



New Greenfield Business Association coordinator Caitlin von Schmidt works to find ways to entice people to shop locally



By [Cori Urban](#)

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GREENFIELD—As the new coordinator of the [Greenfield Business Association](#), Caitlin von Schmidt is working to find ways to entice people to shop locally, ensuring they spend their money in their own community to support its services.



Caitlin von Schmidt stands on Main Street in the Franklin County city of Greenfield where she works as coordinator of the Greenfield Business Association.

Cori Urban photo

“A big part of my responsibility is making sure people know what’s here and making sure people use what’s here,” she said. “There are more than 17,000 people in Greenfield, and if they’d all shop here, what a difference that would make.”

Since replacing Kate Snyder as coordinator in mid November, von Schmidt has worked on a [Home for the Holidays](#) event that included a visit from Santa, caroling and a holiday window contest, all aimed at gathering people downtown for a good time and shopping.

Besides working on business association events—which also include a member showcase—von Schmidt works behind the scenes as a support to businesses to help them promote themselves.

The association currently has about 100 members; new members are welcome. “New businesses are opening up all the time. It’s exciting,” von Schmidt said. “I love the idea of helping businesses be all they can be in [Greenfield](#), making it a more vibrant community.”

A native of Cambridge, von Schmidt graduated from [Amherst Regional High School](#) in 1978 and earned a bachelor of fine arts degree in painting from the University of Arizona in Tucson and a master of fine arts degree in artisanry from the University of Massachusetts at Dartmouth.

She worked in museum marketing in Providence, then moved to [Greenfield](#) five years ago. “I love the small-town

nature and felling of possibilities," she said. "It's a wonderful community of people."

The Greenfield Business Association's representative on the Greenfield Master Plan Advisory Committee and chair of the [Greenfield Local Cultural Council](#), von Schmidt said one of Greenfield's assets is its "functioning downtown" with stores and restaurants.

However, like other communities, Greenfield has been challenged by a slowed economy and commerce competition from malls and on-line retailers.

A freelance graphic and web designer, von Schmidt said she brings to the business association a background in marketing and design as well as enthusiasm for new ideas.

Her office hours at the [Franklin County Chamber of Commerce](#) are Tuesday, Wednesday and Thursday from 8:30 a.m. to 2:30 p.m.

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