



# Melissa J. Levy

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## Experience

### Community Roots LLC, Principal

2015 - Present

- Lead consulting engagements in natural resource-based and wealth-based rural economic development in Vermont and beyond.
- Design and facilitate strategic planning, measurement and wealth creation workshops with diverse groups of stakeholders.
- Conducted research and authored reports and papers on a range of topics related to value-added agriculture, forestry, nature-based tourism, etc.
- Provide coaching to nonprofits around value chain development, outcomes measurement and organizational development.

### Yellow Wood Associates, Senior Associate and Consultant

2003-2015

- Led consulting engagements on behalf of Yellow Wood Associates in rural economic development in Vermont and beyond, with a diverse array of clients including government at all levels, nonprofit organizations, institutions, foundations and citizens groups.
- Designed and facilitated strategic planning, measurement and wealth creation workshops with diverse groups of stakeholders.
- Conducted research and authored reports and papers on a range of topics related to value-added agriculture, forestry, nature-based tourism, etc.
- Provided coaching to nonprofits around value chain development, outcomes measurement and organizational development.

### National Association of Development Organizations, Research Manager

1997-2001

- Managed monthly 12-page publication, Economic Development Digest (circ. 10,000, readership 50,000), on sustainable community and economic development for small metropolitan and rural communities.
- Coordinated rural brownfields research project with the U.S. Environmental Protection Agency.

### Co-op America, Business Services Director

1994-1997

- Managed quarterly business newsletter, providing information on effective management of socially and environmentally responsible businesses.
- Directed various functions for Co-op America's business members, including membership, advertising, publications and events.

## Education

### University of Vermont

2001-2003

M.S. in Natural Resource Planning

### SUNY Binghamton

1989-1993

B.A. in Environmental Studies

## Selected Speaking Engagements

### Collaboration

Saving Special Places. 2018. Presented about Community Engagement: What Makes it Worth It? in New Hampshire.

Designing a Strong and Healthy New York. 2015. Facilitated a half day workshop on collaboration around health and obesity prevention.

Association for Community Health Improvement. 2015. Presented a session on collaboration for community health improvement organizations.

Land Trust Alliance Rally. 2014. Facilitated a Board Summit on Increasing Your Land Trust's Impact Through Collaboration in Providence, Rhode Island.

### Wealth Creation

Exploring a Wealth Creation Approach in Nuclear Host Communities. 2021. Melissa presented a webinar for NADO on a wealth creation approach for nuclear host communities. Find the presentation here.

REDI Peer to Peer Virtual Learning Summit. 2020. Participated on the WealthWorks Hubs Panel and facilitated a breakout around Collaboration, Engagement and Participation.

White Mountain Trail Collective. 2019. Melissa gave a presentation on WealthWorks Value Chains and Human-Powered Recreation at this daylong meeting of the White Mountain Trail Collective in Plymouth, New Hampshire.

Northeast Sustainable Agriculture Working Group. 2019. Melissa presented a half-day workshop at NESAWG's It Takes a Region annual conference on value chain mapping for the food and agriculture sector.

NeighborWorks America Rural Conference. 2019. Melissa facilitated a session showcasing findings from the Rural Learning Community around building wealth.

White Mountain National Forest. Alternative Transportation Working Group Meeting. 2019. Presented about the value chain approach and its use by The Conservation Fund/ Appalachian Mountain Club in Coos County, New Hampshire.

Vermont Creative Network Annual Meeting. 2018. With Michael Kane of Michael Kane Consulting, presented about goals, process and preliminary findings of the [Northeast Kingdom Creative Economy Study and Action Plan](#). Also facilitated a session to discuss the statewide study.

New Hampshire Association of Counties. 2018. Presented a workshop with Chuck Fluharty of RUPRI about rural economic development, specifically about WealthWorks.

WealthWorks Northeast Regional Hub Meeting. 2018. Facilitated a two-day meeting bringing together value chain coordinators from around the Northeast, including NY, VT, NH, ME, and MA, in sectors such as food and agriculture, forestry, outdoor recreation, energy efficiency, and more. Supported by the Neil and Louise Tillotson Fund of the New Hampshire Community Foundation.

National Good Food Network Conference. 2018. Presented a session, Promoting Local Food Systems Through Value Chain Exploration and Mapping: An Interactive Workshop, with Patty Cantrell, Director Community Wealth Building, and Katie Nixon, Food Systems Specialist, both at the West Central Missouri Community Action Agency.

New Partners for Smart Growth Conference. 2018. Facilitated a workshop, Value Chains In Small Towns And Rural Communities, in San Francisco, California.

New Economy Summit. 2018. Presented about WealthWorks at the New Economy Summit: Building A

Resilient Social Venture Ecosystem at Worcester State University.

Rural LISC Annual Meeting. 2017. co-facilitated a plenary session, The WealthWorks Toolkit – A Strategy for Success in Economic and Community Development in Rural America, in Big Sky, Montana.

Northern New England Chapter of the American Planning Association. 2017. Facilitated a workshop, Food Dollars. Explore how food-based value chains can create community wealth, in Manchester, Vermont.

National Association of Development Organizations. 2016. Developed and facilitated a full-day learning lab on wealth creation.

National Joint Powers Alliance. 2016. Developed and facilitated a full-day workshop on wealth creation and planning.

CommonBound. 2016. Co-presented a session on wealth creation for the New Economy Coalition.

Rooting Opportunity. 2015. Presented a session on wealth creation value chains.

WealthWorks Training. 2013-2015. Co-developed and facilitated four separate trainings.

### **Strategic Planning and Measurement**

Land Trust Alliance Rally. 2016. Developed and co-facilitated a workshop on assessing and planning community conservation work for greater outcomes.

Land Trust Alliance Rally. 2015. Facilitated a half-day workshop on Strategic Planning and Creating Measures that Matter.

U.S. EPA Community Involvement Conference. 2015. Facilitated a half-day workshop on Strategic Planning and Creating Measures that Matter.

Connecticut Land Conservation Council. 2014. Facilitated a half-day workshop on strategic planning and evaluation for land trusts.

## **Selected Publications**

[North Olympic Peninsula Resource Conservation & Development Council Comprehensive Economic Development Strategy 2021-2025.](#) 2021.

Levy, M. 2021. [A Wealth Creation Approach to Support Economic Development in Rural Communities. On CEDS Central.](#)

[Rural Learning Community: Building Assets: Strengthening Community in Low-Wealth Rural Areas.](#) 2020. NeighborWorks America.

Levy et al. 2018. [Building on a Legacy of Creativity: Understanding and Expanding the Creative Economy of the Northeast Kingdom. Executive Summary](#)

Levy, M. and Aldrich, R. 2017. [A Flexible Framework for Evaluating Community Conservation.](#)

Levy, M. and Aldrich, R. 2016. [Assessing and Planning Community Conservation Impact.](#)

Levy, Melissa. 2015. [“Measuring the Impacts of Economic Development.”](#) Rural Research Report v. 25, Issue 2.

Ratner, Shanna and Melissa Levy. 2014. “The Role of Wealth Measurements in Improving Practice: Lessons from the Field.” Chapter in Rural Wealth Creation. Routledge.

Levy, Melissa and Barbara Wyckoff. 2014. "[Connecting Community Assets with Market Demand for Lasting Livelihoods: Meeting New Challenges with Innovative Approaches.](#)" Rural Research Report. Volume 24, Issue 1. Spring 2014

Hoffer, Doug and Melissa Levy. 2011. "Measuring Community Wealth and Appendices."

Hoffer, Doug and Melissa Levy. 2009. "Sample Indicators of Community Wealth."

## **Community Service**

Hinesburg Revolving Loan Fund Committee. Member. 2016 – present.

Vermont Urban and Community Forestry Council. Member. 2016 – present. Executive Committee. 2020 – present.

Hinesburg Economic Development Committee. Member and Chair. 2013 – present.