

**H. 83 – Vermont. Innovative by Nature.
Rep. Heidi Scheuermann**

For years, I have urged us to take advantage of the opportunities we have to move our state's economy forward. And, here I am doing so again.

Obviously, there are significant challenges we must address in order to grow our economy: greater access to capital; tax reform; regulatory reform; electricity and utility costs; and more. And I have a number of proposals to do that as well.

But our small state has also become a place where entrepreneurs can succeed; where innovators can innovate; where we can start small and grow.

Right now, though, there is a disconnect in how outsiders view our state. It is a great place to recreate, but what the heck do people do here to make a living?

We must evolve our brand to tell our WHOLE story.

When Paul Ralston, Phil Scott and I came up with the Economy Pitch, we were looking for good ideas to grow our economy. And, the Vermont Chamber of Commerce and Matt Dodds at Brandthropology provided just that. Even more, though, it was a great idea to do exactly what so many of us have been talking about for years!

So, the idea I am presenting to you now, I have proudly stolen directly from them!

Vermont. We have a better story to tell.

Let's tell it.

Evolving Brand Vermont
Powerpoint Presentation From Matt Dodds, Brandthropology
Betsy Bishop, Vermont Chamber of Commerce