Kelly Cain -------------

Kelly is Director of the St. Croix Institute for Sustainable Community Development at the University of Wisconsin–River Falls. He also co-coordinates the Masters Degree program in Sustainable Community Development launched in May of 2005.

Kelly is actively involved in community outreach and service learning in the St. Croix region, speaking and consulting on green design, business models, and community development, as well as sustainability-based lifestyles. Kelly has served on a variety of municipal, town, and county boards and committees, including six years as a Town Supervisor. His work in international projects ranges from China’s Tibetan Plateau to Nicaragua.

Kelly lives with his wife, Ruth, on a five-acre subsistence farm, in an 80-acre intentional community outside of River Falls. He and Ruth have three children: Sarah, Noah, and Simon.

Besides his family, his other passions are gardening, woodworking, hunting, fishing, reading, walking, and just plain breathing.

Joan Mathison -------------

Joan Mathison’s life work reflects a profound appreciation for sense of place and the importance of community.

As a Main Street Project manager and later consultant to the Minnesota Dept. of Trade and Economic Development, she helped communities leverage their cultural and architectural heritage as an economic development tool to revitalize their commercial districts.

As a public relations professional, nonprofit director and volunteer, she has worked to develop partnerships among the various groups that have a stake in the community.

As a food artisan, consulting pastry chef and citizen, Joan is working with her neighbors to promote public health and well being by rebuilding community food systems.

Joan values her experience working for socially responsible companies, which has shaped her vision as an entrepreneur.

With a unique perspective learned by managing public/private partnerships at historic sites, she helps business, nonprofits and government develop long-
range plans for a sustainable future by reusing land and buildings, preserving open space and critical habitat and protecting air quality and water supplies.

Joci Tilsen -----------

Joci Tilsen has been Assistant Director for the Minnesota Food Association since 2006 and was co-owner of The Valley Bookseller from October 1998 until April 2008. Joci served on the Chamber Commerce Stillwater Committee from the fall 2001 through 2005. From 2001-2006, Joci was on the Board of Directors for the Upper Midwest Booksellers Association and served as president in 2005.

Joci has more than 20 years of nonprofit management experience, 13 of those years as Executive Director of two different nonprofit organizations. Joci has a double Master’s degree in Health and Human Services Administration and Management. She has a broad range of experience in direct service and administration.

Joci is committed to local economies and while owning the bookstore, was one of the founding members of Metro IBA in the Twin Cities and Summer Tuesdays in Stillwater. She is a founder of Valley Reads, a regional one-book reading community effort, and an active member of What We Need Is Here, a collaborative of nonprofit groups united to take action toward and promote sustainable living in the St. Croix Valley.

As a founding member of Think Local First on the St. Croix, she strongly believes that living and working in a regional economy with attention to where we spend our time and dollars is critical to a healthy environment, economy and families.