

Vermont Young Professional Economy Pitch

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Name of Organization: Stonecutter Spirits, cofounder

Name of Individual/s Presenting Pitch: Sas Stewart

Challenges Facing Vermont Businesses/Specific Sector:

Average age in VT is 42 (second oldest)

More than 1 in 3 adult Americans will be millennials by 2020

75% of the national workforce by 2025 will be millennials

Millennials don't like being marketed to, they like authenticity and things that are sharable

Ideas/Suggestions to Rejuvenate Vermont's Economy:

Marketing Vermont – changing the conversation about Vermont

“Vermont” = landscapes, outdoor recreation, agriculture/dairy

Launch an RFP for ten young people to blog about their life in VT (focus on writing and photography)

- authentic stories

- low cost, high impact (VERY sharable)

- can be housed in ACCD/Tourism and Marketing

Other Challenges we must address:

Other Comments: