the best managed companies. With over $1.4 billion in assets under management, we have been managing equity and fixed income investments for high net worth individuals, foundations, endowments, religious institutions, and other non-profits since 1982. A leader in shareholder advocacy and public policy work, our goal is to deliver both impact and performance to our investors.

TRUST COMPANY OF VERMONT is employee-owned and Vermont-based in perpetuity. We offer both clients and staff a stable environment where relationships can endure for generations. Our 24 professionals practice the crafts of trust administration and investment management with the knowledge and skill to promote individual client objectives with flexibility and focus. Several of the founders of The Trust Company of Vermont were responsible for the creation of one of the first socially responsible Common Trust Funds in the country.

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At CLEAN YIELD, we help our clients meet their long-term financial goals while making a positive difference in the world. For more than three decades, we have built custom portfolios for our clients that actively channel investment dollars toward a more just and environmentally sustainable economy. Clean Yield has facilitated ed impact investments worth over $15 million, invested on behalf of more than 50 clients in over 30 impact investment offerings. We co-founded Slow Money Vermont, actively participate in the Vermont Farm to Plate Network, and are incorporated as a Vermont Benefit Corporation. Clean Yield has approximately $285 million under management.

FARM TO PLATE is Vermont’s statewide food system plan legislatively directed to increase economic development and jobs in Vermont’s farm and food sector and improve access to healthy local food for all Vermonters. The ten year Farm to Plate Strategic Plan to strengthen the working landscape, build the resilience of farms and food enterprises, improve environmental quality, and increase healthy, local food access for all Vermonters is being implemented by the Farm to Plate Network—over 350 farm and food sector businesses, non-profits, institutions, and government agencies from across the state. Farm to Plate is coordinated by the Vermont Sustainable Jobs Fund, a non-profit organization based in Montpelier, Vermont. Learn more at www.VTFarmtoPlate.com.

THE FRANKLIN COUNTY COMMUNITY DEVELOPMENT CORPORATION (FCCDC) is the place to go for business counseling, capital and connections in Western MA. The FCCDC’s Western MA Food Processing Center provides solutions for farms and food entrepreneurs throughout New England. Our team will work with you to bring value added, season extended, and specialty foods to market. Fully certified commercial kitchen available for you to get started right. Are you seeking opportunities to grow a food business? Learn more at www.fccdc.org

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ANIMAL WELFARE APPROVED (AWA) audits, certifies and supports farmers who raise their animals according to the highest animal welfare and environmental standards, outdoors on pasture or range. Often referred to as a “badge of honor for farmers” and the “gold standard,” AWA is the most highly regarded food label in North America when it comes to sustainability, animal welfare and pasture-based farming. This is the only truly pasture-based certification: no cages, crates, or feedlots. Annual audits are at no cost to farmers.

Founded in 1984, CHELSEA GREEN PUBLISHING is regarded as the preeminent independent publisher of books on the practice and politics of sustainability.
Recent publications include Occupy World Street by Ross Jackson; Local Dollars, Local Sense by Michael Shuman; The Transition Companion by Rob Hopkins; and The Small Scale Poultry Flock by Harvey Ussery.

COMMUNITY CAPITAL OF VERMONT is a statewide small business and microenterprise lender serving low and moderate income entrepreneurs. Our loans range in size from $1,000 to $100,000 and can be used for business start-up or growth and expansion. CCVT specializes in providing loans to business owners who lack the collateral or credit history to qualify for traditional bank loans. Community Capital is the “go-to” lender for entrepreneurs who require business start-up and expansion financing but are unable to secure bank financing. We serve as a stepping stone for entrepreneurs, helping them build the sales, experience, and credit to become sustainable, successful, and bankable businesses in the future. Website: www.communitycapitalvt.org/

Cooperative Fund of New England THE COOPERATIVE FUND OF NEW ENGLAND (CFNE) was founded in 1975 by co-op activists and social investors to provide financial and technical assistance to food cooperatives. Since then, the organization has expanded its focus, offering development loans and technical assistance to a wide range of cooperatives and nonprofit groups that share CFNE’s vision of equality, justice, and social responsibility. CFNE is a bridge between socially responsible investors and cooperatives, community oriented non-profits, and worker-owned businesses in New England (and parts of New York).

DUO RESTAURANT duo Restaurant has captured the true essence of the Main St. restaurant - simple food, a low-key but polished ambience and a hum of neighbors trading stories. The seasonal cuisine constantly surprises and comforts and the partnership with local farmers and food artisans is real. After being in Brattleboro for less than 2 years they have over 50 partnerships they have developed.

EVERYONE’S BOOKS in Brattleboro is our Summit book vendor — stop by their table at lunchtime to browse and purchase books by Summit authors. The store, located at 25 Elliott Street, is a family-owned independent bookstore specializing in books about social change, the environment, and multicultural children’s books. Many of their books are by original, creative, and progressive authors. Everyone’s books is committed to providing a friendly, personal place where folks can come to shop, meet, rant about right-wing government, nurse a baby, or learn.

HAWTHORNE VALLEY ASSOCIATION: Since 1972, Hawthorne Valley Association has been dedicated to promoting social and cultural renewal through the integration of education, agriculture, and the arts. The 400-acre campus includes an early childhood through grade 12 Waldorf school; working Biodynamic farm; on-farm education programs; a full-line natural foods store; social, ecological, and cultural research groups; teacher training programs; and more. Our work is based on genuine human relationships, wonder and love of nature, and continued commitment to self-development and lifelong learning in a social context. Visitors welcome! For more information, please call 518-672-4465, visit www.hawthornevalleyassociation.org, or stop by 327 County Route 21C, Ghent, NY 12075.

IROQUOIS VALLEY FARMS LLC is a food and farmland company making impact investments in local and organic agriculture following triple bottom line principles. Formed in 2007, Iroquois Valley Farms was the first socially responsible farmland company in the United States focused on supporting sustainable food production and the mid-size family farmer. Iroquois Valley Farms is committed to preserving farmland, facilitating organic land management practices, supporting local food markets, providing land access opportunities to family farmers and creating value-based agriculture investment opportunities. Offering a uniquely corporate and indefinitely scalable opportunity to benefit from the production of healthy and nutritious foods, the Company has purchased over 3000 acres of farmland, all of which is certified organic or in transition to organic production. The owned farmland is leased through long term tenancies to farmers that are independently operating their own family farm business. Corporate revenues and profitability are directly connected to the growing businesses of these farmers.

JADE MOUNTAIN WELLNESS in Burlington, VT provides individualized natural health care for the whole family, from toddlers to seniors. We provide acupuncture, non-needle treatments, and customized western and eastern herbal formulas to address a wide variety of physical, mental and emotional symptoms, prevent their re-occurrence, and promote long-lasting health. We are committed to the well-being of our patients, our community and the environment. Visit us at jademtwellness.com.

REBECCA M. JONES, MD, DERMATOLOGY Our goal is to provide for our patients and their families: quality care and compassion, respect and consideration. We wish to be a positive influence in the healthcare field, and to deliver good medicine.

The LEGAL SERVICES FOOD HUB provides pro bono legal assistance, workshops, and trainings to eligible farmers, food entrepreneurs, and related organizations in order to foster a sustainable, resilient, and just food system. The Legal Services Food Hub matches eligible participants with qualified attorneys in our statewide network for a host of transactional legal issues including contracts, entity formation, and leases. Visit our website for more information about our services and highlights of farmers and food entrepreneurs who received legal assistance through the Hub.

MERRITT & MERRITT & MOULTON is a B Corporation law firm based in Burlington, Vermont representing emerging growth companies with a focus on financing and intellectual property. The firm also represents angel, family office, venture capital and private equity investors and is an active participant in the New England venture ecosystem. Ken Merritt, Managing Director of Merritt & Merritt & Moulton, is a Founding Member of the Slow Money Alliance. He also serves on the Board of Directors of the Investors’ Circle (Incubator of Slow Money).

MILK MONEY L3C is Vermont’s first third-party equity crowdfunding portal. The company’s website, www.MilkMoneyVT.com, was launched in July 2015 with a mission to put the means for creating new businesses, a strong local economy and personal wealth within the reach of all Vermonters. Based in Charlotte, Vermont, it was founded by two seasoned entrepreneurs who identified a hole in the early stage capital market and created a solution that takes advantage of the Vermont Small Business Offering regulatory updates of July 2014. Milk Money is powered by VSECU through its wholly owned, independently operated, subsidiary, Vermont
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THE NEIGHBORING FOOD CO-OP ASSOCIATION (NFCA) includes over 30 food co-ops in New England that are working together toward a shared vision of a thriving regional economy, rooted in a healthy, just and sustainable food system and a vibrant community of co-operative enterprise. To find a food co-op near you, please visit www.nfca.coop.

REAL PICKLES is a small, worker-owned cooperative based in western Massachusetts producing pickled products that are raw, vinegar-free, and 100% organic. Our products are made using the traditional natural fermentation process that has been used for centuries all over the world. In support of a regional food system, we buy all of our vegetables from family farms in the Northeast and sell our products only within the Northeast. For more information please, visit www.realpickles.com.

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SLOW LIVING® — Soul of the New Artisan Economy — is your source for discovering the news, people and companies defining the local, slow, artisan movement of today. Founded in 2010 by Jason Drebitko, the company’s goal is to be the world’s leading brand community, media outlet, e-commerce and business directory showcasing and supporting authentic products, companies and experiences that emphasize quality over quantity, along with environmental and social responsibility. Drebitko coined the term Slow Living® as a consumer behavior philosophy that translates across product categories into purchasing decisions based on a common set of product characteristics. These include: the highest quality construction and materials; traditional processes involving high levels of skill and substantial hand work; low volume and often individual production; inherent beauty; vernacular reverence; attention to design and detail; and heritage or brand story. slowlivingtoday.com

STAKEHOLDERS CAPITAL is a full service investment management firm committed to advancing Sustainable Responsible Investing (SRI). We create and manage portfolios for individuals, businesses and foundations that meet both their financial goals and ethical standards. Stakeholders offers a sophisticated strategy to reduce volatility. We invest in funds based on a conviction that they offer competitive returns with access to broad diversification at a lower cost to clients. Stakeholders Capital is independent and does not receive commissions or referral fees of any kind. To learn more, visit us at: www.stakeholderscapital.com.

STERLING COLLEGE is a small and progressive liberal arts college in northern Vermont. Our small size, our environmental focus, and our commitment to grassroots sustainability all make us unique. Sterling College offers Bachelor of Arts degrees in Ecology, Sustainable Food Systems, Environmental Humanities, Outdoor Education, and Sustainable Agriculture. Students can also choose to design their own major, and some examples include Agroecology, Environmental Justice, Conservation Education, and International Agriculture and Business. Sterling was among the very first colleges in the United States to link the liberal arts to environmental stewardship. Sterling believes that the well-being of humanity depends on small, interconnected communities, committed to conscientious practices in agriculture and energy use, and in stewardship of our air, soil, and water. Additionally, as the only federally recognized Work College in the Northeast, all students work to support the community, regardless of financial aid award.

The VERMONT COMMUNITY FOUNDATION is a family of hundreds of funds and foundations established by Vermonters to serve their charitable goals. It provides the advice, investment vehicles, and back-office expertise to make giving easy and effective. The Foundation also provides leadership in giving by responding to community needs, mobilizing and connecting philanthropists to multiply their impact, and by keeping Vermont’s nonprofit sector vital with grants and other investments in the community.

THE WESTON A. PRICE FOUNDATION is a non-profit nutrition education foundation dedicated to continuing Dr. Weston A. Price’s research of traditional foods and to returning nutrient-dense foods. We foster these goals through a worldwide network of local chapters, a quarterly journal, educational brochures, a yearly shopping guide, an annual conference, and activism on the state and federal levels.

THE WHESTONE STATION is an independently owned restaurant and brewery featuring inspired brewpub fare and homemade, local and international craft brews. Started in the summer of 2012, the Whetstone has both indoor and outdoor seating, highlighted by a rooftop Bier Garten and stone-fireplaced dining room and bar. They are open seven days a week from 11:30 until late and host a number of events including Trivia Tuesdays, Thirsty Thursdays live music and Community Pint Nights.

VERMONT FOODBANK is the state’s largest hunger-relief organization, serving Vermont through a network of food shelves, meal sites, shelters, senior centers and youth programs. In FY2015, the Vermont Foodbank distributed 10 million pounds of food to 153,100 Vermonters. The Vermont Foodbank, a member of Feeding America, is nationally recognized as one of the most effective and efficient nonprofits and food banks in the nation. Learn more at www.vtfoodbank.org.

VERMONT TECHNICAL COLLEGE is the only public institution of higher learning in Vermont whose mission is applied education. One of the five Vermont State Colleges, Vermont Tech serves students from throughout Vermont, New England, and beyond at its two primary campuses in Williston and Randolph Center, and at nine nursing campuses located throughout the state. Our academic programs encompass a wide range of engineering, agricultural, health, and business fields that are vital to producing the knowledge workers need most by employers in the state and in the region. www.vtc.edu

THE WINDHAM REGIONAL CAREER CENTER is a regional career and technical school providing a diverse selection of career preparation programs for all students attending the Brattleboro Campus. The courses and pro-
grams are designed to allow students great flexibility in developing a course of study that supports personal and career development. The Center also offers adult education and workforce development opportunities for the Windham county region. Contact us via www.wrccvt.com or call 802-451-3965.

THE WORKS BAKERY CAFE — community cafes featuring delicious sandwiches made with hormone and antibiotic meats and local cage-free eggs, served on artisan breads and traditional N.Y. style bagels.

YANKEE FARM CREDIT is a farmers credit cooperative. It is part of the national Farm Credit System created by Congress in 1916. Yankee Farm Credit provides $450 million in loans to 1,300 customers throughout Vermont and neighboring counties in New York and New Hampshire. The association also provides financial services including recordkeeping, tax preparation, and crop insurance. Yankee Farm Credit serves all types of agriculture including the forest products industry. The cooperative is owned by its member-customers and governed by farmer-directors. A portion of profits is returned to members as patronage refunds. For more information please see www.yankeeaca.com.

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