

# Matthew Hoey: Quaverly Rothenberg gets economic development

I know the real Quaverly Rothenberg, and she is not the caricature some opponents have tried to depict. I know her as a leader who listens, convenes, and does the work. She asks smart, forward-looking questions and brings people with diverse perspectives and expertise into the room to chart the best paths forward. This is exactly the mindset Northampton needs if it's going to thrive.

As someone who has spent my career building ventures and supporting innovation ecosystems, I know what effective economic leadership looks like. Too often, Northampton's economic life has been shaped by old networks that keep opportunities out of reach. Storefronts sit vacant, small business owners struggle, and aspiring founders are left without support. Rothenberg refuses to accept that status quo. She recognizes Northampton's strengths — five world-class colleges surround us, along with a base of creative talent, and entrepreneurs ready to invest — and she knows how to connect those resources to unlock collective potential.

Quaverly is a convener. She doesn't just listen politely; she brings experts together, asks hard questions, and helps craft solutions. She understands the pressures on local business owners and approaches them with empathy and curiosity. She knows that collaboration – not silos nor political camps — is what drives successful economies and healthy communities.

While her candor is sometimes misunderstood, I find it refreshing, because it reflects a deeply loyal commitment to constituents: the courage to name what isn't working and the creativity to build better systems. Whether it's supporting brick-and-mortar shops, checking in with business owners, or convening experts to discuss attracting technology, manufacturing, and stronger Five College partnerships, Quaverly sees the bigger picture. She knows the only "team" that matters is the people of Northampton.

I know Quaverly to be thoughtful, pragmatic, and deeply invested in this city's future. That's why I'm voting to reelect Quaverly Rothenberg for Ward 3 City Council. We need leaders who think big, embrace collaboration, and are driven to grow a vibrant economy that works for everyone.

Matthew Hoey

Northampton