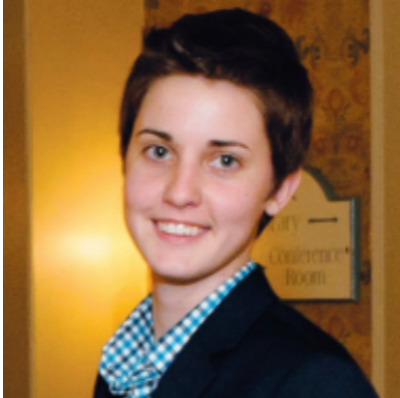


VENLY 2014

ALUMNI SPOTLIGHT

Em Shank





PEAKE 2014 ALUMNI SPOTLIGHT:

Em Shank

ANOTHER PEAKE PILOT PROGRAM FELLOW MAKES THE CHAMBER PROUD
Congratulations to 2013-14 Peake Pilot Program Fellow, Em Shank.

One measure of the Fellowship's success is how well each Fellow's year serves as the springboard for their career and professional development.

Em Shank, who served as a 2013-2014 Fellow across three adjacent chambers of commerce: Amherst Area Chamber of Commerce, Quabog Hills Chamber of Commerce, and Greater Chicopee Chamber of Commerce, exemplifies this benchmark.

Beginning in December 2014, Em will become the first Internet Marketing Specialist for a regional web development company, Union Street Media, which serves clients across the Northeast and is headquartered in Burlington, Vermont. In turn, Em will be succeeded by another outstanding Fellow for 2014-2015 who will continue serving their clients.

The company recruiting Em for this new position had tried unsuccessfully to find a candidate with the necessary blend of skills. Then the firm found Em who had secured the

unique mix of experience for this job through the Peake Pilot Program Fellowship. Em tells us:

“ The Fellowship enabled me to get this new position. I'm proud to be part of the Peake Fellowship Alumni and couldn't be more grateful for my Fellowship experience. The Peake Pilot Program gave me the background to take this next great step in my career. ”

Em will be pioneering new industry segments as the company expands its analytics and web offerings to reach a broader client pool.

From the time of Em's Mount Holyoke College graduation in May 2013 to the time Em completed the Fellowship in the fall of 2014,

Em served 75 local business leaders across 19 business categories as a community connection best practices consultant. In addition, Em had provided more than 100 personalized best practices sessions free for chamber members.

Like each Fellow, Em was selected from a competitive pool of applicants and nominated by the local chamber executives and/or higher education center for the one-year program. Growing up in Northfield, Minnesota, Em's father managed the local grocery store and was a board member of the local chamber while Em's mother served as an obstetric nurse. That upbringing taught Em that local business and civic leadership create the foundation for a thriving community.

The chambers and the Fellowship Support Team congratulate Em on the new role as Internet Marketing Specialist. We look forward to supporting Em any way we can in the Fellows Alumni Network as they continue their career.



Andrea Jung, Peake Fellowship Development Team Co-Founder

At college, Em developed excellent teamwork and self-management skills as a student-athlete with a degree in sociology focusing on complex organizations. Despite Em's achievements, Em would have had to leave the Pioneer Valley after graduation if not for the Peake Pilot Program Fellowship.

“Local employers told me that it wasn’t personal, but they’d want me to get experience elsewhere or go back to school for a graduate degree and then reapply if I wanted a position locally.”

At the annual dinner of the Quaboag Hills Chamber of Commerce, Em addressed the group: “Many businesses don’t realize how much of a difference recent graduates and returning veterans can make with the right training and certification in helping local businesses with social media. Because of the Chamber’s support and the Fellowship, I got to do the kind of high-impact work I had always hoped to do with my degree!”

Amherst Area Kick Off



Right to Left: Em Shank (Peake Pilot Program Fellow), Jim McSweeney (Owner, Hilltown Tree and Garden), Tony Maroulis (Executive Director, Amherst Area Chamber of Commerce), Chiderah Okoye (Executive Director, Venly), Jane Wald (Executive Director, Emily Dickinson Museum), Larry Severance (Owner, The Loose Goose Cafe), Elliot Oberholtzer (Peake Pilot Program).

Fellow in Action



Em with Northeast Solar's Marketing and Technology Lead Andrew Cunningham, a Fellows Service client and member of the Amherst Area Chamber and Northampton Chamber of Commerce.

The ovation Em received from the chamber's membership made clear how much the chamber members appreciated Em's service, and the feeling went both ways. Looking back, Em said: *"I definitely relied on the local chamber leaders to coach me on how to approach the business community. That was incredibly valuable. Initially, I didn't know a whole lot about local chambers commerce or what exactly they did. But after working so closely with them, they're definitely the heartbeat of the local community."*

Em's strong work ethic came reinforced by the solid advice given by Em's father Alan: If you're not serving your customer, then you better be serving the person who is. Em's colleagues began referring to this as "Alan's Law," and it became a daily guide for Em and the Fellowship Support Team.

The Peake Fellowship Development Team knows that Em will succeed in whatever high-impact career and mentorship roles Em assumes. On be-

We were really struggling with how to assert a social media presence and how to tie that into an overall public relations plan, Em, and the predecessor Fellow, really helped. It was like turning on a light switch in a dark room.

Jane Wald, Em's Client and Executive Director of the Emily Dickinson Museum



Peake Fellowship Development Team Co-Founder Andrea Jung (above) with (left to right) Fellow Em Shank, Whirl Wind Farm Kennel owner, Amherst Area Chamber member, and Fellows Service client, Anne Maxon, and Venly Community Connection Campaign.

half of Em's friends, colleagues, and clients at the Amherst Area Chamber, the Quaboag Hills Chamber, the Greater Chicopee Chamber, and the Fellowship Support Team, Peake offers Em our warmest appreciation and best wishes. Em's service as a Fellow to these communities and chambers make Em a proud alumni of the program. **We'll stay in touch.**