

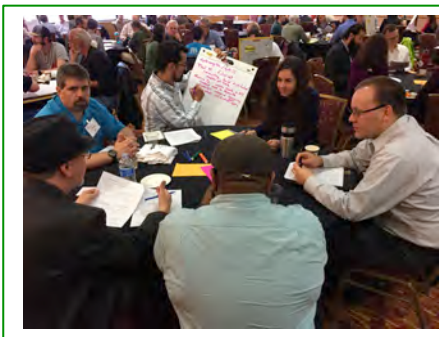


UNITE WNC

DESIGNING OUR DIGITAL FUTURE

March 31 – April 1, 2017

Summit Proceedings



Facilitated by
Cheri B. Torres, Nextmove.is

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The Summit Addenda A separate document with the Summit Workbook, Sponsors, and all the data.	



SUMMARY

OVERVIEW

On March 31 - April 1, 2017 almost 100 members of the WNC technology sector came together to discover our personal and regional strengths, identify opportunities to grow a thriving digital economy across WNC, create a shared vision, and to establish a plan to move towards that vision. A planning team that represented a diversity of members of the technology sector began planning for the summit in August of 2016 (see The Summit Addenda, page 4 for a list of summit organizers). The team worked with Cheri Torres and Haiz Oppenheimer of NextMove to design a strength-based, inclusive process that would support productive conversations resulting in a shared vision, plans and the commitment for action. The Summit included a reception at The Collider the evening of March 31. There were 31 Summit Sponsors (see The Summit Addenda, page 3).

OBJECTIVES FOR THE SUMMIT

The overall objective was to support economic development for the Tech Sector across WNC by creating:

1. A vision of WNC tech in 2025
2. Well-defined areas of emphasis for collective action and impact
3. Policy recommendations
4. Education and training goals
5. Infrastructure goals
6. Branding and social media strategies and stories
7. A hub/network to support and maintain momentum and track success

PROCESS

The Summit design blended one-on-one interviews, small and large group conversations and short presentations (see The Summit Addenda, pages 5-19). The specific approach, called Appreciative Inquiry, is a strength-based methodology that engages stakeholder groups in narrative and structured dialogue focused on desired outcomes.

OUTCOMES

Participants used a complex adaptive systems lens to explore possibilities to support a sustainable future grounded in the commons and in cooperation. Participants:

1. Identified the region's positive core (strengths and values to carry forward) and generated ideas and opportunities for growing a thriving digital economy across the region (see page 4; for all the data on strengths, values and opportunities see The Summit Addenda, pages 20-34).
2. Developed shared visions for WNC Tech in 2025 (see page 5 for a draft shared vision, page 6 for categorized data; for all the vision data see The Summit Addenda, pages 35-38).
3. Identified nine areas for focus and action, designed prototypes and created plans to support those initiatives going forward. These nine initiatives included education, infrastructure, branding and social media, and a strategy to support and maintain momentum and track success. Where relevant, these initiatives identified other similar existing regional initiatives in order to connect and collaborate (see pages 8-17; for all the notes for each initiative see pages 39-44).
4. Built relationships, initiated a WNC Tech community, and generated new knowledge.

A great deal of enthusiasm and commitment for a vibrant digital future emerged from the summit.

POSITIVE CORE OF WNC AND KEY OPPORTUNITIES

POSITIVE CORE OF THE PEOPLE

- Collaborative, generous, and a high level of acceptance for new people, diversity, and inclusion
- Resourcefulness: self-starter, self-sufficient, persistent, and resilient
- Creativity: eclectic, curious, open-minded, passionate, and visionary
- Social consciousness: purpose, commitment to local business, balance, and community
- Education-centric, continuous learning and improvement
- Leadership and expertise



POSITIVE CORE OF THE PLACE

- Quality of life, wellness, and social culture (inclusive and welcoming community)
- Beauty, nature, outdoors, climate, and geography
- Creative energy, quiriness, arts, and craftsmanship
- Potential: sustainable tech, desire to learn and grow, access to capital, opportunity
- Destination

WHAT THRIVING TECH COMMUNITIES HAVE THAT SUGGEST OPPORTUNITIES FOR WNC

- Education, research, and cultivated talent
- Infrastructure, access, connectivity, speed, transportation (airport)
- Collaboration and Diversity: strategic partnerships, integration, professional community
- Tech branding: identity, shared vision, and regional focus
- Commitment (public / private) and capital
- Embrace change, appetite for risk, and acceptance

OPPORTUNITIES WITH THE GREATEST POTENTIAL FOR WNC

- Integration: link tech and other industries (agriculture, breweries, nature/outdoors)
- Internet access (universal / broadband) x IIII
- Education: general, higher education, digital education, strengthen connections
- Cultivate talent and leadership, start-up incubators, access to top talent
- Community of professionals (public / private) that is open, inclusive, collaborative
- Sustainable technologies, technology to improve quality of life
- Infrastructure: communication system, smart (or alternative) transportation, affordable housing / standard of living
- Asheville/WNC branding: aligned vision, progressive mindset, adventurous, curious, openness, artisanal ethos
- Influence public policy, incentives (tax and health)

SHARED VISIONS OF OUR FUTURE 2025

Fifteen shared visions were generated, including identifying key decisions that were made and actions taken to ensure a thriving digital economy (see The Summit Addenda, pages 35-38). Common themes and concepts across these shared visions were brought together to generate a draft vision for UniteWNC. We will review this draft at a May 2 meeting and finalize a “living vision” (one that will evolve as we grow and learn together).

DRAFT VISION STATEMENT

Inspired by our core principles and practices and using innovative creative financing, we continuously invest in a futures-oriented educational system and integrated, region-wide infrastructure to foster cutting edge innovation and technology aimed at fueling our digital economy, while maintaining our quality of life and the sustainability of our region.

Core Principles and Practices. *Our core principles and practices guide the way we work together and we identify and develop technologies that support these values for businesses, education, healthcare and government. Those principles and practices are:*

1. Quality of life
2. Sustainability
3. Shared interest and resources - the Commons
4. Cooperation / Collaboration
5. Learning
6. Partnership

Innovative Creative Financing. *Innovative public / private partnership among angel investors, local governments, local industry, the state, and the public (crowdsourcing) is resulting in unprecedented creative financing, enabling WNC to invest in education and the essential infrastructure needed to support a thriving digital economy.*

Futures-Oriented Education. *Understanding that education and research are the foundation of a thriving economy, local industry, business and government invest heavily in WNC. This investment is guided by educators, industry leaders, government officials, and community non-profits partnering to ensure regional technology education is responsive to the future, creating pathways to meaningful work for any interested member of WNC.*

Integrated, Region-Wide Infrastructure. *WNC boasts an integrated and region-wide infrastructure that provides access and supports connection, communication, and collaboration. Our combination of physical and virtual spaces for working, meeting, information sharing, and cross-pollination support our innovative nature and our agile worker network inspires rapid development and global partnerships.*

Cutting Edge Innovation and Technology. *The result: WNC is a hive of cutting edge innovation enabling our regional industries to thrive, including agriculture, beer, climate. data, energy, green housing, healthcare, manufacturing, security, teleworking, and transportation.*



DATA FROM THE VISIONS

Area of Emphasis	Key Ideas for Thriving Digital Economy (from each groups vision)	Draft Vision
Core Principles and Practices: The Way We Work	<ul style="list-style-type: none"> • Quality of Life • Sustainability • Shared interest: resources, commons • Cooperation • Conservation • Learning from successes and failures, which includes drawing upon local and global expertise to share and integrate best practices • Public / private partnerships among investors, government officials, business and industry, educational institutions, and non-profits 	<p><i>Our core principles and practices guide the way we work together and we identify and develop technologies that support these values for business, education, healthcare and government. Those principles and practices are:</i></p> <ul style="list-style-type: none"> • <i>Quality of life</i> • <i>Sustainability</i> • <i>Shared interest and resources</i> • <i>Cooperation</i> • <i>Learning</i> • <i>Partnership</i>
Funding and Investment	<ul style="list-style-type: none"> • Means for investment • Capital/angel financing • City invests in local business as much as outside • Outside capital • Local organizations reinvesting in community • State support • Less focus on shareholders and more focus on all stakeholders, with attention to quality of life and sustainability 	<p><i>Innovative public / private partnership among angel investors, local governments, local industry, and the state results in unprecedented and creative financing, enabling WNC to invest in the essential infrastructure needed to support a thriving digital economy.</i></p>
Education	<ul style="list-style-type: none"> • University leadership • Youth Tech Camps • Art for School interface • School curricula around quality of life and sustainability technologies • Increase talent pool • Mastery/research • Practical technical education K-16 • Education influenced by local business needs • Educational (K-20) consortium on technical collaboration • Partnership with schools, business and government • Education reinvestment • Training (tech, business, legal, medical) • Education and internships: pathway to employment 	<p><i>Understanding that education and research are the foundation of a thriving economy, local industry, business and government invest heavily in WNC. This investment is guided by educators, industry leaders, government officials, and community non-profits who partner to ensure regional technology education is responsive to the future, creating pathways to meaningful work for any interested member of WNC.</i></p>

Area of Emphasis	Key Ideas for Thriving Digital Economy	Draft Vision
Connective Infrastructure	<ul style="list-style-type: none"> • Regional organization • Digital infrastructure • High speed internet WNC • Shared spaces/co-working • Social networking • Public/private partnerships • Regional conversations • Physical and online platforms to share, learn, generate ideas • Open meetings • Info sharing through groups and meetings • Annual review of a dynamic plan • Progress meetings • Conference/event hosts • Public forums • Infrastructure for agile worker network • Tech Park 	<p><i>WNC boasts an integrated and region-wide infrastructure that supports connection, communication, and collaboration. Our combination of physical and virtual spaces for working, meeting, information sharing, and cross-pollination support our innovative nature and our agile worker network inspires rapid development and global partnerships.</i></p>
A Center of Innovation and New Technology	<ul style="list-style-type: none"> • Industry innovators • FOSS (Free and Open Source Software) and Project management software • Technology niches (long tail): environment, beer, housing, energy, government data, teleworking, agriculture, finance, climate • Incubator for technology • City sponsored accelerator • Active transportation • Physical transportation infrastructure for region • Develop green flagship business in WNC • Green affordable housing 	<p><i>WNC is a hive of cutting edge innovation enabling our regional industries to thrive, including agriculture, beer, climate. data, energy, green housing, healthcare, manufacturing, security, teleworking, and transportation.</i></p>

INITIATIVES-AT-A-GLANCE

SERVING THE COMMONS THROUGH COLLABORATIVE THINKING AND ACTION

1. **UniteWNC.** A participatory, inclusive alliance that connects and supports the economic development of business, technology, and community across WNC to preserve and broaden our quality of life This alliance will serve as the connective tissue for all of the initiatives. (page 9)
2. **Futures Institute / Tech Park.** The Futures Institute / Tech Park is an institution that empowers people and fosters creative collaboration to provide shared infrastructure and meet regional needs and goals. It is a decentralized place for innovation that uses self-sustaining principles to operate and creates a “think and do” tank with global outreach. The Institute is a magnet for thought leaders, a remote work hub that generates revenue, attracts talent and enables cross-pollination among multiple sectors. The Futures Institute is a globally recognized center for understanding the enormous transformations currently happening worldwide (page 10).
3. **Connect WNC.** Online and physical community to connect and engage those seeking or needing technical knowledge or technology with those who have it (page 11).

FUTURE-ORIENTED EDUCATION AND TALENT DEVELOPMENT

4. **Building a Talent Pipeline.** Connect and welcome people to meaningful work and collaborate with education and business to have a world-class talent pool and pipeline built on local talent (page 12).
5. **Silver to Gold Professional Skills.** Match post-career experts to local STEM businesses and budding talent (page 13).

BUILDING FOUNDATIONAL INFRASTRUCTURE

6. **Internet for All Projects.** Economics, inclusivity and opportunity for all communities of WNC #connectwnc (page 14).
7. **Communication Commons.** Knowledge capturing and sharing to enhance communication effectiveness and accelerate innovation (page 15).
8. **Amplify WNC Tech.** Promoting collaboration and content throughout WNC and to the world (directory, data, marketing, promotion) (page 16).

BRANDING AND SOCIAL MEDIA

9. **Branding WNC Tech:** Magnetizing people and businesses to the WNC technology region. Supporting business development through cooperation and connection (page 17).

INITIATIVE DETAILS AND PROTOTYPES

The following plans and prototypes are summaries of rich conversations and feedforward sessions. See the Summit Addenda, pages 39-44, for the flipchart notes from those activities.

INITIATIVE 1: UNITEWNC

A participatory, inclusive alliance that connects and supports the economic development of business, technology, and community across WNC to preserve and broaden our quality of life.

Contribution to Our Future

Preserve and broaden quality of life across WNC, a hub/network to support and maintain momentum and track success, policy recommendations,

Measuring Success

Number of collaborations, asset maps, continue organization, event metrics, diversity metrics, training metrics, digital infrastructure metrics, social media metrics

Prototype

UniteWNC 2017

Drawing Upon Our Positive Core

collaborative, resourcefulness, social consciousness, leadership and expertise

Addressing Opportunities

Collaboration, communication, community of professionals, cultivate talent and leadership, influence public policy, integrate tech and other industries, Asheville branding

Action Plan for the Next 3-6 Months

- Debriefs post initial conference
- Complete categorical asset map hosted online
- Create an actual organization
- Host another large meeting in 6 months

Resources Required

- Funding
- Location
- Board
- Administrator

Who Will Bring It To Life?

Meet the Geeks, possible short term DBA



INITIATIVE 2: FUTURES INSTITUTE / TECH PARK

The Futures Institute is an institution that empowers people and fosters creative collaboration to provide shared infrastructure and meet regional needs and goals. It is a decentralized place for innovation that uses self-sustaining principles to operate and creates a “think and do” tank with global outreach. The Institute is a magnet for thought leaders, a remote work hub that generates revenue, attracts talent and enables cross-pollination among multiple sectors. The Futures Institute is a globally recognized center for understanding the enormous transformations currently happening worldwide.

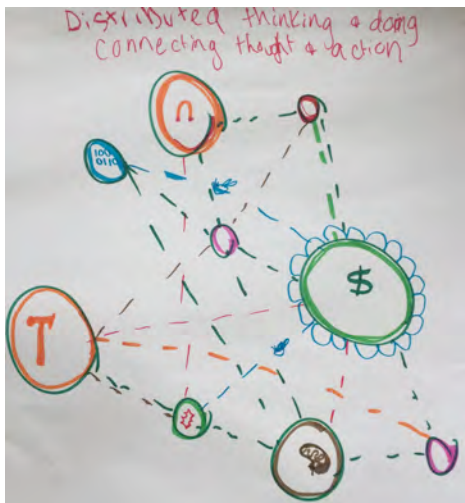
Contribution to Our Future

Revenue, media, scope of outreach, events generated, creates open knowledge artifacts, and fosters the building of shared infrastructure (commons).

Measuring Success

Global attention, social (media) engagement, user adoption (of tools and software), funding, locations and participation, commitment to core values

Prototype



Drawing Upon Our Positive Core

Collaborative, resourcefulness, creatives, leadership and experience, education-centric, culture, sustainability, destination

Addressing Opportunities

Integration, education, collaboration and diversity, cultivate talent and leadership, community of professionals, sustainable tech, infrastructure, branding, public policy.

Action Plan for the Next 3-6 Months

- Non-profit organizational structure (register)
- Identify stakeholders and partners, specifically
- Funding: 1) for initial facilitator/organizer, 2) for space, 3) for additional persons and/or requirements
- Establish a physical space with co-working and creative collaboration
- Host event(s)
- Begin creating knowledge artifacts as a foundation for ongoing research

Resources Required

- Money
- Time
- People

Who Will Bring It To Life?

- **Thinkers:** researchers, discussants, universities & scholars, community organizers, government, etc.
- **Doers:** makers, builders, programmers, designers, architects, craftspeople, facilitators, etc.
- Paul B. Hartzog, Stephen Carter, Dan Bridgeman, Steve Cooperman, Doug DeCarlo, Terren Suydam, Vanessa Mason, Frank Dooley, Cheri Torres

INITIATIVE 3: CONNECT WNC

An online community providing and seeking technical knowledge or technology with a facilitation of physical meet ups

Contribution to Our Future

Closing the digital divide, providing community engagement with the growth of technology in WNC

Measuring Success

Prototype

A wiki-style website connecting community needs with community knowledge and talent to problem solve and build awareness (crowdsourcing solutions).

Action Plan for the Next 3-6 Months

- Identify volunteers for project
- Survey community needs
- Design resources
- SWAG! community outreach/survey
- MVP

Resources Required

- Volunteers to build and design and to provide knowledge
- Money for SWAG
- Spaces
- Everyone-- UniteWNC, United Way, WNC Community Foundation
- Emails

Who Will Bring It To Life?

- Let's Solve Some Problems in the Room
- Crunchy Bananas (**Deanna Banaszak**, Cory Loken and Owen Thomas)
- **Jason Phillips**
- Jeff Hallyburton
- Joseph Morgan
- Steve Cooperman

Drawing Upon Our Positive Core

Collaborative, resourcefulness, creativity, social consciousness, education-centric, leadership and expertise.

Addressing Opportunities

Collaboration, education, integration (linking tech with those who need it), cultivate talent and leadership, community of professionals, communication

INITIATIVE 4: BUILDING A TALENT PIPELINE

Connect and welcome people to meaningful work and collaborate with education and business to have a world-class talent pool and pipeline built on local talent.

Contribution to Our Future

Improves local education to align with local business needs.

Measuring Success

Number of local candidates hired by local employers

Prototype

Education to Business and Business to Education

Drawing Upon Our Positive Core
Collaborative, education-centric

Addressing Opportunities
Education, cultivating talent and leadership, collaboration



Action Plan for the Next 3-6 Months

- Identify gaps in communication and education for local employment
- Local employers submit job requirements/needs to education centers.
- Provide list of existing resources to education centers.
- Education centers provide lists of existing resources to students.
- **Recommendation:** The key is to establish educational avenues that are ahead of business needs as well as meeting needs of today. Research leading edge tech education programs: what do we already offer, what makes sense for us to offer (asking these questions of educators and businesses).

Resources Required

- UniteWNC support
- Local government
- State legislature
- WNC School Districts
- Employer inclusion
- Workforce Development Board

Who Will Bring It To Life?

- Jared Pearce, jaredtpearce@gmail.com
- Holly Waltemyer, holly.waltemyer@msj.org
- Tricia Thompson, triciathompson@students.abtech.edu
- Gabriele Stobbe, gabriele@nicolanguages.com
- Nathan Ramsey, nathan@landofsky.org
- Barbara Darby, barbarad@landofsky.org

INITIATIVE 5: SILVER TO GOLD PROFESSIONAL SKILLS

Enlisting 'post career' experts and their resource network of STEM business(s) and talent connections where they can be of greatest value in growing our digital economy.

Contribution to Our Future

Provide opportunities for retired community members to be meaningfully engaged in the community and bring technical expertise where it is vitally needed to broaden and build our digital WNC future.

Drawing Upon Our Positive Core

Collaborative, education-centric, leadership, and expertise, lifestyle

Addressing Opportunities

Education, collaboration, cultivate talent and leadership

Measuring Success

- Number of matches between experts and local needs
- Outcomes from those matches (as defined by each engagement)
- Satisfaction and continued involvement by retired community members

Prototype

Leverage OLLI and SCORE systems and processes with ***open-source connectivity*** to provide visibility to others.

Action Plan for the Next 3-6 Months

- Develop a retired expert database
 - Determine questions to ask in order to assess expertise, network and interest level
 - Meet with WNC lifelong potential contributor communities: SCORE, OLLI, Land of Sky Council on Aging, Brevard, Transylvania and Henderson County's Life Long Learners associations

Resources Required

- OLLI
- SCORE
- Other Lifelong Learning entities

Who Will Bring It To Life?

- Marc Czarnecki, marcczarnecki@webtechczar.com, 704-773-5168
- Meet the Geeks, info@meetthegeeks.net

INITIATIVE 6: INTERNET FOR ALL

Economics, inclusivity and opportunity for all communities of WNC. #connectwnc

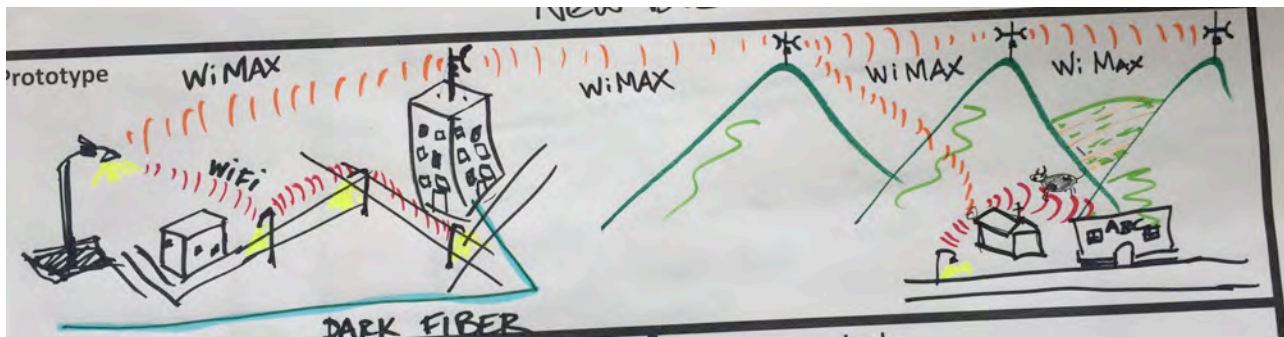
Contribution to Our Future

Increase jobs, improve education resources

Measuring Success

Increased coverage, new business

Prototype



Action Plan for the Next 3-6 Months

- Rally community support
- Map existing infrastructure
- Survey local business
- Identify and prioritize community needs
- Gain political support
- Funding strategies

Resources Required

- Funding
- Coordinating entities
- COGs
- Business, Government, Tech Education
- Info.internet.org and Facebook

Who Will Bring It To Life?

- NextGen
- Lance Ball
- Bloom IP, ramiel@bloomip.com
- ISP providers, e.g., Sky Runner, Ridgeline, Country Cable
- COG and government partners

Drawing Upon Our Positive Core

Collaborative, resourcefulness, creativity, social consciousness, leadership and experience

Addressing Opportunities

Internet access / connectivity, collaboration of strategic partnerships, public/private commitment and capital, community of professionals, influence public policy

INITIATIVE 7: COMMUNICATION COMMONS—UNITEWNC CLOUD (BACKEND)

Knowledge capturing and sharing to enhance communication effectiveness and accelerate innovation.

Contribution to Our Future

Simplify, enhance, and encourage communication

- Enhances communication effectiveness – provides a commons vocabulary for Unite - initiatives, and others
- Enables information/knowledge sharing – provides cloud-like tools and apis for Unite - initiatives, and others
- Facilitates easy-to-use information/knowledge understanding – provides modular plug-and-play inputs and views
- Accelerates generation of new initiatives

Measuring Success

Users, common language usage, new initiatives

Prototype

1. Collect information from UniteWNC Groups – provide a mechanism for Deliverable 1 collaboration.
2. Break down/input into data – (analyze information from step 1. – a continuous process)
3. Assemble data into meaningful knowledge – (synthesize information from step 2.)
4. Provide custom lenses into knowledge – provide mechanism to view the knowledge
5. Encourage participation and inclusion – encourage and engage initiatives to participate in 1.

Action Plan for the Next 3-6 Months

- Clarify goals and purpose – Establish Communications Commons development roadmap
- Meet with other groups for needs – Offline, Online (wiki/portal?)
- Document system requirements – Unite Initiatives Communication Commons Needs Identification
- Deliverable: initial draft of common communication- Unite Vocabulary Commons draft 1

Resources Required

- Time, participation from other groups
- At will participants

Who Will Bring It To Life?

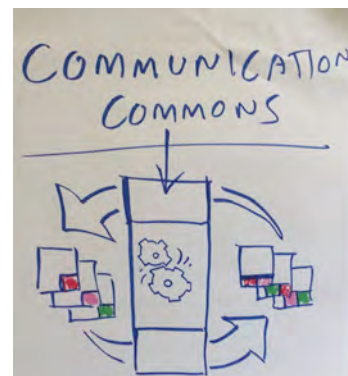
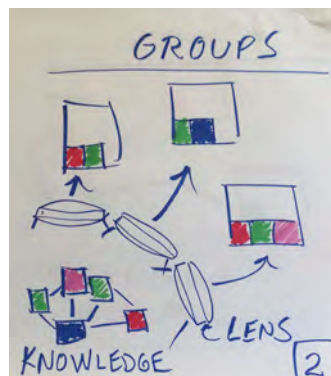
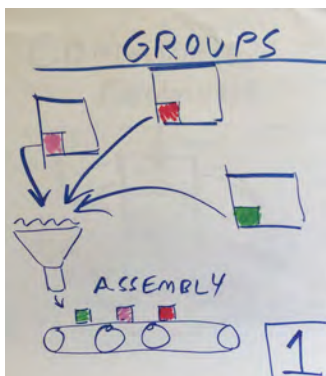
- Rand Williams, j.rand.williams@gmail.com
- Steve Newman, sdnewman1972@gmail.com
- David Grabon, davidgrabon@gmail.com

Drawing Upon Our Positive Core

Collaborative, resourcefulness, creativity, social consciousness, education-centric, leadership and expertise.

Addressing Opportunities

Collaboration, education, community of professionals, communication, integration (maintain a common knowledge vocabulary -- terms and meanings, data and information), infrastructure (building a common data sharing tool set - databases and application programming interfaces (APIs)).



INITIATIVE 8: Amplify WNC Tech

Promoting collaboration and content throughout WNC and to the world. Amplify WNC Tech connects and promote WNC tech companies and organizations.

Contribution to Our Future

In addition to providing a directory for WNC and connecting people, Amplify WNC Tech both pulls tech content to a central hub (think: website) and pushes it out to participants, thereby spreading news and events in the region. By offering best practice consulting, tech companies and organizations get better at developing engaging content. By sharing events, the hub includes a centralized calendar of events: one place to see what's going on in the region. By sharing events, the hub develops a speaker list for future events. By taking the best generated content and pushing/sharing it with media resources beyond the region, the hub promotes the region's tech and invites reporting and participation (in other words, spreading the news and attracting investors and others).

Drawing Upon Our Positive Core

Collaborative, resourcefulness, creativity, social consciousness, education-centric, leadership and expertise.

Addressing Opportunities

Collaboration, education, community of professionals, communication, Asheville/WNC branding, influence public policy

Measuring Success

Directory size, site metrics, users

Prototype

See photo

Directory, toolkits, shared content

Action Plan for the Next 3-6 Months

- Task force building
- Branding
- Toolkit content
- Populate directory
- Get feedback from stakeholders

Resources Required

- Volunteers: developers, content creators, designer, PR
- Startup promotion: funding

Who Will Bring It To Life?

Mark Bloom, mark@rayaccess.com (828-280-1686)

INITIATIVE 9: Branding WNC Tech

Magnetizing people and businesses to the WNC technology region and supporting business development through cooperation and connection.

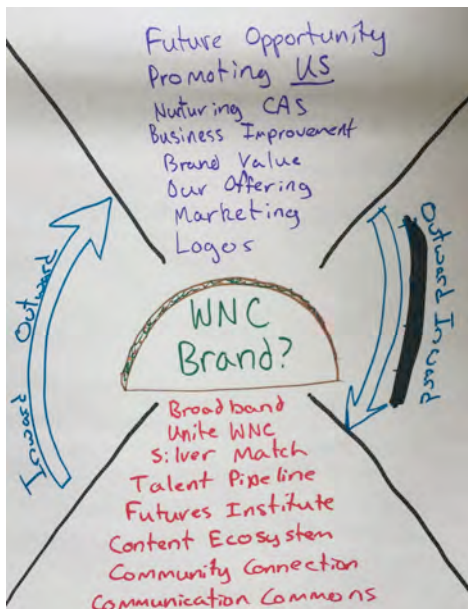
Contribution to Our Future

Cooperative business development: all boats rise. Brand emerges and technology thrives. Alignment between the market and WNC.

Measuring Success

Technology employment rate and salaries

Prototype



Drawing Upon Our Positive Core

Collaborative, resourcefulness, creativity, social consciousness, education-centric, leadership and experience

Addressing Opportunities

Tech branding, integration, community of professionals, cultivating talent and leadership

Action Plan for the Next 3-6 months

Strategy

- Map out UniteWNC initiatives
- Map our WNC talent and offerings
- Identify opportunities in WNC and the world

Tactics

- Customer/prospect surveys
- Decide marketing starting point (social media?)
- Start using UniteWNC logo to sell our products/services
- Business improvement education

Resources Required

- UniteWNC community
- Chamber of Commerce
- Marketing people/consultants
- Brand Strategist
- Graphic Designer

Who will bring it to life after today?

- Chris Filipiak, cfilipia@hotmail.com
- Paul Hartzog, paulbhartzog@paulbhartzog.com