

What does the Creative Economy look like in a small Vermont community?

What are the challenges to its growth?

How can we help it thrive?

These are the themes of the Symposium being organized by the Industry, Commerce, Education, and Arts organizations of the Brattleboro area. The Symposium will focus on the greater Brattleboro area with input from regional participants who help drive the creative economy.

To truly prosper, cities must tap and harness the full creative potential of all people, basing their strategies on a comprehensive blend of what Richard Florida terms the 3 Ts of economic development: Technology, Talent, and Tolerance.

Long-run success requires a reinvention of regions into the kind of open and diverse places that can attract and retain talent from across the social spectrum—by allowing people to validate their varied identities and to pursue the lifestyles and jobs they choose.

This Symposium will build on the recently published study “Advancing Vermont’s Creative Economy,” which is available through the Vermont Council on Rural Development: 802-828-6024 or www.sver.net/~vcrd.

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Arts Council of Windham County
169 Main Street
Brattleboro, Vermont 05301

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Building a Better Brattleboro

The Alliance for the Arts
in Brattleboro
and Marlboro College
present a

CREATIVE ECONOMY SYMPOSIUM

Acting Locally

Creative Minds solving
the challenges in
Industry, Commerce,
Education, and
the Arts

A focus on
southeastern Vermont

September 12–13, 2005

Marlboro College Graduate Center
28 Vernon Street
Brattleboro, Vermont 05301

For information call (802) 257-7731

Online registration: www.gradcenter.marlboro.edu

Schedule

Monday, September 12

7:00-9:00pm

Marlboro Graduate Center, Room 2 East
Bill Ivey "Creativity and the Public Interest"

Tuesday, September 13

8:00am Registration, coffee

9:00am Welcome, "Acting Locally"

Ellen McCulloch-Lovell, President, Marlboro College
and former arts advisor to President and Mrs. Clinton

9:30am Panel Discussion: "Current State of the
Creative Economy in Windham County"

Panelists: Ed Bouquillon, Zon Eastes, Lisa Lorimer,
and Robert Johnson

11:00am Breakout Groups: "Making It Better"

Groups focusing on the four areas of Industry,
Commerce, Education, and the Arts

12:00pm Lunch, Brattleboro Museum & Art Center

Presentation of the "Council Business Award" to The
Brattleboro Reformer, Alexander Aldrich, Executive
Director, Vermont Arts Council

Walking tour and site visits

2:00pm Mixed Breakout Groups: "Working
Together"

3:15pm "Connecting the Dots"

Paul Costello, Executive Director, Vermont Council on
Rural Development

4:30pm Symposium adjourns

Keynote Speaker

Bill Ivey

Monday, September 12, 7:00pm



Bill Ivey, former Chairman of the National Endowment for the Arts, is currently the director of the Curb Center for Art, Enterprise, and Public Policy at Vanderbilt University and a Senior Fellow at the Center for Arts & Culture, a Washington, D.C. think tank. Mr. Ivey, whose lecture for this event is entitled "Creativity and the Public Interest," is appearing as the first speaker of Marlboro College's year-long Monday Night Lecture Series on Creativity.

Panelists

Dr. Edward A. Bouquillon is the Director of the Windham Regional Career Center, a resource for secondary and adult technical education for southeastern Vermont. He has held positions for Compaq Computer Corporation, Pennsylvania State University, and The Greater Pioneer Valley Business-Education Partnership, among others.

Zon Eastes is the Executive Director of the Brattleboro Music Center and the facilitator of Alliance for the Arts (AFTA), an arts advocacy group in Brattleboro. He currently serves as president of the Brattleboro Arts Initiative, as arts and cultural commissioner for the Windham Regional Commission, and as a board member of the Arts Council of Windham County.

Lisa Lorimer is the former President and majority owner of Vermont Bread Company in Brattleboro, VT (sold in 2005). She is a graduate of the Owner President Management Program at Harvard Business School and currently serves on the boards of Union Institute and University/Vermont College, the Vermont Community Foundation and the Snelling Center for Government.

Robert L. Johnson, Jr. holds a Ph.D. from Marlboro College. He is a life long resident of Brattleboro, Vermont. Over 30 years ago he started the Omega Optical company. Fifteen years ago he began the concept for an alternative type working and living environment to be called Delta Campus. In 2004 the building of the Delta Campus began.

Leaders

Ellen McCulloch-Lovell is president of Marlboro College in Marlboro, Vermont. She served as Deputy Assistant to President Clinton and Advisor to the First Lady on the Millennium, where she spearheaded historic preservation, educational, cultural and environmental programs. She also served as chief of staff for U.S. Senator Patrick Leahy and as director of the Vermont Arts Council.

Paul Costello has served as the Executive Director of the Vermont Council on Rural Development since 2000. VCRD runs an annual Rural Summit, and conducts "Community Visits" that help rural communities build priorities, set action plans, and build connections to resources. In the last few years VCRD has founded and produced the Vermont Agriculture Viability Council, the Vermont Forest Products Council, the Vermont Council on Culture and Innovation, the Vermont Council on Planning, and has led statewide policy discussions around rural telecom and built strategies to support community-based aggregation. Paul is a UVM alumni and holds a PhD in intellectual history from McGill University. In addition to his work at VCRD, Costello is a member of the Housing Vermont Board of Directors and the President of the Kellogg-Hubbard Library in Montpelier.

Registration/Contact

Registration fee: \$25. Pre-registration includes lunch
On-site registration available. Register online at www.gradcenter.marlboro.edu. To register by phone call the Brattleboro Development Credit Corporation at 802-257-7731.

Directions

From I-91, take Exit 1, Brattleboro. Turn right off Exit 1 if coming from the south and left if coming from the north; you are now on Route 5/Canal Street. Travel 1.2 miles toward downtown Brattleboro. At the bottom of the second hill you descend, look for signs for Route 142 South At 4-way intersection, make a sharp right onto Vernon Street (Route 142 South). Go past Brattleboro Museum on left. Parking for The Graduate Center is the next left.