

NWCCOG Regional Economic Summit 2022

Speaker Bios

Welcome Session



Jon Stavney | Executive Director | Northwest Colorado Council of Governments

Jon Stavney, as Executive Director of Northwest Colorado Council of Governments, is a leader passionate about improving local government through information sharing, innovation and best practices. Elected to the Town of Eagle Board of Trustees in 1998, 2002 and Mayor in 2004, he served on the Board in Eagle until 2008. Jon served 5 years as an Eagle County Commissioner from 2008-2013 where his proudest accomplishments were establishing the 120-unit Castle Peak Assisted Living Center, and spearheading the Eagle Valley Land Exchange, a multi-party agreement involving the USFS, Colorado State Land board and four local jurisdictions. He then served as Eagle Town Manager in 2013. Jon served on the Colorado River Water Conservation District board and was on the Public Lands Committee at CCI. Prior to joining NWCCOG, in 2016, Jon performed an office assessment for the 5th Judicial District, he trained and worked as a raft guide with Sage Outfitters, and framed homes in Gypsum for Habitat for Humanity. Jon and his wife live in Eagle, Colorado in a home that he designed and built in 2001. Their two adult children are in college. Jon enjoys the travel, research and writing involved in his job and keeps a personal blog on the topic at www.a-public-observer.com.



Jamie Hackbarth | Deputy Economic Development Representative | Economic Development Administration, Denver Regional Office

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Jamie works as the Deputy Economic Development Representative for EDA supporting communities reach their economic development goals throughout Utah and Colorado. Prior to EDA, she was working nomadically for Impact Global Education leading a social justice program throughout Latin America while merging two companies. She previously served at the Colorado Office of Economic Development and International Trade (OEDIT) where she developed and managed rural development programs and Opportunity Zones programs. During her time at OEDIT, she was also a lead consultant and trainer for the Colorado Small Business Development Center Network. Her passions in sustainable development were awakened during her Peace Corps service in rural Peru where she worked at the intersection of community health and economic mobility programs. Jamie graduated from Miami University with a Bachelor's in Strategic Communication with minors in Spanish and Marketing. She has advanced proficiency in the Spanish language. In her free-time, Jamie thrives for finding adventure and adversity in the outdoors. She is a Certified Yoga Teacher, Certified Wilderness First Responder and Open Water Scuba Diver that has led several international trips for NGOs. She hails from a large family in Columbus, Ohio (Go Buckeyes!) and is thrilled to call Denver her home where she lives with her Peace Corps Peruvian pup, Nala.

Regional Demographic Presentation Session



Elizabeth Garner, State Demographer, Colorado State Demography Office/Colorado Dept. of Local Affairs

Elizabeth Garner has been the State Demographer in the Department of Local Affairs since 2004. Elizabeth travels the state talking with Coloradans about social and economic conditions that are brought about by population shifts. The State Demography Office applies an understanding of demographic trends to changes in a range of areas including the state's economy, workforce, education, housing, migration, and rural populations. Elizabeth has over 25 years of experience analyzing population and economic trends in Colorado. Elizabeth is an economist and received her B.A. in Business at the University of San Diego and her masters in Agricultural and Resource Economics at Colorado State University. Elizabeth was born and raised in Colorado, something only 43% of the state's population can claim.

Forces at Play 2022: Dynamics Impacting Resort Communities



Ralf Garrison, Principal, The Advisory Group of Denver, Inc

Ralf Garrison is a destination travel industry veteran, generally recognized as a thought-leader, innovator and a serial entrepreneur having founded/operated the Central Reservations Association, Mountain Travel Symposium, DestiMetrics and most recently The Insights Collective. Now writing, speaking and offering consulting/advisory services, Garrison is most likely to be engaged, providing enabling research, ensuing insights and delivering the resulting stories to destination resort communities and their tourism dependent businesses. His presentation style has been described as a natural storyteller, witty, sometimes irreverent, but rarely boring.



Barb Taylor Carpender, Founder, Taylored Alliances

Barb Taylor 'BT' Carpender, CMM, CHSC is a recognized leader in the hospitality and meetings industries. She is the founder of Taylored Alliances whose primary focus centers around collaborating with client organizations to further their B2B engagement through the management and facilitation of customer advisory boards; focus groups; and strategically focused board retreats. BT is also a founding member and Managing Director of Global Advisory Network, a network of recognized industry leaders and facilitators and is a founding member of The Insights Collective.



Dave Belin, Director of Consulting Services, RRC Associates

Dave is a member of the Insights Collective and the Director of Consulting Services at RRC Associates. He brings strong analytical skills and a common-sense approach to help clients understand the implications of research findings. Dave works closely with RRC's travel and tourism clients, including DMOs, hotels, attractions, and ski resorts. His work has formed the basis of numerous strategic and marketing plans for communities, resorts and a wide variety of clients interested in research related to tourism and recreation.



Tom Foley | Senior VP, Business Intelligence | Inntopia

Tom Foley is the Senior Vice President of Business Intelligence at Inntopia and was previously a co-founder and the Director of Operations for DestiMetrics Resort Intelligence, which was acquired by Inntopia in 2016. Tom brings a highly contextual view to destination travel analytics, believing that sharp focus and understanding of localized data is derived from a broad perspective that starts at macro-economics and drills down from there.



Carl Ribaldo | President and Chief Strategist | SMG Consulting

Carl Ribaldo is an analyst, strategist and tourism industry thought leader with experience in over sixty-five destinations. Carl is also a writer who has written extensively on business and strategy issues for the tourism industry. Carl previously served on Visit California's Research and ROI Committee on Travel Nevada's Tourism Marketing Committee. Carl is also a partner in the Travel Analytics Group Tourism research firm, and he is a strategist in the Insights Collective, a national tourism think tank.

Welcome from the Colorado Housing & Finance Authority



Margie Joy | Community Relationship Team | Colorado Housing & Finance Authority

Margie Joy joined the CHFA Community Relationship team in 2020 with a strong career background in community engagement and economic development. As the Western Slope Community Relationship Manager, Joy is an ambassador who engages with communities in this region to learn and help address their needs, challenges, and opportunities. Prior to joining CHFA, Joy served as the Information and Marketing Director for Pioneers Medical Center in Meeker, Colorado, conducted outreach programs as a state liaison for the National Cattlemen's Beef Association, managed community engagement for the North Front Range Metropolitan Organization, and worked in investor relations for Northern Colorado Economic Development

Sustainable Tourism/Destination Management Panel



Mia Vlaar | Economic Development Director | Town of Vail

Ms. Mia Vlaar serves as Economic Development Director for the Town of Vail. Ms. Vlaar joined the Town in December 2017. Her work in tourism business development and marketing has included resort, corporate, government, technology and non-profit sectors, including the Vail Valley Foundation. She most recently served as Director of Sales and Marketing for East West Hospitality, a property and vacation rental management company. In her role leading the Town of Vail's economic development office, Ms. Vlaar is responsible for marketing, research and special events initiatives with the goal of retaining and attracting business to Vail, enhancing the guest experience, and growing Vail's year-round economy.



Eliza Voss | Vice President of Destination Marketing | Aspen Chamber Resort Association

Eliza Voss is the Vice President of Destination Marketing at Aspen Chamber Resort Association in Aspen, CO. She has been part of the team since 2010, playing a roll in the brand and creative development, website redesigns, media placement and strategic planning, and most recently the Aspen Destination Management Plan. As a passionate member of the Aspen community, Eliza keeps the balance between quality of life and economic sustainability at the forefront of all tourism decisions. She is a mother of 3 young children and enjoys skiing, mountain biking and beach escapes.



Shannon B. Haynes | Deputy Town Manager | Town of Breckenridge

Shannon is the Deputy Town Manager for the Town of Breckenridge and was previously the Breckenridge Police Chief. In the past 14 years with the Town Shannon has had the opportunity to work on a number of large projects including the implementation of retail marijuana sales, broad and ongoing parking and transportation strategies, and planning for town wide fiber infrastructure. She assisted with the creation of the Town's Destination Management plan goals, which were adopted by the Town Council in 2019, and continues to work daily on efforts to meet those goals. Shannon holds a Master of Science degree in Criminal Justice with a concentration in Leadership and Executive Management from Kaplan University and a Certified Public Manager Certificate from Colorado

University Denver.

The Business Community Panel: Challenges/Opportunities/Trends/Issues



Anita Cameron | Director of Business Lending | Northwest Loan Fund

Anita grew up in a rural town of 100. An Entrepreneur Father had her sights set on Business Banking from an early age. With a Graduate Degree in Bank Management, she held Senior positions for years in Denver banks then returned to her small town roots as a community bank president.

Cameron enjoys serving the entrepreneur. She knows the risks, the long hours, and the balance with community, personal life and family that they face and is passionate about supporting them. Drawn to Northwest Loan Fund, she says the program is 'like banking used to be.' Cameron is an

avid skier and trail biker who is very fond of Northwest Colorado and supporting the business community there. Since joining the Loan Fund in 2013, Anita revived the program and has made 58 loans for over \$4 million dollars creating 180 jobs.



Chris Romer | President & CEO | Vail Valley Partnership

Chris Romer serves as President & CEO of Vail Valley Partnership (VVP). Vail Valley Partnership is the regional chamber of commerce, destination sales organization, and economic development organization representing Vail Valley, Colorado and was named "Chamber of the Year" in 2016 and 2020 by the Association of Chamber of Commerce Executives (ACCE). In his role, Romer leads the Partnership team to help positively impact the community.



Blair McGary | Executive Director | Summit Chamber of Commerce

Blair McGary has been living, working, and playing in the mountains of Summit County since 2004. Blair moved to Summit County fresh out of college and quickly placed roots in Colorado's high country, fully embracing the mountain lifestyle. After twelve years with the Town of Silverthorne, Blair took over as Executive Director of the Summit Chamber in January 2020. Blair is passionate about building community and creating spaces for community to grow and thrive. Blair believes that small businesses are the backbone of a community and perhaps the ultimate public/private partnership. When not working, you can often find her on the river, at a concert at Red Rocks or on the slopes.



Larry Moore | Founder & Owner | Eagle Climbing Gym

Ever since I first went rock climbing with my brother and a climbing guide in High School, I was instantly hooked on the sense of adventure and challenge associated with the sport. After graduating from college, I spent nearly a decade sitting at a desk in a coat and tie, dreaming of doing something more fulfilling. Twenty-one years ago, I moved to Vail and started my rock climbing guide service Adventure Travel Guides International, as well as working at the Vail Athletic Club at their climbing wall. While managing the VAC climbing wall, I started a youth climbing team which quickly

blossomed to host 65 children in a very small space. While taking competitive climbing athletes across the nation to USA Climbing competitions, I quickly realized the potential for a proper climbing gym in the Vail valley.

My wife Courtney and I worked for 8 years to create Eagle Climbing + Fitness, a tremendous task that included designing the custom-built facility and climbing walls, raising the necessary capital, developing all of the programs and products, hiring and training our staff and a multitude of other fine details. In November, we celebrated our third anniversary, in the wake of the pandemic, and we are grateful for our incredible community who have supported us throughout the challenging times. We continue to grow our guiding service and the gym by providing many opportunities for different segments of our population and organizations throughout the valley. Our motto is "Building Strength in Our Community" and we strive to continue this effort each and every day by sharing our passion for climbing, fitness and yoga with all ages in our community.



Erin Young | Founder & Owner | Red Buffalo Coffee and Tea

Erin Young is the owner and founder of Red Buffalo Coffee and Tea in Silverthorne Colorado. Founded in 2009, the café has since won multiple awards, including Best Coffeehouse, Best Small Business, Best Team, Environmental Champion, and most importantly, Best Place to Work. The café is committed to serving the highest quality products with heroic hospitality. It seeks to create a safe and inclusive space of a shared experience. When a new employee was recently hired, he was asked to explain what drew him to Erin as a boss. He said: "Erin is simultaneously the weirdest and coolest person I know." It is a perfect quote for her. While she is a business owner, a Silverthorne Town Councilwoman, a board member with Early Childhood Options, and a prolific community volunteer, she is also the first, and still only, woman freeski judge for X Games and Dew Tour. You can hear her nerd about coffee science (see the boiling temperature at elevation) and classical music (bringing her staff to Vail Bravo to illuminate them on her favorite pieces).