

Southern Berkshire Chamber of Commerce to Hold 4th Annual Women in Leadership Luncheon and Awards

Great Barrington, Mass. (February 12, 2026) – The Southern Berkshire Chamber of Commerce will hold the 4th Annual Women in Leadership Luncheon and Awards on Thursday, March 12, 2026, at Barrington Hall (formerly Crissey Farm) in Great Barrington.

The Southern Berkshire Chamber and our Lead Sponsor Berkshire Money Management are excited to celebrate women in both official and unofficial leadership roles – from business owners and organization directors to volunteer mentors and experts in their fields – who have contributed to the Berkshire region in ways that might not otherwise receive adequate recognition. The nomination process, which was open from January 13 through February 2 year, asked for nominations in five categories: Mentor Leader, Rising Star, Equity & Justice Advocate, Hidden Gem, and Change Maker. The nomination survey was open to the public, and the nominees could be anyone who identifies as a woman and who does business in the Berkshires, whether in a for-profit or non-profit field.

The recipients were selected from over 80 nominations by a non-Board sub-committee and then submitted to the Southern Berkshire Chamber of Commerce Board of Directors.

The **2026 Award Recipients** in each leadership category are:

2026 Women in Leadership Awardees



Rising Star

Carli Scolforo- Berkshire Busk

Carli Scolforo is the Managing Director of Community Busk Inc. For the past six years she has overseen programming, marketing and fundraising for their festival Berkshire Busk! while serving as the voice of the festival's social media presence.

Carli began her career as a music journalist, with bylines in nationally-reaching digital outlets including Paste Magazine and Spindle Magazine, as well as regional publications like The Berkshire Eagle, The B Magazine and Berkshires Week. Upon returning to her hometown in Pittsfield, she co-founded a media and marketing agency dedicated to supporting local businesses and amplifying community staples.

Through her work with Community Busk, she had developed a passion for creative placemaking and a belief in the power of cultural events to transform public spaces and foster community pride. She has presented the case study of Berkshire Busk! to municipal leaders across the Northeast, including the Connecticut Main Street Center's Placemaking

Summit in New Haven and the Massachusetts Municipal Association's "Connect 351" conference in Boston.

In addition to her work with Berkshire Busk! Carli continues to freelance for regional publications, provides marketing support to local organizations, and serves on the steering committee of the Downtown Great Barrington Cultural District.



Equity & Justice Advocate

maayan nuri héd – seeing rainbows

nuri is a trans femme Jewish ant disciplinarian artist. A mother, a performer, community organizer, and writer, she lives and creates on unceded Mohican land in the Berkshires of western Massachusetts.

Her practice is in seeking the holistic integration of community organizing, liberatory visioning, radical artmaking, mutual aid, stewardship and (re)connection with nature, and the magic of the mundane to summon pockets of liberatory experience. Informed by her experiences as an artist, a domestic violence survivor, and as a nonprofit arts professional, she works to foster creative expression for collective liberation and to actively challenge and unmake racist, colonialist structures in the arts.

nuri makes art with tools at hand — thrifted apparel, portable instruments, percussion, and modern tools like samplers and loopers — found and free sounds and scraps and videos.



Hidden Gem

Natalie Wheeler – Berkshire Money Management

Natalie is the President and Chief Operating Officer of Berkshire Money Management, an independent registered investment advisory firm rooted in the Berkshires and serving clients well beyond the region. In her role, Natalie oversees firmwide operations, human resources,

compliance, and strategic growth while supporting teams across the firm's offices in Dalton, Great Barrington, and the recently opened Williamstown location.

Known for her calm, steady leadership style, Natalie is the person who connects the dots behind the scenes. She specializes in building systems, supporting teams, and translating big ideas into practical, sustainable execution. Her approach to leadership is grounded in

collaboration, transparency, and trust, with a strong belief that people do their best work when they feel supported and empowered.

Natalie is deeply committed to fostering a positive workplace culture and investing in the growth of those around her. She takes pride in mentoring team members, strengthening internal processes, and helping the organization's scale without losing sight of its values. While much of her impact happens quietly, her influence is felt throughout the firm and across the communities it serves.



Change Maker

Margaret Moulton - Berkshire Grown

Margaret Moulton is the Executive Director for Berkshire Grown. Margaret directs 5 staff members who deliver Berkshire Grown's programs that support local food and farms in the region. Margaret sees her role as keeping the organization focused on creating a thriving local agricultural economy by expanding direct market opportunities for local farmers, raising awareness and understanding of the issues challenging our local food system, and making fresh local food available to all members of the community, especially families facing food insecurity.

Margaret brings multiple experiences in program development and community-building work to Berkshire Grown. A visual artist, gardener, and educator, Margaret Moulton holds a BA in Philosophy, and an MFA in Photography. Her professional experience began in photojournalism and later expanded into visual arts teaching and museum education programming. She taught fine art photography at Stanford University, Mills College and San Francisco State University, and developed public programs to connect museum visitors to art at the Hudson River Museum and the Katonah Museum of Art. She later applied her educator's skills as a volunteer at Stone Barns Center for Food & Agriculture, leading her to follow her passion to support small local farmers.

Margaret lives and works in Great Barrington with her husband Rob Shaeffer and their dog Annie. Their daughters live in the Hudson Valley, where Brent manages Plane Meadow Farm, a small, diversified vegetable farm, and Faith works with farming-aligned nonprofits.



Mentor Leader

Cherri Sanes – ExtraSpecialTeas

Cherri is the Co-Founder and now Assistant Executive Director of ExtraSpecialTeas, a non-profit community tea house with two locations in Great Barrington and Housatonic, Massachusetts. Driven by her profound belief in integrating individuals with disabilities into the community through vocational training, Cherri helped establish the organization in 2016 and served as its Executive Director until 2025.

ExtraSpecialTeas' core mission is to employ young adults with special needs. The inspiration for this vital work stems from Cherri's personal journey of raising her son, Jache, who is on the autism spectrum. The organization has grown significantly and currently employs 37 people with various disabilities, supported by 17 staff members across both tea houses.

Cherri has dedicated nine years of volunteer service to the tea house, making significant contributions to its success. Her work was formally recognized in 2017 when she was honored as one of the Commonwealth's Unsung Heroines by the Massachusetts Commission on the Status of Women. This award celebrates exceptional women, nominated by their district legislators, for their positive impact on their community and the Commonwealth.

ExtraSpecialTeas is scheduled to celebrate its 10th Anniversary in April 2026.

Congratulations to all this year's winners!

The event also features a Power Panel of speakers on the topic of Women in Leadership in the Berkshires.

We'd like to extend our deep appreciation for the businesses that help make these events possible. Our Lead Sponsor, Berkshire Money Management and our supporting sponsors, Pittsfield Cooperative Bank, Lee Bank, Wheeler & Taylor Inc., Greylock Federal Credit Union, NBT Bank, Beacon Bank, CHP Berkshires, Adams Community Bank, and Fairview Hospital.

To attend or sponsor this event, contact the Southern Berkshire Chamber Business Office at 413-528-4284 or go to the SBCC website, www.southernberkshirechamber.com, and click on "Women in Leadership Luncheon and Awards" in the "Events" tab.

About the Southern Berkshire Chamber of Commerce

The Southern Berkshire Chamber of Commerce is a not-for-profit organization governed by a volunteer Board of Directors. Based in Great Barrington and representing the nine towns of the Southern Berkshire region, the Chamber has a mission to promote business prosperity and a healthy, inclusive community by providing information, services, and advocacy for its members. Each year, the Chamber publishes a printed guide to the Southern Berkshire region, hosts monthly networking events and quarterly workshops, provides information and referrals to residents and visitors, promotes member events and happenings in a weekly e-newsletter, and organizes the popular Holiday Shop, Sip and Stroll in downtown Great Barrington each December.