



Building Regional Networks: A Case Study

June Holley, Network Weaver
October 13, 2012









Concord Grape Belt
HERITAGE



Lake Erie
Concord
Grape Belt

Association

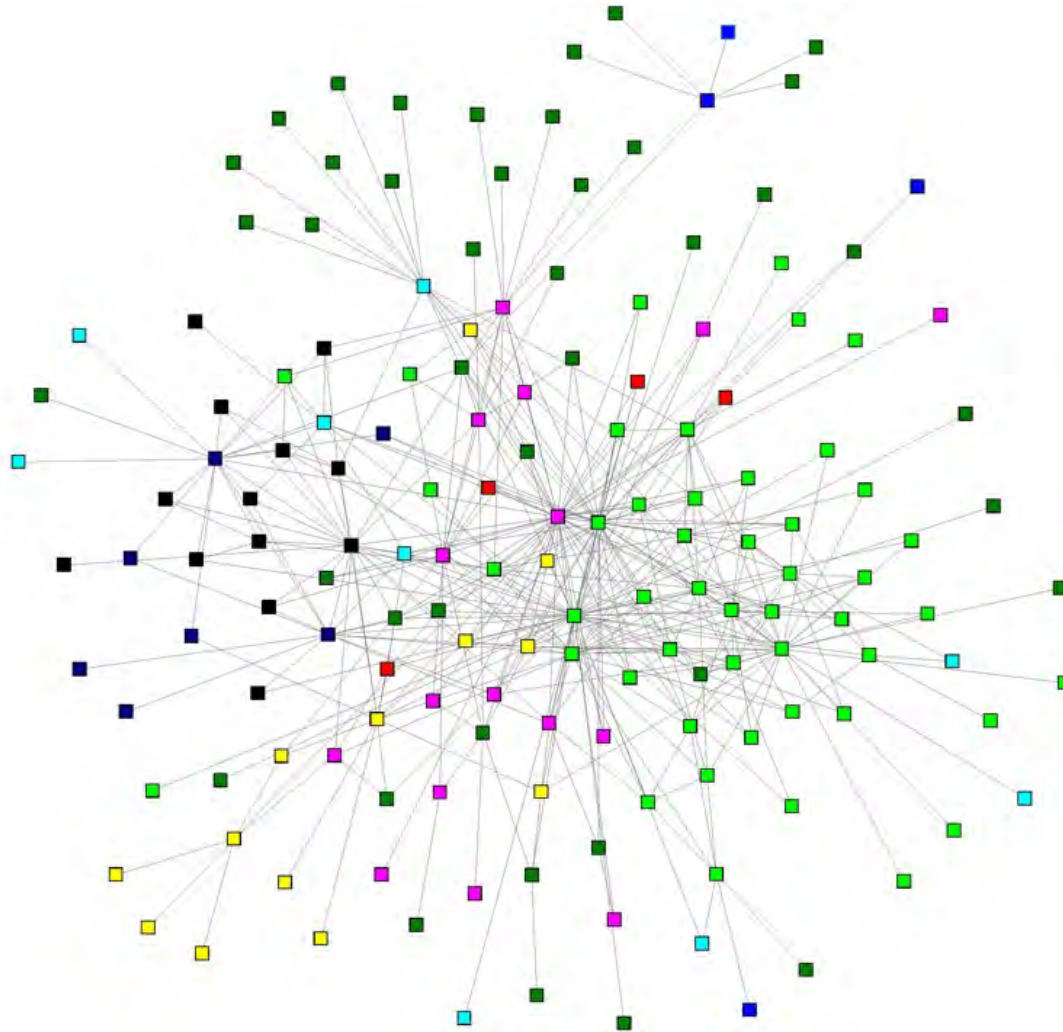
The Oldest & Largest Concord Grape Region

The Regional Flavor Learning Cluster 2005-2009



Create a Peer
Learning Group with
People from Other
Communities

Innovation Network



Lesson 1. Building Relationships with Other Communities

Regional Flavor



$$\begin{array}{c} \text{Assets} \\ + \\ \text{Cross-sector Projects} \\ = \\ \text{Regional Flavor} \end{array}$$



Entertainment

Farmers

Foundations

Tourism

Higher Ed/
Research

Business

Restaurants

Heritage Orgs

Econ Dev

Lodging

Artisans

Recreation

Government



Lesson 2. Adopt a
Strategy that
Encourages People to
Work Across Silos of
Geography and Sector

Network Weavers



Network Leaders

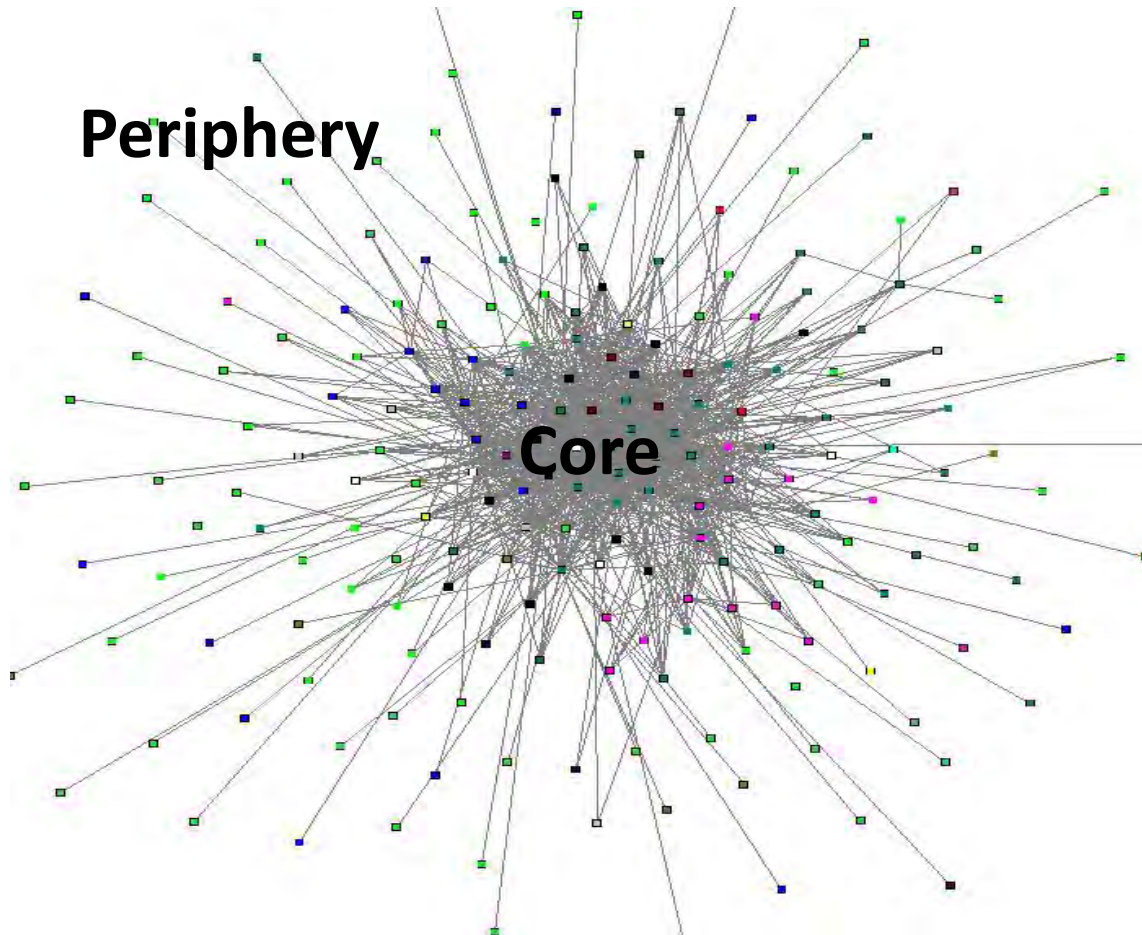
**Organizational
Leadership**



Directive

Smart Networks:

Most helpful in promoting collaboration & innovation



Periphery draws in new ideas & resources

Core of overlapping clusters means people can find others who are different from them to work with

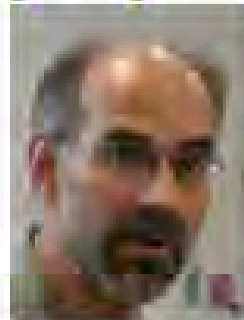
Lesson 3. Learn about Networks and Network Leadership





“Enhancing Our Regional Flavor – A Tool For Economic Development”

As a host for the gathering, I had the experience of seeing our region through the eyes of a visitor...one way this played out was having the change in perspective from 'what is missing' or 'not quite right' to seeing things in a more positive way. Also, many things were brought to our attention which could be improved upon, which we may not have seen or may have thought were beyond our scope, but are doable. As usual, these gatherings help generate new energy and direction in my work here.



*Robert Green
Culinary & Wine Institute, Mercyhurst College*

Lesson 4. Connect Your Region to the Rest of the World

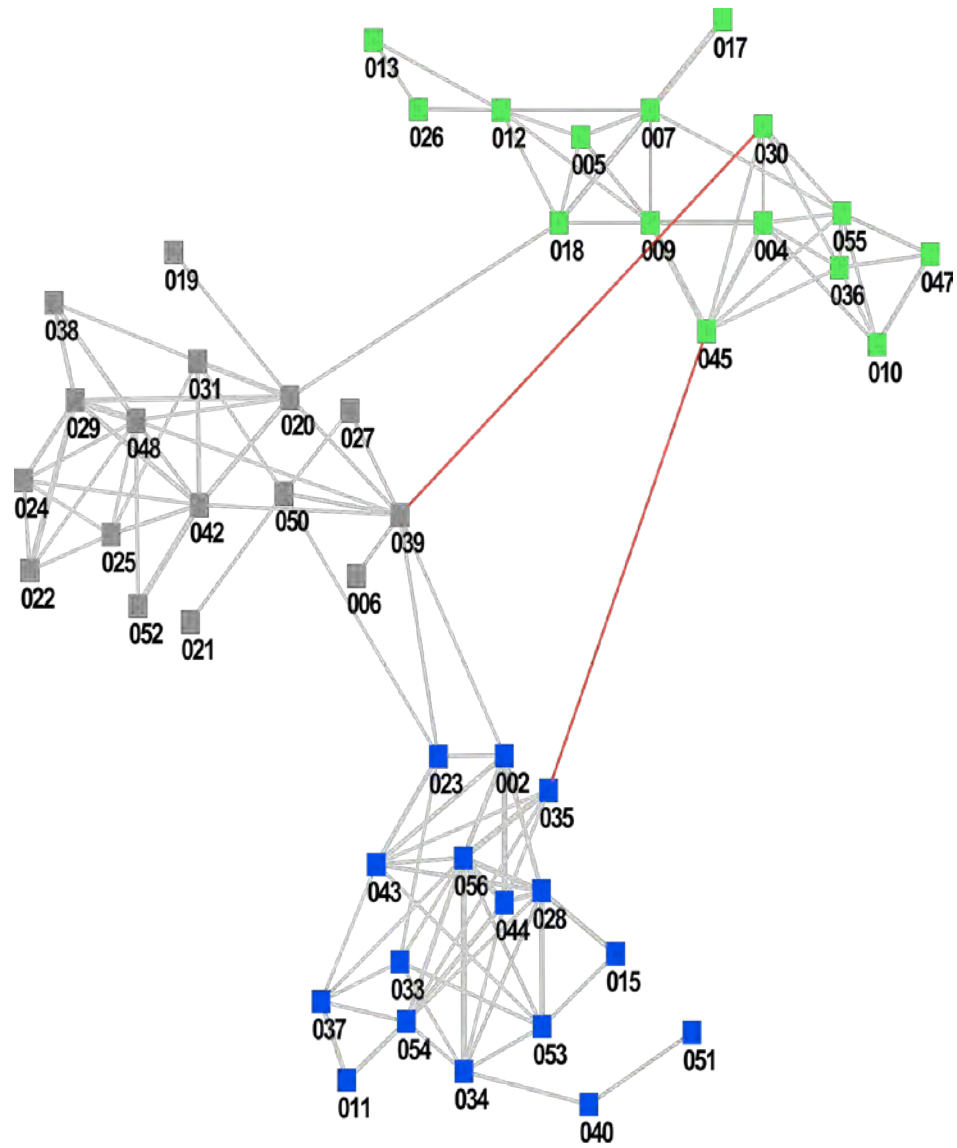


We need experiments

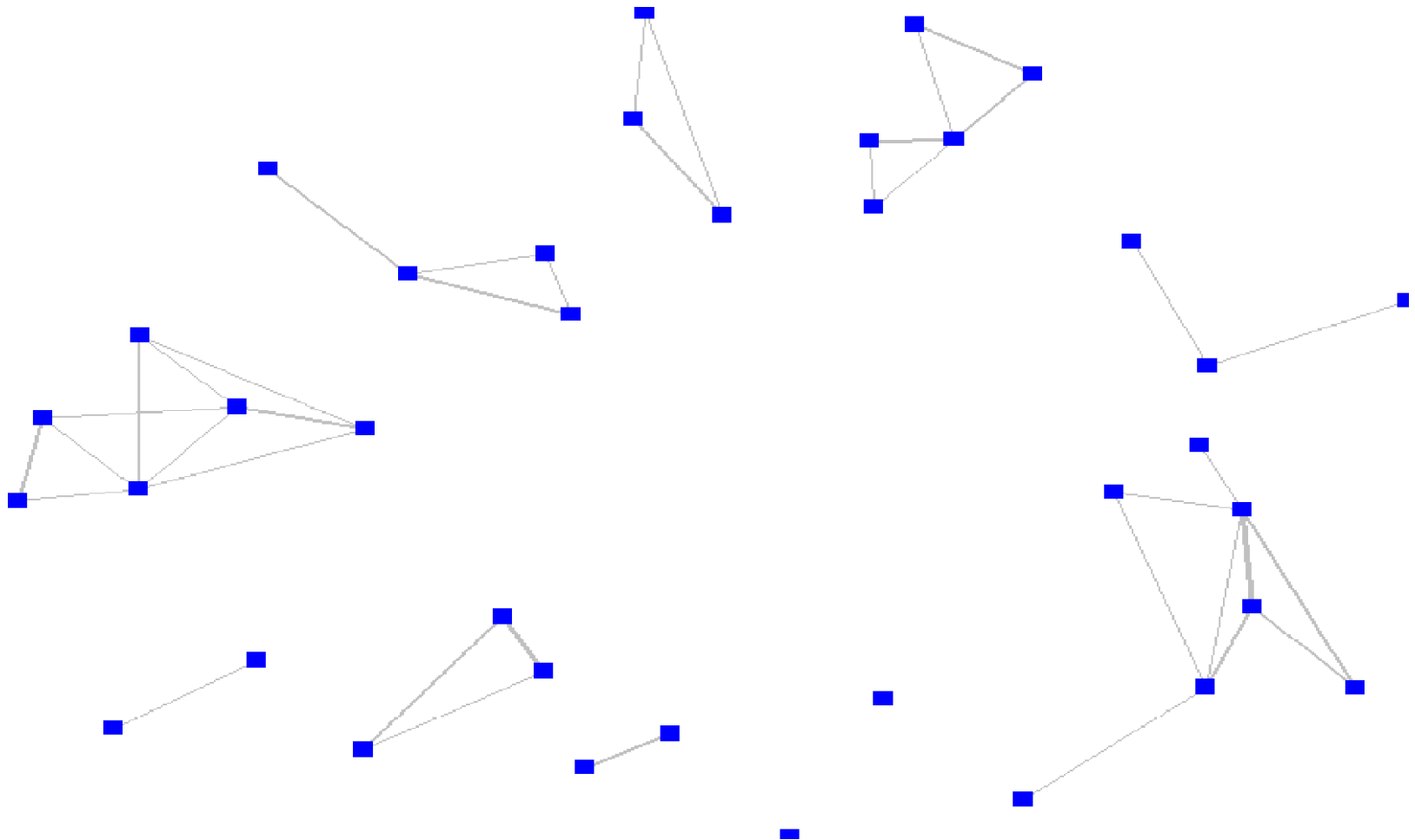


Bring people together who haven't worked together before





Isolated Clusters



How do I get people from
different towns to talk to each
other?

Step 1: Deep listening



Step 2: Close triangle



Step 3: Small Acts









a **Grape** way
to **stay healthy.**

Look inside for more delicious recipes
and important information about
the antioxidant power of grape juice
made from Concord grapes.

Concord Grape Shake

- 1 cup Concord grape juice
- 1 cup skim/1% milk
- 6 ounces fat-free vanilla yogurt
- Dash nutmeg
- Dash cinnamon

Pour all ingredients into a blender and mix on high
until frothy. **A grape way to start your day!**

For more GRAPE information please visit us at:
www.healthyconcordgrapes.com



GRAPE JUICE, WINE, TABLE GRAPES FOUNDATION RESEARCH, EDUCATION, PROMOTION

www.NewYorkWines.org



CONCORD
Grape Juice
Here's to your health!

**LOCAL
FOOD HERO
COOK-OFF**

Saturday, Aug. 15th

MOORE PARK



CHATEAU COUNTY VINO & WINE

REFERENCE
Crafted

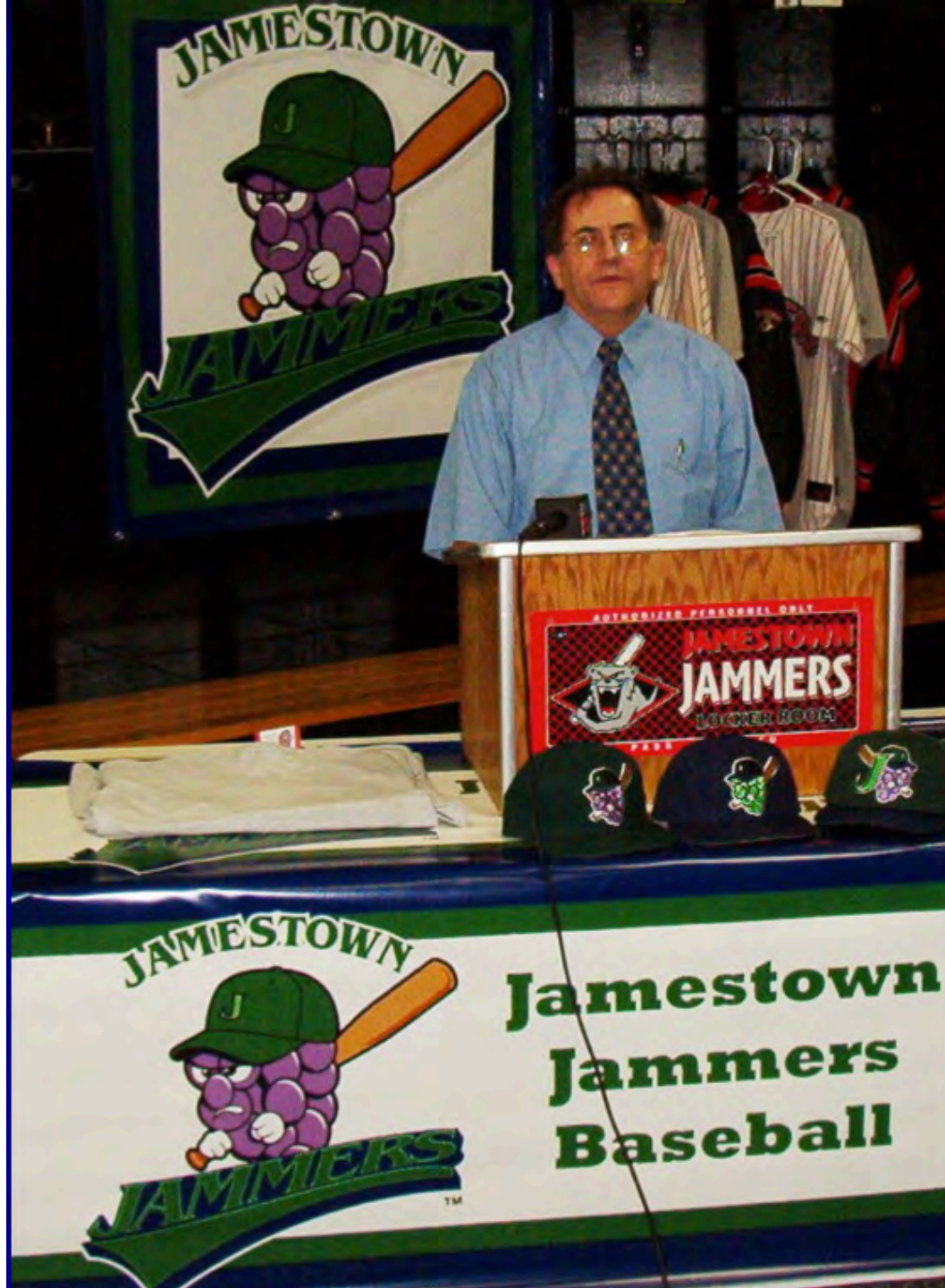
G...
9

Lava E...
Savatini

CHATEAU COUNTY VINO & WINE

CHATEAU COUNTY VINO & WINE
THE CHATEAU COUNTY VINO & WINE





**Jamestown
Jammers
Baseball**

[Home](#) | [Plan A Visit](#) | [Regional Flavors](#) | [Festivals](#) | [Grape Recipes](#) | [Pressroom](#) | [Maps and Locations](#) | [Contact Us](#)



HERITAGE • HOSPITALITY • HEALTH

*Welcome to America's Grape Country,
home to America's native grapes,
the Chautauqua-Lake Erie Wine Trail,
farm markets, lighthouses,
scenic vistas and historic trails.*

Chautauqua County
Visitors Bureau

Chautauqua-Lake Erie
Wine Trail

Lake Erie Concord Grape
Belt Heritage Association

DELIGHT YOUR SENSES

in the Chautauqua-Lake Erie Grape & Wine Region

Celebrate America's Grape Country Week, August 15-23, 2009

Look for Purple Pennants and Ask About the GREAT GRAPE RACE! Stop at a local winery to register, complete a race form and enter for a chance to win prizes filled with all kinds of regional flavors. Adults and kids are welcome to enter.

Follow the links below for more information on individual events, locations and times. Call 1-866-908-4569 or visit the [Chautauqua County Visitors Bureau](#) for an official Travel Guide or Chautauqua - Lake Erie Wine Trail brochure to help you navigate the region. We hope you enjoy your travels through America's Grape Country!

Saturday, August 15

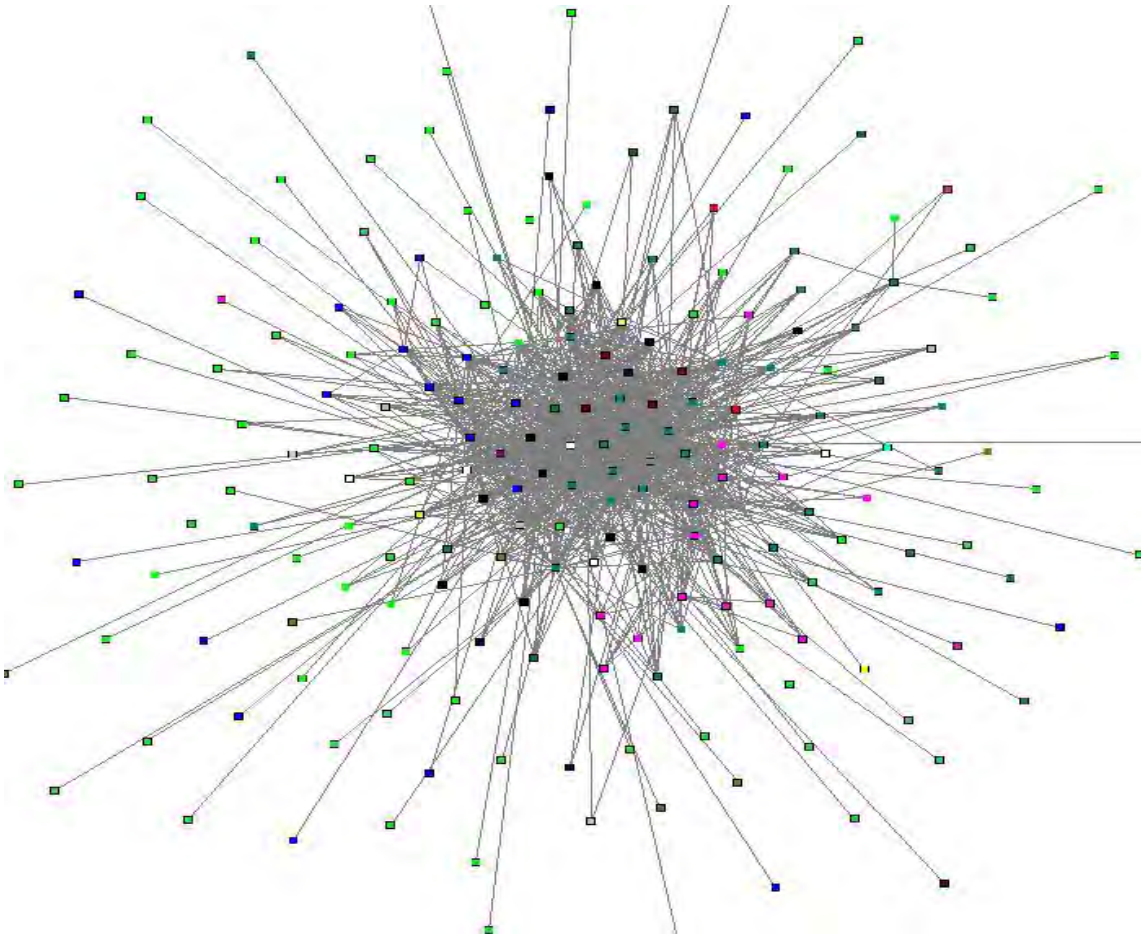
- [America's Grape Country Wine Festival](#) - Chautauqua County Fairgrounds, Dunkirk / 10 am - 6 pm
- Westfield Farmer's Market and Art in the Park - Moore Park, Westfield / 9 am - 2 pm
- Blessing of the Grapes - Moore Park, Westfield / 11 am
- Official start of the Great Grape Race - Wine Festival, Dunkirk and Moore Park, Westfield / 11:30 am
- Local Food Heroes Cook-off - Moore Park, Westfield / 2 - 8 pm
- 8th Annual International Lighthouse Festival - [Dunkirk Historic Lighthouse](#)

Lesson 5. Coach People in Your Region to Start Innovative Collaborative Projects



Smart Networks:

Most helpful in promoting collaboration & innovation



- Core consists of clusters w different perspectives who know & trust each other
- Periphery draws in new ideas & resources
- This represents a Field of Potential for action

Scale

Working with elected community and state leaders



Becoming New York's first Agricultural Heritage Area Creates Many New Partnerships

Cornell University's New \$5.5 million Grape laboratory



Grape Discovery Center



Lesson 6. Scale Through Bigger Collaborative Projects which require the region to become a Policy Network

Be Rhizomatic!













CHAUTAUQUA

I ♥ NY.

County Travel Guide



Visit the Chautauqua Allegheny Region
www.tourchautauqua.com

2007

♦ Welcome to ♦



HISTORIC NORTH EAST















Lesson 7. Scale Through Support for Expanding and Spreading Successes

Loan pools

Innovation Funds

Self-funding Through
kickstarter.com

terra madre travel fund

21 days remaining

CONTACT ORGANIZER



Information

Help us raise \$3000 to send Michelle Ajamian and Brandon Jaeger to their appointment as US delegates at Terra Madre in Italy this year, where their revolutionary work on staple food (grain, beans, oil seed, and nuts) can grow through being part of the international network of those who are convening under the conference theme of Feeding the Planet. Any amount you can offer will help.

Since 2008, Michelle Ajamian & Brandon Jaeger have been leaders in building

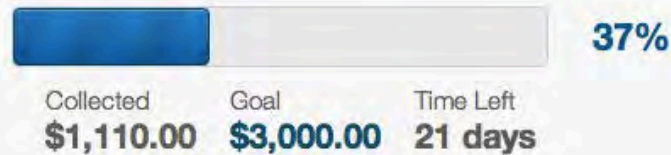
www.wepay.com

www.kickstarter.com

Like 55 Send

+1 0

Tweet 0



Suggested Donations

\$100.00

30 people giving \$100 each will mean we reach our goal

\$50.00

60 people at \$50 each will mean we reach our goal

\$20.00

150 people at \$20 will mean we reach our goal

\$ 0.00

Donate

Donor List

25 donors

Lesson 8. Restructure money so it supports innovation and networks

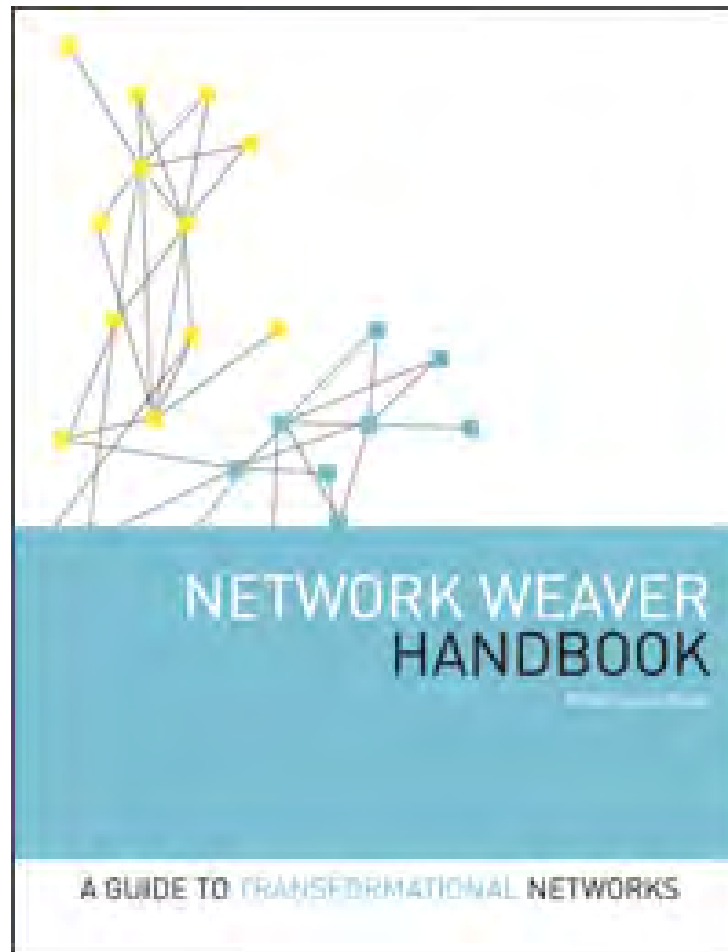


Lesson 9. Celebrate and Reflect

Network Steps

1. How can I help leaders need to see themselves as Network Weavers: connecting others and helping them self-organize?
2. How can we help our region develop a periphery that brings in new ideas?
3. How can we encourage “unusual suspects” to work in small groups on small projects
4. How can we encourage successful projects to expand?
5. How can we develop a system of network support for the region?
 - Innovation Funds
 - Spreading and expanding successes throughout the region
 - Peer support for network weavers
 - Celebrate, learn and reflect: what is working, what’s not?

Network Weaver Handbook



For more information:

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- Network Weaver Handbook
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- Natalie Woodroffe nwoodroffe@gmail.com
- NW Facebook
<http://www.facebook.com/groups/339757846085496/>