

## Berkshire Trendsetter Winners Announced at 1Berkshire's Celebrate the Berkshires

**BERKSHIRE COUNTY, MA** – September 14, 2017 – With over 300 people present, 1Berkshire honored the Community of North Adams for Putting the Berkshires on the Map and presented the highly coveted 2017 Berkshire Trendsetter Awards at the seventh annual Celebrate the Berkshires event. The Trendsetter Awards recognize businesses, organizations, and individuals whose outstanding achievements and commitment have strengthened the economy and helped the Berkshires grow.

In the **Comprehensive Marketing Campaign** category, **Shakespeare & Company** took home the award for their use of Google and Facebook analytics to more effectively track activity thereby creating a marketing campaign that was specifically targeted. It has shown impressive results. Using the information, they have gathered, they are also working collaboratively with other cultural organizations to co-market, not only to build their audience, but to promote the Berkshires as a world-class destination.

The **Newcomer of the Year** award was presented to **Senator Adam Hinds** for an outstanding first year in office during which he has ensured every constituent or community leader who reaches out for assistance is well served. He has also secured key leadership positions within the Senate and has developed an aggressive agenda for Western Massachusetts as well as secured key funding initiatives in the FY2018 Senate budget.

**McCann Technical High School** was named **Nonprofit Impact** winner for their exemplary programs that respond to the workforce needs in the area by aligning technical programs to meet these requirements. These programs are quickly helping to fill the gap in workforce alignment noted by C-suite executives and elected officials throughout the county.

Winning the **Creative Economy Standout** award was **Jacob's Pillow Dance** for bringing in thousands of visitors to the Berkshires every year for their summer performances. They inspire creativity in so many people within the Berkshires as well as those who visit and have enhanced their offerings with the opening of their new year-round facility.

**Allegrone** received the **Growing/Advancing the Berkshire Economy** award for its dedication to tackling the needs of a growing population and downtown revitalization. They have added new housing stock to a market that needed it desperately and will help to attract younger people to live in the Berkshires, helping to revitalize downtown Pittsfield, Great Barrington and Lenox.

**Jessica Vecchia** of Pittsfield was named the **Under 40 Change Maker** for her passion and hard-work within the community. As the Executive Director of Alchemy Initiative, she has partnered with many other organizations and is known as someone who is smart and strategic but also rolls up her sleeves every day to work hard for the community.

The **Entrepreneur/Visionary of the Year** award was given to **Tad Ames** for his vision and tireless work on creating the High Road for the Berkshire Natural Resource Council. Tad has been a strong voice in the region for the protection and preservation of our natural resources for years and has been very active in many working groups around the Berkshires.

Closing out the evening, **the Community of North Adams** was recognized as the special honoree for **Putting the Berkshires on the Map**. The community of North Adams significantly contributed to enhancing the overall image of the Berkshires through exceptional collaboration by public and private entities over the past year. The people of North Adams have worked together to invigorate the public's perception of the city and it was this type of collaboration that earned them this special designation. Mayor Alcombright and several community leaders were on hand to accept this prestigious recognition.

## **About 1Berkshire**

---

*1Berkshire is a county-wide organization focused on economic development and promotion of the region as a preferred place to visit, to live, and to grow a business. It provides programs that connect businesses with each other and with potential customers, as well works to develop future leaders and support entrepreneurs. For more information, visit [1Berkshire.com](http://1Berkshire.com).*