

Breakthrough News

UofA
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

June 2016

Volume XII, Number 2

The purpose of Breakthrough News is to help communities and regions become vibrant and sustainable in the 21st century global economy
Editor: Mark Peterson, Professor - Community and Economic Development

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Welcome to the latest issue of Breakthrough News. Loaded with opportunities, in this issue you will learn:

- What Smart Communities Are Doing to Stand Out - BTS Conference,
- Creating a Talent Pipeline - Pre-Conference Workshop,
- Show Me the Money - Pre-Conference Workshop,
- Regional Innovation Hub Tour,
- 2016 Community Development Institute Accepting Applications,
- Keys to Sustainability - Uncommon Communities Seminar,
- Kickstart Heber Springs Action Plan Unveiling
- An incredible Story of the Month.

You won't want to miss it!

Mark Peterson
Professor - Community and Economic Development

**"What Smart Communities Are Doing to
Stand Out" is the Theme for 2016
Breakthrough Solutions Conference**
Early Bird Registration Date is June 23

How would you like to be able to make your community or region stand out - to be noticed in our state, our nation, and the

the following:

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world as you seek to attract tourists, businesses, entrepreneurs, families, and retirees? You will have that opportunity at the 2016 Breakthrough Solutions Conference on July 8. You will also discover opportunities in eight high priority issue areas, and hear about exciting community projects from across the state. The conference is designed to provide community and regional leaders with insights, tools, and solutions that you can use to stand out from the crowd, leading to your community or region becoming vibrant, sustainable, and resilient.

The conference will take place at the University of Arkansas Cooperative Extension Service headquarters, 2301 South University, in Little Rock. In addition to the conference, two half-day pre-conference workshops will be held on July 7 addressing workforce development by creating a talent pipeline for your community, and funding and financing community and economic development, two of the most critical issues facing communities and regions today. Finally, a tour of the Regional Innovation Hub in North Little Rock is available for interested individuals.

Two rounds of concurrent sessions will feature top speakers and the most exciting issues and projects in the whole state:

1. **The Power of Place to Transform a Community** - Ed Levy, Architect, Cromwell Architect Engineers; and Mike Dumas, President and CEO, El Dorado Chamber of Commerce
2. **Standing Out in Cultural Competence - Effectively Engaging the Diversity of Your Community in a Diverse World** - Clevon Young, Executive Director, Arkansas Human Development Corporation; and Martie North, S.V.P. and Director of Community Development, Simmons Bank
3. **Catching and Living the Spirit - Creating Enthusiasm and Momentum in Your Community** - Britt Talent and Les Walz, Kick Start Cleveland County; and Ken Hubbell, Principal, Hubbell and Associates
4. **Growing Businesses Through Business Incubators, Innovation Centers, and Maker Spaces** - John Auker, Executive Director, Delta Cuisine Business Incubator, and Warwick Sabin, Executive Director, Arkansas Regional Innovation Hub
5. **Standing Out in Marketing and Tourism** - Paul Wellenberger, Mayor, Fairfield Bay (2016 Henry Award Winner); and Joe David Rice, Director of Tourism, State of Arkansas
6. **Regional and Local Opportunities to Grow Your Manufacturing Base** -Mike Harvey, Executive Vice President, Northwest Arkansas Regional Council and Phil Plyler, Arkansas Manufacturing Solutions, AEDC; Facilitator - Amy Whitehead, Director, Center for Community and Economic Development, UCA
7. **Standing Out Through Bikes and Trails in Your**

Community or Region - Joe Jacobs, Marketing and Revenue Manager, Arkansas Department of Parks and Tourism invited, and a representative of the Razorback Regional Greenway

8. **Virtual Accessibility** - Putting Your Community and Businesses on the Global Map - Timothy Lee, Technology Specialist, UALR Small Business Technology and Development Center, and Shelby Johnson, State Geographic Information Officer

Light Your Fire - one of the most popular sessions in previous conferences is our Ignite Session, with high energy, 5 minute presentations on these topics: Internet Radio and the Creative Economy, Start-up (Businesses) in a Day, Kickstart Heber Springs, Using Facebook Live to Tell Your Story, and Standing Out by Re-purposing Buildings - the Story of the Highlander Center.

Act now, for the early bird registration deadline is June 23. Be sure to check out the special offer for communities and counties. For the agenda, registration form and lodging information, go here: <http://www.uaex.edu/business-communities/strategic-planning/breakthrough-solutions.aspx>

The Breakthrough Solutions Partners invite you to join us for a great learning experience as we learn how to create vibrant, sustainable, resilient communities and regions.

Our Quote for the Day

"Ninety seven percent of destination marketing is ineffective, and it isn't because of the medium you're using. The reason is the content you are giving them!"

Roger Brooks, RogerBrooksInternational.com

"Creating a Talent Pipeline for Your Community or Region" is the First Pre-Conference Workshop

The lack of a skilled and motivated workforce is one of the greatest challenges facing many communities and regions today, with huge implications for their local economies and futures. Furthermore, most workforce development initiatives only address a part of the issue. What is missing is a comprehensive, strategic approach to workforce development that enables a community or region to see the big picture and take action on the most critical issues or greatest opportunities that will equip their workforce for the 21st century global economy.

This workshop, which will take place on Thursday, July 7 in the morning, provides a comprehensive approach with a Talent Pipeline that draws on the work of Ed Morrison from Purdue University and can be used by communities or regions. In this workshop, workforce providers will shed light on aspects of the

pipeline, and it will be used with the Arkansas communities of Heber Springs and Paris. All workshop participants will receive a copy of the document "Creating a Talent Pipeline for Your Community or Region," which includes 7 major focus areas, as well as sources of data and other resources.

Pre-Conference Workshops Special Offer

Our pre-conference workshops provide a great opportunity for you to bring a team of community leaders from your region to gain a deeper insight into two critical issues that we are facing today. Participants who attend this workshop will also receive bonus reports on these issues.

**If you have 3 people attending pre-conference workshops, one can get in free.

**If you have 4 or more people attending, two can get in free to the pre-conference workshops. TO take advantage of this offer, call Kaitlyn Baker at 501.671.2072.

"Show Me the Money - Funding and Financing Community and Economic Development" is the Second Pre-Conference Workshop

Many great ideas and projects for community and economic development never happen because the community or region does not have the funding for these projects. "We just don't have the money" is a very common response in these kinds of discussions. But when we study communities that have successfully funded large and small projects, we discover that they use multiple strategies to engage the citizens and leaders of the community, plus outside resources.

This workshop, which will take place on the afternoon of Thursday, July 7, will provide a comprehensive approach to funding and financing the most important projects and initiatives in your community, with an opportunity to learn from several successful projects funded in Arkansas and other states. Participating communities will have an opportunity to make a pitch for funding their projects. This workshop will provide tools for you to be even more successful in standing out from the crowd!

Bonus Reports: All workshop participants will receive copies of:

- * **"Creating a Talent Pipeline for Your Community or Region"**, a brand new publication that shows you how to create and use an effective pipeline in your community or region
- * **"Funding and Financing Community and Economic Development"**, a comprehensive document that shows 10 major funding strategies and 12 steps to fund your community development project.

Tour of Regional Innovation Hub Available on

Thursday P.M.

How can you nurture creativity, innovation, and entrepreneurship in your community or region? If you had a building and some funding, what would you do with it, and what kind of services would you provide? We are fortunate in Arkansas, as the Regional Innovation Hub in North Little Rock is a great model for creativity, innovation, and entrepreneurship. Executive Director Warwick Sabin and his team describe the three incredible services it offers to interested citizens:

MAKE - The Hub makerspace offers everything you need for a variety of disciplines, including cutting-edge equipment and technologies with experienced mentor ship. From a full wood and metal shop to 3D printers and advanced computer technology - we have it all!

DESIGN - Our arts and design studios are creative and innovative spaces that encompass multiple mediums, including pottery/ceramics, painting, drawing, illustration, graphic design, printmaking, and screen printing. We provide the resources and the professional mentor ship that can to bring your vision to life!

CO-WORK - We offer work space for entrepreneurs who are looking for an inspiring and collaborative environment to launch their new enterprises. Plus we surround you with the resources and guidance to avoid mistakes and accelerate your success!

A guided tour of the Hub is available on Thursday at 5:30 p.m. at no cost to participants of the pre-conference workshops and the conference). If you would like to attend, contact Kaitlyn Baker at kbaker@uaex.edu, 501-671-2072. And by the way, Hub Executive Director Warwick Sabin is one of our speakers at the conference on Friday!

2016 Community Development Institute Accepting Applications for August 1-5

During August 1-5, the Community Development Institute (CDI) is hosting its 30th year of equipping and educating community leaders to be successful in the 21st century economy. For five days each year, professionals from Arkansas and surrounding states come to CDI for applied training in community and economic development. Attendees are taught practical tools and techniques by experienced practitioners they can take back to their communities to make an immediate difference. The CDI experience is a three year training program, with one week of training per year.

While attending CDI, participants learn to:

- Identify community assets
- Set goals, collaborate, and build partnerships
- Bring together diverse groups of people to respond to a

broad range of economic and quality of life issues

Other benefits of attending CDI include:

- Shared learning experiences and networking opportunities with other community and economic development professionals from Arkansas and surrounding states
- Enhanced personal leadership skills
- The opportunity to seek a professional certification

For more information on CDI, including registration information, go to <http://uca.edu/cdi/>.

Uncommon Communities Finishes Year One with Seminar on Sustainability

"You have to have a bold project," stated Dr. Vaughn Grisham, former director of the McLean Center for Community Development at Ole Miss. "No one gets excited about mediocre goals. You want a project so big, you never want to let it go." Grisham was speaking at the fifth Uncommon Communities seminar, a partnership initiative of the Winthrop Rockefeller Institute, Vaughn and Sandy Grisham, U of Arkansas Cooperative Extension Service, and our Breakthrough Solutions Partners. Counties involved in Uncommon Communities include Conway, Perry, Pope, Van Buren, and Yell Counties.

Other keys to sustainability described by Dr. Grisham include:

- Projects must carry major rewards for key stakeholders,
- You must have a professional staff involved - individuals with passion and professional skills,
- Set clear, achievable, but bold goals - have clear measurements and put them on walls - here is what are going to do in the year 2016,
- Create a strong advisory board - make sure you have diversity and they understand their role,
- Develop your stroke - like a rowing team, everyone needs to be in sync,
- Set clear meeting agendas and limit meetings to one hour,
- Adapt to a changing environment - always be sensitive to threats and new opportunities, and
- Celebrate your successes!

Uncommon Communities is a two year initiative, with a second round of seminars starting in September.

**Congratulations to Heber Springs for
Unveiling Their Action Plan on May 19**



"We are excited about this Kickstart Heber Springs process, and are appreciative of the community's involvement, of Amy Whitehead and her team with the Community Development Institute, and Mark Peterson and the Breakthrough Solutions Program of the U of Arkansas Cooperative Extension Service and all they have done to launch this process," stated Jimmy Clark, Mayor of Heber Springs. Clark was speaking at the official unveiling of the Kickstart Heber Springs Action Plan on May 19 in Heber Springs.

Mike Preston, Director of the Arkansas Economic Development Commission, congratulated the community leaders of Heber Springs, the Community Development Institute, and Breakthrough Solutions for their important step in planning for a viable future and completion of their action plan. He pledged AEDC's support and assistance in implementing the plan.

Ed Levy, an architect with Cromwell Architects Engineers and a Breakthrough Solutions partner, speak on the power of place to transform a community at the event. Levy described the power of place and quality of place as one of the most important things that communities can focus on.

Kickstart Heber Springs is a partnership between the UCA Community Development Institute (CDI) and the Breakthrough Solutions Program of the U of Arkansas Cooperative Extension Service. A team of CDI graduates spent 4 days last summer interacting with Heber Springs on-line and in person, leading to a report with recommendations. Community leaders in Heber Springs were then engaged in a development process that led to 6 action teams being formed, and the Heber Springs Action Plan. Julie Murray, Executive Director of the Heber Springs Area Chamber of Commerce, and a leader in the development process, will be speaking on Kickstart Heber Springs at the Breakthrough Solutions Conference on July 8. To see the action plan, go here: <http://www.heber-springs.com/kick-start-heber-springs>.

Coming Events

July 7-8: Breakthrough Solutions Pre-conference Workshops, Tour of Regional Innovation Hub, and Conference. See articles above for more information.

August 1-5: 2016 Community Development Institute, sponsored by the UCA Center for Community and Economic Development: www.ueca.edu/cdi.

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- Electric Cooperatives of Arkansas
- Entergy Teamwork Arkansas
- Federal Reserve Bank, Little Rock Branch
- Ken Hubbell and Associates
- Morrilton Area Chamber of Commerce
- Simmons Bank
- Newport Economic Development Commission
- U of A Cooperative Extension Service
- UALR Institute for Econ. Advancement
- UALR Small Business Technology
- UALR Institute of Government and Development Center

Story of the Month - Where Are the Lions in Your Grass?

You are a photographic safari in Africa, and your guide cautions you to not get too close to the lions in the grass up ahead, as they might not have had lunch. He casually asks you how many lions you see. How many do YOU see in the picture below?



No take a closer look, and examine the picture below:



Did you see the lion hiding in the grass outlined by the red box? I didn't. There is a lesson here for those of us involved in community development, and that is the importance of being aware of your environment, and of the threats as well as the opportunities that come our way. Economist Frederic Bastiat describes it here:

"In the economic sphere an act, a habit, an institution, a law produces not only one effect, but a series of effects. Of these effects, the first alone is immediate; it appears simultaneously with its cause; it is seen. The other effects emerge only subsequently; they are not seen; we are fortunate if we foresee them."

Visit Our Community and Economic Development Unit at:

<http://www.arccommunities.org/>

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How to Strategically Impact Your Community:

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More About Breakthrough Solutions:

Recipient of the Outstanding Program Award and Innovative Program Award by the international Community Development Society, Breakthrough Solutions is a program of the University of Arkansas Cooperative Extension Service, with partners in the public, private, and non-profit sectors. For more information:

www.vworks.org, vworks@uaex.edu, (501) 671-2253.

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Best regards,

Mark Peterson

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Breakthrough

private, and non-profit sectors. Breakthrough Solutions Program is now available for communities and regions seeking to prosper in the global, knowledge-based economy. For more information about the Breakthrough Solutions Program, go to www.vworks.org, send an e-mail to vworks@uaex.edu or call us at (501) 671-2066.

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