

# SMALL BUSINESS TECHNICAL ASSISTANCE EXCHANGE

# SUCCESS STORIES



# CVEDC

Central Vermont Economic Development Corporation





## THE ADDISON WEST

BUSINESS OWNER: **Monique Bonner**

VENDOR: **Elisabeth Waller  
Photography + Creative Studio LLC**

NAVIGATOR: **Karen Duguay**

REGION: **Addison**

*The Addison West, clothing and lifestyle store headquartered in Middlebury and with a second location in the Mad River Valley, partnered with Elisabeth Waller Photography for professional photos that were used for social media and marketing content.*

THE ADDISON WEST ADDISON





THE ADDISON WEST ADDISON





## LU.LU ICE CREAM

BUSINESS OWNER: **Laura Mack**

VENDOR: **LONDONmiddlebury, LLC.**

NAVIGATOR: **Karen Duguay**

REGION: **Addison**

*lu.lu ice cream worked with marketing team LONDONmiddlebury to develop a completely new website that matches their brand identity and goals.*



LU.LU ICE CREAM ADDISON





## VERMONT HONEYLIGHTS

BUSINESS OWNER: **Shawna Sherwin**

VENDOR: **IMPACT Marketing**

NAVIGATOR: **Karen Duguay**

REGION: **Addison**

*IMPACT Marketing supported candle manufacturer Vermont HoneyLights with a comprehensive digital marketing strategy so more customers can find and buy their products online.*



VERMONT HONEYLIGHTS ADDISON





VERMONT HONEYLIGHTS ADDISON





## SOUTH SHIRE

BUSINESS OWNER: **Jo Polito**

VENDOR: **Think Dynamic Digital**

NAVIGATOR: **Kate Harris**

REGION: **Bennington**

*Think Dynamic Digital created a custom marketing plan for South Shire, a Bennington inn, that updated their website and social media presences and created a pathway for future projects.*

SOUTH SHIRE BENNINGTON





SOUTH SHIRE BENNINGTON



## BURROWS SPORTS

BUSINESS OWNER: **Peter Case**

VENDOR: **Creative Catalyst Communications**

NAVIGATOR: **Kate Harris**

REGION: **Brattleboro**

*Creative Catalyst Communications supported Burrows Sales in a comprehensive brand identity and market analysis project after the beloved sports store in Brattleboro changed hands to new owners.*

BURROWS SPORTS BRATTLEBORO





BURROWS SPORTS BRATTLEBORO





## EMERGE WITH AMY LEPAGE

BUSINESS OWNER: **Amy LePage**

VENDOR: **Radiance Studios LLC**

NAVIGATOR: **Heather Hurlbert**

REGION: **Central**

*Emerge with Amy LePage's mission is to empower birthers and their support people during pregnancy as they prepare for birth, immediate postpartum and navigating the 4th trimester. They worked with Mieko of Radiance Studios to develop a website back end that supports online sales.*



EMERGE WITH AMY LEPAGE CENTRAL



# HENDER'S BAKE SHOP & CAFE

BUSINESS OWNER: **Jessica Wright**

VENDOR: **Pinnacle Media**

NAVIGATOR: **Mercy Sheehan**

REGION: **Central**

*Hender's Bake Shop and Café is a Waterbury bakery that has charmed locals with its crullers and other creations. Pinnacle Media supported Hender's in photography of their incredible baked goods.*



HENDER'S BAKE SHOP & CAFE CENTRAL





HENDER'S BAKE SHOP & CAFE CENTRAL



# PAPRIKA CATERING COMPANY

BUSINESS OWNER: **Jacqueline de Achaval**

VENDOR: **Tabi Web Solutions**

NAVIGATOR: **Mercy Sheehan**

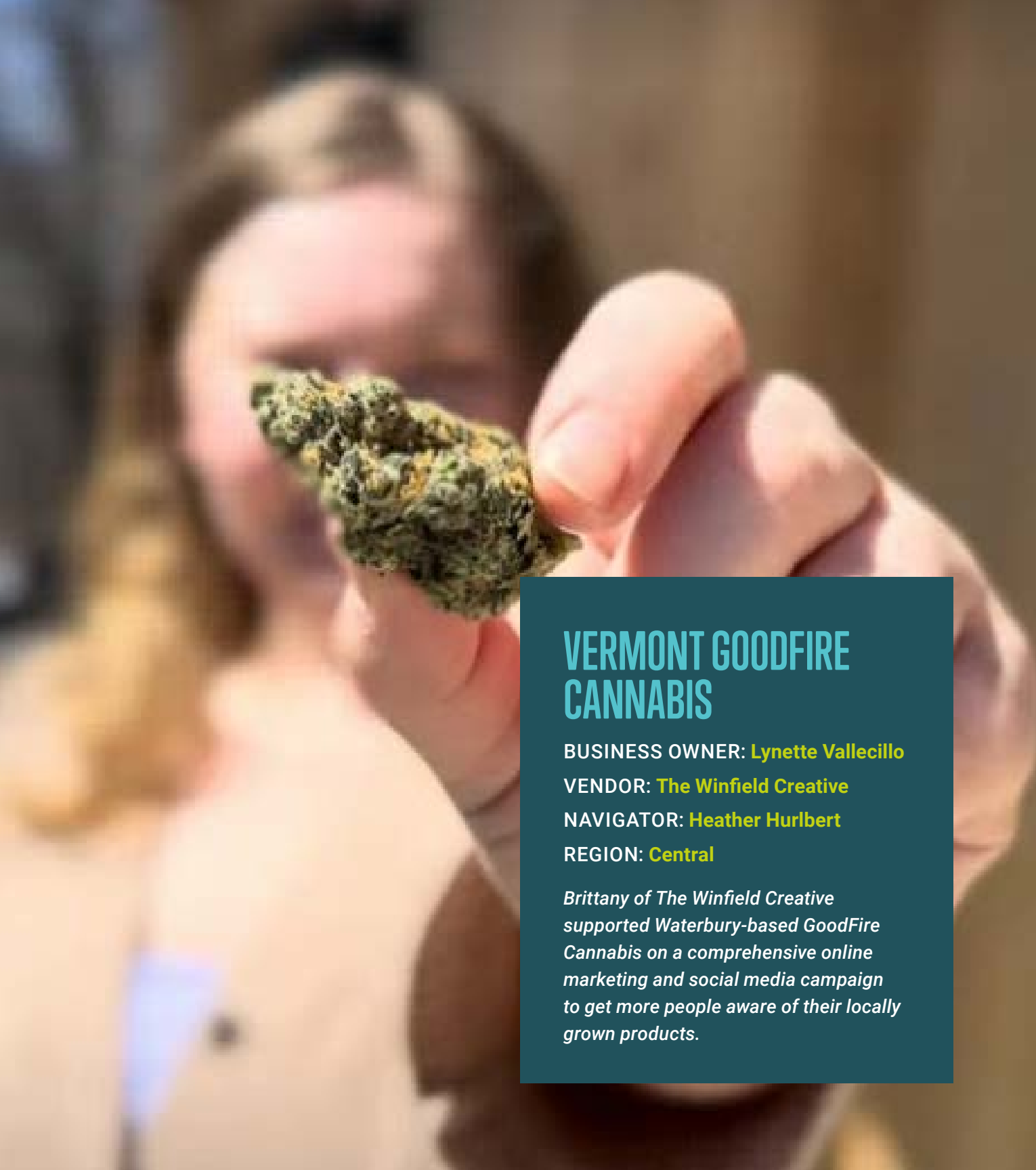
REGION: **Central**

*Paprika Catering is a Waterbury-based catering duo who creates empanadas and more. They worked with Tabi Web Solutions on a digital portfolio and online shop.*



PAPRIKA CATERING COMPANY CENTRAL





## VERMONT GOODFIRE CANNABIS

BUSINESS OWNER: **Lynette Vallecillo**

VENDOR: **The Winfield Creative**

NAVIGATOR: **Heather Hurlbert**

REGION: **Central**

*Brittany of The Winfield Creative supported Waterbury-based GoodFire Cannabis on a comprehensive online marketing and social media campaign to get more people aware of their locally grown products.*



VERMONT GOODFIRE CANNABIS CENTRAL





## BLACK SACRED SOUL CLOTHING LLC

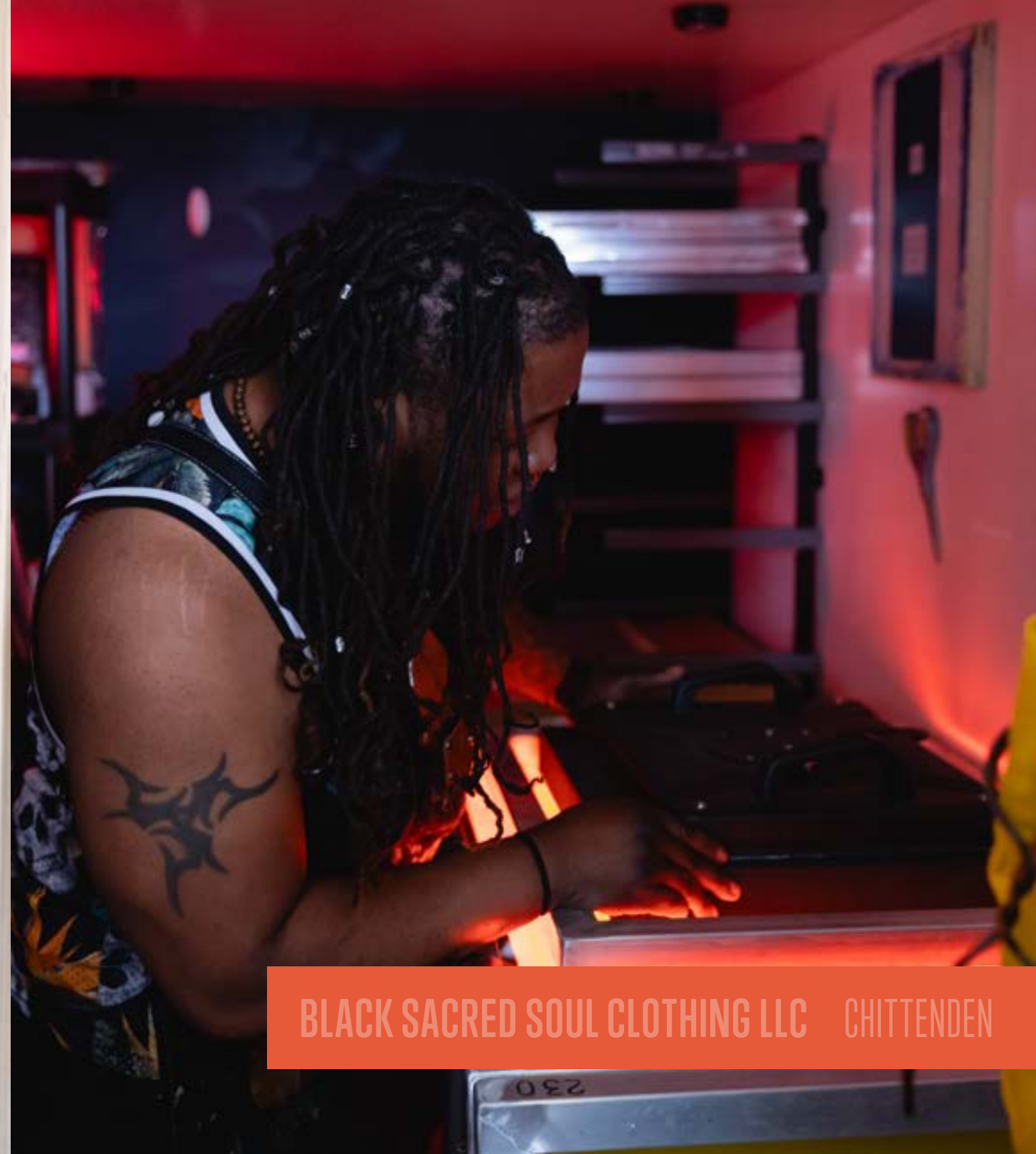
**BUSINESS OWNER:** Elisee Seeko Siriwayo

**VENDOR:** Flint Consulting and Eternity Marketing

**NAVIGATOR:** Cooper Babbitt

**REGION:** Chittenden

*Black Sacred Soul Clothing of Winooski silk screens empowering designs onto their unique streetwear. Besides bringing a smile to everyone's face, they also enjoyed working to grow their following with support from Eternity Marketing and better track their finances with Flint Consulting.*



BLACK SACRED SOUL CLOTHING LLC CHITTENDEN





BLACK SACRED SOUL CLOTHING LLC CHITTENDEN





## BURLINGTON TROLLEY TOURS

**BUSINESS OWNER:**

**Catherine Turyamureeba**

**VENDOR:** Snapbook, LLC

**NAVIGATOR:** Elisabeth Nance-Paul

**REGION:** Chittenden

*Burlington Trolley Tours is a lively trolley tour guide in Burlington. They were supported in this grant by Snapbook LLC, who helped them to establish an efficient and organized accounting and bookkeeping system for their business.*

**BURLINGTON TROLLEY TOURS** CHITTENDEN



## EMILY'S HOME COOKING

BUSINESS OWNER: **Emily Eden**

VENDOR: **Owl's Iris Photography**

NAVIGATOR: **Elisabeth Nance-Paul**

REGION: **Chittenden**

*Emily's Home Cooking paired with Owl's Iris Photography to capture video and photos of Emily's incredible cooking.*



EMILY'S HOME COOKING CHITTENDEN





EMILY'S HOME COOKING    CHITTENDEN



# LITTLE PATAKHA

BUSINESS OWNER: **Akshata Nayak**

VENDOR: **45 North LLC**

NAVIGATOR: **Elisabeth Nance-Paul**

REGION: **Chittenden**

*Website designer 45 North supported Little Patakha, a children's books and games publisher with an emphasis on diversity, equity, and inclusion, on a website redesign including a platform migration.*



LITTLE PATAKHA CHITTENDEN



# THE VERMONT MARSHMALLOW COMPANY LLC

BUSINESS OWNER: **Alexandra Shuman**

VENDOR: **IMPACT Marketing**

NAVIGATOR: **Elisabeth Nance-Paul**

REGION: **Chittenden**

*The Vermont Marshmallow Company is a Burlington-based manufacturer of delicious marshmallows. They worked with IMPACT Marketing on an online marketing strategy to support new customer acquisition.*



THE VERMONT MARSHMALLOW COMPANY LLC CHITTENDEN



## MISSING PIECE BAKERY LLC

BUSINESS OWNER: **Jessica Hubis**

VENDOR: **IMPACT Marketing**

NAVIGATOR: **Elisabeth Nance-Paul**

REGION: **Franklin**

*Missing Piece Bakery moved to a larger location, an exciting change! They used the SBTAE grant to hire IMPACT Marketing to help them outreach about their move to new and existing customers.*



MISSING PIECE BAKERY LLC FRANKLIN





MISSING PIECE BAKERY LLC FRANKLIN

## ORANGE COUNTY PARENT CHILD CENTER

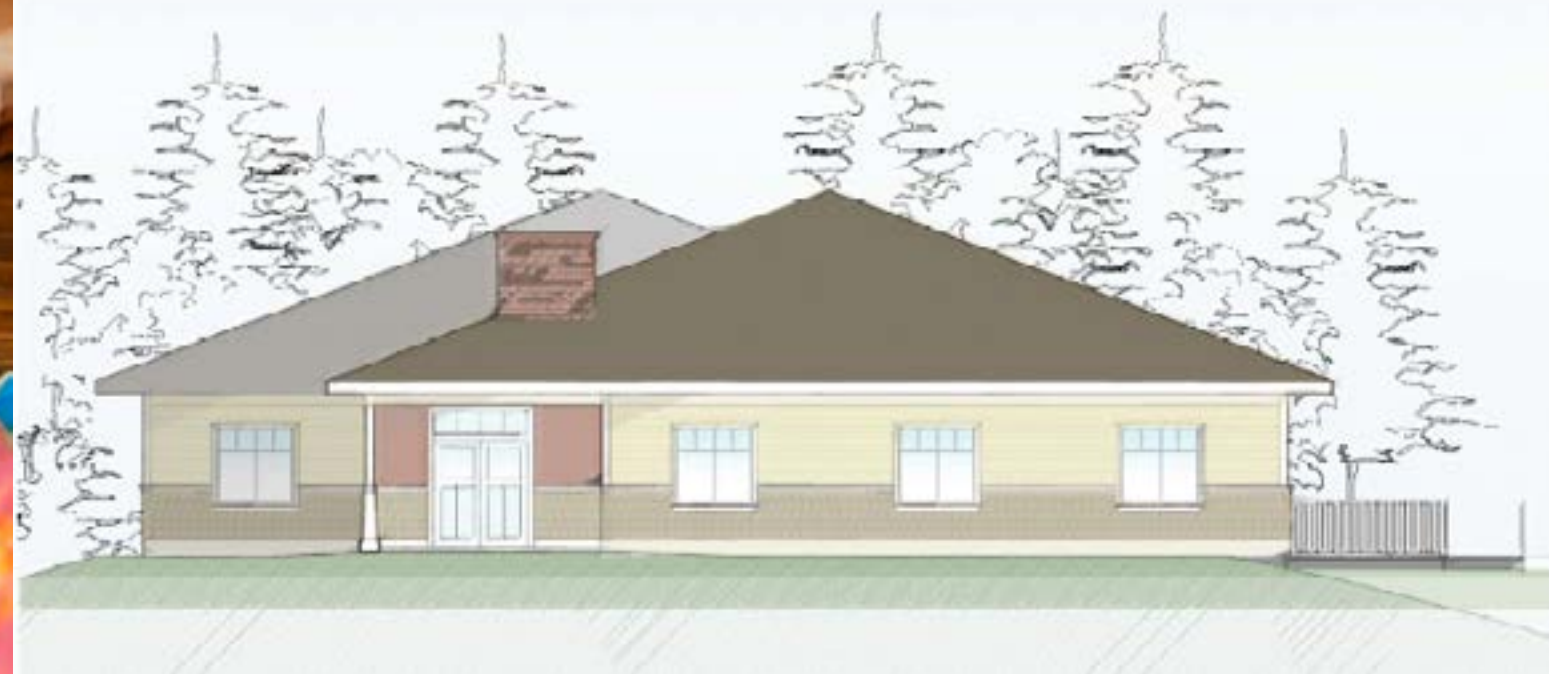
BUSINESS OWNER: **Lindsey Trombley**

VENDOR: **The Imagination Company Vermont**

NAVIGATOR: **Heather Hurlbert**

REGION: **GMEDC**

*The Orange County Parent Child Center learned that funding gaps will delay its opening. The Imagination Company supported OCPCC in strengthening awareness of their operational Tunbridge facility in the surrounding communities, particularly as it will help with recruiting (of both employees and families) and fundraising for Tunbridge, and also lay the groundwork for the fundraising for the Randolph Center when they get a bit closer to construction.*



ORANGE COUNTY PARENT CHILD CENTER GMEDC



## WILD EARTH FARM

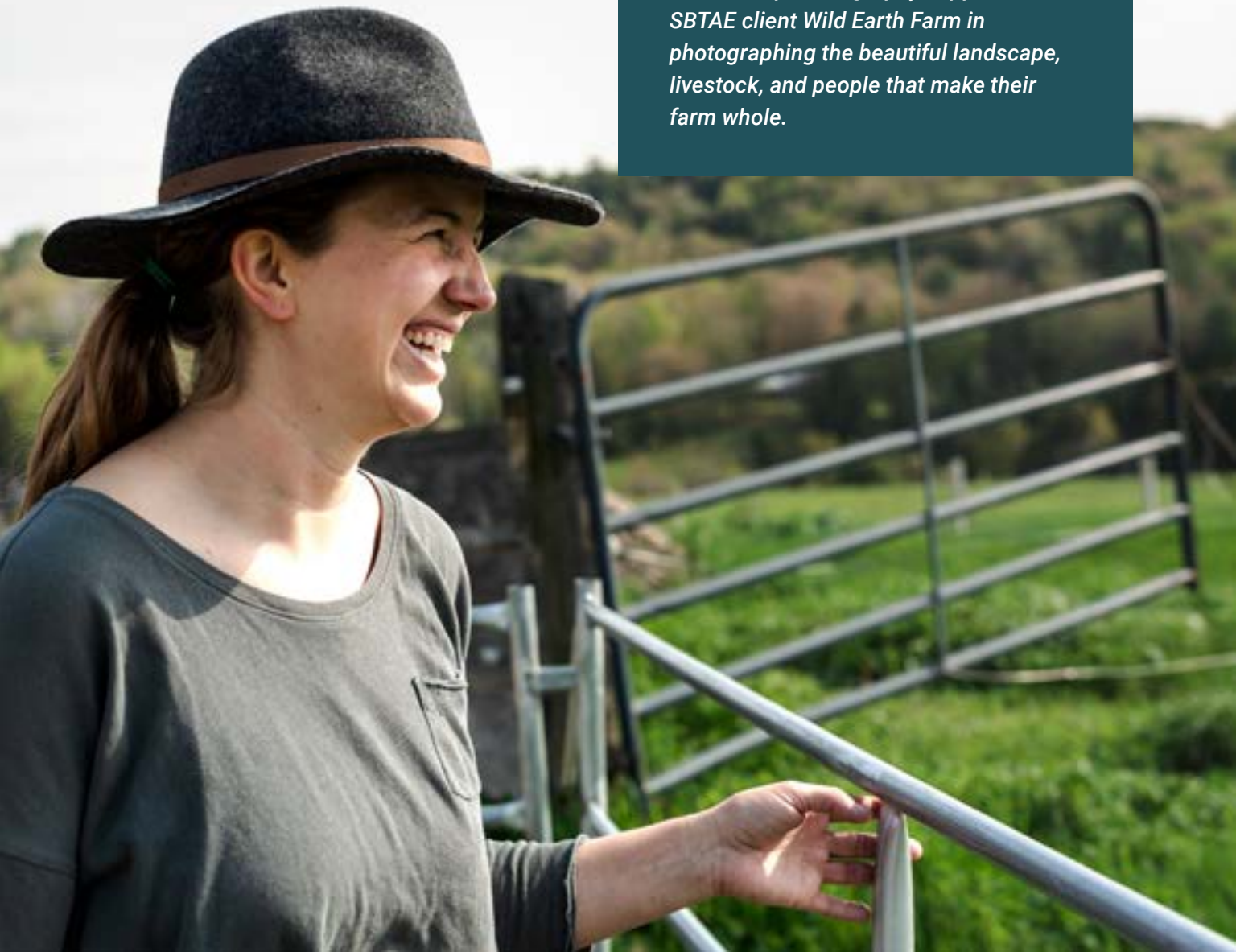
BUSINESS OWNER: **Jo Bregnard**

VENDOR: **Lincoln Gap Photography**

NAVIGATOR: **Heather Hurlbert**

REGION: **GMEDC**

*Lincoln Gap Photography supported SBTAE client Wild Earth Farm in photographing the beautiful landscape, livestock, and people that make their farm whole.*



WILD EARTH FARM GMEDC





WILD EARTH FARM GMEDC



## BIRDIEBLUE

BUSINESS OWNER: **Kate Harvey**

VENDOR: **Owl's Iris Photography**

NAVIGATOR: **Karen Duguay**

REGION: **Lamoille**

*BirdieBlue is a Stowe-based manufacturer of chic bags using repurposed skiwear and other ski materials. Owl's Iris Photography took on some exciting slopeside photo shoots for Birdie's marketing resources.*



BIRDIEBLUE LAMOILLE





BIRDIEBLUE LAMOILLE





## BRASS LANTERN INN

BUSINESS OWNER: **Donald Jones**

VENDOR: **Eternity Marketing**

NAVIGATOR: **Karen Duguay**

REGION: **Lamoille**

*Brass Lantern Inn of Stowe partnered with Eternity Marketing on their online SEO and digital strategies to increase sales and customer awareness.*



BRASS LANTERN INN LAMOILLE





BRASS LANTERN INN LAMOILLE



## CENTERPOINT PILATES, LLC

BUSINESS OWNER: **Kristina Olsen**

VENDOR: **Julie Kelley Consulting**

NAVIGATOR: **Annie McLean**

REGION: **NEK**

*Julie Kelley Consulting supported Centerpoint Pilates in a communications strategy, and also created at-home workout videos to further promote the studio's services.*



CENTERPOINT PILATES LLC NEK



# EASTVIEW ENTERPRISES DBA SYLVACURL

BUSINESS OWNER: **James Lavinsky**

VENDOR: **RJM Marketing LLC dba VT  
Web Marketing**

NAVIGATOR: **Annie McLean**

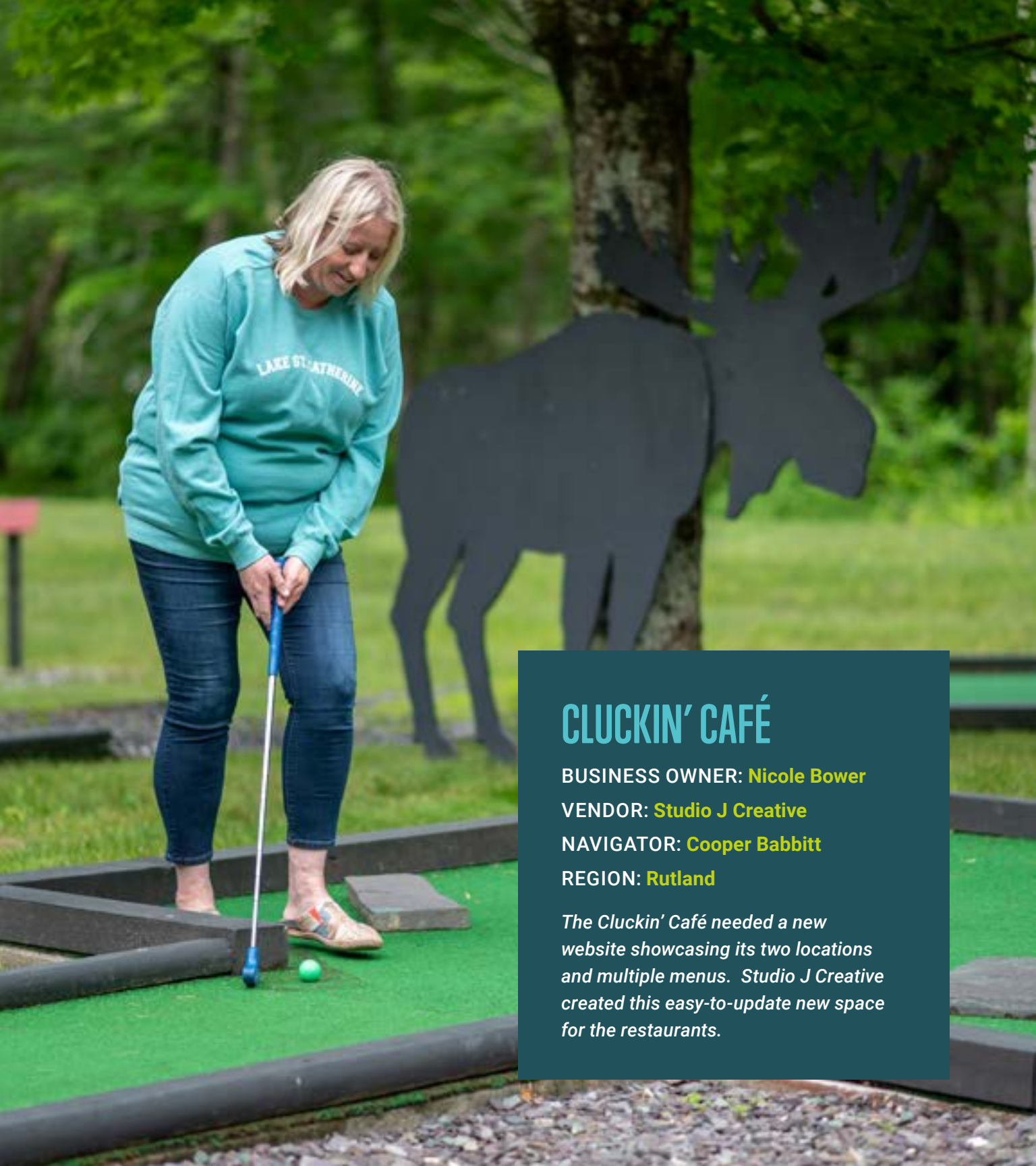
REGION: **NEK**

*Sylvacurl is a Northeast Kingdom producer of sustainably sourced packaging materials. The challenge for their provider VT Web Marketing was to identify and utilize search engine optimization keywords and solutions for this unique product.*



SYLVACURL NEK





## CLUCKIN' CAFÉ

BUSINESS OWNER: **Nicole Bower**

VENDOR: **Studio J Creative**

NAVIGATOR: **Cooper Babbitt**

REGION: **Rutland**

*The Cluckin' Café needed a new website showcasing its two locations and multiple menus. Studio J Creative created this easy-to-update new space for the restaurants.*



CLUCKIN' CAFÉ RUTLAND





CLUCKIN' CAFÉ RUTLAND





The Small Business Technical Assistance Exchange (SBTAE) was a grant program administered by Central Vermont Economic Development Corporation (CVEDC) during the 2023 Fiscal Year. SBTAE was funded by an allocation made by the legislature in the 2023 session, with funding administered by ACCD.

The purpose of the program was to fund special, one-time projects for Vermont-based small businesses that may not be able to access such services otherwise. Navigators from the RDCs of Vermont helped businesses in each region determine eligibility, apply, access the program, find a vendor and identify a good project, keep the project on track, and connect with additional resources.



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