

Evolving Brand Vermont



As presented to the Vermont Legislature
by Matthew Dodds
on Economic Pitch Day, January 7th, 2015



The Issue:

Search

Pinterest

English (US) - About - Login



Autumn 2001. A maple-lined road in Peacham, photograph by Andre Jenny. 4 repins

Uploaded by user

Pinterest is an online pinboard. Organize and share things you love.

Join Pinterest »

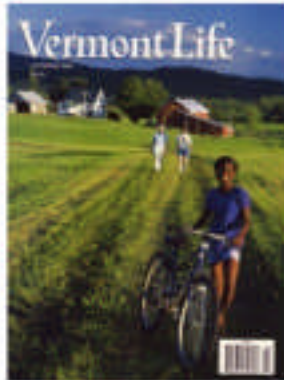
Login

Summer 2001. Headed to Central Vermont, photograph by Todd Cartwell. 1 repin

Uploaded by user

Spring 2001. Heading for home in Charlotte, photograph by David A. Seaver.

Uploaded by user



Summer 2002. Laura Harvey in the field above the Williams farm in Fairfield on her annual Fresh Air Fund visit, photograph by Abden Pellet.

Uploaded by user



Spring 2003. Southern Vermont orchards bloom in Bennington, photograph by Jerry LaBerd.

Uploaded by user



Autumn 2000. Great Blue Heron and autumn mist, Lake Memphremagog, photograph by Kindra Clineff. 1 like 1 repin

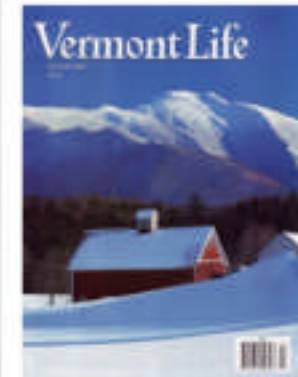
Uploaded by user



Winter 1999-2000. Off on a sleigh ride on Mountain Valley Farm in Watsfield, Canis hump in distance, photograph by Dennis Curran. 2 repins

2 repins

Uploaded by user



Winter 2000-01. Mount Mansfield, photograph by Andre Jenny. 2 repins

Uploaded by user



Economic Development is Critical to Solving the Challenges We Face



From *Rolling Stone Magazine*
April 10th, 2014.

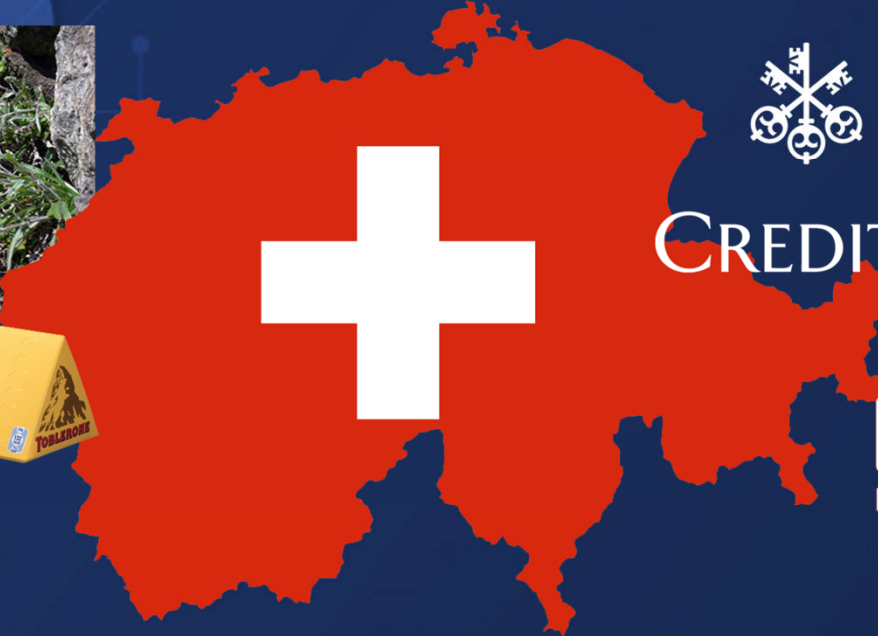
Brand Vermont Must Evolve
to Better Assist the Growth of Clean, Green
Well Paying Jobs that Are the Key Drivers of
Vermont's Future





We Must Put One Foot in the Pasture...
and One Foot in the Future.

Think Switzerland



 UBS

CREDIT SUISSE





The Solution:



Let's Champion a New Vision for Vermont Environmentalism:

Natural Environment + Economic Environment



What Makes Vermont a Great Place...
Makes Vermont A Great Place to Do Business !

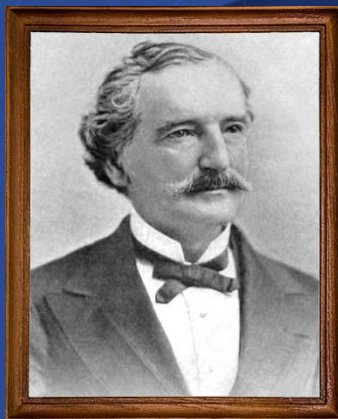


What Are the Keys
to This New Narrative?

Innovation is a Proud & Defining Part of Our Heritage



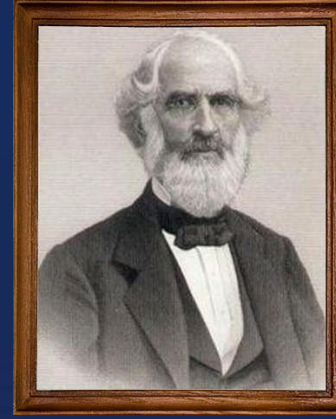
Samuel Hopkins



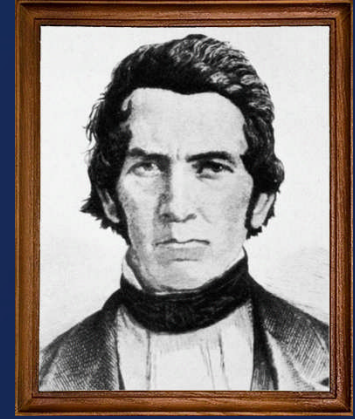
Gardner Colton



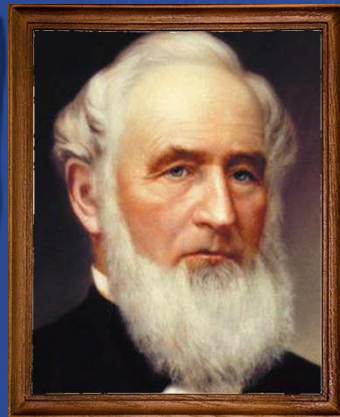
Erastus Fairbanks



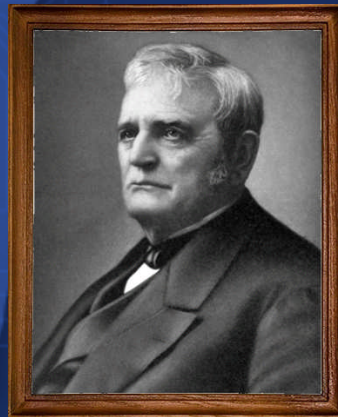
Thaddeus Fairbanks



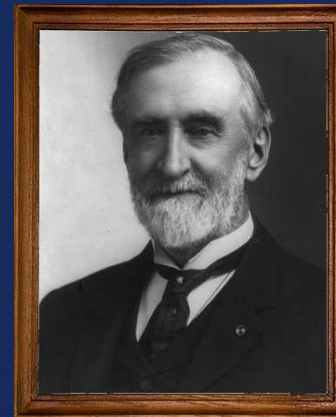
Thomas Davenport



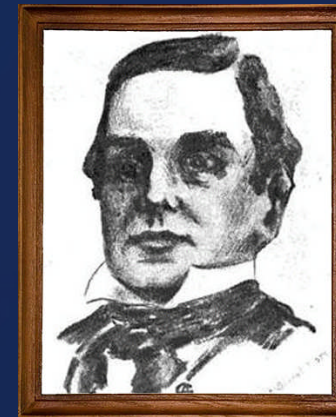
Henry Wells



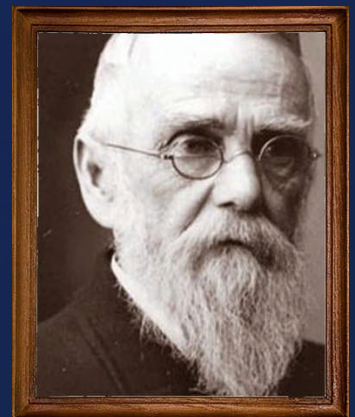
John Deere



Redfield Proctor



Samuel Morley



Charles Orvis

Environmental-Tech



suncommon

DRAKER



AllEarth
RENEWABLES



Health-Tech



High-Tech Manufacturing



Services-Tech

