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Big, Vermont-Sized Dreams: Rich Grogan, Executive Director

Welcome to the Late Summer edition of our newsletter! Thank you for taking the time to read about all of the exciting things going on at Community Capital of Vermont. I recently attended a national conference of like-minded organizations in Chicago, where we exchanged ideas, and as these things often go, dreamed big dreams. The trick is always making them Vermont-sized. The longer I'm in this role, the more I think the path to success in our small corner of the world is to avoid over-standardization. Efficiency is any organization's friend, but our loans and services resist commodification. The balance tips toward using our small size and outstanding team to work toward understanding what each business needs, from preparing to be a successful borrower, to success after an injection of capital (and for businesses who want to grow, a pathway to lenders who can provide much bigger amounts of capital).



It is up to us to find gaps in funding in Vermont and push ourselves to go there. For example, right now we're having a robust in-house conversation about how best to participate in start-up technology businesses.

Finally, when I write these things I always put myself in the reader's shoes. If you are reading this and want to know more about us, or how you can get involved, please reach out to me directly via [email](#) or phone: 802.479.0167 ext. 2.

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With late summer approaching, Community Capital's entrepreneurs are bringing in the bounty. Blueberry bushes nurtured by Holly Ferris are heavy with fruit at [Wandering Roots](#) farm in Fletcher, and Matt Systo's farm store at [Old Soul Farm](#) in Barre is packed with garden produce and value-added treats for CSA participants as well as drop-ins. Charlie Emers of [Patchwork Farm & Bakery](#) creates "everyday" matzoh and bread on brick in East Hardwick with market-garden freshness, and Adam Platt of [Green Mountain Aquaponics](#) grows greens and many other products on his urban farm in Bennington, Vermont. Full speed ahead for late summer, the fruits of Vermont's working lands are thoroughly rooted in Vermont and accessible through markets, farmstands, online and in stores.

More than Just a Job: Tiffany Johnson, Azalea Sun, Danville



When Tiffany Johnson teamed up with friend and colleague Brooke to offer massage in Danville's [Azalea Sun](#) personal care boutique, she didn't expect that - evolving under her leadership - 18 months later the business would be hers. As ownership transferred from Brooke to Tiffany, Community Capital assisted with a flexible financing model for a seamless transition. With tanning, massage, and specialty body products such as gluten-free lotions, Tiffany continues to expand her suite of services, this month adding a hair and nail

specialist to the welcoming space. One-stop shopping for beauty care in Danville!

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calendar. Have an event you'd like us to share? Tag us on Facebook at [@CommunityCapitalofVermont](#).

Marketing 101: Facebook and Instagram "Stories"

Social "Stories" are Instagram's and Facebook's answer to Snapchat, a messaging app whose tagline is "The fastest way to share a moment." On Instagram and Facebook, stories are presented in separate feeds (appearing horizontally along the top of your pages on mobile, and on the right column on laptops or desktops). In stories, copy and hashtags that you post with your images appear superimposed upon the images themselves.

What are these fleeting little nuggets? Think of your social media page as a canvas. Many only post the "best of" pictures, chronicling the big picture of life in business in images and words. When you post a story, it's really just a brief moment in time – a highlight of the day - that attracts attention but isn't necessarily part of the mosaic that you are curating on your page.

If you are already pretty confident and doing other parts of social media well, Facebook and Instagram stories will give you more visibility among your audience (and are available to others, as well). For example, Community Capital borrower [Pink Colony](#) in Stowe almost always has a story available. It's worth the experiment and it's hard to go wrong. If you get a chance to give it a try, play with it a little, and check out others' stories, you'll be tempted to try it yourself.



Building Contacts and Capital: Slow Money Entrepreneur Showcase, Brattleboro

The Slow Money Vermont 2018 Entrepreneur Showcase allows leaders of working lands businesses, from start-up to expansion, to connect with entrepreneurs and investors as well as technical assistance service providers. The application deadline is October 1, with the event slated for December 5 in Brattleboro. Selected entrepreneurs will get the chance to tell their story to interested investors, engage in discussion with Showcase attendees, distribute collateral and promote themselves via event marketing. The Slow Money



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a sustainable local and regional food system. For more information or the application to present at the Showcase, see the [Slow Money Vermont page](#).



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105 No. Main Street, Suite 305
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