



*NWCT Economic Development Summit 2016:
Supporting Small Businesses, Creating Jobs, Revitalizing our
“Main Streets”*

TUESDAY, JANUARY 26, 2016

6:30pm-8:30pm

the white barn @ south farms

21 Higbie Road, Morris, CT

Presenters List:

1. Community Economic Development Fund cedf.com - hear how they can provide small business loans, one-on-one business advisors, and business education classes to your town's small businesses and start ups.



CEDF provides flexible financial and technical support to small businesses, community organizations and initiatives throughout Connecticut.

PRESENTER: John Beir, Director of Lending

A seasoned, small business banker with over 18 years of lending experience, John also owned and operated two small business in Torrington CT from 1995 to 2013.

2. CT Small Business Development Center ctsfdc.com & SCORE northwestconnecticut.score.org - hear about the no-cost services they provide to small businesses and start ups.



CT Small Business Development Center

The CTSBDC provides no-cost advising services to both prospective and existing business owners to help them start or expand their business.

PRESENTER: Tammy Warner, Ph.D.

Business Advisor with the Connecticut Small Business Development Center since 2013. Over the past 25 years, Tammy has worked as an analyst for a huge multinational, as a socioeconomic researcher on remote tropical islands, and for a major East Coast ski resort. She's taught courses in business management, finance, strategy, environmental economics and food policy.



SCORE - Northwest Connecticut Chapter “For small business startups, SCORE business coaches show you how to start a business from your business idea, avoiding some of the

main pitfalls. We also offer counseling to established businesses in finance, operations, marketing and sales. We can provide multi-discipline advisory board services tailored to your business to provide the owner with experienced counsel in a broad range of topics.”

PRESENTERS: Leo Soucy and Walt Williamsen, SCORE Counselors: Leo founded and operated a consulting engineering firm for the past 25 years. He is a member of SCORE providing counseling in all areas of starting and operating a business. Walt has spent his entire career in finance with specific experience in manufacturing and property management. Walt was co-founder of a real estate management firm that specialized in the management of condominiums, homeowners associations, investment property, and commercial buildings.

3. Connecticut Economic Resource Center (CERC) cerc.com

-learn about CERC’s resources, tools and services for helping towns and businesses improve performance.



The Connecticut Economic Resource Center, Inc. (CERC) is a nonprofit corporation and public-private partnership that provides economic development services consistent with state strategies, leveraging Connecticut’s unique advantages as a premier business location.

PRESENTER: Courtney Hendricson, VP of Municipal Services -As part of CERC’s strategic direction to improve economic development performance in Connecticut, Courtney drives CERC services to municipalities, such as improving the town’s regulatory process, analyzing commercial real estate mix, and providing targeted networking and communication among the local business community.

4. Connecticut Main Street Center ctmainstreet.org - hear how towns have used Preservation of Place grants to revitalize Main St. and about the essential parts of a managed and coordinated approach to village center vitality.



Connecticut Main Street Center works with dedicated stakeholders including city employees, business owners and volunteers to help them craft an inviting, vibrant downtown and advocates for State programs and policies that advance the Main Street way of life.

PRESENTER: Kimberley Parsons-Whitaker, Associate Director

Kim has been the Associate Director of the Connecticut Main Street Center since 2000. Kim works closely with municipalities and Main Street organizations throughout Connecticut, assisting local leaders and citizens in their efforts to bring their downtowns back to life. She’s also a professional opera and concert singer!

5. CT Dept. of Economic & Community Development (DECD) ct.gov/ecd– get information on the Small Business Express program and other related State programs and resources to assist businesses and economic development activities.



The Department of Economic and Community Development devises and implements strategies that help businesses grow and succeed, revitalize communities and neighborhoods, and promote tourist attractions, the arts, and historic preservation.

PRESENTER: Sheila Hummel, Development Manager, Office of Business and Industry Development

6. Goman + York – hear an update on the “8 small town shared economic development services” project, successes to date. **One Eleven Group**- hear how they are helping NWCT towns attract visitors to support local businesses.

PRESENTER: Mike Goman, Principal, Advisory & Development Services is a veteran real estate advisor and property developer who most recently served as president and CEO of Konover Development Corp., one of the largest development firms in the Northeast. He also owns a candy store in Canada.

PRESENTER: Janet Carlson, CEO, Creative Director for the One Eleven Group, is an advertising, marketing and PR executive with over 20 years of experience in both digital and traditional media. In 1994 in NYC, she launched One Eleven Interactive, the first interactive agency focused on using digital strategies to market brands. Janet prides herself on her ability to give a good speech and was a TEDx speaker in 2015.

7. NWCONNECT- learn more about plans to provide region wide cell phone coverage and fiber optic network to every home and business in the region.



The NWCONNECT initiative is a regional collaboration including municipal leaders, businesses and residents. Goals of this initiative include: (1) Enhancing mobile coverage everywhere in the twenty-one-town region, (2) Bringing a fiber optic network to every home and business in the northwest corner of Connecticut and, (3) Promoting the

benefits of both for safety, education, community health care, economic development, age diversity, and the general well being of the region.

PRESENTER: Jessica Fowler, Chair currently serves as a Selectman for the Town of Sharon. Jessica has twenty years of service on various Town of Sharon boards and commissions as well as local non-profit boards.

8. NWCT Workforce Investment Board nrwib.org - hear how can they help your residents find jobs and your businesses find the employees they need.



The Northwest Regional Workforce Investment Board provides job training services throughout a forty-one town region in northwest Connecticut.

PRESENTERS: Catherine Awwad, Executive Director and Mike Hayden, Deputy Director

9. Partners for Sustainable Healthy Communities shc-ct.org – learn about how a NWCT food hub could help support farmers and farm businesses in our region.

SHC is a public charity that promotes sustainable agriculture, local food, and active healthy lifestyles in the communities of Northwest Connecticut.



PRESENTERS: Bill Burgess, President & Executive Director and Kay Carroll, Director Farm Fresh Market Kay is the Market Master for the Litchfield Hills Farm-Fresh Market and serves on several not-for-profit Boards. She is also a consultant specializing in working with groups to achieve a common understanding of the situation and identify practical solutions.

Bill is President of PSHC, following a career as a business strategy and new business development consultant. Both Kay and Bill have worked and consulted extensively in the food industry.

10. USDA Rural Development rd.usda.gov/ct - hear how other NWCT towns have utilized USDA rural development funding to assist their businesses and pursue their economic development goals.



USDA Rural Development's mission is to help improve the economy and quality of life in rural America. They offer loans, grants and loan guarantees to support essential services such as housing, economic development, health care, first responder services and equipment, and water, electric and communications infrastructure.

PRESENTER: Noreen Laurinaitis is an Area Loan Specialist with USDA, Rural Development in Windsor, Connecticut. Since joining USDA in May 2015, Noreen has assisted local communities and non-profit organizations with affordable financing for community facilities and water and water disposal systems. Noreen has over 15 years of professional experience with economic, community, and affordable housing development in Connecticut.

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Forum organized by:
Northwest Hills Council of Governments
northwesthillscog.org

The NHCOG is a coordinating body for chief elected officials maintained by twenty-one municipalities in northwest Connecticut. NHCOG's mission is to make Northwest Connecticut a better place to live, do business, and visit by providing a forum for local officials to discuss issues of intermunicipal concern, promote regional cooperation, and direct various regional initiatives to enhance government planning, efficiency and service delivery.