

Vermont House Committee on Commerce and Economic Development

Montpelier, Vermont
January 24, 2019

BCIC



inspire. invest. innovate.

BENNINGTON COUNTY INDUSTRIAL CORPORATION

Workforce & Education Committee

- ▶ Former WIB - Became BCIC Workforce & Education Committee 4 years ago
- ▶ Significant Focus of effort for BCIC and partners
- ▶ Local Colleges, Two Supervisory Unions, Three High Schools, Middle School, Career & Technical Education (CTE) Center, VT Department of Labor (VDOL), Employers, Chamber of Commerce, Lightning Jar, BCIC, BCRC, Town of Bennington



Workforce & Education Committee

▶ Committee Goal:

- To connect and promote K-16 education, adult education, the general public and area businesses to enhance employability and vitality in the region by:
 - Increasing dialogue about common areas of interest and need
 - Increasing awareness of a broad range of careers in the region
 - Articulating the role of post-secondary education and training in economic development
 - Encouraging and support entrepreneurial activity in Bennington County



Workforce & Education Committee - April Career Month

- ▶ Year-round activities - focus community attention - April Career Month - started 7 years ago as Career Week, expanded to Career Month - 2 years ago
 - ▶ Sophomore Summit
 - ▶ We Do Cool Things
 - ▶ Elementary Business Fairs
 - ▶ Career & Job Expo
 - ▶ VT Department of Labor Trainings
 - ▶ Middle School Career Fair
 - ▶ Business Tours
 - ▶ College Open Houses
 - ▶ Dress for Success Fashion Show
- ▶ Engages community and exposes students and adults to career opportunities in the region
- ▶ 2018: 18 *Bennington Banner* articles in April - 11 front page

Vermont Business Roundtable presentation November 8, 2018



Workforce & Education Committee

April Career Month Bennington County Activities

Month-Long Event
We Do Cool Things – Bennington Banner newspaper columns by Vermont Mill businesses.

March 28 – April 8

- Week-Long Event, April 2 – 8**
- CCV 503a – The community is invited to visit a class at the Community College of Vermont. Morning, afternoon and evening classes available. To sign up, call 447-1261.
- Wednesday, March 28**
- Southern Vermont College Career and Internship Fair, 12:30 – 3:00 pm, SVC, open to the public.
- Monday, April 2**
- Community College of Vermont Speaker Series presents Jim Tronzo, *Population Health: Transforming Healthcare, Creating Jobs*. CCV Community Room, 6:00 – 7:00 pm. Free and open to the public.
- Wednesday, April 4**
- **How to Job Search in the 21st Century**, 9:00 – 11:00 am at the VT Department of Labor (VDOL), 300 Veterans Memorial Drive, Bennington.
 - **Bennington Comprehensive Internship Program** – Come chat about available internship opportunities for summer 2018, a great opportunity for both college students and adults looking to re-enter the workforce. **Event:** Wednesday at April at Brown Cow Café, Bennington and Spiral Down Café, Manchester from 11:00 am – 1:00 pm.
- Thursday, April 5**
- **MAVHS College Fair**, 11:00 am – 12:30 pm, MAVHS gym.
 - **Mock Interview Day**, 9 am – 12 pm at the VT Department of Labor. Network about an upcoming job interview? Not sure what to expect? This event will start with a workshop with tips on how to present your best self, followed by a chance to participate in mock interviews with area hiring professionals. Call Anne Dickie (447-2377) or Wendy Collier (447-5952) to reserve a spot.
- Friday – Sunday, April 6 – 8**
- **Stay – to – Stay Weekends**, Targeted program by Bennington Area Chamber of Commerce in collaboration with VT Department of Tourism and Marketing to encourage visitors to become full-time VT residents.

April 9 – 14

- Monday, April 9**
- **Bennington County Sophomore Career Summit**, 8:30 am – 1:30 pm at Bennington College.
- Wednesday, April 11**
- **Business Writing Workshop**, 9:00 – 11:00 am at the VT Department of Labor.
 - **Bennington Comprehensive Internship Program** – Learn about available summer internships, Brown Cow Café, Bennington and Spiral Down Café, Manchester, 11:00 – 1:00 pm.

200 students participate in 14th Sophomore Summit



Bennington Elementary business fair grows in second year



Mount Anthony middle schoolers explore career paths



Jaime Capriola: MAYCA Studio – A focus on healthy activities

Posted Sunday, April 29, 2018 1:00 pm

By Jaime Capriola

The MAYCA Studio, LLC is a full service athletic gym located in the North Wing of the Vermont Mill Building on Benmont Avenue in Bennington. The studio offers programs for families with children ages infant through 18 years old. The gym's main focus is recreational gymnastics, recreational and competitive cheerleading and baton twirling. The studio also offers playgroups, birthday parties and vacation camps. The studio's mission is to offer healthy activities for the youth of the community. We also strive to offer a nurturing and encouraging atmosphere in which children can learn and grow as athletes as well as positive contributing members of society.

GVH Studio: Custom visual presentations

Posted Friday, April 27, 2018 3:53 pm

By Greg Van Houten

GVH Studio is what I call a display graphics fabricator. What that means is we produce custom visual presentations in mostly two dimensions based on photographic and lettered designs. The final product can be many things, from a simple poster or banner to a completely covered vehicle or wall, a free standing sign, or a portable exhibit. The content varies from event promotions, product advertising, information, public service announcements, art reproduction to pure decoration. The technologies we use consist of digital printing, contour cut vinyl and painted objects combined with an assortment of finishing techniques. Some projects are soft vinyl or fabric and need to be sewn to a specification and hung. Other projects are mounted to a variety of boards as backers. We use metal fabrication, wooden supports, plastic products or anything that might suit the purpose.

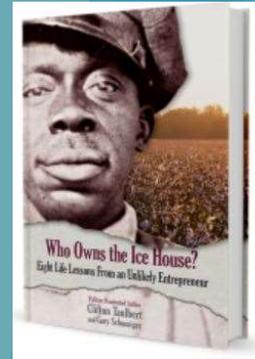
Vermont Mill Building to host open house

Posted Thursday, April 19, 2018 6:45 pm



Entrepreneurial Ecosystem: Strong partnerships

► Ice House Entrepreneurship Program >>>> Startup802



CORE CONCEPTS

1

Power of Choice

The ability to choose is fundamental to an entrepreneurial mindset, enabling conscious choices rather than circumstances to determine the course of our lives.

2

Recognizing Opportunity

An entrepreneurial mindset sees problems as opportunities, recognizing that solving problems for others is a viable path to individual empowerment.

3

Ideas into Action

An entrepreneurial mindset is action oriented, focusing time and energy on things we can change, rather than things we cannot, thereby overcoming self-imposed limitations and putting ideas into action.

4

Pursuit of Knowledge

An entrepreneurial mindset is self-directed, understanding the power of knowledge combined with effort and the value of lifelong learning to achieve one's goals.

ADVANCED CONCEPTS

5

Creating Wealth

An entrepreneurial mindset is resourceful, leveraging existing resources to advance ideas and creating value for others while empowering one's self.

6

Building your Brand

An entrepreneurial mindset builds a brand of reliability where actions speak louder than words and following through on simple solutions leads to unforeseen opportunities.

7

Creating Community

An entrepreneurial mindset understands the power of creating an intentional community of positive influence and critical guidance by surrounding themselves with others who have been where they intend to go.

8

The Power of Persistence

Hard work, perseverance, and determination are the hallmarks of an entrepreneurial mindset, enabling ordinary people to persist through challenges, setbacks, and self-doubt.



An Entrepreneurial Mindset For Success

Program Outcomes

Upon completion of the Ice House Entrepreneurship Program, students will be able to:

- ✓ Establish and develop entrepreneurial attitudes, behaviors, and skills
- ✓ Understand and experience the entrepreneurial process
- ✓ Identify social and situational factors that encourage or inhibit entrepreneurial behavior
- ✓ Identify, evaluate, and validate opportunities in ambiguous, real-world circumstances
- ✓ Identify and interact with local entrepreneurs who provide critical guidance and ongoing support



START-UP 802

ENTREPRENEURSHIP PROGRAM

What is an entrepreneurial mindset?
What does it take to succeed?

Being an entrepreneur is a lot more than simply creating or managing a business. Develop the skills you need to recognize opportunities and innovate, explore creative ideas, and learn what it takes to start a small business.

CLASSES

Start-Up 802: An Entrepreneurial Mindset

8 weeks, Wednesdays, 6-8 p.m., January 23 – March 14

Classes held at The Lightning Jar, a collaborative co-working space for innovators, entrepreneurs, students, and professionals located in downtown Bennington.

Small Business Marketing

7 weeks, Wednesdays, 6-9 p.m., March 20 – May 1

Classes held at the Lightning Jar and CCV-Bennington

How else will you benefit from participating in Start-Up 802?

- * Trial membership to the Lightning Jar
- * Access to and mentorship from small business leaders and entrepreneurs in the community
- * Leave the program with a strategic and business plan
- * Opportunity to present your start-up at a Road Pitch competition

For more information and to register, contact Nicole Stetson at CCV-Bennington, 802-447-2361, nicole.stetson@ccv.edu.

INFO SESSION:
Dec. 19th, 5pm
The Lightning Jar
194 North St.
Bennington



Entrepreneurial Ecosystem: Strong partnerships

First cohort, December 2017

New program offers kick-start to entrepreneurial ventures



Participants in Bennington's inaugural Ice House Entrepreneurial Program pose for a picture in the mobile photo booth of Joseph Kuhlman, one of the program's participants.
DEREK CARSON - THE BENNINGTON BANNER

Posted Wednesday, December 20, 2017 6:54 pm

Second cohort in the news

WISE Training Program seeks to empower, educate women



Dara Zink, right, teaches Vanessa Beattie the proper technique for a palm strike during Tuesday's class.
PHOTO BY CHRISTIE WISNIEWSKI

Posted Thursday, September 20, 2018 6:56 pm

By Christie Wisniewski, Bennington Banner



Entrepreneurial Ecosystem: Strong partnerships

Business ideas emerge from CCV classroom



Hannah Strohmaier discusses her business plan at the Small Business Showcase event held Wednesday at the Community College of Vermont in Bennington.

CHRISTIE WISNIEWSKI - THE BENNINGTON BANNER

Posted Thursday, October 25, 2018 7:48 pm



Questions?

