

AUTHENTIC COMMUNITIES SUMMIT

New Mountain AVL | 38 N. French Broad | Asheville, NC 28801

MARCH 24-27, 2015

ACS aims to showcase the proven methods of how to foster authentic economic vibrancy through community engagement, innovation and collaboration. We strive to be a resource-hub for leaders from across

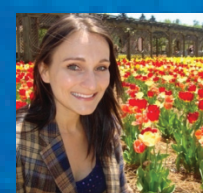
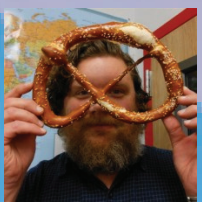
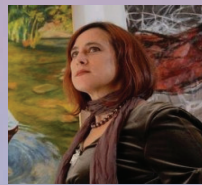
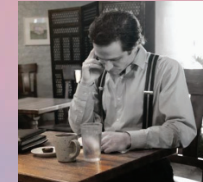
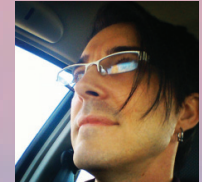
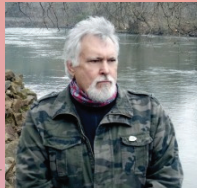
Appalachia to make effective programmatic models available to other community catalysts.

- Emily Breedlove, Co-Founder & Director



ACS is our answer to the call for more intentional ways of doing business and creating community. Globally, we are in the midst of a paradigm shift from the mindset of achievement by competition to one of impact by collaboration. In order to prepare for what's next, we must first begin by being authentic and then build strategy from a place of integrity.

- Cortina Caldwell, Co-Founder & Director



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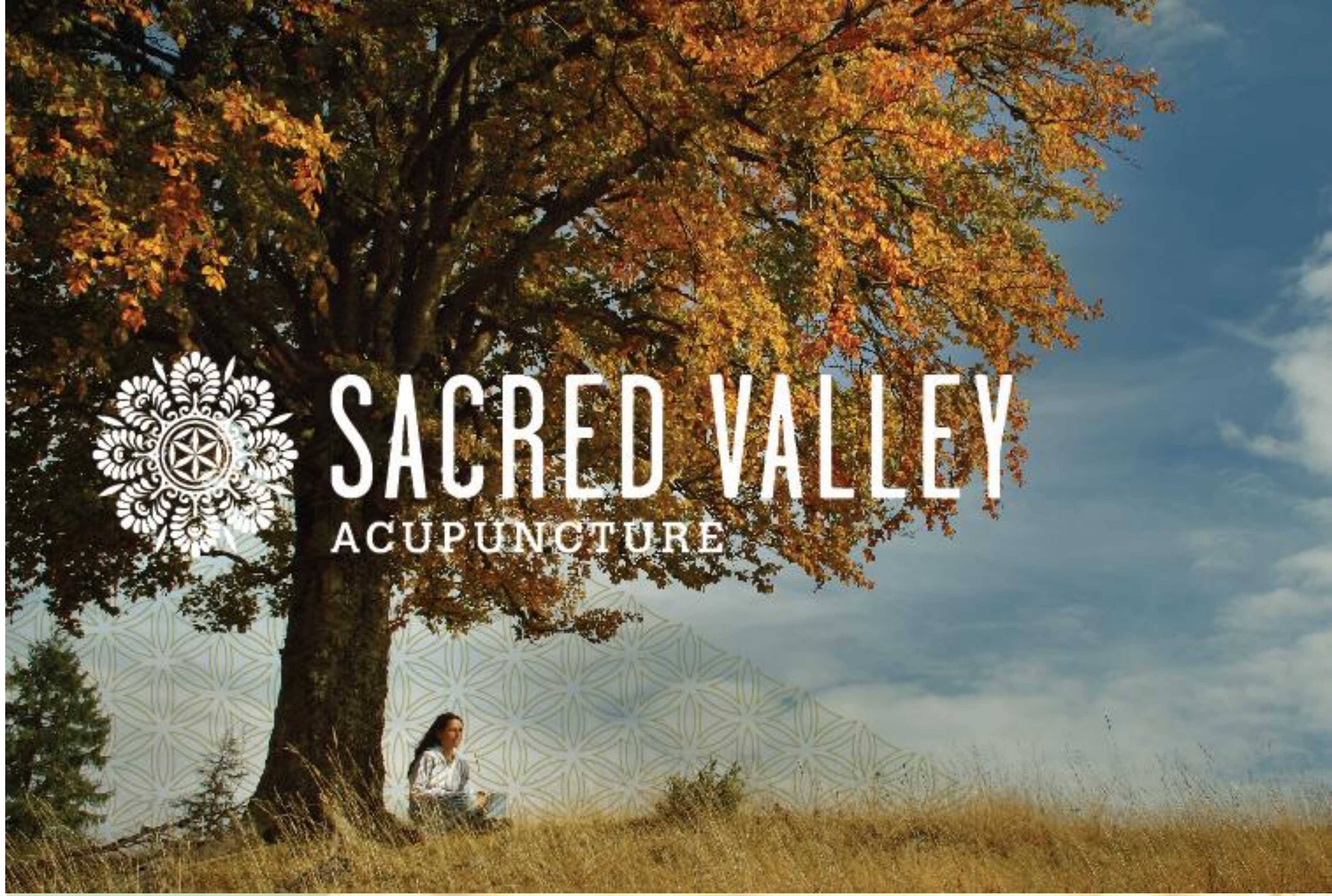
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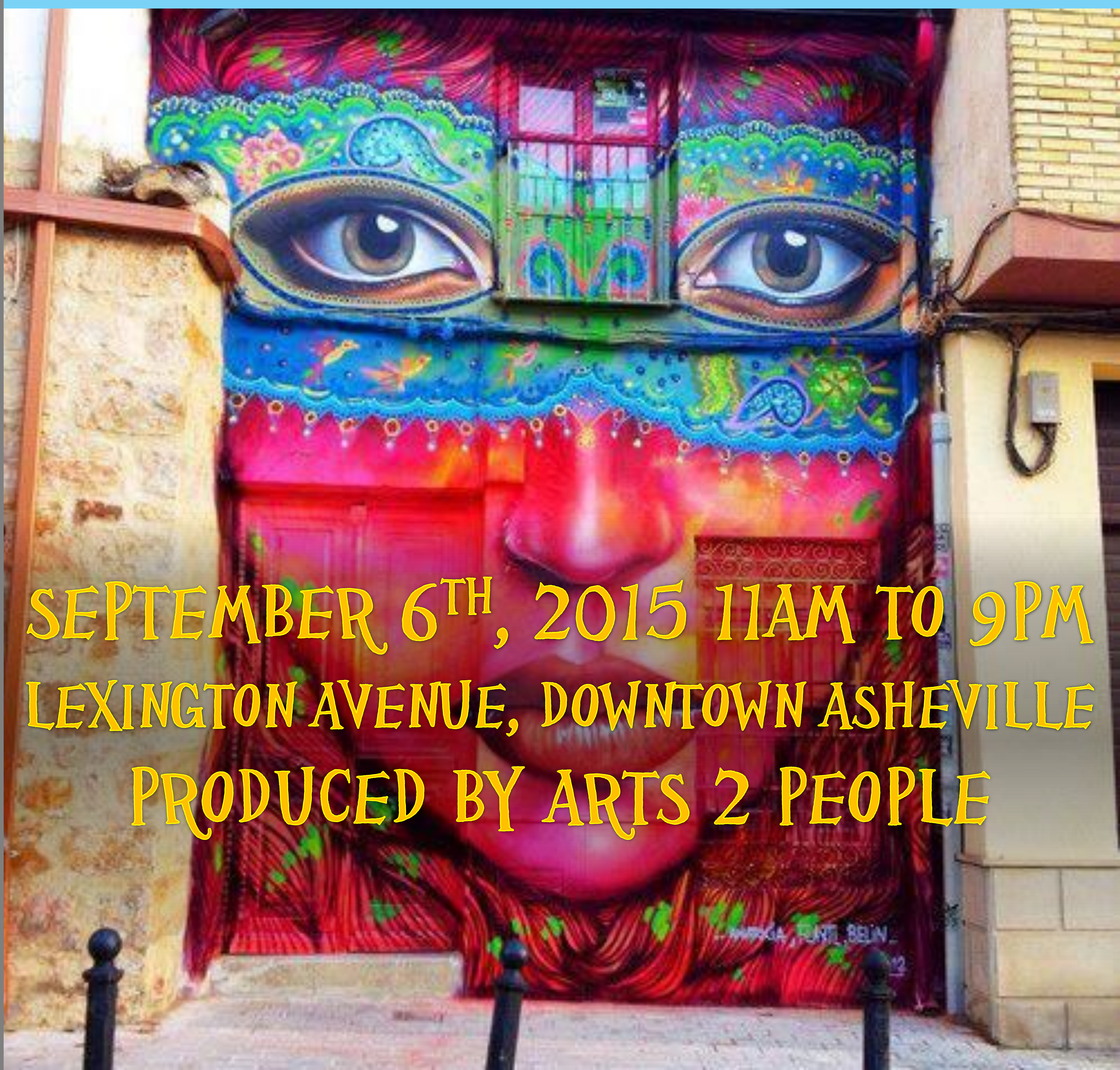
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AUTHENTIC COMMUNITIES SUMMIT AGENDA

Wednesday, March 25, 2015

6:00 – 7:00 Sunrise Yoga (Optional)

Taught by Krystal Kinnunen of Sacred Valley Acupuncture

7:30 – 9:00 Registration + Resource Fair

9:00 – 10:00 Welcome + Opening Keynote [Ridge Room]

Opening Keynote by Becky Anderson

“Yester Morrow: Holding true to a region’s culture + heritage for its economic future”

Becky Anderson of Becky Anderson Consulting, Inc. serves as a consultant for cultural and economic development projects related to The Creative Economy. Most recently she served as Founding Director of HandMade in America, a community development organization located in Western North Carolina. HandMade in America works to implement environmentally sustainable economic solutions that emphasize the craft industry, enhance opportunities in the marketplace, and develop entrepreneurial strategies for the region’s artisans. HandMade was the recipient of The Economic Development Planning Award of The American Planning Association, The Award of Merit for Sustainable Development from Renew America, Inc. The Best Community Outreach Award from Niche Magazine and in 2003 Worth Magazine ranked HandMade as one of the top 24 arts non-profits in The United States. Prior to HandMade she served as Director of Economic Development for The Asheville Chamber of Commerce, Director of Community Development for Land of Sky Regional Council and Director of Economic Development for The City of Asheville. In 2000, U.S. News and World Report named Anderson as one of The United States top 20 visionaries for her work in community and civic development. In 2012, she was given the Order of the Long Leaf Pine by Governor Beverly Perdue for her economic and community development initiatives on behalf of the citizens of North Carolina.



10:30 – 12:00 1st Breakout Sessions

Sustainable Living: Storytelling Workshop [Balcony A]

“Living + Sharing your Sustainable Story” - Dayna Reggero, Accelerating Appalachia

Innovation + Technology: Leadership + Education Workshop [Balcony B]

“Work-Life Balance using Tech: Leveraging technology to empower yourself, your team, clients + community” - Boomer Sassmann, Big Boom Design

Local Foods: Finance Teaching [Stage]

“Local Foods + Local Finance = A long and prosperous Local Future” - Carol Peppe Hewitt, Slow Money NC; Lyle Estill, Piedmont Biofuels

Entrepreneurship: Community Engagement Roundtable [Sol Bar]

“Vibrant Entrepreneurial Communities: Buy-Local campaigns, entrepreneur networks + small business outreach initiatives” - Franzi Charen, Asheville Grown; Chris Grasinger, High Country Local First; Pam Roman, Clay County Chamber of Commerce

Arts: Root + Core Panel [Ridge Room]

“Crafting Creative Communities: How partnerships, programs + promotion can support the Appalachian Arts + Culture” – Moderator: Judi Jetson, Local Cloth; Janelle Weinke, Handmade in America; Brenda Mills, City of Asheville; Kitty Love, Asheville Area Arts Council; Dale Bartlett, Blue Ridge National Heritage Area; Ami Worthen, AshevilleAction

12:00 – 1:00 Locally sourced lunch from Rosetta's Kitchen

1:15 – 2:45 2nd Breakout Sessions

Sustainable Living : Root + Core [Balcony A]

“Learning from Life: Patterns + Principles that Nourish Life + Community”

- Ashley Cooper, Mycelium

Innovation: Community Engagement [Balcony B]

“The Art of Community Innovation” - Brett McCall, TEDxAsheville + The Charlotte Express

Local Foods: Storytelling [Stage]

“Branding the Foods Movement: Building networks, improving accessibility + transforming a regional culture through celebrating our culinary story” - Dodie Stephens, Asheville CVB; Linda Kopp, Asheville CVB; Charlie Jackson, Appalachian Sustainable Agriculture Project

Entrepreneurship Track: Finance [Sol Bar]

“Micro-loan Matchmaking: A detailed comparison of rates, support services + application requirements of 3 WNC loan providers” - Moderator: Noah Wilson, AdvantageWest; Jane Hatley, Self-Help Credit Union; Patrick Fitzsimmons, Mountain Bizworks; Sharon Oxendine, The Support Center

Arts: Leadership + Education [Ridge Room]

“Cultivating the Imaginative Leader: Ways to deliver compelling + effective training through arts, culture + authentic connection” - Jocelyn Reese, LEAF; Keynon Lake, My Daddy Taught me that; Stephanie Swepson-Twitty, Eagle Market Streets; Stephanie Moore, Center for Creativity, Craft + Design

3:00 – 4:30 3rd Breakout Sessions

Sustainable Living: Leadership + Education Panel [Stage]

“Using Business as a Force for Food: A look at the B-Corp Certification”

- Eric Henry, TS Designs; Lyle Estill, Piedmont Biofuels; Mike Numinous, Buchi

Local Foods: Root + Core Teaching [Balcony A]

“Reap what you Sow: Local Food Systems + Agriculture’s Reversal of Fortune in Western NC”

Charlie Jackson + Molly Nicholie, Appalachian Sustainable Agriculture Project

Entrepreneurship: Storytelling Panel [Sol Bar]

“Lessons in Crowdfunding: How local companies have successfully grown their businesses through Kickstarter campaigns” - Moderator: Justin Belleme, JB Media Group; Sarah Yancey, Smiling Hara Tempeh; Jesse Lee, Outrider USA; Dan Alich, Duino Kit; Jessica DeMarco, Copper Pot + Wooden Spoon

Innovation: Finance Panel [Ridge Room]

“Financing Innovation: Navigating the path of Intellectual Property, prototype development + technology commercialization” - Moderator: Jon Snover, Blue Ridge Tech Ventures

Hunter Plemmons, Aceto Law Firm; Cindy Ireland, DoctorDirectory.com; John Ujveri, NC SBTDC; Mark Reeves, Oak Ridge National Laboratory

Arts: Community Engagement Teaching [Balcony B]

“Creative Placemaking as a Community: How to engage your neighbors through celebrating the uniqueness of your hometown” - Judi Jetson, Local Cloth

4:30 – 5:30 Resource Fair + Book Signing

5:30 – 7:00 Networking Reception + Live Entertainment

Thursday, March 26th

6:00 – 7:00 Sunrise Yoga (Optional)

7:30 – 8:30 Registration + Resource Fair

8:30 – 10:00 4th Breakout Sessions

Sustainable Living: Community Engagement Panel [Ridge Room]

“Sustaining Authentic Engagement: Ways to build a loyal following while staying true to your core values” - Moderator: Dr. Keith McDade, Lenoir-Rhyne University; Lyle Estill, Piedmont Biofuels; Josh Dorfman, Venture Asheville; Carol Koury, Sow True Seed; Lang Hornthal, Root Cause

Local Foods: Leadership + Education Roundtable [Sol Bar]

“Growing a New Breed of Food Leaders: Enhancing the Local Foods Movement through strategic education, outreach + leadership development” - Chris Reedy, Blue Ridge Food Ventures; Cameron Farlow, Organic Growers School; Emily Edmonds WNC Food Policy Council; Buzz Durham, Food Connections

Entrepreneurship: Root + Core Workshop [Balcony A]

“Supporting the Entrepreneurial Journey: Authentic Business Planning in Action” - Annie Price, Birds Eye Consulting, Jodi Rhoden, Short Street Cakes

Innovation + Technology: Storytelling Teaching [Stage]

“Transform your Brand into a Shareable Story” - Sarah Benoit, JB Media Institute; Dr. Scott Rader, WCU

Arts: Finance Workshop [Balcony B]

“The Art of Making Money: Getting you and your creative business finance-ready”
- Hope Huskey, Sequoyah Fund

10:15 – 11:45 5th Breakout Sessions

Local Foods: Community Engagement Panel [Ridge Room]

“Farms, Food + Fun: Leveraging the growing interest of agri-tourism + nature-based learning opportunities” - Chuck Marsh, Useful Plants Nursery; Maria Wise, Buncombe County Soil + Conservation; Jennifer Perkins, Looking Glass Creamery; Flori Pate, Local Flavor App

Entrepreneurship: Leadership + Education Roundtable [Stage]

“Strengthening Entrepreneurial Growth: Small Business Resources, Training + Advising services across WNC” - Jill Sparks, AB-Tech Business Development + Small Business Center; Wendy Cagle, SBTDC; Tonya Snider, NC REAL; Dr. David Jones, Lenoir-Rhyne University

Innovation: Root + Core Panel [Sol Bar]

“Accelerating Technology Development: Professional resources + infrastructure to support innovative enterprises” - Moderator: Jeremy Littlejohn, RISC Networks; Jon Snover, Blue Ridge Tech Ventures; Patrick Gardner, WCU Rapid Product Center; Marty Bauer, The Iron Yard Greenville

Arts: Storytelling Teaching [Balcony A]

“Tourism + the Artisan Community: Illuminating Asheville Area Assets” - Pat Kappes, Asheville CVB; Kitty Love, Asheville Area Arts Council

Sustainable Living: Finance Workshop [Balcony B]

“Innovative Ideas for Building a Sustainable Economy” - Vicki Meath, Just Economics

12:00 – 1:00 Locally sourced Lunch from Rosetta’s Kitchen

1:30 – 3:00 6th Breakout Sessions

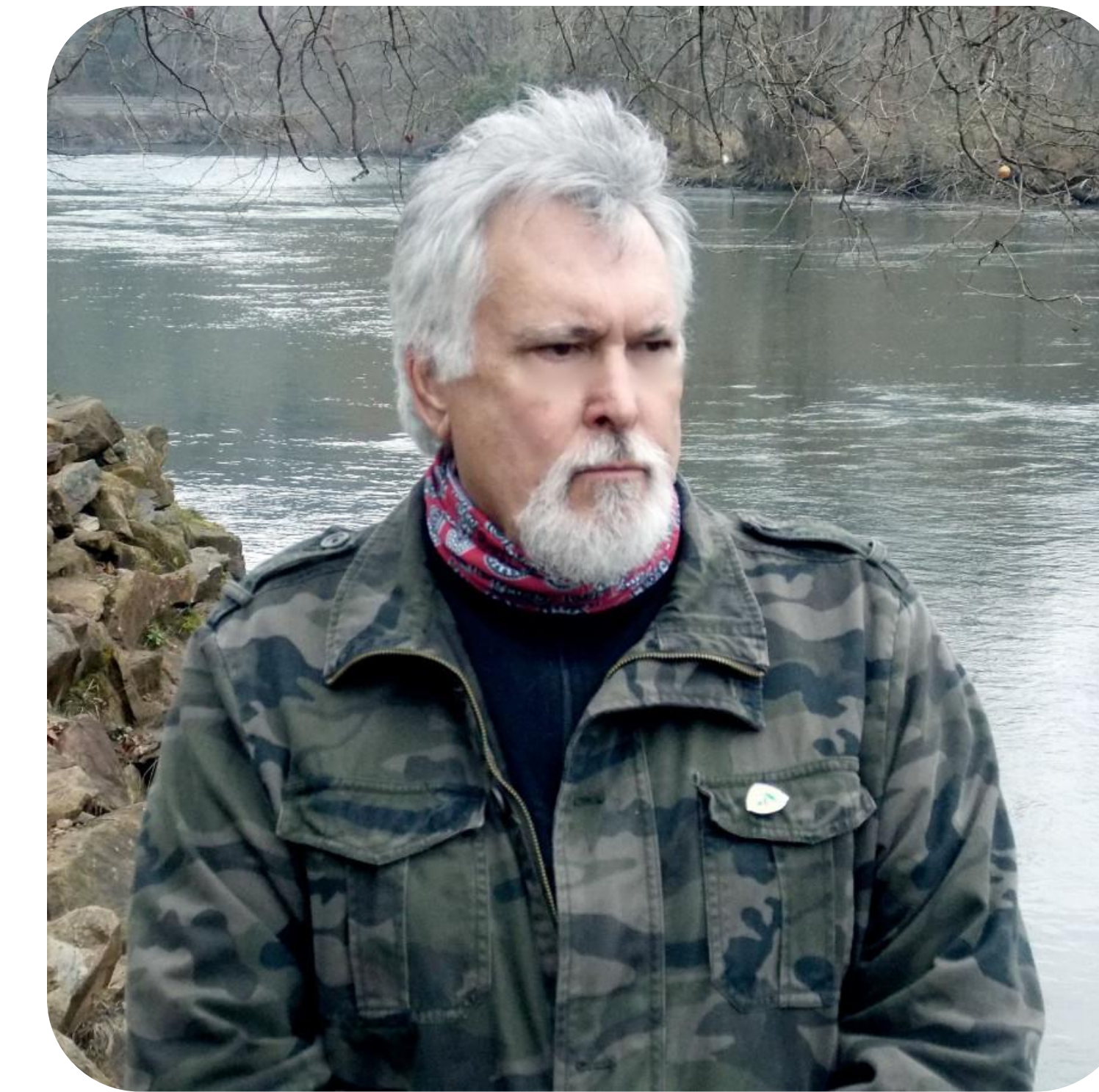
Strategic Planning Workshops

Emily Breedlove, Small Town Ventures [Ridge Room]
Cortina Caldwell, Visit & Venture [Sol Bar]

3:00 – 3:30 Resource Fair + Book Signing [Stage]

3:30 – 5:00 Closing Ceremony [Ridge Room]

Closing Keynote: Dale Stewart
“Authentic + Adaptive Leadership”



Dale Stewart is known worldwide as an extreme explorer, adventurer, published author, lecturer and radio/TV host. For a quarter of a century Dale has sought out, lived with and learned from indigenous people by exploring many of the world’s remotest areas. Adventure, challenge and achievement are the very core of Dale’s being. He shares the mental and physical rigors of solo exploration and applies those lessons to real-world situations. His lessons from a life in the field resonate with a wide variety of audiences.

Dale’s talks are filled with gritty examples of the nature of high-risk leadership. The characteristics of leadership by example, team building, action logic, interpreting feedback, and the sprit needed to overcome great obstacles and sustain a team under all conditions. Leadership and management take on a whole new meaning when your very survival is on the line.

EXPLORE AVL DAY - Friday, March 27th

11:00 - 12:30 “Meet-the-Maker” Tours of multiple venues across Asheville

- “Sustainable Building + Permaculture” at Asheville Institute
- “Intentional Vision with Venue Management + Design” at New Mountain AVL
- “The Connection of Art + Economy” provided by Art Connction at River Arts District + Grovewood
- “A Synthesized Legacy” at the Moog Music Factory
- “History of Remarkable Women in Asheville” the HerStory Tour

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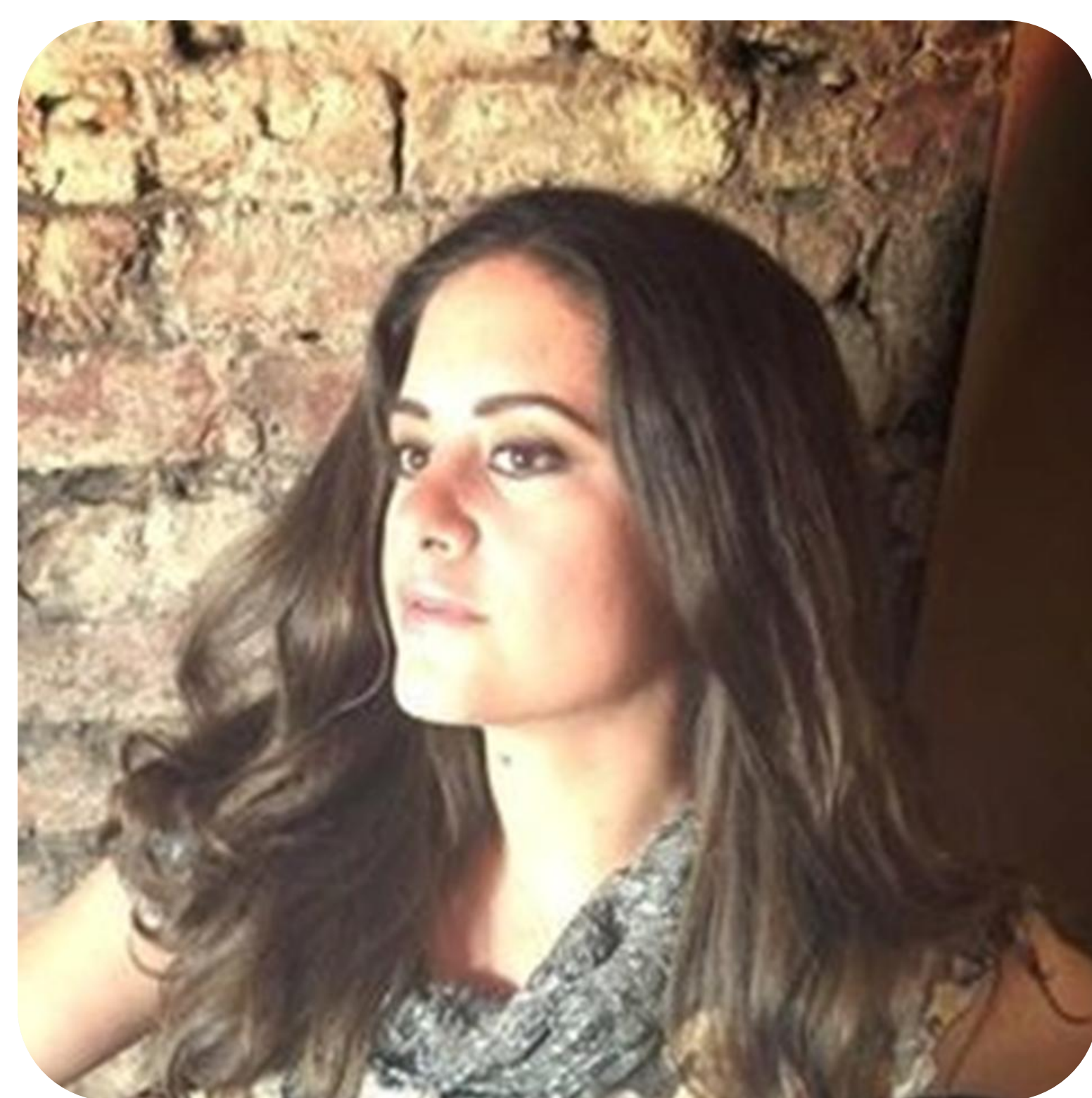
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Sustainable Living: Storytelling Workshop

“Living + Sharing your Sustainable Story”

Our stories are what connect us. Our stories, the stuff we create, and the ways we interact with the world, shared for generations become the history, culture and heritage of the authentic communities we build and hope for together. If you are interested in a workshop on sustainable living storytelling, there is a good chance you are already living sustainably at home, mitigating or adapting to climate change, working on the triple bottom line for economy and environment or you are just interested in doing any of those things. You are living your story. This is where you share your story!



DaynaReggero.com

 Dayna Reggero

DAYNA REGGERO

Dayna started out as a spokesperson for endangered species at 19, appearing on television with hundreds of animals from around the world to share messages of conservation. She has traveled to work, study or explore in Australia, South America, Italy, Ireland, Switzerland, Fiji, Puerto Rico, Aruba, Virgin Islands, Canada, and throughout most of the United States.

Dayna has been interviewed by CNN, appeared on ABC, CBS, NBC and FOX networks around the nation as a wildlife and sustainability expert, and coordinated with Animal Planet, TLC, Discovery and the Food Network for features. She produced a Sustainable Food Tour and traveled from the top of California to the bottom in a Chevy Volt to film sustainable farms, biodynamic wineries and organic food producers for features on Discovery and NPR.

Innovation + Technology: Leadership + Education Workshop

“Work-Life Balance using Tech: Leveraging technology to empower yourself, your team, clients + community”

How can we utilize current day web technologies to collaborate, communicate and educate more effectively? Take a walk down the path of increased productivity, measurable task/project management, and automated systems that can help you take back some of the hours in your day.

Technology has blurred the lines between personal life and professional life. In today's fast paced and overly connected world we often forget to create clear boundaries for ourselves. How can technology help remind us of the importance of a proper work life balance? This workshop will examine a digital tool box of utilities and services (most of which are free) to try and help paint a picture of proper productivity in today's world. Services covered in this workshop include but are not limited to:

- Task management and team collaboration with Asana
- Time and expense tracking with Harvest
- Automating daily and weekly tasks with Zapier
- Location triggers using “If This Than That” (IFTTT)
- Arduino and the Internet of Things



BigBoomDesign.com



BOOMER SASSMANN

Boomer is the founder and chief consultant of Big Boom Design based in Asheville, NC. Not only does Boomer focus on sharing his background in web design and internet consulting to support organizations across the region, but he also leverages his training in industrial design to work in spaces ranging from Shipping Container Home Design to Arduino animal management systems for raising chickens and bees. He is passionate about making technology more approachable through educational opportunities and he currently serves as both an organizer for the Asheville WordCamp and as a partner on Innovate Appalachia. Boomer is also on the AB Tech Digital Media Advisory Committee and often teaches classes through the AB Tech Small Business Center. Big Boom Design is an educational web design and internet consulting company. They assess, plan, develop, implement, track, and educate about the internet and how it can help grow and streamline business. They build and develop WordPress and Joomla based content management websites for local and regional businesses. Big Boom Design's mission is to help educate and empower businesses so that they can play an integral part in the success of their own website and internet presence.

Local Foods Movement: Finance Workshop

“Local Food + Local Finance = a Long and Prosperous Local Future”

Food's not free and we all need to eat. If we're going to eat *locally and sustainably grown food*, we are going to need to finance it.

Not only by the dollars we spend on purchasing food, but also by allocating investment dollars to building and growing sustainable farms, and all the necessary businesses in the supply chain that links our farms to our tables.

Local food activists and authors, Lyle Estill and Carol Peppe Hewitt, have been doing just that throughout North Carolina. Having co-founded [Slow Money NC](#) in 2010, they have each made numerous personal loans to farmers and local food businesses in their community. As Slow Money NC Network Leader, Carol has also facilitated over 120 additional Slow Money loans to 63 enterprises totaling over 1.2 million dollars.

- Can we use Slow Money and other local financing tools to create the million more sustainable farms we need to feed us, and our growing population? Can we do this in your community?
- How would you find the people with viable needs for capital and how might you find potential lenders and investors? What about the risks? Aren't these loans risky?
- Are there other benefits, beyond financial returns, that might make local investing attractive?
- Authenticity – “being accountable for how you contribute to society.”
- How about the dollars in our investment portfolios, our savings accounts, our pension funds?
- What contribution – *for better or for worse* – are they making to society today, tomorrow, right now?
- How might they instead contribute to our community – in ways that have value & meaning to us?



Biofuels.coop



LYLE ESTILL

Lyle Estill was trained as a writer. He published his first short story in 1981, and has been publishing ever since. Many think of him as a traveling salesman who accidentally became an environmentalist, stumbled into being an activist, and went on to become a “social entrepreneur.” He has founded companies, grown enterprises as an intrapreneur, and has traveled successfully through the business world for several decades. He was a co-founder of Abundance NC, and Slow Money NC.

Although he has written epistles, treatises, poetry, fiction, and essays he is best known as the publisher of Energy Blog, and for his newspaper columns, and books. He is the author of *Small is Possible: Life in A Local Economy*, and *Biodiesel Power: The Passion, People, and Politics of the Next Renewable Fuel*. His third book, *Industrial Evolution; Local Solutions for a Low Carbon Future* was published in the spring of 2011. In 2013 he assembled *Small Stories, Big Changes; Agents of Change on the Frontlines of Sustainability*.



SlowMoneyNC.org



CAROL PEPPE-HEWITT

Fed up with sending her money off to make a fast buck in faraway markets, and to help feed her addiction to local food and local economy, Carol started making low-interest loans to sustainable farmers and food entrepreneurs in NC to help them start or expand their businesses.

Out of that passion she grew Slow Money NC, a state-wide network that now includes over 100 other lenders who've made 130 loans to 63 sustainable farmers and other 'agri-preneurs' throughout North Carolina. These loans total about 1.3 million dollars and that number keeps growing each month. In her book, *Financing Our Foodshed: Growing Local Food with Slow Money*, Carol shares the inspiring stories of ordinary people doing something extraordinary, and speaks to those who understand the critical importance of a resilient local foodshed and want a blueprint to get them there.

Always looking for new ways we can finance our local businesses, Carol is also bringing Community Sourced Capital to NC, a lending platform that got its start in Seattle and Portland, that can make local financing even easier. Carol is a small business owner, author, activist, and a pioneer in the community finance space. She is a sought after speaker, as her straight talk about money and the imperative to get our money flowing into our local communities is at the same time disarming, pragmatic, and inspiring.

Entrepreneurship: Community Engagement Roundtable

“Vibrant Entrepreneurial Communities: Buy-local campaigns, entrepreneur networks and small business outreach initiatives from across WNC”

Creating a culture of small business enthusiasm and support is an integral component of any entrepreneurial community. Regardless of the size of your community, promotional campaigns to encourage shopping local have been highly effective at engaging the public to make more locally-motivated buying decisions. This breakout session will look at 3 successful approaches to growing the local economies movement through involving area business owners, non-profit organizations, government agencies, tourists and residents.



NCmtnChamber.com

PAM ROMAN

Pam Roman is with the Clay County Chamber of Commerce as Executive Director and has held this office since April 2011. She has been married for 38 years to Donald Roman, has two beautiful daughters (43 & 35) and three gorgeous grandchildren, Bobby, Cameran and baby Jackson.

Pam has been a full time resident of Clay County since 2004. She is on the Board for Communities in Schools, Small Business Chamber Alliance, Economic Development Board, Travel & Tourism and is a member of Episcopal Church of the Good Shepherd where she volunteers her time in the different Ministries, and the yearly Country Fare.



HighCountryLocalFirst.com



CHRIS GRASIGNER

Chris is interested in fostering community strength, through entrepreneurial support and sustainable food systems in the High Country of North Carolina. He received his Masters of Business Administration from Appalachian State University and serves as the Executive Director of High Country Local First, a non-profit that provides marketing and connectivity to local independent businesses. In addition, Local First works towards educating consumers in the community on the value of local, independent purchasing and involvement.

Chris also directs Ascent Business Network, an organization with a mission to optimize entrepreneurial support in the High Country through business planning, mentorship, and resource mapping



AshevilleGrown.com



FRANZI CHAREN

Franzi Charen has been an independent business owner in Asheville, North Carolina for 12 years and co-owns Hip Replacements clothing store. From manufacturing, retail, festival and non-profit work, she is well versed in the diversity needed for a community to thrive.

As founder and director of the Asheville Grown Business Alliance and the Love Asheville - Go Local Campaign, she assembled a team that promotes the independent spirit of Asheville through design, community networking and public events. Under her leadership, Asheville's alliance has created a remarkable level of community-wide awareness and engagement.

Arts, Cultural Heritage + Creative Capital: Root + Core Panel

“Crafting Creative Communities: How partnerships, programs + promotion support the Appalachian Arts”

As funding opportunities become more limited for creative-based initiatives, WNC organizations are finding ways to continue offering targeted and effective support to area artisans. This session will look closely at some of the ways panelists have found to build successful partnerships to expand capacity, manage programs to offer specific services to the creative community and some promotional efforts (events, campaigns) which have helped to grow their cause.



LocalCloth.org



MODERATOR: JUDI JETSON

Judi Jetson is a fiber activist and creative economic developer with 30 years experience designing and implementing regional and community-based growth strategies which build on local assets. A fiber artist and teacher for 25 years, she spins, knits, dyes, stitches, weaves and teaches all those skills. Judi worked as Director of Economic Development for HandMade in America, was Director of Rural Economic Development for the US Small Business Administration, and has served on the Boards of Southeast Animal Fiber Fair (SAFF), Southeast Fiber Forum Association (SFFA) and the WNC Fibers/Handweavers Guild. One of the founders of Local Cloth, Judi currently serves as its Chairman and Executive Director.



HandmadeinAmerica.org



JANELLE WIENKE

Janelle Wienke is an anthropologist and sustainable development advocate, passionate about arts, culture, and community and economic development. In her position as Community Economic Development Manager at HandMade in America, she uses the HandMade community development model of grassroots-lead creative placemaking in rural small towns to improve and highlight unique assets valued by their communities.

HandMade's mission is *to grow economies through craft and creative placemaking*. HandMade in America envisions Western North Carolina (WNC) with a global reputation for high quality of life, extensive cultural offerings, and thriving, creative community industries.



AshevilleArts.com



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KITTY LOVE

Kitty Love has served as the Executive Director of the AAAC since December of 2011. Kitty is a professionally trained artist, and has engaged in a lifetime of creative entrepreneurial projects, including mural art, retail craft, interior design, tattoo, and five years as a downtown gallery owner. In 2001, Kitty became engaged in community-building arts activism, including the creation of one of Asheville's most popular street festivals.

Kitty is also known locally as a dedicated team player, bringing strong ideas and leadership to bear on community and economic development through the arts. Her service includes the City of Asheville Downtown Commission, the HUB Alliance, The Downtown Social Issues Task Force, The Asheville Mural Project, The Downtown Asheville Master Plan, and City Seeds.

Arts, Cultural Heritage + Creative Capital: Root + Core Panel

“Crafting Creative Communities: How partnerships, programs + promotion support the Appalachian Arts”

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AshevilleAction.com

ASHEVILLE ACTION

AMI WORTHEN

A passion for joy and justice drives me. Throughout my life, I have invested my time and talents into individuals and groups that I believe are having a positive impact. My friends are activists, musicians and artists. People who make life more beautiful for others.

Most of my days have been lived in Western North Carolina, starting in Hendersonville in the 1980s. For over a decade and a half, I worked for the YWCA of Asheville, whose mission is eliminating racism and empowering women. During that same time, I toured with a band – I still perform music with Jason Krekel as Krekel & Whoa. I am particularly proud of my involvement with Date My City, Sheneika Smith’s initiative which highlights the contributions of black and brown communities in Asheville with an eye on changing the cultural, political and economic landscape of our city. In addition, I am a member of the Minority Enterprise Development Committee of WNC and the Public Housing Advocacy Coalition. Finally, I use my website, AshevilleAction.com, as a platform for amplifying good things happening in WNC.



AshevilleNC.gov



BRENDA MILLS

Brenda Mills is an Economic Development Specialist with Community & Economic Development for the City of Asheville. Brenda has been in Western North Carolina since 1992 working in the public sector for over 25 years with an emphasis on economic development in the areas of entrepreneurship supporting both Buncombe County and the City of Asheville’s initiative on minority business & community outreach. Brenda has a Masters of Public Administration and Certification in Project Management. She served eight (8) years on the Asheville Regional Housing Consortium as the city’s representative, serves on the Executive Board and as Minority Representative for Buncombe County on the Land of Sky Regional Council’s board.

Brenda has worked extensively in WNC with other business assistance agencies, colleges, universities and non-profits to support a vibrant region with such efforts as Minority Enterprise Development Week, the City’s Reverse Vendor Fair, community visioning in the French Broad and East End neighborhoods, recommendation and implementation of the city’s living wage policy.



BlueRidgeHeritage.com



DALE BARTLETT

Dale first became familiar with BRNHA as a member of AdvantageWest’s Tourism Advisory Committee & National Heritage Area Committee during the development of the Heritage Area. He joined the Blue Ridge Music Trails as Coordinator in 2013. Originally from Ocala, Florida, Dale arrived in the Blue Ridge Mountains in 1990 after four years in Atlanta attending Dekalb College and Georgia State University. He settled into working with Flat Rock Playhouse, The State Theater of North Carolina, where he rose from production staff to marketing to development and retired as General Manager. He became active in Western North Carolina’s travel and tourism community in 1998 when he joined Blue Ridge Mountain Host, serving on the Executive Committee for six years.

Dale was a member of the Henderson County Travel & Tourism Committee for ten years, five as Chairman. He has served on the North Carolina Arts Council’s Theatre Grant Panel and as Chair of the Summer Performing Arts Consortium. From 2002 – 2010 Dale was a member of the ArtsNC Board and chaired Arts Day for legislative advocacy for six years. In 2012 Dale, aka Bird, along with partner Duke Domingue, launched Duke Says Sold: Benefit Auctiontainment, specializing in non-profit fundraising events. Bird is also a Jazzercise instructor.

Sustainable Living: Root + Core Workshop

“Learning from Life: Patterns + Principles that Nourish Life + Community”

What’s at the root of living in a good way – with ourselves, each other and the Universe? Inspired by art, science, beauty and nature, this experiential workshop will explore the roots and core of authentic community through a living systems lens. Drawing from permaculture design principles, patterns in nature and each other’s stories, our aim will be to learn together about core elements that nourish our roots and support us in living together in good ways. Come ready to experiment, play and learn from the wisdom in life.



Mycelium.is



ASHLEY COOPER

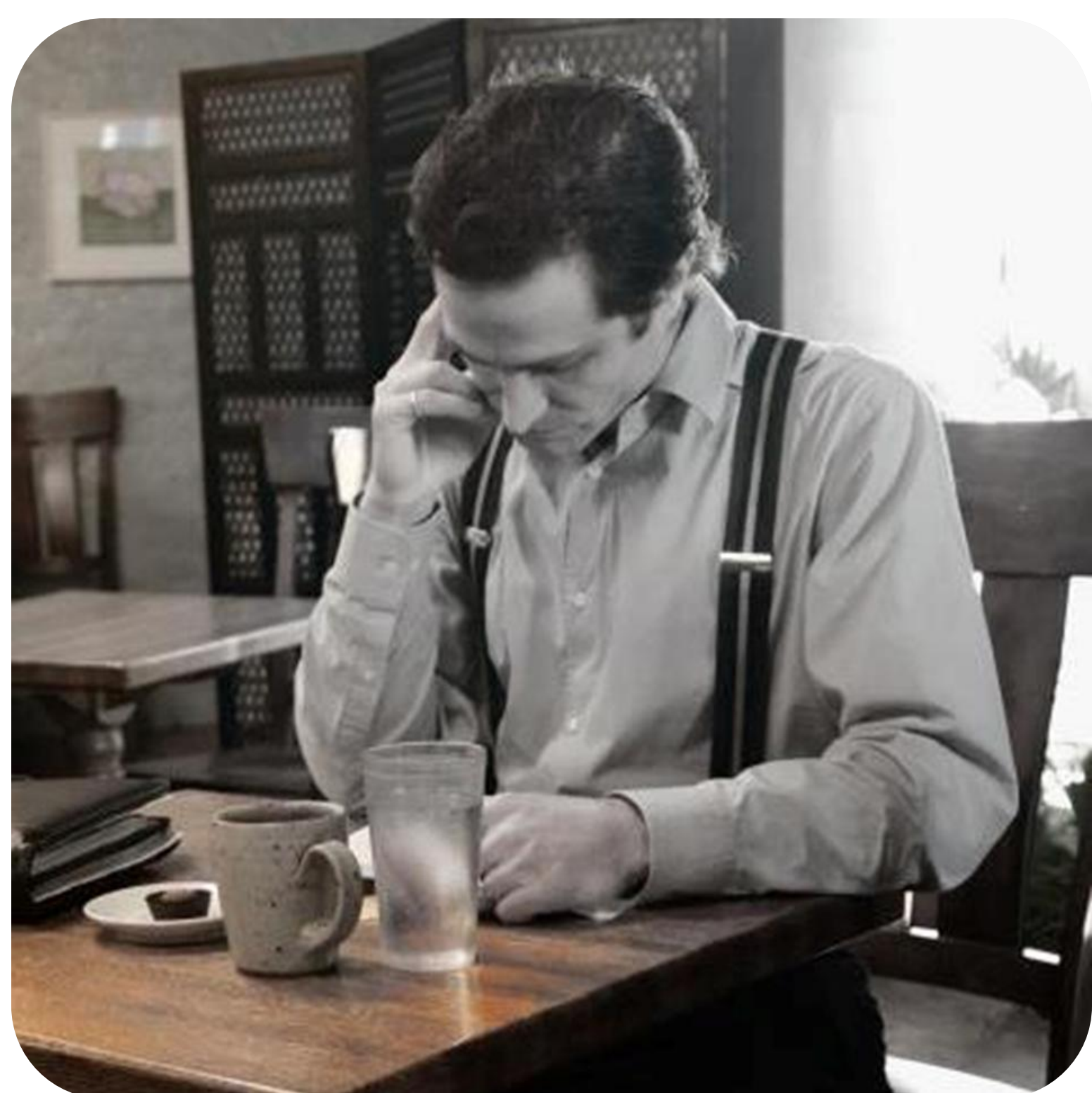
Guided by her insatiable curiosity and a deep reverence for life, Ashley creates experiences where learning ignites and meaningful action takes root. She has a gift for facilitating groups and cultivating environments where people feel inspired to be genuine and actively participate. In communities and organizations, Ashley builds bridges and connects ideas, resources and people. Over the last 14 years, she has worked in a variety of settings from organizational strategy with foundations and non-profits to curriculum development and programmatic implementation in schools.

Ashley’s core approach is to focus attention on areas with the greatest potential for positive impact. For instance in her 5 years as a school counselor at the Evergreen School in Seattle, WA, she shifted her one-on-one work with students towards a systemic approach that engaged parents, teachers and administration. Pivoting her focus, she developed curriculum and facilitated adult programs, faculty trainings, and community events that allowed parents, teachers and students to connect and communicate. As a bridge-builder, she also translated Organizational Development tools into a curriculum for 6-9 year olds, integrating group facilitation skills and leadership practices into her social and emotional development classes.

Innovation + Technology: Community Engagement Workshop

“The Art of Community Innovation”

Exploring creative approaches to getting the people around you to join in and be aligned with their actions. From games to social media to sophisticated technology of the current, this session will stretch the assumptions we have made about what motivates people to do the things they do.



CharlotteExpress.com



BRETT MCCALL

Brett comes from the Republic of Texas but now calls Black Mountain, North Carolina his home. He has run TEDxAsheville as technical director and then executive director since 2009. Currently, Brett works with The Mann Group teaching top specialty retailer managers leadership and communication skills. Brett is also the **Head Coach for the Charlotte Express, the new Professional Ultimate Disc Team in the AUDL.**

When he is not obsessing over building new relationships that will change the face of retail he can be found playing competitive video games, scaling a mountain with his pet polar bear, spending hours finding new music, or chasing plastic (aka playing Ultimate Frisbee). You might also catch him in the kitchen making one of his favorite coconut curries or sneaking another cookie out of the tin.

With a Bachelor’s Degree in Community Leadership that highlights over 42 hours of self-directed study, Brett is adept at designing game-changing strategies. His roots in leadership development go back to the late 90’s when he served his time as an Outward Bound instructor. He works at the intersection between youth and elders, actors and audience, boards and consumers... right in the middle, where he has always been.

Local Foods Movement: Storytelling Workshop

“Branding the Foods Movement: Building networks, improving accessibility and transforming a regional culture through celebrating our culinary story”

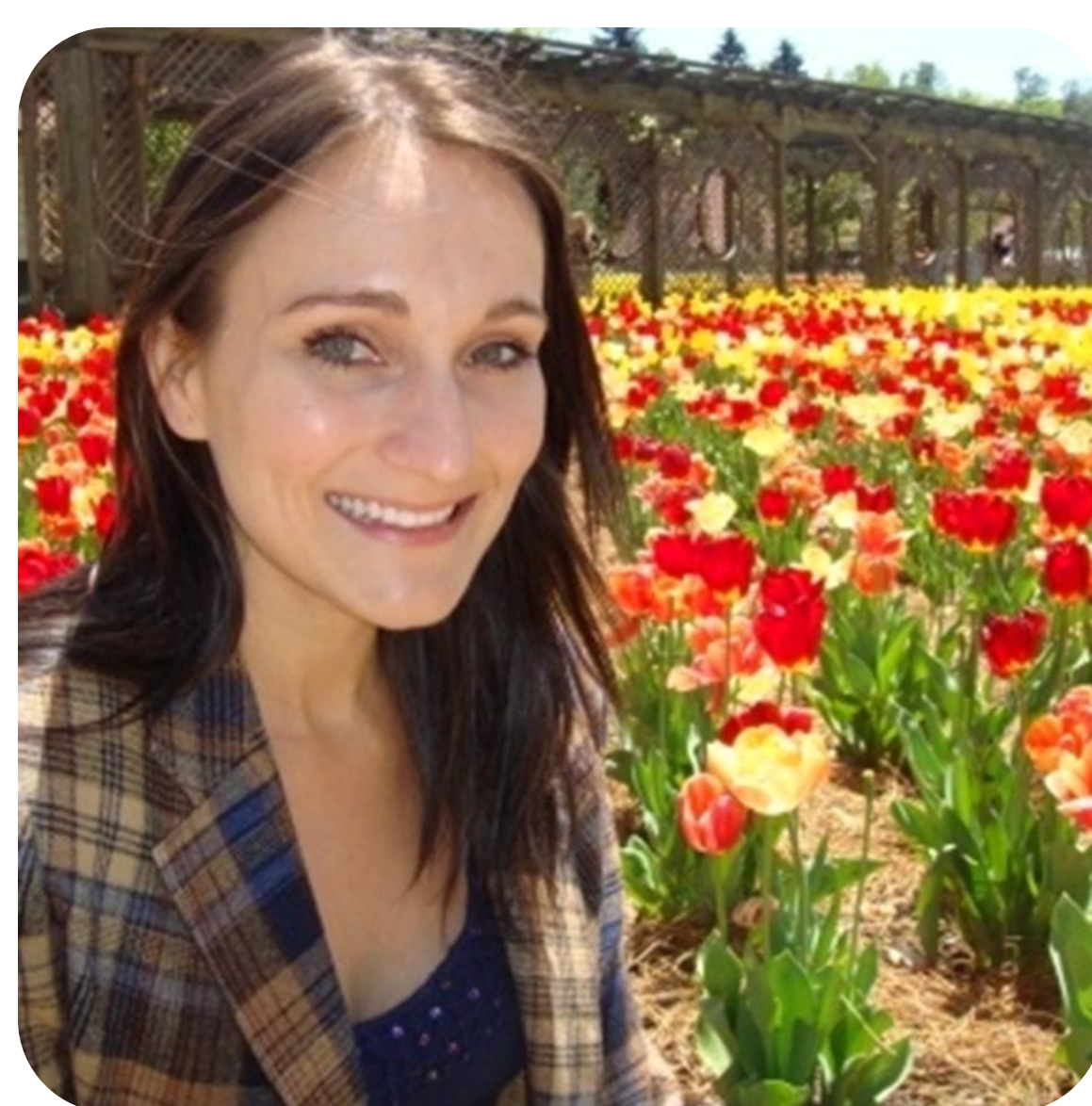
This breakout session will host two informative presentations from the Asheville Convention + Visitors Bureau (CVB) on Foodtopia and from the Appalachian Sustainable Agriculture Project (ASAP) on Appalachian Grown™. The presentations will then be followed by a roundtable conversation with the audience. Come prepared to learn about the structure of these two branding and support programs, how they were started, lessons learned and areas for engagement.

Dawn of Foodtopia: Marketing an Authentic Culinary Destination

The Asheville Convention & Visitors Bureau harnessed the depth, creativity and character of the area’s rich mountain food culture to develop a multifaceted culinary destination brand. Learn how the Asheville CVB birthed, coined and evolved the concept of “Foodtopia” into an integrated marketing program showcasing the Asheville area as a dynamic and world class food scene worth exploring.

Appalachian Grown: Building healthy communities through connections to local food

Appalachian Sustainable Agriculture Project (ASAP) is a non-profit with the mission to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. Along with several other support programs, ASAP certifies local products grown/raised in the Southern Appalachians as Appalachian Grown™.



ExploreAsheville.com
ASHEVILLE
Discovery, inside and out

DODIE STEPHENS

Dodie Stephens is the Director of Communications for the Asheville Convention & Visitors Bureau. In her eight years with the tourism office, she has worked with the nation’s leading media outlets and travel journalists to inspire coverage of Asheville, N.C. as one of the world’s top destinations. A storyteller at heart, she relishes the transformative landscape of marketing today where brands may engage directly with consumers and champion their own stories through social and content marketing. In a former life, she sharpened her marketing skills in the agency world and as public relations manager for the Florida Department of Environmental Protection, where she did not spend as much time bird watching and boating in the Everglades as she would have liked.



ExploreAsheville.com
ASHEVILLE
Discovery, inside and out

LINDA KOPP

Linda Kopp is the Marketing Projects Manager for the Asheville Convention & Visitors Bureau. Her previous experience includes working for a small publisher of art, crafts and lifestyle books. She also spent several years as a Product Marketing Manager of live nursery and lawn and garden supplies for a national big box home improvement retailer.



ASAPconnections.org
Asap
Local Food
Strong Farms
Healthy Communities

CHARLIE JACKSON

Charlie Jackson is the executive director and a founder of ASAP (Appalachian Sustainable Agriculture Project), a nonprofit organization in the Southern Appalachians with a mission to help local farms thrive, link farmers to market and supporters, and build healthy communities through connections to local food. His experience includes training farmers in marketing and farm profitability, developing and implementing local food campaigns, and creating local food systems that are socially just, health promoting, sustainable, and that build local economies.

Charlie is a co-author of the groundbreaking local food and farm assessment *Growing Local: Expanding the Western North Carolina Food and Farming Economy* (2007) and a researcher on local food system development with ASAP’s Local Food Research Center.

Entrepreneurship: Finance Panel

“Micro-loan Matchmaking: A detailed comparison of rates, support services and application requirements of 3 WNC loan providers”

As small business financing grows in demand, it is becoming even more important to understand fully what kinds of funding options there are in our region. This breakout session will look very closely at the similarities between 3 CDFI's serving Western North Carolina, but more importantly, we will discuss the primary differences between each organization. Join us if you are considering a small business loan or serve potential loan applicants. We will shed some light on the various services, options and requirements which set these loan providers apart from each other. There will also be loan application information available!



AdvantageWest.com



MODERATOR: NOAH WILSON

Noah Wilson is the Director of Grants & Special Projects at the AdvantageWest Economic Development Group. Primarily through the WNC AgriVentures project, Noah focuses on growing agriculture and natural resource-based businesses in industries such as local/value-added foods, natural products, craft beverage, outdoor recreation, rural-scale renewable energy, fiber and other bio-based products.

AdvantageWest Economic Development Group is a nonprofit regional economic development partnership serving the westernmost 23 counties of North Carolina.



TheSupportCenter-nc.org



SHARON OXENDINE

Sharon Oxendine has lived in Western North Carolina for over 23 years. Sharon has spent over eleven years working in Business Development and has served over 1800 clients and supported over 900 businesses in starting or small businesses with business plan training, coaching and lending. Sharon's background is in human service, marketing/administration and program development. Sharon has worked in many diverse organizations and is known for her work in building communities and encouraging connections. Sharon is a published author, speaker and holds a position in the Native American Society.

She currently works for The Support Center of North Carolina and opened their satellite office in April of this year. Sharon serves as the Women's Business Center Director of WNC, working to support women entrepreneurs through lending, training networking and resources.



Self-Help.org



JANE HATLEY

Jane Hatley is the Western Regional Director for Self-Help Credit Union. Previous to this position, Jane worked first as a Commercial Lending Officer with Self-Help in Asheville, lending to small-to medium-sized companies across Western North Carolina, and then as the Business Development Officer for Green Lending and Child Care Lending.

Before coming to Self-Help, Jane was the CEO of a wireless internet service provider, which she took from start-up to successful acquisition by a large national company and worked as a consultant in marketing and strategic planning. She holds an MBA in Finance and Marketing from Vanderbilt University's Owen Graduate School of Management and a Master's in English from UNC-Chapel Hill.



MountainBizworks.org



PATRICK FITZSIMMONS

Patrick Fitzsimmons is Executive Director of Mountain BizWorks. He joined MBW in 2014 after retiring as CEO of American Red Cross of Western North Carolina. He graduated from University of Tennessee a long time ago, but tries to keep learning all the time. He feels lucky to have a way, however minor to contribute to economic justice in a tangible way, and to live in Weaverville.

Mountain BizWorks has been developing small businesses and economic justice in Western North Carolina for 25 years. Our primary platforms are lending and learning, specifically designed to grow small businesses and create economic opportunity for all. We proudly create access to capital for start-ups and existing businesses in spite of barriers to traditional lending sources.

Arts, Cultural Heritage + Creative Capital: Leadership + Education Panel

“Cultivating the Imaginative Leader: Ways to deliver compelling and effective training through arts, culture and authentic connection”

As we understand more about the dynamics of learning styles, the value of teaching through creative experience is quickly becoming a more widely respected approach. The participants on this panel are skilled at embracing the imaginative and authentic side of human nature in order to be more successful at supporting the children and adults within their programs. This discussion will review the ways in which our panelists have each crafted a culture committed to creative engagement, dynamic outreach and a values-system rooted in heritage.



theLEAF.org
LEAF FESTIVAL

JOCELYN REESE

Jocelyn Reese has worked in arts education and program administration since 1995. She is a visual and performance artist and the Director of LEAF Schools & Streets. She shares a dual passion for arts empowerment and youth development. Jocelyn recognizes the power of the arts in individual lives and the transformative effect of the arts in the communities she serves. Her degrees are a Masters in Interdisciplinary Arts Education from Columbia College Chicago and a Masters in School Administration from Western Carolina. After working as an assistant principal with Asheville City Schools for 8 years, she currently develops and directs the local arts education program with LEAF Community Arts, a non-profit organization that is committed to connecting cultures and creating community through music and the arts.



MyDaddyTaughtMeThat.com



KEYNON LAKE

Keynon has been employed by the Buncombe County Health and Human Services for the past 11 years. He currently serves as a Community Service Navigator and Prevention Social Worker. Prior to this position, he worked as a Child Protective Services Social Worker III. In 2012, Keynon authored and published the book *My Daddy Taught Me That...* This book speaks to the need for engaged, active, and committed fathers in single parent homes. It also challenges and encourages men, both young and old, to become better role models for the next generation of marginalized youth and young males. This book is the foundation for which the nonprofit Men's Development Youth Program is designed, also called My Daddy Taught Me That... The My Daddy Taught Me That youth program was also formed in 2012 as a way to further affect change in the community in which Keynon was raised.

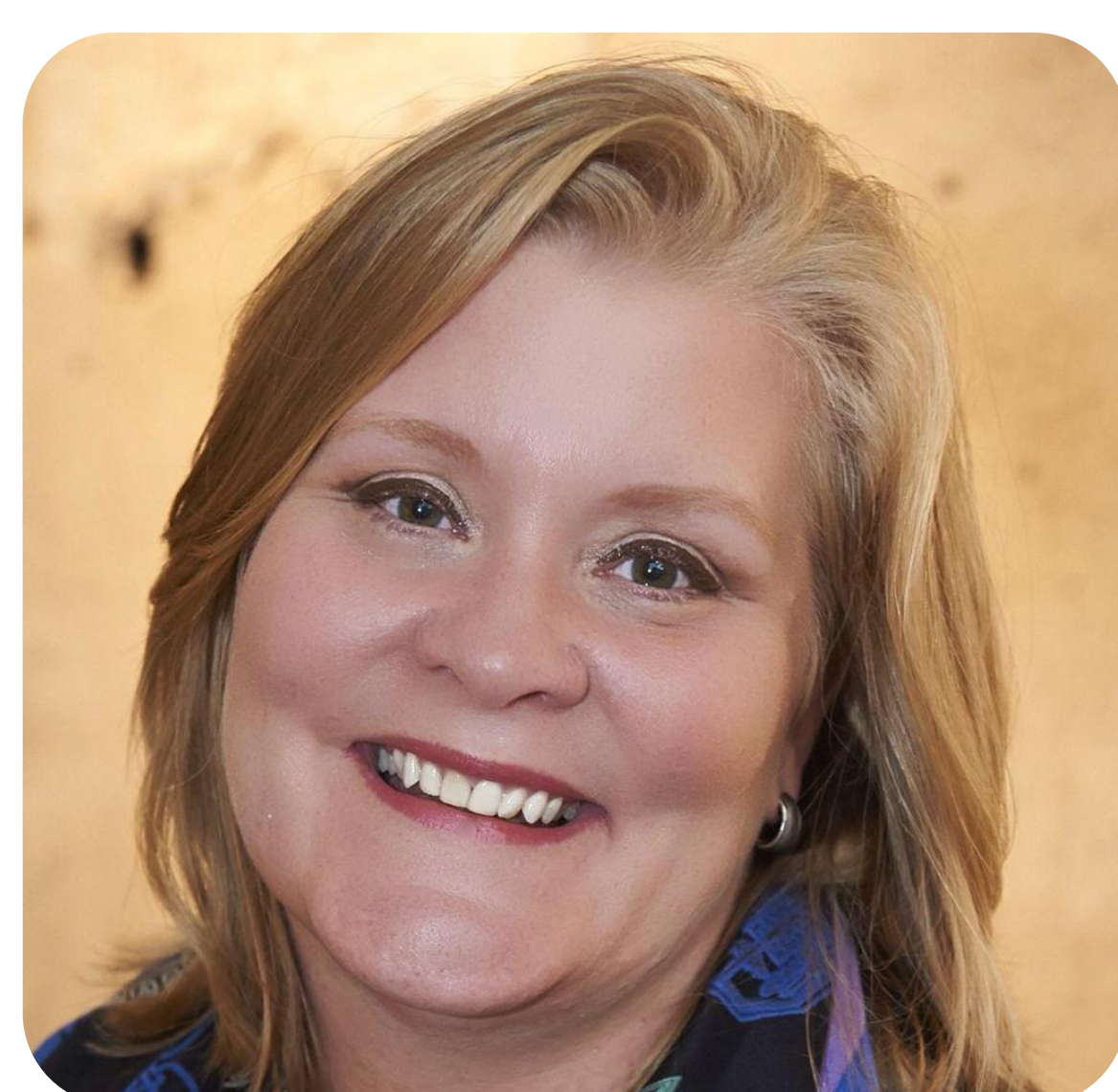


EagleMarketsts.net



STEPHANIE SWEPSON-TWITTY

Stephanie Swepson-Twitty, President and CEO for Eagle Markets Streets Development Corporation, a native of North Carolina, residing in Old Fort, McDowell County, married with one son and three grandchildren. Stephanie is a Community Economic Development professional, demonstrating leadership and success in community-based and ministry related settings. Proven background includes organizational development, financial management and analysis with non-profit entities. Stephanie locally consults with Partners Mountain Housing on the Eagle Market Place, LLC project mixed use development: 62 units of workforce affordable rental residences and 7 K sq. ft. of commercial retail and office space. She is a grants writer/administrator, consultant in economic development, business and workforce development and possesses highly effective skills in not-for-profit management.



CraftCreativityDesign.org



STEPHANIE MOORE

Stephanie Moore is the Executive Director of The Center for Craft, Creativity & Design (CCCD). During the last four years she engaged the board and staff in critical discussions that paved the way for CCCD's relocation to downtown Asheville in 2014, as well as strengthened and expanding programs. Prior to joining the CCCD, Moore was the Director of Visual Arts for VSA, an affiliate of The John F. Kennedy Center for the Performing Arts, for 18 years. While in this post she was responsible for providing the overall direction and production of all visual arts exhibitions and activities at a national level. Moore earned a BA in art history and studio art from James Madison University and an MA in museum studies/nonprofit management and the art of underrepresented cultures from George Washington University.

Sustainable Living: Leadership + Education

“Using Business as a Force for Good: A look at the B Corp Certification”

B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Today, there is a growing community of more than 1,000 Certified B Corps from 33 countries and over 60 industries working together toward 1 unifying goal: to redefine success in business.

This breakout session will hear from regional leaders who are Certified B Corps. These entrepreneurs will shed some light on the certification process, the benefits of becoming certified and what B Corp really means to their company.



Tsdesigns.com

tsdesigns
printing t-shirts for good™

ERIC HENRY

Eric Henry, president of TS Designs, is one-half of the dynamic duo that owns TSD. Alongside his business partner and TSD CEO, Tom Sineath, Eric has been in the screen printing and apparel business for over 30 years. Eric's duties at TSD range from sales to R&D to marketing. He is the foremost public face of TSD, attending numerous trade shows, giving speeches to groups and universities and hosting tours of the TSD facility. His boundless enthusiasm and energy have gained him a certain level of notoriety at most of them, even winning him the Sustainability Champion award from Sustainable North Carolina in 2009.

Outside of TS Designs, Eric devotes much of his time to furthering the sustainable agenda in various community organizations. He founded the Burlington Biodiesel Co-op in 2001 and has run his car on biodiesel (or straight vegetable oil) that now has over 250k miles on it. He along with Charlie Sydnor and Sam Moore founded Company Shops Market, a co-op grocery in downtown Burlington that reconnects local agriculture to Alamance County; and now, he serves the co-op board.



DrinkBuchi.com

buchi

MIKE NUMINOUS

Mike is one of Buchi's worker-owners, responsible for communication, publicity and media relations. He writes as the "Voice of Buchi" via social media, emails, blogs and the text on marketing materials and bottles. He's also out on the road, traveling extensively to the markets Buchi sells in, vending music festivals, concerts and supporting community events. More broadly, his work is crafting a narrative which conveys the authenticity of Buchi's intentions to use business as a force for good and casting a vision of the model of community centered commerce they are attempting to create.

To learn more about Buchi and the tribe Mike is a part of, check out: www.drinkbuchi.com or www.openforum.com/buchi-journey



Biofuels.coop

**piedmont
biofuels**
clean renewable fuels

LYLE ESTILL

Lyle Estill was trained as a writer. He published his first short story in 1981, and has been publishing ever since. Many think of him as a traveling salesman who accidentally became an environmentalist, stumbled into being an activist, and went on to become a "social entrepreneur." He has founded companies, grown enterprises as an intrapreneur, and has traveled successfully through the business world for several decades.

He was a co-founder of Abundance NC, and Slow Money NC. Although he has written epistles, treatises, poetry, fiction, and essays he is best known as the publisher of Energy Blog, and for his newspaper columns, and books. He is the author of *Small is Possible: Life in A Local Economy*, and *Biodiesel Power: The Passion, People, and Politics of the Next Renewable Fuel*.

Local Foods Movement: Finance Workshop

“Reap What You Sow: Local Foods Systems + Agriculture’s Reversal of Fortune in Western NC”

Local farms and food entrepreneurs – the components of a local food system – benefit local economies by supporting job creation, increasing tax revenue, and boosting tourism, as well as by keeping a greater share of local dollars in the community. Not only have local food sales in Western North Carolina increased by nearly 70 percent over the past five years, but in 2012, the U.S. Census of Agriculture reported the region had reversed a disturbing trend in loss of farm acreage and actually added more than 10,000 acres since 2007.

This success is in part due to the work of the Appalachian Sustainable Agriculture Program (ASAP). Just as in Buncombe and surrounding counties, local farms and locally grown food are defining features of life in a growing number of our state’s counties. Learn how this phenomenon has been cultivated and nurtured, and how other counties can develop successful economic strategies based on the resources and cultures already at hand. This session will help attendees understand how food systems operate and how supporting these systems can lead to stronger local economies.



ASAPconnections.org



CHARLIE JACKSON

Charlie Jackson is the executive director and a founder of ASAP (Appalachian Sustainable Agriculture Project), a nonprofit organization in the Southern Appalachians with a mission to help local farms thrive, link farmers to market and supporters, and build healthy communities through connections to local food. His experience includes training farmers in marketing and farm profitability, developing and implementing local food campaigns, and creating local food systems that are socially just, health promoting, sustainable, and that build local economies.

Charlie is a co-author of the groundbreaking local food and farm assessment *Growing Local: Expanding the Western North Carolina Food and Farming Economy* (2007) and a researcher on local food system development with ASAP’s Local Food Research Center.



ASAPconnections.org



MOLLY NICHOLIE

Molly Nicholie is the Local Food Campaign Director for ASAP. Her focus lies in helping farmers with market connections and planning, as well as working with area businesses to feature local food. Her responsibilities include guiding the marketing efforts of ASAP’s local food campaign, supporting farmers markets, and providing farmers with training, resources and technical assistance around marketing and promotions.

Molly has years of experience working with ASAP in a capacity to connect farmers to market opportunities, from wholesale distributors that supply county wide school systems to independent restaurants and direct markets.

Arts, Cultural Heritage + Creative Capital: Root + Core Panel

“Lessons in Crowdfunding: How local companies have successfully grown their businesses through Kickstarter campaigns”

Companies all across the region have raised significant funds through telling their story through the Kickstarter platform. Before you consider your own campaign or advise businesses in pursuing online funding strategies, hear from the following companies who have navigated this space successfully. This group has collectively raised over \$300,000 via Kickstarter and they can shed some light on how best to plan, prepare and pay for a crowdfunding project.



JBMediaGroupLLC.com



MODERATOR: JUSTIN BELLEME

Justin Belleme is a Western North Carolina native, born in Asheville and raised in Polk County. He is the founder and Director of Strategy at JB Media Group, a full service Internet marketing agency and also a founder and lead trainer in the JB Media Institute, a comprehensive online marketing education program. He is committed to sharing his knowledge and helping individuals and organizations make informed decisions about their online marketing efforts. A graduate of the University of North Carolina Asheville, Justin is happy to give back through his work as an alumni volunteer with Leadership Asheville, past board chair at NC Stage Company, and as an Ambassador for the NC Technology Association. He was named the 2014 Entrepreneur of the Year by the Asheville Area of Chamber of Commerce, is a member of Asheville's 40 under Forty and a recipient of The Order of the Pisgah from the University of North Carolina Asheville which recognizes exemplary service to the community and university.



OutriderUSA.com



JESSE LEE

Jesse co-founded Outrider USA to create the best way to move one person on or off-road while keeping them safe, healthy, and exhilarated. In 2014 Outrider ran a Kickstarter crowdfunding campaign to create the “Horizon”, which is a recumbent pedal-electric trike that also includes adaptive features for individuals with varying physical abilities. They raised \$126,000 in 30 days and are on schedule to release the Horizon in May of 2015.

When it comes down to it, Jesse connects the dots – be it connecting person to person, person to resource, skill to activity, or pattern to industry – he’s always looking for creative ways to maximize the potential of those around him. You’re most likely to find him mid-solo on a long-forgotten blues record, or out on a long run / bike ride where he is probably completely lost – and totally thrilled about it.



SmilingHaraTempeh.com



SARAH YANCEY

Sarah Yancey is the co-founder and co-owner of Smiling Hara Tempeh. Along with her husband and growing team, Smiling Hara has successfully navigated the crowdfunding platform, Kickstarter, to finance a new venture in partnership with the Growing Warriors Project to support veteran farmers while launching a new line to their tempeh family, Hemp-fortified Tempeh.

Smiling Hara Tempeh is a family owned business that employs 7 hard working, wonderful people in the beautiful city of Asheville, North Carolina. We are 100% committed to providing the most nutritious and freshest tempeh possible, and at the same time providing a market for organic farmers. Smiling Hara and it’s team are in the process of forging a new trend in the healthfood world with the highest quality vegan/vegetarian protein available.

Arts, Cultural Heritage + Creative Capital: Root + Core Panel

“Lessons in Crowdfunding: How local companies have successfully grown their businesses through Kickstarter campaigns”



CopperPotTraditions.com



JESSICA DEMARCO

As I grew my love of these food & farm traditions and hope of one day owning my own business led me to follow a culinary career. I attended Le Cordon Bleu's California School of Culinary Arts and went on to work as a Pastry Chef at The Grove Park Inn in Asheville, NC. After several years as a Pastry Chef I transitioned into Hospitality and Dining Management, working with the Biltmore Estate in Asheville. Over the years working in the Food & Beverage industry I always had the desire to have my own business, in 2011 inspiration turned into reality....and so began Copper Pot & Wooden Spoon. With the help of family, the brand came into fruition and my brother Dan(our web & graphic designer) came on as full time kitchen manager in 2013. We also ran a successful Kickstarter campaign that year to help fuel our production and have continued to grow since that time. Our products have been well received, with recognitions from Food & Wine Magazine, and Garden & Gun magazine's Made in the South Awards.



DuinoKit.com



DAN ALICH

Dan Alich is currently a high school mathematics teacher in western NC where he lives with loving wife and 4 rambunctious children. While trying to teach electronics in a club setting at his school, he struggled with resources, support and a easy way to help teach technology applications to his students. After quite some time in development, the DuinoKit was introduced to his KickStarter for a mass production batch of learning kits.

After three successful projects on KickStarter and over \$100K in funding, the DuinoKit business is slowly growing and taking it place in the educational electronics market.



MEDIA GROUP

It takes courage to tell your company story.
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PUBLIC RELATIONS • CROWDFUNDING

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of tools and strategies to create a
complete online marketing plan.

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Innovation + Technology: Finance

“Financing Innovation: Navigating the path of Intellectual Property, prototype development + technology commercialization”

- Is the idea novel and valuable? Preliminary research regarding the feasibility and business potential of a project.
- Intellectual property strategies. How to think about reasonably protecting an idea as it is developed.
- Financing development costs, regarding bootstrapping, grants and accelerators.
- Regional technical resources for entrepreneurs.



Blue Ridge Tech Ventures



MODERATOR: DR. JONATHON SNOVER

Jon attended Middlebury College, majoring in chemistry, before receiving his Ph.D. from Princeton University focusing on chemical solar energy thin film systems. He then moved to North Carolina State University for a post-doctoral fellowship in polymer and materials chemistry. Jon worked in corporate research developing technologies for new coating materials at Westvaco Corporation and then fuel cell research at a start-up company, Millennium Cell. He is the co-inventor on seven patents resulting from his research in these fields.

After leaving corporate research, Jon relocated to Asheville, NC to support community initiatives around science, technology development and sustainability while working with another start-up, Exsol Labs, in the area of precious metal reclamation. Jon is currently director of Blue Ridge Tech Ventures in a partnership with Advantage West.



DoctorDirectory.com

DOCTORDIRECTORY

CINDY IRELAND

Cindy has been a member of the DoctorDirectory management team since November 2010. Since joining the company she has implemented software compliance strategies and security training to align with industry standards, improved cross training for the IT staff, has worked to ensure a high degree of system reliability and data integrity, along with planning for future needs of the company.

Cindy has over 25 years of experience in developing and managing technology from infrastructure to application implementation and training. She spent 17 years in the biotechnology/medical device industry as the head of IT for Gen-Probe which has provided a solid foundation in best practices for managing FDA related systems and processes. Cindy brings experience in project management, process design, software development, data management, development and implementation of compliance policies and procedures, and infrastructure management.



AcetoLaw.com

ACETOLAW
Aceto Law Office, PA

HUNTER PLEMMONS

Hunter Plemmons joined the Aceto Law Office in June 2013 after gaining valuable experience as an associate with a national technology-focused law firm in the Research Triangle Park area of North Carolina and most recently as an intellectual property licensing associate with North Carolina State University's Office of Technology Transfer. Hunter routinely counsels clients on a broad range of intellectual property issues, including: advising clients on perfecting their rights via patents, trademark registrations and copyright registrations; and drafting and negotiating intellectual property agreements including licenses, assignments, and publishing agreements. Hunter was born and raised in Western NC, and in returning to the Mountains he has enjoyed broadening his areas of practice in order to better serve the needs of his clients. He counsels clients in regards to wills, trusts and estates; business transactions and corporate formation; and charitable and nonprofit transactions, including nonprofit organization and formation. His primary focus is providing exceptional legal counsel to his clients with whom he strives to establish long term relationships.

Innovation + Technology: Finance

“Financing Innovation: Navigating the path of Intellectual Property, prototype development + technology commercialization”



SBTDC.org
sbtcdc
Your business. Better.

MODERATOR: DR. JONATHON SNOVER

John Ujvari is the SBIR Program Specialist with the North Carolina Small Business and Technology Development Center (SBTDC). His primary responsibilities include counseling clients on the effective use of this federal funding program and supporting and promoting SBIR educational opportunities throughout the state via numerous outreach efforts. These efforts include the publication of a monthly SBIR-focused newsletter, planning and execution of training events statewide, meeting clients one-on-one and reviewing proposals prior to submission. He also leads the SBTDC's MBA summer internship program. Since joining the SBTDC in 2001, SBIR and STTR awards in North Carolina have increased 5-fold. In 2012, John created a consortium of grant writing experts who conduct SBIR and business development training via webinar and on-site nationwide. Services include SBIR proposal and business consulting, resource referrals and grants management. John earned his MBA degree from Wake Forest University's Babcock Graduate School of Management with concentrations in business development, marketing and IT management.



ORNL.gov
OAK RIDGE
National Laboratory

MARK REEVES

Dr. Mark Reeves is Associate Director of the Office of Technology Transfer (OTC) at the Department of Energy's (DOE) Oak Ridge National Laboratory (ORNL). Prior to joining the OTC in August 2000, he was Technical Assistant to the laboratory's Associate Director for Biological and Environmental Research Programs. He joined ORNL as a post-doctoral research associate in 1983 and became a research staff member in 1986. From 1992 through 1994, he managed ORNL's internal R&D program; and from 1995 through 1998 he was Director of the laboratory's Bioprocessing Research and Development Center. Dr. Reeves has negotiated more than 60 royalty-bearing technology licenses, as well as numerous CRADAs and other sponsored research agreements. He is currently responsible for all nonfederal research partnership agreements (CRADAs, Work for Others agreements, etc.), plus intellectual property stewardship and licensing of a portfolio associated with one of ORNL's five primary research directorates. His passions in technology transfer include creative use of legislative authorities to transfer federal technologies to the private sector, and deploying negotiations expertise that results in the best outcome for both the laboratory and the private partner.

Arts, Cultural Heritage + Creative Capital: Community Engagement

“Creative Placemaking as a Community: How to engage your neighbors through celebrating the uniqueness of your hometown”

Ever wonder why some communities seem vital & attractive, while others look abandoned & sad? Community engagement is often the missing ingredient. This workshop will provide you with techniques for identifying and leveraging the unique heritage, culture and creative capital of a place, using lots of examples. Then we'll discuss ways to build a culture of engagement and foster citizen involvement, with participatory activities you can use in your own community. Come prepared to share your story!



LocalCloth.org
LOCAL CLOTH
FARM FIBER FASHION NETWORK

JUDI JETSON

Judi Jetson is a fiber activist and creative economic developer with 30 years experience designing and implementing regional and community-based growth strategies which build on local assets. A fiber artist and teacher for 25 years, she spins, knits, dyes, stitches, weaves and teaches all those skills. Judi worked as Director of Economic Development for HandMade in America, was Director of Rural Economic Development for the US Small Business Administration, and has served on the Boards of Southeast Animal Fiber Fair (SAFF), Southeast Fiber Forum Association (SFFA) and the WNC Fibers/Handweavers Guild. One of the founders of Local Cloth, Judi currently serves as its Chairman and Executive Director. Conceived as an economic development organization to start a local fiber movement, Local Cloth's goal is to grow the fiber economy in the southern Appalachian region within 100 miles of Asheville, focusing on craft artists, fiber animal farmers & small scale fiber mills & processing businesses.

Sustainable Living: Community Engagement Panel

“Sustaining Authentic Engagement: Ways to build a loyal following while staying true to your core values”

Maintaining enthusiasm with your team, market or community is challenge no matter what industry you are in, but being aggressive at building a brand can be make it especially difficult to compete while also staying committed to personal values and ethics. As leaders in the green movement, the four participants on this panel are comfortable standing tall for what they believe in while still successfully growing sustainable ventures. The panelists have each learned how to communicate effectively with their markets and have ultimately built well-respected brands around their own personal core values.



Asheville.LR.edu

LENOIR-RHYNE
UNIVERSITY
Center for
Graduate Studies
of Asheville

MODERATOR: DR. KEITH MCDADE

Dr. McDade combines his work experience in a range of sustainability-related professions with an education and career in building a more sustainable culture. He has previously served as an Assistant Professor of Natural Resource Management at Green Mountain College (GMC) in Poultney, Vermont (ranked as the greenest school in the nation by the Sierra Club in 2010). Dr. McDade has also worked as a Waste Prevention Manager for the West Contra Costa Integrated Resource Management Authority in the San Francisco Bay Area, a Field Representative for American Farmland Trust in California, an archives and historic preservation planner in the Federated States of Micronesia, an advisor to Village Focus International in Laos, and an agroforestry extension Volunteer with the US Peace Corps in The Gambia, West Africa. He is currently involved with many community activities in Asheville, including as a member of Partners in Education (PIE), helping to coordinate Asheville Green Drinks.



SowTrue.com

SOW
TRUE SEED

CAROL KOURY

Carol Koury, now in her eighth decade, is a native of Massachusetts, a wife, mother, grandmother, and a life long gardener. Which is relevant to her ownership of Sow True Seed, a small seed company based in Asheville, NC that sells open-pollinated, vegetable, herb and flower seed. After a career in wildlife conservation, Carol became very active in the women's health movement in support of women having access to and control over their health care. Throughout this time, in honor of her grandmother who grew the food she and her family ate while growing up, Carol planted a garden each year to provide healthy food for her own family.

With the consolidation of large corporate control over access to healthy food and diminished ability to find locally grown or known sources of food, Carol jumped at the idea of using her own money to contribute to improving access to good food by starting an open-pollinated seed company in her adopted home of Asheville, NC. Asheville lived up to its Southern reputation with generous hearts and open hospitality, and Sow True Seed has been welcomed and embraced by this wonderful community with long held agricultural traditions.



AppalachianDesigns.com

ROOT
CAUSE
Local Forest Products

LANG HORNTHAL

After graduating from the University of North Carolina at Chapel Hill and wondering what to do with a Biology degree, Lang decided to build a log bed with a friend. They sold it at a local flea market and received an order for another one. From that, Appalachian Designs was born. For over 20 years, Lang has been designing furniture and architectural elements for homes all over the United States. His philosophy of keeping it simple and being open to new ideas has helped keep his custom manufacturing business not only intact during a tough recession, but in a position of greater strength on the other side of it. Through this philosophy and his love of the Western North Carolina mountains, he has great respect for our forests and the important role they play in this region.

To promote the issues concerning our forests, Lang Hornthal founded Root Cause. Root Cause is an initiative whose mission is to promote and achieve community sustainability through sustainable forestry by supporting the many forest-based product businesses in this region. Through this initiation, Lang wishes to continue the legacy our region's history as the Birthplace of Modern Forestry by ensuring our forests are managed properly and prepared for the 21st century threats that abound.

Sustainable Living: Community Engagement Panel

“Sustaining Authentic Engagement: Ways to build a loyal following while staying true to your core values”



VentureAsheville.com



JOSH DORFMAN

Environmental entrepreneur, author and strategic communications expert Josh Dorfman delivers inspiring yet practical solutions to companies navigating sustainability, entrepreneurs growing green ventures, and everyday individuals seeking to green their lives with the least amount of effort possible. Known as “The Lazy Environmentalist,” Josh has addressed audiences at Google, Volkswagen, PepsiCo, Liz Claiborne, The Anthony Robbins Companies, The Aspen Institute, The New York Federal Reserve Bank, the Yale School of Management, and numerous other companies and institutions. Josh believes that all things being equal every company, family, and individual would like to be more environmentally friendly. Unfortunately, reality often gets in the way. Green can be too complicated, inconvenient, expensive, poorly designed, bland, or downright ugly. Drawing upon his in-the-trenches green business, media, and communications experience, Josh steers audiences toward clever, stylish, and convenient options that capture a more innovative side to green business, a more effective way to communicate about the environment, and a more appealing way to embrace green living.



Biofuels.coop



LYLE ESTILL

Lyle Estill was trained as a writer. He published his first short story in 1981, and has been publishing ever since. Many think of him as a traveling salesman who accidentally became an environmentalist, stumbled into being an activist, and went on to become a “social entrepreneur.” He has founded companies, grown enterprises as an intrapreneur, and has traveled successfully through the business world for several decades. He was a co-founder of Abundance NC, and Slow Money NC.

Although he has written epistles, treatises, poetry, fiction, and essays he is best known as the publisher of Energy Blog, and for his newspaper columns, and books. He is the author of Small is Possible: Life in A Local Economy, and Biodiesel Power: The Passion, People, and Politics of the Next Renewable Fuel. His third book, Industrial Evolution; Local Solutions for a Low Carbon Future was published in the spring of 2011. In 2013 he assembled Small Stories, Big Changes; Agents of Change on the Frontlines of Sustainability.

LENOIR-RHYNE
UNIVERSITY

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Graduate Studies
of Asheville



Arts, Cultural Heritage + Creative Capital: Leadership + Education Panel

“Growing a New Breed of Food Leaders: Enhancing the Local Foods Movement through strategic education, outreach and leadership development”

As our local food systems become more vital to the economic stability of Appalachia, the ways in which we engage and nurture our agri-business culture has never been as important to our collective future. Several organizations and individuals across Western North Carolina are driving initiatives to better educate farmers, producers, restaurateurs, food-based entrepreneurs and the public in new and exciting ways. This breakout session will showcase what our roundtable representatives have learned through their programs and where they see the greatest potential for growing better food leaders.



BlueRidgeFoodVentures.org



CHRIS REEDY

Executive Director since 2013, Chris has been with Blue Ridge Food Ventures for 5 years. Whether counseling startups, working with farmers, providing compliance training, overseeing productions, managing grants or bottling salad dressing, Chris draws on his own entrepreneurial experience to assist clients. He has a Bachelor of Arts degree in Finance from the University of Kentucky and an MBA with a concentration in Finance and Economics from Xavier University's Williams School of Business in Cincinnati. His expertise includes production planning and organization, product costing, financial analysis, labeling and branding, frozen foods production, co-packing and farm-to-product channels.



WNCFCPC.org



EMILY EDMONDS

Emily Edmonds coordinates the Western North Carolina Food Policy Council and is active with a number of research and fundraising projects in food systems with NCSU's Center for Environmental Farming Systems and UNC-Chapel Hill's Kenan Institute for Private Enterprise. Emily is also managing the new Appalachian Farm School.

Her master's work at UNC-Chapel Hill focuses on regional economic development and food systems. She lives in Sylva with her family and enjoys gardening, hiking, reading, and football.



OrganicGrowersSchool.org



CAMERON FARLOW

Cameron Farlow is the Farmer Programs Coordinator for the Organic Growers School. She works with experienced, beginning and aspiring farmers in western North Carolina to organize the Collaborative Regional Alliance for Farmer Training (CRAFT) program working to training the next generation of sustainable farmers, Apprentice Link an online matching services for farmers and farm workers, and provide other farmer training opportunities in the region. She also has experience with farmland access from her time as the Land Access Director for WNC FarmLink. In addition, Cameron's been involved in the food system in Western North Carolina for several years through farmland preservation with the Southern Appalachian Highlands Conservancy, developing a farm to university program at Appalachian State University, completing research projects for WNC Ag Options and the Lord's Acre Garden, and even making cheese at Looking Glass Creamery.



BUZZ DURHAM

Buzz Durham is a volunteer with Food Connection (Food Connection is a WNC non-profit which collects surplus food from restaurants and caterers and delivers the food to those who will enjoy it in order to reduce food waste and ease the pain of immediate hunger.)

Other information about Buzz: 2010-present Grace Covenant Community Garden Coordinator; 2004-2012 farmer, growing and selling vegetables CSA style; 2011-present volunteer with Mark Hare agronomist in Haiti-yard gardens, biochar and water ram pumps; 2002-present volunteer with Presbytery of WNC Guatemala Partnership Health Team-gardens, composting latrines, improved wood cook stoves, and safe drinking water

Entrepreneurship: Root + Core Workshop

“Supporting the Entrepreneurial Journey: Authentic Business Planning in Action”

Annie Price, founder of Birds Eye Business Planning, and Jodi Rhoden, owner of Short Street Cakes, will lead this workshop that focuses on getting to the root of what aspiring and existing entrepreneurs need in order to build or revitalize ventures that are both viable and self-satisfying. Drawing from their experiences of guiding groups through the business planning process, they will help participants explore what an engaged and supportive entrepreneurial landscape really looks like.



BirdsEye.info



ANNIE PRICE

Founder of Birds Eye Business Planning and Consulting, Annie Price is an entrepreneurial learning facilitator, trainer, coach, and consultant. She engages the dual forces of grounding and launching, depending on the needs of her clients and is proud of the broad capacity of the Birds Eye team to comprehensively assess the needs of their clients and assist them in moving forward with solid plans of action.

Annie has worked simultaneously in non-profit organizations and small businesses for the past 15 years and has served as a Business Developer with Mountain BizWorks since 2007.



BirdsEye.info



JODI RHODEN

Jodi Rhoden is the owner and founder of Short Street Cakes, an all-natural, Southern-style specialty cake business in Asheville. Started as a home kitchen operation, Short Street now employs nine bakers and provides rental kitchen space for other local food businesses.

Jodi is an author and teacher on the subjects of Southern food and culture. With experience in the community food security movement, she also brings a unique social justice perspective to her work with small-scale food entrepreneurs. Jodi specializes in social media and authentic marketing.

Get an aerial view of your business. From a higher altitude, you can see the patterns and find new pathways.



BIRDS EYE

We are a business planning and consulting team based in Asheville, North Carolina. Our mission is to generate success and support on the entrepreneurial journey. In addition to working directly with entrepreneurs, we also collaborate with organizations working to bolster small business communities.

Innovation + Technology: Storytelling Teaching

“Transform Your Brand into a Shareable Story”

Led by Sarah Benoit, lead instructor at the JB Media Institute, and Dr. Scott Rader Ph.D., Assistant Professor of Marketing & Entrepreneurship at Western Carolina University, this class will explore the intersection of storytelling and technology. Learn how to use mobile and Internet tools to share memorable, shareable, action-inspiring stories. Discover how storytelling impacts marketing in today’s modern world. Business owners, professionals, entrepreneurs, and non-profits will learn tips on how to build strong engagement in mobile, social, and online communities, as well as how to improve web performance, social awareness, and brand exposure.



Creative-Original.com



SARAH BENOIT

Sarah Benoit is Director of Training at JB Media Group, LLC and Lead Instructor at the JB Media Institute. She is web marketing strategist dedicated to making the field of Internet marketing accessible and easy to understand for business owners and marketing professionals. She has worked in the Internet marketing field since 2003 and began teaching and presenting on related topics in 2006. Sarah provides timely, relevant, and engaging classes and seminars designed to help both advanced and beginner students expand their skills and gain a better understanding of the role web sites and the Internet play in business promotions, networking, and marketing. She teaches continuing education and non-profit marketing classes. She has presented to groups large and small throughout North Carolina. Sarah also owns Creative Original, Inc, a small Asheville-based firm that designs and develops small business and non-profit websites.



WCU.edu



DR. SCOTT RADER

Dr. Scott Rader has over 20 years of corporate and entrepreneurial work experience in the areas of information technology, web and social media marketing, customer communications and relationship management, and marketing research. Career highlights include pioneering pre-internet real-time customer relations chat and forum tools for Prodigy online service, implementing enterprise resource planning, business process re-engineering, and training services at PricewaterhouseCoopers in Southeast Asia, and leading the development, launch, and customer support for Sprinks, an online pay-per-click advertising application ultimately integrated into the Google AdWords system. Dr. Rader has lived, worked and conducted research in New York City, Minnesota, Mexico, Japan, Philippines and Vietnam for firms including IBM, Prodigy, About.com, 3M, Sprint Wireless, and PricewaterhouseCoopers.

Arts, Cultural Heritage + Creative Capital: Finance

“The Art of Making Money: Getting You + Your Creative Business Finance-Ready”

Even if you aren’t thinking about a business loan now, you still should be prepared for the future. Knowing what lenders are looking for can save you valuable time and money. This workshop includes information on the numbers every arts + crafts business owner needs to know like your personal credit score and breakeven. We will look at what lending institutions look for when evaluating artisan small business loans and how you can drastically improve your chances. Don’t wait until your business needs financing, get prepared now!



SequoyahFund.org



HOPE HUSKEY

Hope has worked with the small business community in Western North Carolina for 11 years. She joined Sequoyah Fund in 2012 as Director of Program Development. Through this role she is responsible for developing programs to grow the small business community in Cherokee and Western North Carolina, including the creation of “Authentically Cherokee” a brand and training program for Cherokee artists and crafters. Hope also provides personal financial counseling and works avidly with area youth to promote entrepreneurship and financial literacy. Hope is an enrolled member of the Eastern Band of Cherokee Indians.

Arts, Cultural Heritage + Creative Capital: Community Engagement Panel

"Farms, Food + Fun: Leveraging the growing interest of Agri-Tourism + Nature-based learning opportunities"

Western North Carolina is a leader in the emerging phenomenon of 'knowing more about our food.' Asheville particularly has set itself apart as a hub for the local foods movement by becoming more well known for the available farm tours, cheese trail, farm-to-table dining establishments, food-based education and more. This panel has first-hand experience on how best to engage the public in the growing excitement around the origin of our foods by offering interactive engagement in the local food systems. Join us as we learn about how best to launch promotional initiatives, some lessons learned about inviting the public into your place of business, and where the greatest opportunity lies in the near future.



UsefulPlants.org



CHUCK MARSH

Chuck is a pioneer in ecological landscape design and consulting practices, and founder of Useful Plants Nursery, an edible landscape plant nursery located south of Black Mountain, NC. Chuck has over thirty five years of experience working with the plants, soil, water, climate and people of North Carolina to design and install place appropriate, productive, and sustainable home and commercial landscapes. His career has spanned the wholesale and retail nursery business as well as landscape gardening and landscape contracting businesses. His current focus is on teaching people about edible landscaping, biological economics, and Permaculture Design, which he does locally, nationally and internationally; growing edible and medicinal plants for present and future abundance; & consulting with homeowners & landowners to design & create beautiful, productive, resource conserving landscapes that celebrate & deepen our connection to the natural world.



Buncombe County Soil + Water

MARIA WISE

Maria Wise is a second year Sustainability Masters Student. When she isn't busy saving farmland through her job with the Buncombe County Soil and Water Conservation District, she enjoys hikes and camping with her family. She also enjoys shopping, eating and drinking local!



LookingGlassCreamery.com

**LOOKING GLASS
CREAMERY**

CAMERON FARLOW

Jennifer Perkins has been working in the dairy & artisan cheesemaking industry for over 15 years. She started Looking Glass Creamery, LLC with her husband Andy in early 2009 on a shoe string budget with a loaner pasteurizer from the state of North Carolina in a small creamery they built next to their home. Within a year, the cheeses being crafted at Looking Glass Creamery had caught the attention of buyers at Williams-Sonoma who have featured a collection of LGC cheeses in their catalog ever since. The company and its product line have received accolades and mentions in numerous national publications and received recognition from the American Cheese Society and multiple Good Food Awards. In 2013, Looking Glass Creamery opened a retail shop at the creamery to connect more directly with customers and increase their direct to consumer sales. In late 2012, Jennifer was the driving force behind the formation of the non-profit WNC Cheese Trail. She now serves as the Chairman of the organization as it continues to realize its mission of promoting WNC artisan cheeses, facilitating consumer education, and encouraging tourism to the region to benefit local cheesemakers.



LocalFlavorAPP.com



FLORI PATE

Flori Pate is the co-founder and creative director of Local Flavor AVL, the free app and website that connects visitors, newcomers and locals to the independent restaurants, shops, venues, services and non profits that make Asheville like no other place on the planet. Flori is also co-founder of Food Connection which collects surplus food from restaurants and caterers and delivers the food to those who will enjoy it in order to reduce food waste and ease the pain of immediate hunger.

Flori lives in North Asheville with her husband and business partner, Ted, their two sons and chocolate Lab, Ruby.

Entrepreneurship: Leadership + Education Roundtable

“Strengthening Entrepreneurial Growth: Small Business resources, training + advising services across WNC”

Western North Carolina has one of the most nationally reputable and well-connected small business support networks, especially in how we foster entrepreneurial communities. Our seasoned organizations and team leaders have successfully engaged, trained and advised thousands of growing companies to help make WNC an up-and-coming region for small business opportunity. This breakout session will hear from representatives from the Small Business Center Network based in the Community College system, the Small Business Technology Development Center (SBTDC) based in the University system, and North Carolina Rural Education through Action Learning (REAL) which trains teachers, advisors and leaders in how best to support entrepreneurs through education. Come prepared with your questions on how to grow local business, scale entrepreneurial opportunity & where you can find the professional support to make strides efficiently.



Asheville.LR.edu

LENOIR-RHYNE
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of Asheville

MODERATOR: DR. DAVID JONES

Dr. Jones comes to Lenoir-Rhyne University from the Graduate Business School at Southern Wesleyan University (SWU) in Central, South Carolina, where he taught marketing and management courses. Prior to SWU, he taught for 10 years at North Greenville University in Greenville, SC and served the last two years as the Chair of the Marketing Department.

Dr. Jones received his doctorate in Management from Walden University in Minneapolis, Minnesota. He also earned a Master of Arts in Management from Webster University in St. Louis, Missouri and a Bachelor of Arts in Criminology from St. Leo University in St. Leo, Florida.



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raise your business to a 10

TONYA SNIDER

Tonya has served in the economic development arena in Western North Carolina since 1998 through various roles including management and leadership, lending, consulting, classroom facilitation, and Advisory Boards. She served for ten years as a regional director for an economic development non-profit, focusing on training, lending and consulting for new and existing small businesses. Tonya continued her passion to help business owners in her role as a commercial banker for one of the most successful and stable banks in the Country. In addition, she has worked in both the financial and marketing sides of the private sector, and has trained teachers and educators across the state in an active-learning style entrepreneurship curriculum through REAL Entrepreneurship, a non-profit organization focused on education.



SBTDC.org

sbtcdc
Your business. Better.

WENDY CAGLE

Wendy Cagle has spent the last 20 years in economic development assisting small and medium size businesses in Western North Carolina through her work with the Small Business & Technology Development Center (SBTDC). She is currently the Regional Director for the SBTDC Center located at Western Carolina University. Wendy's areas of expertise include accounting and financial analysis, small business development, and executive training. She is a certified facilitator and works closely with the strategy development division of the SBTDC to provide facilitated events that include strategic planning, change management, team building and succession planning. She holds an MBA from Western Carolina University and currently serves on the board of various economic development agencies and non-profits in the region.



ABTech.edu

ABTech
Community College

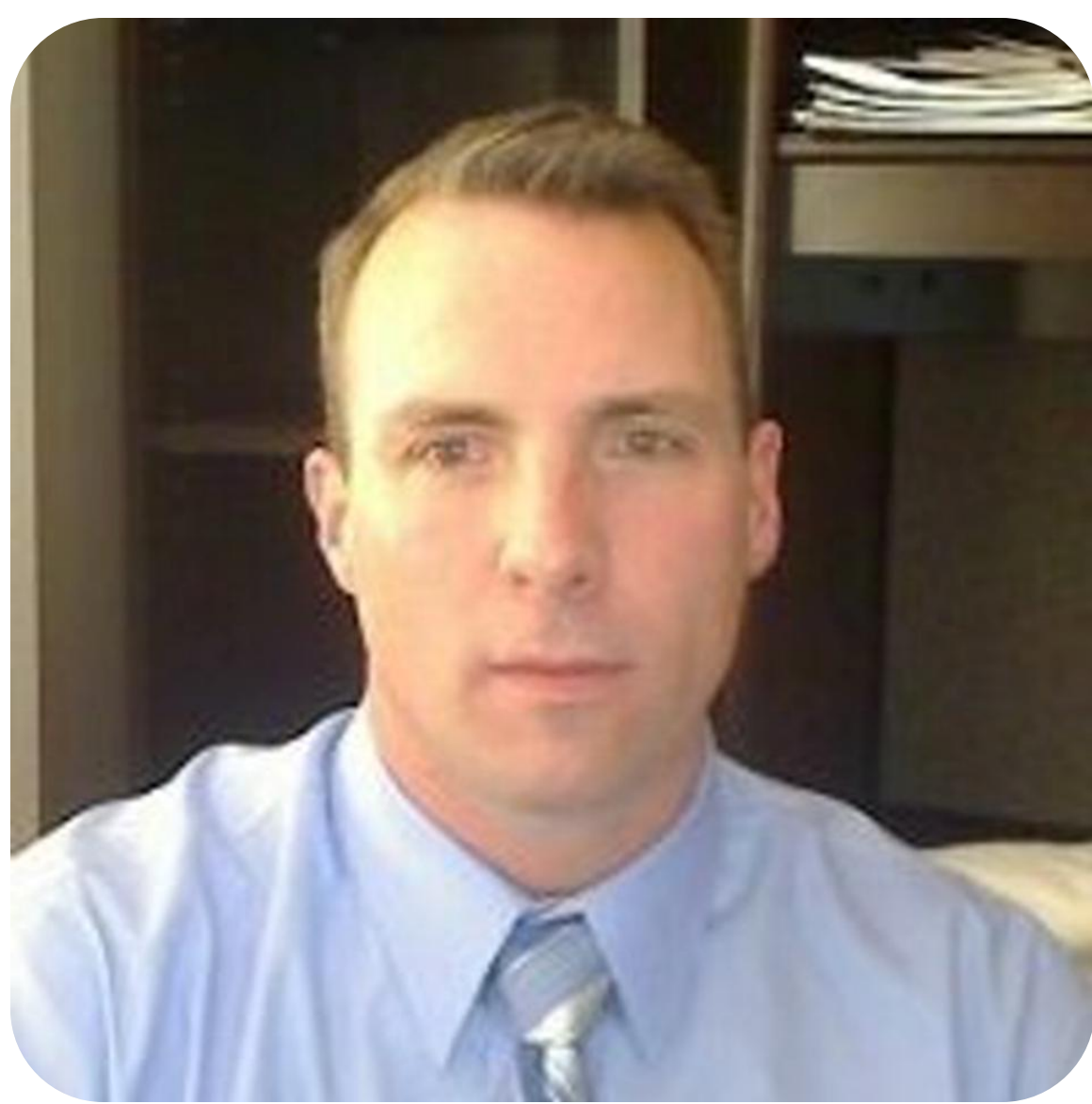
JILL SPARKS

Jill Sparks serves as the Executive Director of the Small Business Center and Business Incubation Center at the Asheville-Buncombe Community College. Provide business counseling to prospective and existing small business owners. In addition, I manage all aspects of the A-B Tech Business Incubation program for both new and emerging businesses.

Innovation + Technology: Root + Core Roundtable

“Accelerating Technology Development: Professional resources + infrastructure to support innovative enterprises”

Join us for a detailed discussion around proven support opportunities for innovation and technology-centered business development. Learn ways for organizations to engage with the Accelerator of The Iron Yard in Greenville, Blue Ridge Tech Ventures based at Asheville-Buncombe Technical Community College and the Rapid Product Realization Center located on the campus of Western Carolina University. This session will review specific services available, how to access those services and what types of businesses are best suited for support.



RISCnetworks.com



MODERATOR: JEREMY LITTLEJOHN

With decades of technology consulting, speaking, and most importantly, real-life, in-the-trenches network infrastructure experience, his view is radically different. Jeremy appreciates, and shares with listeners, that businesses should have more meaningful data analysis surrounding their technology; information that actually helps guide them in solving their IT problems, tools that help you research and take immediate action. Jeremy has served as the CEO and Senior Analyst for RISC Networks for the last 8 years and his success includes working with over 6,500 organizations, including the United Nations, State of Texas, Children’s Hospital, Pets Mart to name a few. Jeremy is a Cisco Certified Networking Expert (CCIE) and has filed numerous patents around technology that improves the lives of IT professionals. Jeremy continues to work with the best and brightest in the business technology analytics development field and is passionate about creating technology that simplifies IT.



Blue Ridge Tech Ventures



DR. JONATHAN SNOVER

Jon attended Middlebury College, majoring in chemistry, before receiving his Ph.D. from Princeton University focusing on chemical solar energy thin film systems. He then moved to North Carolina State University for a post-doctoral fellowship in polymer and materials chemistry. Jon worked in corporate research developing technologies for new coating materials at Westvaco Corporation and then fuel cell research at a start-up company, Millennium Cell. He is the co-inventor on seven patents resulting from his research in these fields. After leaving corporate research, Jon relocated to Asheville, NC to support community initiatives around science, technology development and sustainability while working with another start-up, Exsol Labs, in the area of precious metal reclamation. Jon is currently director of Blue Ridge Tech Ventures in a partnership with Advantage West

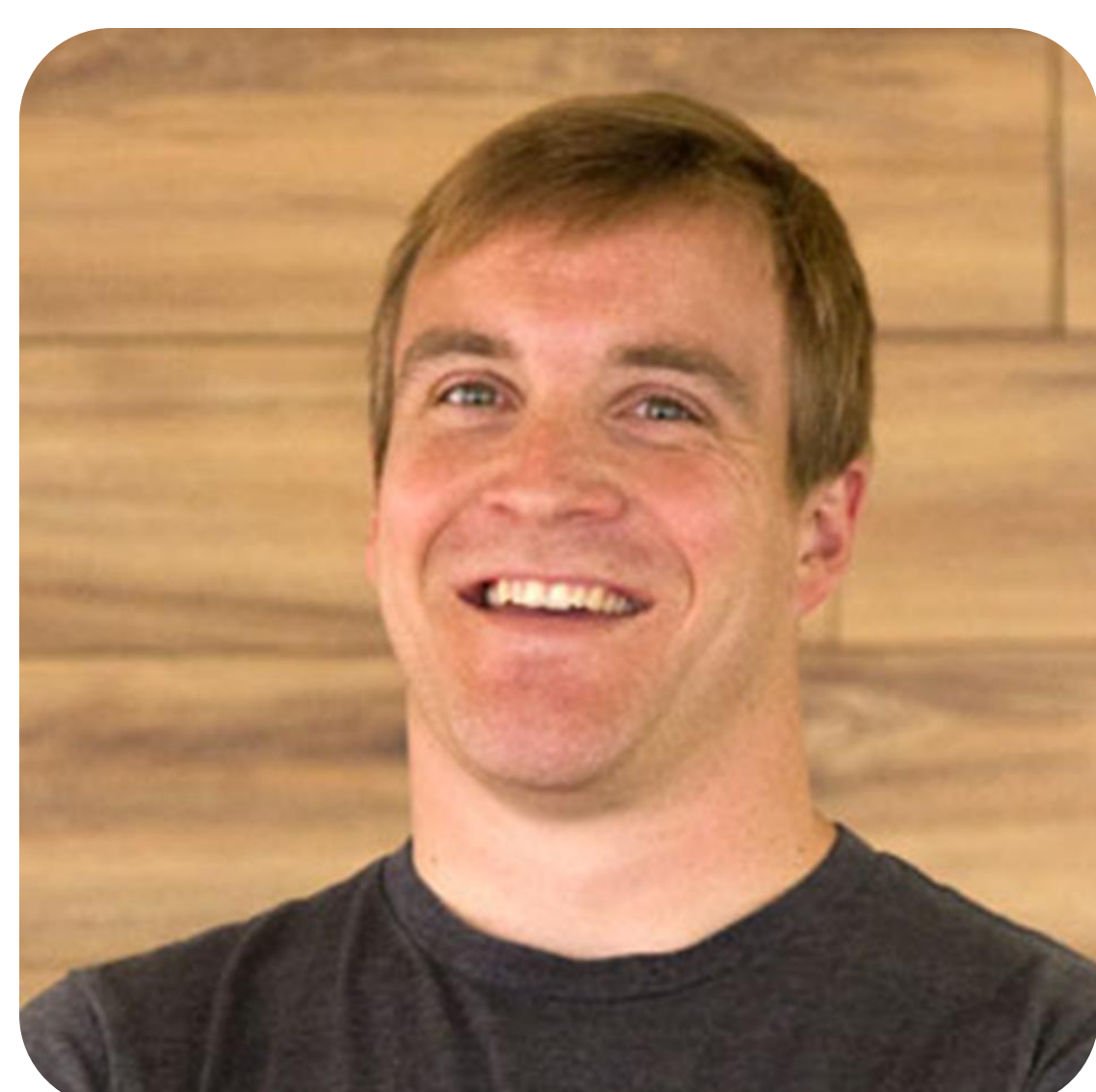


WCU.edu



DR. PATRICK GARDNER

Dr. Patrick Gardner is Director, Center for Rapid Product Realization, and the Mountaintop Distinguished Professor in the Kimmel School at Western Carolina University (WCU). He received a B.S. from the University of Florida and a M.S. and Ph.D. in electrical engineering from the Air Force Institute of Technology. Dr. Patrick Gardner is a retired Lieutenant Colonel, U.S. Air Force, with 25 years of active-duty service where he led research, development, acquisition and test of aircraft control systems, sensors, and directed energy systems. From 1999-2003 Dr. Gardner was assigned to the U.S. Special Operations Command as a liaison officer for both the Air Force and the U.S. Dept. of Energy. He represented 10 Air Force labs and 14 National labs, providing rapid response technology solutions to meet urgent fielding needs for Special Operations. In 2003 Dr. Gardner joined General Dynamics Corporation as Chief Scientist for Detection and Countermeasures. In 2007 Dr. Gardner joined Western Carolina University, Center for Rapid Product Realization, as Principal Scientist where he led the development, productization, and commercialization of intellectual property for a diverse set of technologies and markets.



MARTY BAUER

Marty is not your typical Managing Director. Although he used to weigh 300 pounds and make crying babies of Division I defensive linemen, he is now a gentle-hearted husband to his wife, Sarah, father to his pooch, Shakey, and fearless leader of the startup company Ridepost. His superhuman abilities allow him to also serve as the head of all things Accelerator at The Iron Yard. He is learning the art of the home brew, and is an avid fly-fisherman.

IronYardVentures.com

Arts, Cultural Heritage + Creative Capital: Storytelling Teaching

“Tourism + the Artisan Community: Illuminating Asheville Area Assets

The Asheville Convention & Visitors Bureau (ACVB) leverages tourism to build Buncombe County’s economic sustainability, and shine a spotlight on the Asheville area’s many assets including the vibrant arts community. Through extensive marketing efforts and unique partnerships with organizations such as the Asheville Area Arts Council, the ACVB utilizes its resources to attract visitors and provide deeper connections to arts and cultural experiences, supporting the local artisan community with an invaluable marketing platform.



ExploreAsheville.com
ASHEVILLE
Discovery, inside and out

PAT KAPPES

Pat Kappes serves as the Public Affairs Manager for the Asheville Convention & Visitors Bureau (CVB), and manages a wide array of programs including the AshevilleArtsAlive.org arts portal and the Tourism Product Development Fund grant program. Pat was introduced to the CVB while serving an advisory role with the Asheville Area Arts Council on the feasibility and development of an online resource for the arts community. Previously, Pat worked in web development and publishing including seven years at Newsweek Magazine in New York City. Pat has a Masters in Arts & Cultural Management from Pratt Institute, and a Bachelors in Communications from the University of Alabama.



AshevilleArts.com
THE ASHEVILLE AREA
AAAC
ARTS COUNCIL
HONORING TRADITION. DRIVING INNOVATION.

KITTY LOVE

Kitty Love has served as the Executive Director of the AAAC since December of 2011. Kitty is a professionally trained artist, and has engaged in a lifetime of creative entrepreneurial projects, including mural art, retail craft, interior design, tattoo, and five years as a downtown gallery owner. In 2001, Kitty became engaged in community-building arts activism, including the creation of one of Asheville’s most popular street festivals. Kitty is also known locally as a dedicated team player, bringing strong ideas and leadership to bear on community and economic development through the arts. Her service includes the City of Asheville Downtown Commission, the HUB Alliance, The Downtown Social Issues Task Force, The Asheville Mural Project, The Downtown Asheville Master Plan, and City Seeds.

Sustainable Living: Finance Workshop

“Innovative Ideas for Building a Sustainable Local Economy”

This workshop is designed for business owners, workers, entrepreneurs, community members, and anyone interested in building a more sustainable economic community. We will explore what it means to have a sustainable economy and how we can all be engaged in building this type of community. We will discuss the pieces of a sustainable economy, the interconnectedness of economic activity from different sectors, and innovative models for communities. Finally, we will review the case study of Just Economics in Asheville and talk about lessons that we can bring back to our own communities.



JustEconomicsWNC.org
justeconomics
creating sustainable livelihoods

VICKI MEATH

Vicki Meath has served as the Executive Director of Just Economics since August of 2010. Vicki has a background in community organizing and has worked on environmental, social and economic justice issues ranging from responsible oil and gas drilling to protecting health and human services in the Ohio state budget. In 2006, Vicki worked with Let Justice Roll and Cleveland Jobs with Justice on the successful campaign to raise the state minimum wage in Ohio and continued to work with Jobs with Justice on the Cuyahoga County Living Wage Campaign. Vicki has a strong commitment to and passion for economic justice work.