



KEYNOTE SPEAKER

Marguerite Dibble

Founder, GameTheory

Marguerite Dibble was born and raised in Landgrove, VT. She founded her company, GameTheory, in 2011 during her junior year at Champlain College, where she still serves as a trustee. Marguerite led development on award-winning entertainment game titles before pivoting the company to apply game design as a toolkit for tackling critical societal challenges. Since then, GameTheory has partnered with dozens of national and international teams to create joyful, impactful change around the world.



The One Sentence That Changes How You Show Up

Margaret Romney

If you're making things happen or working with others, your words matter, even when you don't have time to prepare a script. In this hands-on workshop, we'll identify what actually drives us when we speak, then shape it into one clear sentence we can use to steady ourselves or explain what we're about. You'll leave with a line you've tested out loud and know works.



AI Guardrails and Policies That Protect Your Business

Dorien Morin-van Dam

This workshop is designed for small business owners, nonprofit staff, and lean teams who are already using AI tools (or know they should be) but haven't yet put guardrails in place. Attendees will learn where AI already touches their daily operations and customer interactions, identify the real risks their organization faces, and build practical policies that fit a small team's capacity. Topics include plain-English policy language, a lightweight review and approval workflow, simple settings that reduce common mistakes, clear disclosure practices that build customer trust, and a short content checklist to catch privacy and bias issues before they go public. Participants will leave with a starter policy and workflow they can put into practice immediately, not just theory.



Turning Potential into Impact: From Aspiration to Action

Akua Smith

Potential alone does not create progress. This practical and interactive workshop helps participants move from aspiration to action by developing the skillset, mindset, and toolset needed to create meaningful impact. Through guided reflection and actionable exercises, attendees will identify what's holding them back, clarify the opportunity in front of them, and create a practical plan for moving forward. Participants will leave with one next step, one mindset shift, one resource or relationship to leverage, and a renewed sense of responsibility for the gifts, opportunities, and influence they've been entrusted with.



The Price Is Right: What Will Customers Actually Pay?

Heather Turner

The biggest pricing question isn't simply, "What does it cost me?" It's "What is this worth to my customer?" This practical workshop looks at pricing through the eyes of the customer and explores how competition, branding, perceived value, psychology, and promotions influence what people are willing to pay. Participants will learn how to evaluate competitors without automatically undercutting them, recognize what increases perceived value, understand common psychological pricing techniques, and use discounts and promotional pricing without inadvertently training customers to wait for a sale.



Metalsmithing 101, presented by Generator Makerspace

Veronica Newton & Rachel
Donegan

- Design and create a custom brass and/or copper piece to take home.
- Gain confidence using the essential hand tools and equipment used in cold metalsmithing with brass and copper.
- Practice safe techniques for cutting, shaping, texturing, forming, and finishing brass and copper using cold-forming methods.



Invisible No More: How to Get Found in the Age of AI Search

Mimi Damm

This workshop is for small business owners who want more customers to find them online - especially now that people are using AI tools like ChatGPT and Google's AI answers to search, not just typing into a search bar. We'll cover what's changing in online search, why it matters for a small business, and simple steps you can take to make sure AI tools show your business when people ask for recommendations. You'll leave with an easy checklist to start using right away, no tech background needed.



2026 Women, Work & Wages Report: Using data to advance gender equity in VT

Rhoni Basden, Cary Brown & Emily Bush

This workshop is for anyone curious about the current economic state of Vermont's women and interested in learning how to use this data to advance equity and create expanded opportunities for financial stability. We will review the data from the 2026 Women, Work & Wages report and provide opportunities for small group discussion with staff at the Vermont Women's Fund, Vermont Works for Women, and the VT Commission on Women. Participants will have the opportunity to consider topics such as occupational segregation, the impact of child rearing on pay, and how educational attainment increases the wage gap. Participants will gain a stronger sense how/why inequity persists in our state; understand what the data is telling us (and not telling us!), and how to utilize this data to advance their careers, to mentor young women, and to push for greater opportunities across our state.



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Your Business Checkup: Are All the Pieces in Place?

Tamie-Jo Dickinson

Whether you're preparing to launch or already operating, revisit the fundamentals, identify gaps, and strengthen your business for what's next. During your Business Checkup, you'll examine:

- **Your Business Model** — Does it make sense, and do all the pieces connect?
- **Your Customer** — Are you clear about who you're serving, what they need, and why they choose you?
- **Your Value Proposition** — Can you explain the problem you solve and what makes your business different?
- **Your Financial Health** — Do you understand your costs, cash flow, break-even point, pricing, and funding needs?
- **Your Business Essentials** — Have you addressed the nuts and bolts of operating a business in Vermont?
- **Your Next Steps** — What gaps need your attention now, and where can you find help?

You'll leave with a clearer picture of what's working, what's missing, and what to tackle next—along with practical tools and Vermont resources. You don't have to start over. Sometimes you just need to check the foundation.



Scam Prevention Through a Multigenerational Lens: Protecting People & Businesses

Crystal Baldwin & Sheri Rockcastle

Women often serve as trusted helpers—supporting family members, colleagues, clients, and others with financial decisions. This practical session explores how to recognize and respond to scams when helping others, while providing small businesses with simple strategies to protect their finances from scammers. Developed through a collaboration of state and federal partners, participants will leave with practical tools to protect themselves, others, and their businesses.