

Michelle Long
Inspiring Keynote Presentations and Practical How-To Workshops

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Ms. Long regularly keynotes conferences and community forums, and provides hands on workshops for business and government leaders.

Topics – Workshops or presentation topics can be customized based on your objectives; here are some suggestions:

Sustainable Economies Keynote

An inspiring presentation on the power that values aligned local business networks have to reform local economies for the 21st century. Fast growing segments such as green building, sustainable agriculture, re-use, renewable energy, and local, independent retail in downtown centers, should be important pillars of any local economy. This presentation featuring stories, images, video, and case studies will help your community to connect the dots and imagine what is possible!

Think Local First Keynote

An inspiring presentation featuring stories, images, research and case studies that demonstrate why and how we can work together to support and grow locally owned businesses and the future of our communities. "THINK LOCAL FIRST" campaigns are launching in communities across North America. These programs are seen as a critical piece of a community's economic development strategy, helping to protect economic stability, job growth, and entrepreneurial vigor through nurturing and promoting a wide diversity of locally owned businesses.

How-To Workshop (on either of the above topics)

In practical, hands on intensives for local business owners and government representatives, we will walk through step-by-step program planning including objectives, timelines, budgets, communications and fundraising plans, recruiting participants, and getting started. Very interactive and best in smaller groups.





“Thank you. I think you have helped up launch the whole community on sustainability. Sometimes it seems you have to give people permission, hope or inspiration to make it happen. I completely believe you did that for us.”

~ Mike Piper, Director, Department of Community Services, Clark County, WA



“Michelle was the Longmont Small Business Association’s, (LSBA), 2007 Annual Luncheon Keynote speaker and led a Think Local First workshop for our campaign during her visit. I can’t stress enough what a positive impact Michelle has had on our community. Her enthusiastic presentation literally opened the minds of many influential people in Longmont who were initially resistant to the campaign. Our members and community leaders not only remember her but we continue to receive complimentary comments including ‘she will be a tough act to follow for future presenters’.”

Barbara Douglass, Board chair LSBA, Longmont, Colorado



“Thanks so much for your inspiring presentation at Fort Worden here in Port Townsend. We loved you! You really helped make the “going local” event a huge success!”

~ Michelle Sandoval, Port Townsend, Washington



“Your presentation to the WA State Economic Development, Agriculture and Trade Committee inspired Representatives to go home and work on these issues in their districts.”

~ Washington State Representative Kelli Linville



“All the MBA teams are using your example as the touchstone. You have truly created something very special there!”

~ Stuart Cowan, Ph.D., Bainbridge Graduate Institute



Fees

Rates are based on days away from the office. To ensure your satisfaction, a typical keynote or workshop requires 1.5-2 days preparation to customize for your needs, to incorporate up to date, cutting edge examples, and to practice. All reasonable planning communications and preparation is included.

Normal Rate: \$1500 (assumes 2 days away) + travel expenses.

* \$1000 if presentations and all travel can be done within 1 day.

* Over 2 days away: \$500 extra per non-working travel day.



Michelle Long Bio



Ms. Long is an entrepreneurial leader with experience starting and growing several organizations that support mission-driven small and medium sized business. She has built a reputation as a creative thinker, effective implementer, and inspiring leader. Besides her current position as the executive director of an innovative organization in the Pacific Northwest, she is a regular keynote speaker and consultant.

Ms. Long is the Executive Director of Sustainable Connections, a NW WA network of nearly 600 local businesses, organizations, and community leaders, committed to a healthy environment, meaningful employment, a strong community, and buying local first. Sustainable Connections is having a dramatic impact in NW Washington where the community has voted it their favorite non-profit organization, a leading environmental group awarded it their Environmental Business Hero award, and the recent Mayor called it the community's most important economic development agency. Sustainable Connections is also creating model programs that the WA State Governor says she wants emulated throughout the state, and that other communities are replicating throughout North America. These include Food and Farming, Green Building, the Green Power Community Challenge, Sustainable Business Development, a Think Local First campaign, and other member services to support and connect successful, responsible local businesses.

Ms. Long led the Business Alliance for Local Living Economies, BALLE, as National Coordinator in its first two years of operation. There she was responsible for developing a national center for local living economies, and catalyzing new peer local business networks around North America. Formerly, she conceived and co-founded Viatru (aka World2Market), an online company for connecting 'fair trade' artisan and production companies, and small farmers, with purchasers interested in buying quality products in line with their community and environmental values. Start up responsibilities included raising \$7.5 million, building a 45 person team, and forming international alliances with aid and development organizations and national media.

Ms. Long is a regular keynote speaker about sustainable economies. She is the author of *Local First: a How to Guide*, and gives workshops on creating Think Local First campaigns, running successful grassroots non-profit organizations and business associations, and social marketing. Her organizations' work has been featured in media including CNN, USA Today, the NY Times, Wall Street Journal, NPR, Orion, UTNE, and In Business, and in several documentaries and books.

Ms. Long attended both an undergraduate business program at Miami University of Ohio and a Master's of Business program at the University of Washington. She serves as the co-chair of the board of BALLE, and as a board member for the Sightline Institute. She lives with her husband and colleague, Derek Long, and three year old daughter Hadley Marie, (aka Lulu), in the coastal city of Bellingham, Washington State.