VITAL COMMUNITIES

Staff (pictured)

Front Row (left to right)
Carole Petrillo, Bookkeeping
Laura Dintino, Valley Quest, Valley Food & Farm
Mary Margaret Sloan, Executive Director
Stacey Glazer, Web Media, Leadership Upper Valley
Aaron Brown, Transportation

Back Row (left to right)
Joe Acampora, Transportation
Phil Bush, Finance
Sarah Simonds, Energy
Becka Warren, Valley Food & Farm
Stephanie Carter, Database
Emily Gardner, Events, Local First Alliance

Interns and Fellows
Esop Baek, Alex Brown, Maggie Donin,
Whitney Fitzpatrick, Matthew Heffley,
Cathy Liebowitz, James Lin, Ruth McGovern,
Phebe Meyers, Ruosi Zhou

Board of Directors (FY14)
Ellen Arnold, Plainfield, NH
Clif Below, Lebanon, NH
Gail Dahlstrom, Etna, NH
Steve Ensign, New London, NH
Bill Geraghty, Hanover, NH
Karen Liot Hill, Lebanon, NH
Laurel Mackin, Thetford Center, VT
Barry McCabe, West Hartford, VT
George Newcomb, Norwich, VT
Janet Taylor, Fairlee, VT
Dan Weinstein, Grantham, NH
Stan Williams, Norwich, VT

Board Fellows from Tuck School of Business
Tyson Seely, Leonard White (FY13)
Christopher Dolan, Peter Hagstrom (FY14)

AT THE HEART OF A VIBRANT UPPER VALLEY
Dear Friends,

This Annual Report celebrates what we have done together this last year to create “vital communities.” If a regional issue involved sense of place, civic engagement, local agriculture, transportation, energy, or local economy, someone from Vital Communities was probably at the table. It would have been one of our 11 staff, 14 members of our Board of Directors, 38 members of our Advisory Council, 60 members of our program advisory groups, or 100+ volunteers.

As always, we looked toward the future. We convened leaders, focusing on what binds us as a region rather than what divides us. We motivated volunteers, concentrating on the positive and the possible. And we were dedicated to the long term, to what is important for the greater good of our regional community.

Highlights of the 2012–13 fiscal year include:

• Launching a new energy initiative called Solarize through which we aim to double the number of solar installations in 16 towns;
• Nearing our goal of working with 50 businesses to develop alternatives to employees commuting alone;
• Hosting our second annual Heroes and Leaders dinner, highlighting challenges and opportunities for military veterans in the Upper Valley;
• Inviting nationally recognized thought-leader Judy Wicks to share her experiences building a more compassionate, environmentally sustainable, and locally based economy;
• Discovering that, since starting the Leadership Upper Valley program, 75% of the 2013 class became involved in community service;
• Rolling out the Civil War Super Quest that featured a dozen historical Valley Quests; and
• Connecting local farms with a new elementary school fundraiser to enable substituting fresh vegetables for candy bars and candles.

This report details even more vital community successes, but the bottom line is this: We could not do this work without you. We are deeply grateful for your engagement and support.

Mary Margaret Sloan  
Executive Director

Ellen Arnold  
Chair, Board of Directors
Order Fresh Canaan

Thanks to Order Fresh Canaan, residents of this rural town now have more local veggie options. Working with residents and Upper Valley Healthy Eating Active Living, we helped a convenience store develop a vegetable ordering system using existing contracts with food delivery trucks. Twice a week, residents can now order fresh produce offered by Upper Valley Produce through Papa Z’s.

FarmRaiser Rocked!

Five Vermont schools raised funds through FarmRaisers by selling products—including fresh produce, meat, jam and granola—from 14 local farms. Proceeds went to permanent salad bars, pizza ovens, and farm-to-school programming. FarmRaiser partners included Upper Valley Farm to School, Upper Valley Healthy Eating Active Living, and the Center for Cartoon Studies.

Neutral Convener for Corporate Council and Municipal Leaders

The Corporate Council, comprised of CEOs from 24 businesses representing 50% of the area’s employee base, focused this year on workforce development. They solicited input from school superintendents, community colleges, demographers, and business innovators and then created a task force to grapple with this issue.

“Vital Communities . . . shine[s] at encouraging collaboration across town and state lines.”

—Julia Griffin, Hanover Town Manager
INCREASED NUMBERS AND ECONOMIC STRENGTH

New business members of Local First Alliance grew by 36% this past fiscal year. All levels of membership now receive increased advertising and visibility. To promote our business members and direct consumers to local businesses, we aired our first TV commercial and created 11 radio ads that played 450 times on Great Eastern Radio stations.

“It’s comforting to have in Local First Alliance a partner that understands the commercial challenges faced in our region and takes the necessary steps to help our local economy thrive.”

—Jeffrey Marks, Senior Vice President and Chief Marketing Officer for Ledyard National Bank

VOLUNTEERS OF THE YEAR

Vital Communities proudly announced its first Volunteers of the Year. Nancy and George Smith have devoted many hours to Valley Quest and completed all 150+ Quests at least once! They rewrote a Quest when a significant tree decayed, tested new Quests, and willingly assumed other tasks. Our special thanks to the Smiths for their decade of enthusiasm, commitment, and support.

VITAL PARTNERS MAKING PROGRESS

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TEAMS DISCOVERED CIVIL WAR HISTORY ALL AROUND US

The Civil War Super Quest pointed 55 teams to twelve locations highlighting important roles our citizens played in this defining American conflict. Questers discovered that our region contributed soldiers, precision manufacturing, and armaments. Upper Valley citizens influenced passage of the Land Grants Act, which changed the landscape of higher education. Our artist Augustus Saint-Gaudens even shaped our memories of this war.

“I also learned that the Vermont Constitution, started in 1777, was the first constitution in the New World to prohibit slavery. Vermont was ahead of its time if you remember that the 13th Amendment to the Constitution, which abolished slavery, didn’t happen until 1865!”

—Alicia Simino, Civil War Quester

OUR VOLUNTEER COMMITTEES (FY13)

ADVISORY COUNCIL: Lisa Cashdan, Norwich, VT • Jon Chaffee, West Lebanon, NH • Steve Christy, Lebanon, NH • Delia Clark, Taftsville, VT • Whit Dickey, Lebanon, NH • Glenn English, North Haverhill, NH • Charlotte Faulkner, Hanover, NH • Sharon Francis, Charlestown, NH • Byron Hathorn, Fairlee, VT • Rick Hausman, South Ryegate, VT • Harvey Hill, Charlestown, NH • Sandra Hoeh, Hanover, NH • Henry Homeyer, Cornish Flat, NH • Biddy Irwin, Newport, NH • Barb Jones, Grantham, NH • Peggy Kannenstine, Woodstock, VT • Carola Lea, Lyme, NH • Dick Lewin, Hanover, NH • Jane Kitchel McLaughlin, Lyme, NH • Charlotte Metcalf, Norwich, VT • Lizann Peyton, Norwich, VT • Bill Ploog, Lyme, NH • Betty Porter, Norwich, VT • Sylvia Provost, White River Junction, VT • Bob Rosenblum, Naples, FL • Allie Quinn, Hanover, NH • Barry Schuster, Lebanon, NH •
WAY TO GO! BROKE ALL RECORDS

With 818 registrations, Way to Go! broke all records for our region. The two week-long events, spring and fall, challenge commuters to try a new way to get to work. Smart Commute participant Student Conservation Association won the Large Business Award for having the highest employee participation rate in the bi-state region. Local participants avoided nearly 30,000 miles of driving and saved an estimated $20,000 in fuel costs.

“The Way to Go! Commuter Challenge went splendidly. I now have acquaintances that I look forward to talking to on the bus.”
—Dartmouth-Hitchcock employee

SMART COMMUTE SHIFTED HABITS

The transportation program is building a culture around efficient, affordable commuting options. Smart Commute consults with workplaces looking to develop affordable, efficient transportation options for employees. It has grown from two worksites in 2009 to 32 worksites in 2013.

“Vital Communities’ commuter calculator made me realize how much of a financial benefit it would be to carpool.”
—Hypertherm associate

HOSTED FORUM WITH CANDIDATES

In October 2012, we hosted a transportation forum with eight candidates for state offices in New Hampshire and Vermont. Over 50 local citizens attended and voiced their transportation concerns.

Bruce Schwaegler, Orford, NH • Anne Silberfarb, Norwich, VT • Rebecca Smith, Concord, NH • Stuart Smith, Lyme, NH • Vicki Smith, Lyme, NH • Peter Stein, Norwich, VT • Steve Taylor, Meriden, NH • Fred Thomas, Thetford Center, VT • Peter Welch, Norwich, VT • Diana Wright, Thetford Center, VT

CORPORATE COUNCIL: Honorary Chair - Jim Varnum • Errik Anderson, Adimab, LLC • Harry Dorman, Alice Peck Day Memorial Hospital • Chris McInerney, Astronics Luminescent Systems • Terry Appleby, Co-op Food Stores • David Spalding, Dartmouth College • Dan Jantzen, Dartmouth-Hitchcock • Paul Bozuwa, Dartmouth Printing Company • Gregg Fairbrothers, Dartmouth Regional Technology Center • Peter Van Oot, Downs Rachlin Martin • Dick Couch, Hypertherm • Becky Smith, Kendal at Hanover • Steve Voigt, King Arthur Flour • Kevin Melia, Kleen, Inc. • Steve Ensign, Lake Sunapee Bank • Kathy Underwood, Ledyard National Bank • David Clem, Lyme Properties 2 LLC • Steve Christy, Mascoma Savings Bank • Kevin Donovan, Mt. Ascutney Hospital •
2013

John Kuhns, Newspapers of New England  •  Ken Holmes, North Branch Construction  •  Jeff Goodrich, Pathways Consulting  •  Stephen Lawe, RSG  •  Clay Adams, Simon Pearce  •  Tim Briglin, Tuckerman Capital  •  Bill Geraghty, Vital Communities Board Chair  •  Mary Margaret Sloan, Vital Communities Executive Director

ENERGY ADVISORY COUNCIL: Honorary Chair - Len Cadwallader  •  Julia Dundorf, Clean Air - Cool Planet  •  Jackie Richter-Menge, CRREL  •  Gail Dahlstrom, Dartmouth-Hitchcock  •  Bill Bittinger, Bittinger Associates  •  Gaye Symington, High Meadows Fund  •  Alex Jaccaci, Hypertherm  •  Jenny Levy, Hypertherm  •  Kevin Peterson, New Hampshire Charitable Foundation - Upper Valley Region  •  Clif Below, One Court Street Associates  •  Dave Evancich, Citizen  •  Bob Walker, Sustainable Energy Resource Group  •  Kevin Geiger, Two Rivers-Ottawaquechee Regional Commission  •  Christine Frost and Michael McCrory, Upper Valley Lake Sunapee Regional Planning Commission  •  Marianne Tyrell, Catalyst Financial Group

GRADUATES GIVE BACK

100% of Leadership Upper Valley alumni responding to a recent survey reported bringing new knowledge back to their workplace or home and participating in community service. One alumnus was inspired to start a community service program at her workplace. 75% of the 2013 class became engaged in community service since joining Leadership Upper Valley. Together, this class repaired the Clifford Park playground destroyed during Tropical Storm Irene with Hartford Parks and Recreation and built two ramps with COVER.

“As a result of the Leadership Upper Valley program, I ride public transportation, I am more aware of and have spoken with my local politicians, I attend my town meetings, and I am a more effective board member at a local nonprofit.”  
—Gordon Ehret, alumnus

Sarah Blum ’13 with father and Local First Alliance member Jake Blum at Leadership Upper Valley’s 7th graduation. Alumni now total 128.

2ND ANNUAL DINNER HONORED LOCAL MILITARY VETERANS

Preceding this year’s Heroes and Leaders dinner, Joseph O’Donnell, MD, of the Geisel School of Medicine at Dartmouth, moderated a panel and public discussion addressing challenges faced by and opportunities available to veterans in the Upper Valley. Dinner attendees included many veterans as well as keynote speakers James Wright, President Emeritus of Dartmouth College, and Deborah Amdur, Director of the White River Junction VA Medical Center.

John Kuhns, Newspapers of New England  •  Ken Holmes, North Branch Construction  •  Jeff Goodrich, Pathways Consulting  •  Stephen Lawe, RSG  •  Clay Adams, Simon Pearce  •  Tim Briglin, Tuckerman Capital  •  Bill Geraghty, Vital Communities Board Chair  •  Mary Margaret Sloan, Vital Communities Executive Director

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COMMUNITY GROUPS
SHARED PERSPECTIVES
ON ENERGY FUTURE

We conducted 15 sessions with a total of 200+ participants and listened for common perspectives on energy issues in our region. Participants wanted to reduce energy use in transportation and heating and increase energy independence through biomass and solar. Most were motivated by the cost of energy and reducing reliance on foreign oil.

CREATED CARBON
EMISSIONS MODEL

Working with local partners, we developed a baseline inventory of carbon emissions in our region and created an interactive model for predicting emissions over the next fifty years. The model helps identify and prioritize leverage points for making progress toward lowering energy use and costs, with the biggest gains coming from transportation and residential heating. It will inform our conversations with local municipal, business, and community leaders.

“The emissions modeling tool that Vital Communities has been developing with Chris Soderquist has helped Hartford talk about energy goals and given us the ability to base the town’s goals on something we can actually measure.”
—Simon Dennis, Hartford Select Board

LARGEST ENERGY USERS
DISCUSSED THE FUTURE

Vital Communities facilitated collaboration, strategizing, and the sharing of best practices among the Upper Valley’s biggest corporate and institutional energy users, including Dartmouth College, Dartmouth-Hitchcock Medical Center, King Arthur Flour, and others.

LEADERSHIP UPPER VALLEY BOARD OF GOVERNORS: Chair - Doug Wise, Wise Associates  •  Alex Jaccaci, Hypertherm  •  Jason Achmoody, Ledyard National Bank  •  James Britton, River Valley Community College  •  Jon Liland, Sheehan Phinney Bass & Green  •  Cindi Taylor, Taylor Brothers Sugarhouse & Creamery and West Lebanon Feed & Supply  •  Peter Blodgett, Thetford Libraries  •  Hunter Rieseberg, Town of Hartford  •  Whit Mitchell, Working In Sync  •  Bill Geraghty, Vital Communities Board of Directors

LOCAL FIRST ALLIANCE STEERING COMMITTEE: Chair - Terry Martin, Mascoma Savings Bank  •  Mundy Wilson, Chippers, Inc.  •  Terry Appleby, Genie Braasch, and Allan Reetz, Co-op Food Stores  •  Joanna Whitcomb, Dartmouth College  •  Jeff Shapiro, Great Eastern Radio  •  Joan Goldstein, Green Mountain Economic Development Corporation  •  Dean Cashman, Lake Sunapee Bank  •  Fred Wainwright, Ledyard National Bank  •  Jake Blum, Systems Plus Computers, Inc.  •  Hal De Bona, WNNE TV  •  Mary Margaret Sloan, Vital Communities Executive Director
Letter from our Treasurer

We are pleased to report that Vital Communities ended the 2013 fiscal year in a strong financial position. Our robust cash position coupled with historical and newly identified revenue streams enabled continued success in bringing our communities together to work on the challenges the region faces.

In Fiscal Year 2013, our revenue plus a one-time special investment from previous years’ income matched total expenses. Vital Communities’ New Initiatives Fund provides seed support for promising new programs that have not yet attracted other support. Last year the Board invested $20,000 from this $51,000 fund in an energy project in the course of which we developed a sophisticated and interactive carbon emissions inventory and modeling tool for the entire Upper Valley. Since New Initiative funds were raised in previous fiscal years, the investment is not reflected as revenue in Fiscal Year 2013, but the corresponding program expenses do appear.

We undertake a continuous financial review—our Finance committee, which meets monthly, is made up of bank presidents, CEOs, and entrepreneurs, all committed to a strong, healthy organization. And annually, independent auditors perform a rigorous review of our financial practices.

The fieldwork for the Fiscal Year 2013 financial statements was completed on September 25, 2013, by our Certified Public Accountants: Tyler, Simms and St. Sauveur. The review was positive in all material respects. To request a copy of our complete financial review, please contact Phil Bush, Phil@VitalCommunities.org or 802-291-9100 x104.

George Newcomb
Treasurer (FY13)
THANK YOU FOR YOUR DONATIONS

OUR INDIVIDUAL DONORS

(In-Kind Donations in Italics)

<table>
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<td>500–999</td>
<td>Gail &amp; Karl Dahlstrom, Patricia &amp; Paul Highbert, Christina &amp; Harvey Hill, Mary McBryde &amp; George Newcomb, Nita &amp; Robert Z. Norman, Linda &amp; Rick Roesch, Sarah &amp; Bruce Schaegler, Jean &amp; Mike Smith, Barbara &amp; Dennis Stern, Cindy &amp; Jim Varnum</td>
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Rosamond Orford
Jane & George Palmer
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Janice & Peter Treadwell
Casey Villard
Margery Walker
Marion & Bruce Waters
Jean & W. Brinton Whitall
Joan & Robert Williamson
Leslie & Doug Williamson
Sperry Wilson & Mark Govoni
Andrew Winter
Christianne & William Wohlfarth
Jean & John Woodward-Poor
Betsy & Jim Wooster
Penny & Peter Wright
Rosalie & Bill Wyman

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Aare Ilves
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Nancy Jones
Sherry Jones
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Audrey McCollum
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Sheryl & David McDevitt
Cathy & Scott McGee
Jeanie McIntyre
Linda and George Miller
Joan & Jim Mitchell
Lianne Moccia & Allyn Field
Susan Kapp Monaghan & John Kapp Monaghan
Melanie Moore
Robert J. Moran
Skip Morrison
Joanne Needham & Andy Johnson
Donna & Bruce Nelson
Helen North
Joanne & Dick Norton
Bette & Tad Nunez
Sharon O’Connor & Geo Honigford
Jack O’Leary
LEGACY CIRCLE

We thank the following donors who have made planned gifts to Vital Communities. Their support will sustain Vital Communities in the future, enabling us to continue making our region a better place to live, work, and play every day. Bequests and other planned gifts allow donors to provide significant support to a particular non-profit while, in many cases, preserving personal resources or strengthening an estate. If you wish to make a planned gift to Vital Communities and would like to be included in our Legacy Circle, or if you would like to learn more about these opportunities, please contact Mary Margaret Sloan, Executive Director, at 802-291-9100 or MaryMargaret@VitalCommunities.org.

We are grateful to those who have already declared their bequest:

- Karolina Oleksiw
- Bineke & Abraham Oort
- Dorothy & Theodore Osgood
- Joanne & Donald Page
- Patricia & Joel Parmelee
- Lisa & Bel Paulson
- Barbara & Henry Payson
- Sue & Mark Pepe
- Elizabeth Perley
- Connie Philleo & Claude Phipps
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- Jeremy Thompson
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- Gillian Tyler
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- Sandra & Ross Virginia
- Suzanne & Graham Wallis
- Carol Perera Weingeist
- Rhonda & Milton Weinstein
- Ruth Wellington
- Donna & Phil Wheeler
- Joanna Whitcomb & Bill Mlacak
- Beverly & Robert Widger
- Sybil & Peter Williamson
- Karen Williamson
- Jeanne & Arthur Young

OUR BUSINESS AND FOUNDATION SUPPORTERS

(In-Kind Donations in Italics, * Indicates Multi-year Award)

**50,000+:**
- John Merck Fund
- Robins Foundation

**20,000–49,999:**
- The Jack and Dorothy Byrne Foundation
- *Two Rivers-Ottawauche Regional Commission*
- *University of Vermont*
- *Vermont Agency of Transportation*

**5,000–19,999:**
- Children’s Fund of the Upper Valley
- Co-op Food Stores

**500–4,999:**
- Dartmouth College
- Dartmouth Printing Company
- Dartmouth-Hitchcock
- The High Meadows Fund
- HOPE Foundation
- Hypertherm
- Kettering Family Philanthropies
- Mascoma Savings Bank
- Mascoma Savings Bank Foundation
- The Telaka Foundation
- TransCanada Corporation
- Vermont Community Foundation
- Lyman Orton Fund
- A Street Commerce Park
- A.B. Gile, Inc.
- Advance Transit
- Alice Peck Day Memorial Hospital
- Cape Air
- Cape Air
- Carroll Concrete
- Chelsea Green Publishing
- Chippers, Inc.
- Christina Heroy Foundation
- City of Lebanon
- Claremont Savings Bank Foundation
**Our Mission** Vital Communities engages citizens, organizations, and communities in creating solutions to our region’s challenges.

**Our Programs**

- Valley Quest, community-designed treasure hunts that teach individuals and groups about the places, people, and history that make our region unique;
- Local First Alliance, promoting local businesses;
- Valley Food & Farm, fostering relationships that make agriculture a vital part of daily community life;
- Leadership Upper Valley, inspiring, educating, and engaging leaders to better serve Upper Valley communities;
- Upper Valley Transportation Management Association, promoting sustainable transportation solutions for businesses, municipalities, and residents;
- Energy Program, working with businesses, municipalities, and residents to move our region toward energy independence;
- Corporate Council and Municipal Leaders Group, fostering a robust and sustainable economic climate by regularly convening the region’s corporate and municipal leaders for discussion, partnership, and collaboration.

**Our Service Area** Vital Communities serves sixty-nine towns in the Upper Connecticut River Valley region of Vermont and New Hampshire. The perimeter of our service area includes Ryegate, VT and Bath, NH in the north; New London, NH in the east; Walpole, NH and Westminster, VT in the south; and Bethel, VT in the west.