



WESTERN CONNECTICUT  
LEADERSHIP PROGRAM

## Economic Development Session November 7, 2016

### Goals and Objectives

- ❖ To provide an overview of the local business communities and the economic and social factors affecting their development to date and in the years ahead.
- ❖ To present initiatives underway by individuals and organizations to overcome barriers and take advantage of opportunities for business growth and expansion of jobs.
- ❖ To encourage class members to choose to use their time and talent to make Western Connecticut a better place for future generations.

### Important Session Information

<b>Session Leaders</b>	Paula Rolleston, John Monteleone
<b>Advisor</b>	Josh Carey, director of grants management, <i>Connecticut Community Foundation</i>
<b>Suggested Attire</b>	Dressing for comfort is appropriate.
<b>Venues</b>	Bantam Fire Company 92 Doyle Road, Bantam, CT 06750 <a href="#">Click here for a map.</a>
<b>Parking</b>	Ample parking is available to the left of the building. There are handicap parking spots by the door.



## Agenda

- 8:30 a.m. Arrival and Light Breakfast
- 8:45 a.m. **Welcome**  
Paula Rolleston and John Monteleone, *2015 WCL Alumni* and *2016 WCL planning team*
- 9–10 a.m. **Discussing Purpose of Place at a 30,000 Foot Perspective**  
Kip Bergstrom, *Economic Strategy Consultant*
- 10 – 11 a.m. **Western Connecticut Economic Strategies: A Macro View**  
Robert Santy, President and CEO, *Connecticut Economic Resource Center*
- 11 a.m. Break
- 11:15–11:45 a.m. **Brief Economic History of Bantam**  
Catherine Fields, Executive Director, *Litchfield Historical Society*
- 11:45–12:45 p.m. **Arethusa Farm: Investing in Bantam’s Future**  
George Malkemus, Owner, *Arethusa Farm*  
Interviewed by Joseph Montebello, WCL '16
- 12:45–1:30 p.m. Lunch
- 1:30–2:45 p.m. **The Voices of Bantam**  
Jack Baker, Owner, *Litchfield Distillery*, WCL Class of '14  
Robert Graham, Owner, *Housatonic Trading Company*  
John Langer, Planning and Zoning Member, *Borough of Bantam*  
Darin Ronning, Owner, *Bantam Tile Works*  
*Moderated by:* Paula Rolleston
- 2:45–3 p.m. Break
- 3– 4 p.m. **Investing in “A Small Business” with Community Support**  
Elliott Davis, Owner, *Mine Hill Distillery*  
Barbara Henry, First Selectman, *Town of Roxbury*  
Susan Payne, Executive Director, *Roxbury Land Trust*  
Ben Paletsky, Owner, *South Farm*  
*Moderated by:* Jill Lloyd, WCL Class of '15
- 4:15 p.m. **Session Day Wrap Up**  
Brief Review of the Day and Volunteer Opportunities  
Preview of Arts and Culture Day



## Speaker Biographies

### Kip Bergstrom

*Economic Strategy Consultant*

As the former deputy commissioner of the Connecticut Department of Economic and Community Development, Kip Bergstrom brings a wealth of knowledge to the field of economic development. Kip's recent consulting work includes assisting the Connecticut senate in drafting *An Act Concerning Innovation, Entrepreneurship and the Future of the Connecticut Economy*, providing outreach for SB1's Innovation Program, which aims to help area entrepreneurs and innovators, and creating Discovering Amistad, the new nonprofit organization created to operate the Amistad vessel. As deputy commissioner Kip was instrumental in the development of the innovation economy, statewide branding and the arts and culture, historic preservation and tourism functions. He has held executive positions in the private, public and nonprofit sectors, including serving three mayors and three governors. His interests, writings and accomplishments span the full spectrum of economic development, including: the power of storytelling in defining identity; branding and marketing; tourism; education and talent; transportation; entrepreneurship; technology commercialization; business recruitment and retention; urban design and real estate development; and the interface of the human network and the natural system. He was one of the pioneers of place-centric economic development, which he defines as succeeding economically without losing our soul.

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### Robert Santy

*President and CEO, Connecticut Economic Resource Center*

Robert W. Santy has enjoyed a 40-year career in a variety of positions at the intersection of business, the economy and public policy. He currently is President and CEO of the Connecticut Economic Resource Center, Inc. (CERC), a statewide nonprofit public-private partnership that works to improve Connecticut's competitive position in the global economic development marketplace. Santy also is playing a leadership role in the open data movement, advocating greater public accessibility to data as a founder and chair of the Connecticut Data Collaborative. Prior to joining CERC in 2007, Santy served as president of the Regional Growth Partnership in New Haven, a not-for-profit regional economic development corporation. Previously, Santy directed the MetroHartford Millennium Project, the first comprehensive economic strategy for the Capital Region and served as deputy commissioner of the Connecticut Department of Economic Development in the Administration of Governor Lowell P. Weicker, Jr.

For over 20 years Santy worked in our Nation's Capital in positions on Capitol Hill, as Chief of Staff at the Small Business Administration for President Ronald Reagan, and as director of Government Relations and Small Business Affairs for Deloitte and Touche. Santy serves in leadership positions



for numerous nonprofit organizations. He has a BA in American Civilization and an MBA in Business, Economics and Public Policy from The George Washington University.

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### **Catherine Keene Fields**

Executive Director, *Litchfield Historical Society*

Ms. Keene Fields has been director of the Litchfield Historical Society since 1987. Before coming to Litchfield she was director of the Passaic County Historical Society in Paterson, New Jersey for seven years. She holds a bachelor's degree in American history from the College of William and Mary in Virginia, a master's degree in cultural history/ museum administration from the University of Vermont, and attended the Seminar for Historical Administration in Williamsburg. While in Paterson, she collaborated with other local organizations to develop joint exhibitions and programs including the award winning Life and Times in Silk City. During her tenure in Litchfield, Cathy directed the renovation and re-interpretation of the Litchfield History Museum and the Tapping Reeve House and Litchfield Law School and she guided the society through accreditation by the American Association of Museums. She is a former member of the National Council of the American Association for State and Local History and has served on the boards of the Connecticut Humanities Council and the Connecticut League of History Organizations.

Contact info: [cfields@litchfieldhistoricalsociety.org](mailto:cfields@litchfieldhistoricalsociety.org), <http://www.litchfieldhistoricalsociety.org/>

### **Joseph Montebello**

*Author and WCL '16*

Joseph Montebello is a contributing editor for *Litchfield magazine*, *The Litchfield County Times*, *Passport Magazine*, and *Berkshire Style* and the former host of "Between the Covers," a radio show that produces in-depth interviews with authors from every genre. The show began on WAPJ in Torrington and was then broadcast on WVOX in New Rochelle, New York. The show features in-depth discussions of the author's work and background: how the writer got started, when the interest in writing began, the first experience of being published— basically the back story of an author's career. The host feeds the interview, but the author is the star of the show.

Prior to his radio career, Montebello was vice president and creative director at Harper Collins Publishers. He was in charge of all book packaging, from design of the jacket to typography and binding design. During his tenure, he worked with some of the most prominent authors publishing today: Annie Dillard, Barbara Taylor Bradford, Tony Hillerman, Stuart Woods, Jackie Collins, Roxana Robinson, Allen Ginsberg, and Larry Rivers, among many others. He also founded his own imprint, Harper Style, where he published books on fashion, photography, and interior design. He discovered Carolynne Roehm and published her series of flower books.

Montebello is an active resident of Litchfield and is involved with numerous nonprofit and civic groups including the Women's Forum of Litchfield, Litchfield Historic District Commission,



Litchfield Historical Society, After School Arts Program, Oliver Wolcott Library and Greater Litchfield Preservation Trust.

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### **George Malkemus**

Owner, *Arethusa Farm*

George Malkemus first met Manolo Blahnik when Malkemus was the copy chief at Bergdorf Goodman. Since 1982, when he became the licensee for the brand in the Americas, it has become one of his passions. Today Blahnik's exquisite designs are sold at top retailers including Neiman Marcus, Bergdorf Goodman, Saks Fifth Avenue, Barneys and Nordstrom's.

The other passion in his life is farming. Malkemus saved hundreds of acres of farmland from development by opening Arethusa Farm, which produces milk and dairy products. Arethusa Farm, located in Litchfield, has also opened a creamery and a farm-to-table restaurant, Arethusa al tavolo. Arethusa Farm products can be found in various specialty stores including Whole Foods Markets, Eataly and Murray's Cheese Shop in New York City and at Arethusa retail shops in Bantam and New Haven.

In 2014, Malkemus started a new, exciting project with award winning actress, Sarah Jessica Parker, and launched a collection of shoes and handbags named SJP. Between all of his different projects and ventures, Malkemus always keeps these elements the same— quality, passion and hospitality.

Contact Info: <http://arethusafarm.com/>

### **Jack Baker**

Owner, *Litchfield Distillery*

Along with his brothers, Jack Baker recently opened Litchfield Distillery, Connecticut's newest micro-distillery. It currently offers two types of bourbon and a gin, all made from primarily Connecticut-grown ingredients, with plans to expand its line to include a cream liqueur, barrel-aged gin and other products.

Jack is no stranger to the beverage industry. He has worked at Crystal Rock, the oldest bottled water company in Connecticut, since 1975 and was appointed co-president in 1993. He has been instrumental in product and safety development, having designed and patented several devices used within the industry. Currently, Jack serves as executive vice president and is a member of the board of directors of Crystal Rock Holdings, Inc.



Jack served on Connecticut Community Foundation's board of trustees for seven years including two as chairman. Additionally, he is the former chairman of Warren Planning and Zoning and a current board member of the Warren Land Trust. Jack and his wife, Pam, reside in Warren.

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### **Robert Graham**

Owner, *Housatonic Trading Company*

Bio coming soon!

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### **John Langer**

Planning and Zoning Chairman, *Borough of Bantam*

John Langer has been an active member of the Bantam community for over 30 years and has been instrumental in the economic development of the area. He is a long-term member of the Planning and Zoning Commission, serving as chairman for the last 12 years. During his tenure, Bantam has flourished with numerous new businesses. In 1997, Langer initiated Bantam's beautiful holiday lights, installing some 25,000 lightbulbs on area businesses. He still maintains the lights, replacing an average of 2,000 bulbs annually.

Previously, Langer served as co-chairman of the Civil Defense in Terryville and master of the Warren Grange where he oversaw the construction of a pavilion. He recently coordinated a dinner/dance to raise money for the American Legion. The effort raised nearly \$10,000 to create a new War on Terror Monument on the Litchfield Green. The monument will be dedicated on Veterans Day. He also recently chaired a dinner to raise money for the Litchfield Republican Town Committee.

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### **Darin Ronning**

Owner, *Bantam Tile Works*

Before opening Bantam Tileworks, owners Darin Ronning and Travis Messinger lived in Lower Manhattan and owned a store called Pepper Jones where they sold ceramic tableware. While managing this shop, they both realized that they would eventually like to sell their own line of ceramics. After moving to Connecticut in 2004, they got the chance to do just that. For over a year they worked with up to 8,000 colors and eventually came up with the Bantam Tileworks palette. Over the years as the business has grown, they relocated the studio and showroom to three progressively larger spaces in the historic Switch Factory building in Bantam. In 2011 it was clear that they had outgrown yet another space, so when the opportunity to purchase a commercial



property just up the hill they jumped. After an extensive renovation, Bantam Tileworks re-opened in the summer of 2012.

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## Jill Lloyd

Jill Faherty Lloyd is a wealth manager in New York and Connecticut. She started her financial career in the late 80s in institutional sales at Credit Lyonnais Securities and later became one of the only female managing directors at Bear Stearns and Co. In 1999, she moved to the client side working as a financial analyst at Red Coat Capital Management in the burgeoning days of the hedge fund industry.

In 2002, she took a break from finance to focus on raising a family and pursuing more meaningful creative and community endeavors. Shortly after the birth of her daughter, she enrolled in design school and started Lloyd Norris Design, LLC, a successful and fast-growing interior design business. After selling her business in 2007, Jill joined the board of directors of ASAP!, a Connecticut based nonprofit that fosters creative, hands-on learning through the arts, and was soon elected president of the board. Under her presidency, ASAP!'s budget, programming and reach grew exponentially to serve nearly 8,000 children a year, becoming one of the most highly regarded 501(C)3 organization in Western Connecticut.

## Elliott Davis

Founder, *Mine Hill Distillery*

Elliott Davis has been a full-time resident of Washington for 16 years. He has had a long career in investment banking and venture capital as well as running their small family farm. He has had a lifelong interest in conservation; he was the president of the Washington Environmental Council and currently serves on the advisory board of Nonnewaug High School AgriScience program.

Elliott is the founder of Mine Hill Distillery, which will open soon in Roxbury. He has restored four historic buildings, including an 1850 Cigar Factory and the 1872 Roxbury Station. In addition, he secured the adjacent 19<sup>th</sup> century general store and post office that has become the new home of the Roxbury Land Trust. The distillery is an innovative approach to starting a new business, working closely with town government, local nonprofits and historical societies. This project not only preserves a part of Roxbury's history, but will also invigorate the business district. It will also help local farmers by creating demand for local grains and botanicals, giving spent grain away as livestock feed and pledging to give a percentage of their profits to local agricultural interests. :

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### **Barbara M. Henry**

First Selectman, *Town of Roxbury*

Barbara Henry has served as First Selectman in Roxbury since 1997 and was a member of the board of selectmen since 1994. She served on the Region 12 Board of Education for two years. Barbara is involved in numerous statewide and regional municipal organizations including Advisory Commission on Intergovernmental Relations, Connecticut Interlocal Risk Management Association, Connecticut Conference of Municipalities, Council of Small Towns, Northwest Hills Council of Governments, and Operation Lifesaver. Additionally, she serves as a volunteer emergency medical technician with Roxbury Ambulance Association and is a board member of the Shepaug Student Project Foundation.

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### **Susan Payne**

Executive Director, *Roxbury Land Trust*

Susan Payne brings a wealth of experience in nonprofit management and fundraising. She currently serves as executive director of the Roxbury Land Trust and was the long term executive director at the Institute for American Indian Studies. Additionally, she has held positions at New Milford Hospital Foundation, American Montessori Society and operates her own business, Payne Associates, where she advises nonprofits on annual appeals and fundraising. Susan consulted with Susan B. Anthony Project for the capital campaign, became a board member and presently is a member of their advisory council. Susan is an active member of her community, currently serving as chairman of the Washington Conservation Commission and as a board member at Instituted for American Indian Studies, Lake Waramaug Association and the Washington Scholarship Fund.

Contact info: [execdirector@roxburylandtrust.org](mailto:execdirector@roxburylandtrust.org), <http://www.roxburylandtrust.org/>

Volunteer Opportunities: Roxbury Land Trust is looking for volunteers to help monitor and maintain trails

### **Ben Paletsky**

Owner, *South Farms*

Recently profiled in Edible Nutmeg as the “Farm Entrepreneur,” Ben Paletsky is working on all fronts to redefine what it means to be Connecticut’s modern-day farmer. Ben’s deep family roots in Connecticut agriculture has brought him back to the state to revitalize his family’s multigenerational 150-acre dairy farm where he has successfully launched a promising agri-tourism endeavor known as South Farms. South Farms blends real working farmland, hosts The





WESTERN CONNECTICUT  
LEADERSHIP PROGRAM

Morris Marketplace— an access point for farmers to connect with customer—and the White Barn, a unique barn events venue, recently awarded as a top Connecticut wedding location by the Venue Report.

Ben has successfully blended his acumen in farming with his seasoned experience in the tech sector where he still consults on product marketing and branding, business strategy, and new product development. His ability to understand product value and simplify the complexity of markets, enables him to successfully help businesses align and commercialize their offerings into markets where they can thrive.

Over his career Ben has been awarded Connecticut Magazine's 40-Under-40 award, a seat on Litchfield County's 50 Most Influential Individuals list, and the Connecticut Award of Merit for Historic Preservation. Within his community he serves as chairman of Morris' Economic Development Commission.

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