

STRATTON

magazine



HOLIDAY

CHARGING AHEAD

Erik Moses helps power Southern Vermont's transition to EVs with Cellerate Power, building Vermont and New England's fastest charging station near Stratton

STORY BY BENJAMIN LERNER • PHOTOGRAPHY COURTESY ERIK MOSES

Across from the base of the Stratton Mountain Access Road, an EV charging station has taken shape, intended to significantly enhance Electric Vehicle (EV) charging in Southern Vermont for visitors and locals. Led by Erik Moses and his company, Cellerate Power, this high-speed EV charging station is designed to be more than just an energy stop. It's an achievement that blends cutting-edge technology with local stewardship, deep personal roots, and a visionary sense of purpose. "Launching this company is a culmination of my professional and personal background, experiences, and interest in starting a business in Southern Vermont, where my family and I feel very connected," says Erik. He adds: "I've been coming to Stratton from Long Island since the late '60s when I was a toddler. My parents drove us up every weekend during ski season, and my grandparents, who were part owners of our house, joined us as well. This place has been central to my family for generations – and now it's our permanent home."

Erik and his family, who lived in New York and the Netherlands prior to Vermont, made the leap from second-home visitors to full-time Winhall residents in 2019. Glauke, his spouse, works as the Prevention Coordinator at Mount Anthony Union Middle and High School in Bennington. His daughter, Heike, is a student at Burr & Burton Academy (BBA), and son, Tijssen, graduated from Stratton Mountain School. Both Heike and Tijssen grew up racing in the Stratton Winter Sports Club (SWSC) Alpine Racing program from U8 through U14 before transitioning to Stratton Mountain School (SMS). Today, they both work part-time at the mountain. Heike works as a SWSC ski racing coach, and Tijssen, who

studies Mechanical Engineering at Rensselaer Polytechnic Institute (RPI), completed his engineering internship at Stratton this summer. He now works as a part-time lift operator during the ski season. Erik has been an active member of the Stratton Masters Alpine Racing program for over a decade, while Glauke embraces her own social ski routine, deepening the family's strong connection to the local ski community.

But it's not just personal ties that drive this project – it's also professional purpose. Erik has held corporate supply chain leadership roles at numerous companies, including Nature's Bounty, Canon, Thermo Fisher Scientific, and PricewaterhouseCoopers. Throughout his career, he specialized in re-engineering business processes and infrastructures in global environments. His primary focus involved aligning cross-func-

tional leaders around common objectives to ultimately scale new forward-thinking business models. With Cellerate Power, Erik's goal has been to apply that experience to building a sustainable infrastructure in Vermont that serves both business and environmental goals. "I try to build viable systems by aligning people, processes, and infrastructure around a shared vision."

What began as a simple observation soon became a well investigated business opportunity. Erik noticed more weekend visitors from Massachusetts, New York, Connecticut, and New Jersey were driving EVs up to Stratton, but there were limited fast charging options. Erik combined firsthand insight with experience in advanced modeling and forecasting to craft what he considers a scalable plan. The resulting business model involves a high-powered, modern charging station that



Erik Moses (Center) stands with Stuart Coleman (Right) and Tyler Thompson (Left) during the construction process

Erik hopes will become a regional prototype; not just for its performance, but for its spirit of collaboration, sustainability, and community support.

Furthermore, on a grander scale, he sees Cellerate as a response to a larger, statewide challenge. "In January, Vermont had roughly 18,000 registered EVs with a goal of reaching 126,000 EVs by 2030," he explains. "That's a big leap, and infrastructure has to lead that charge – literally. People need to know they can drive here and not worry about where to plug in."

The Charger of the Future

Cellerate Power's charging station in Winhall will, at the time of the publishing of this article, be Vermont and New England's fastest electric vehicle charging site. The site houses two 400 kW chargers, which offer both NACS and CCS connectors. This will serve virtually all EV drivers – Tesla and non-Tesla alike – with the capability to simultaneously charge four vehicles.

Cellerate's chargers are also paired with robust software. Numerous methods are offered to make finding the Cellerate station in Winhall pretty effortless, enabling visitors to locate it through Google Maps, Apple Maps, PlugShare or the dedicated Monta app. The system allows customers to pay by credit card, QR Code, or via the app, whichever they find most appealing.

If assistance is needed, 24/7 customer service is available with real people answering the phones without automated systems. Erik elaborates: "Speaking from personal experience as a customer myself, a pet peeve of mine is to be forced to spend an excessive amount of time solving problems with customer service, either because I am in queue, on hold, channeled through varying departments, and/or engaged in what I perceive as long, drawn-out chats. So, I made sure our customer service line has representatives that are available by phone 24/7. We chose a provider whose call duration statistics prove that they resolve issues very quickly."

In line with a community-based ethos, the charging station also plans to serve as a platform to promote local, independent, Vermont businesses. Each station will be equipped with a digital display that Erik intends to use to feature local community



Cellerate's chargers will be the fastest in Vermont

advertisements and recommendations. It will highlight restaurants, markets, events, and shops in the surrounding area. "I see these kiosks as another way to boost local traffic and enrich the visitor experience," says Erik. "Many arrive from out of town after a long drive not knowing where to go. While they charge their EVs, they can learn about local dining, shopping, recreation, and cultural options."

The physical site will be both technically advanced and architecturally distinctive. Erik plans to add a modern cross laminated timber (CLT) canopy that will protect customers and chargers from snow and rain while creating a contemporary, natural presence that integrates with the historic Vermont buildings and natural surroundings. "When searching for a canopy, I came across a striking design that uniquely captured Cellerate's brand strategy and customer service offering," shares Erik. "I've always been drawn to prefabricated modern architecture, though I never found the right business opportunity in that space. This canopy lets me channel that design interest into something that converges form, function, and aesthetics with economic pragmatism."

All elements of the EV charging station have been strategically sourced. "I researched suppliers across multiple industries and analyzed performance data to find partners who could deliver on reliability, efficiency, quality, and customer service," explains Erik. "This methodical evaluation

was needed to ensure we're working with the best and most suitable partners to support our business model."

From Vision to Reality

Before engaging with potential business partners, Erik spent weeks creating a solid baseline financial model, assessing opportunities, risks and strategic options. "My background in supply chain and data analytics drove this analytical approach to building Cellerate Power from the ground up. In my past roles, I led teams to create cross-functional demand and supply plans that fed into consensus operating plans. Here, I'm using that same skillset to align various stakeholders, including banks, utilities, town officials, contractors, and vendors, around one cohesive roadmap."

Once his baseline model was complete, Erik engaged with Vermont-based experts to translate his vision into reality. "This isn't just about research and analysis, it's equally important to build a network of experts who are rooted here, understand the local market, and particularly care about how their work impacts the community."

His relationship-building began with Vermont agencies and organizations like Charge Vermont, the Vermont Small Business Development Center (VtSBDC), Brattleboro Development Credit Corp (BDCC), Black River Innovation Campus, and Service Corps of Retired Executives (SCORE) to understand opportunities and navigate the

CHARGING AHEAD

local landscape. Erik adds: "The feedback from these organizations was invaluable. They validated some of my assumptions, challenged others, and took the time to truly understand how the business model would benefit Vermont. Connecting with these Vermont experts helped me grasp state-specific opportunities and funding sources while expanding my network through their introductions and referrals."

The theme of "building something with Vermonters for Vermonters" continued to evolve as Erik sought out Vermont experts across the board. Experts included legal counsel from Downs Rachlin Martin, accounting from O'Brien Shortle Reynolds & Sabotka, design work from Solidarity of Unbridled Labour in Burlington (the agency behind Burton Snowboard's memorable logo and Stratton's iconic branding), Hunter Excavation for site preparation, Clark Electric for electrical peripherals, and STIX for Cross Laminated Timber construction consulting.

That same spirit of collaboration extended to the town government. Erik worked hand-in-hand with the Town of Winhall's Planning and Zoning officials and boards and the Town Clerk, as well as the Energy Committee. Additionally, Erik contacted Stuart Coleman, whose family has owned and operated property in the area since the late 1800s. "I've known the Coleman name since I was very young, remembering my parents getting their car repaired at Coleman's Auto Repair in the 1970s when it was located where the 7-11 is now. So, it definitely triggered some nostalgia when I started talking to Stuart about placing the station on his property."

According to Erik, the town government was very receptive to his business proposal. "The support was greater than I expected. I heard feedback like 'This is exactly what we need - forward-thinking, environmentally smart, and good for the town.'" That kind of encouragement further motivated Erik and his mission. Ultimately, Erik finalized his business plan, and M&T Commercial Bank

division in Brattleboro and the Vermont Economic Development Authority (VEDA) both appreciated the vision and plan and signed on to offer funding.

As Cellerate's business model transitioned from concept to reality when construction began over the summer, Erik recognized the value of his family's diverse perspectives and expertise. "Glauke has been instrumental in helping shape critical decisions around layout, logo design, and customer experience," Erik explains. "We share similar social, environmental and aesthetic values, and her attention to detail has been invaluable in launching this venture in a relatively new industry." Meanwhile, Tijssen and Heike contributed their own insights to logo design, site layout, and website development. Erik's parents, Donald and Sarah, now live in Bridport, Vermont, but they still feel closely connected to Winhall. They have served as trusted advisors. "I'm on the phone throughout the week with my parents discussing business ideas, plans, and challenges," says Erik.

JOIN THE WILLIAM BURNS INSURANCE FAMILY

**WOOD'S
INSURANCE AGENCY**
EST. 1956

65 MAIN STREET
FAIR HAVEN, VT
802-265-3640

**MARBLE VALLEY
AGENCY**
EST. 2005

455 WEST STREET
RUTLAND, VT
802-775-4477

**ROSS
INSURANCE AGENCY**
EST. 1941

455 WEST STREET
RUTLAND, VT
802-775-4477

**WEHSE & KINNEY
INSURANCE AGENCY**
EST. 1994

455 WEST STREET
RUTLAND, VT
802-775-4343

BURNS INSURANCE AGENCY EST. 1972

1090 RTE 30 • DORSET, VT
802-362-2442

**SHAFTSBURY
INSURANCE AGENCY**
EST. 1975

102 NORTHSIDE DRIVE
BENNINGTON, VT
802-447-3366

**WILLIAM BURNS
INSURANCE**
EST. 2000

42 VT RTE 30
BONDVILLE, VT
802-297-3944

**CUTTS INSURANCE
AGENCY**
EST. 1945

91 WESTERN AVE.
BRATTLEBORO, VT 05301
802-365-7508

**PUTNAM
INSURANCE AGENCY**
EST. 1875

91 WESTERN AVENUE
BRATTLEBORO, VT
802-254-4414



Member owned.
Member committed.

representing

Co-operative Insurance Company • Concord Group Insurance • Union Mutual
Liberty Mutual • Safeco • Merchants • AmTrust • Foremost • AIM • The Hartford
Progressive • Dairyland • Farmers • Vermont Mutual

Home-
Auto
Farm &
Business

“Their entrepreneurial perspective and nostalgic connection to Winhall have made them an essential sounding board in addition to Glauke.”

Early in the process of launching Cellerate Power, Erik reached out to Stratton Mountain Resort’s leadership and found encouraging support. “From my initial informal discussions with operations leadership about EV charging and sustainable initiatives, to a more recent formal meeting organized by the marketing team that brought together leaders from both operations and marketing, Stratton has been remarkably receptive to Cellerate’s mission,” explained Erik. “They’ve invited us to participate in their marketing channels, which represents an important next step as we shift focus toward marketing and community engagement.”

A Model for the Future

The Winhall installation is regarded as Cellerate’s flagship. “The bottom line is that Cellerate is focused on taking all the steps to ensure that when you drive up to charge your EV, the experience is fast, reliable, seamless, and pleasant,” says Erik. “You won’t have to wait hours, or wonder why it’s not working.” He believes his business model continues to be viable, despite state and federal policy shifts, a changing and evolving industry, and overall economic volatility. “This is about recognizing where the EV industry is globally moving and doing the hard work now to be properly prepared.”

Still, for all the metrics and models, the meaning behind the work is equally important to Erik. “My family and I frequently reflect on how much we identify with the Vermont sensibility – the strong sense of community, commitment to preserving nature and town character, and ability to balance idealistic values with pragmatism. With all of those sentiments, to have an opportunity to build something that has positive environmental, economic, and community impact while meeting Vermont’s aesthetic standards has been incredibly motivating. Not to sound overly sentimental, but my goal is that 20 years from now, when I drive past that station, I’ll remember this as a truly ‘Vermont’ collaboration and a professionally fulfilling experience.” ■

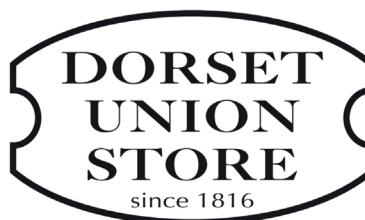


HARDPACK PREMIUM FURNITURE MOVERS

- CLIMATE CONTROLLED STORAGE
- WHITE GLOVE DESIGNER SERVICES
- SHIPPING AND TRUCKING

(802) 362-2905

EAST DORSET, VERMONT • WWW.HARDPACKVT.COM



ELEGANT COMFORT CUISINE + BAKERY + COFFEE & TEA
GOURMET MARKET + FINE WINE + DELICATESSEN + CATERING

A VERMONT LANDMARK COUNTRY STORE ON THE GREEN
(802) 867-4400 DORSETUNIONSTORE.COM



CASELLA Offering waste and recycling collection and so much more!

We all play an important role in advancing sustainability for the world around us. The work we do, the infrastructure we build, and the investments we make help to enable our customers and communities to achieve their recycling goals.

Scan the QR code to learn more about our services & sustainability initiatives:



RESIDENTIAL CURBSIDE SERVICE



DUMPSTER RENTAL



Our team is here for you: **800-CASELLA • casella.com**

RECYCLING • SOLUTIONS • ORGANICS • COLLECTION • ENERGY • LANDFILLS