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Breakthrough News

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**Breakthrough Solutions is a program of the University of Arkansas
Cooperative Extension Service, with partners in the public,
private, and non-profit sectors**

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

Introduction

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

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- **Story of the Month – The Story of Thomas Edison**
You won't want to miss it!

Mark Peterson

Professor – Community and Economic Development

Millennial Entrepreneur to Speak at July 8 Breakthrough Solutions Conference

If you want to know how to build excitement, engage millennials, and create jobs through entrepreneurship, you won't want to miss the 2016 Breakthrough Solutions Conference on July 8. Keynote Speaker for the conference is Greg Tehven, Executive Director of Emerging Prairie, an organization dedicated to creating and celebrating an entrepreneurial ecosystem of Fargo North Dakota.

Speaking on “Create the Community You Want to be a Part of”, he will be sharing inspiring and incredible stories how millennials are turning Fargo ND into a vibrant entrepreneurial community through events and support systems. You can even see him here: <https://www.youtube.com/watch?v=vDgrSSfd8m8>.



“I came home with this idea that I wanted to create the community that I wanted to live in”, states Tehven. **“So we created City 2.0, asking the question “What would the future of our city look like? The people who came said ‘Let’s take action. Let’s do something great in our community’.** This led to many further events and projects, many of them supporting entrepreneurs and new businesses.

Emerging Prairie sponsors a wide variety of initiatives, such as Drone Focus, the Prairie Den co-working space, Tedx Fargo, Startup Weekend Fargo, and 1 Million Cups Fargo (an educational and networking program designed to engage and connect entrepreneurs with their communities), the largest in the country. Greg has been published on Forbes.com, Fortune Magazine, TED.com, and various other publications and given keynotes across the country.

2016 Breakthrough Solutions Conference to Feature Exciting Projects

The 2016 Breakthrough Solutions Conference is set for Friday, July 8, with the theme “What Smart Communities are Doing to Stand Out”. This will be a unique opportunity to learn how to make your community or region stand out – to create an energy and excitement in your community or region that draws people from our state and our nation, including entrepreneurs, families, small businesses, tourists, retirees, and those who have left but would like to return.

The conference will provide Arkansas community leaders and citizens with the opportunity to also hear about exciting community projects and opportunities in eight high priority issue areas: the Power of Place, Cultural Competence, Catching and Living the Spirit, Growing Businesses Through Business Incubators, Standing Out in Marketing and Tourism, Growing Your Manufacturing Base, Bikes and Trails, and Getting Your Community and Businesses on the Map.

The conference will take place at the U of Arkansas Cooperative Extension Service, 2301 South University, in Little Rock. In addition, on July 7, two half-day pre-conference workshops will be held:

- “Creating a Talent Pipeline for Your Community or Region” applying a workforce development tool to the communities of Heber Springs and Paris.
- “Show Me the Money - Funding and Financing Community and Economic Development” – a comprehensive approach to funding important projects in your community.

Act now, and be sure to check out the special offer for communities and counties. See <http://www.uaex.edu/business-communities/strategic-planning/breakthrough-solutions.aspx>. For questions, contact Kaitlyn Baker at kbaker@uaex.edu, 501-671-2072. A tour of the Regional Innovation Hub in North Little Rock is available for conference participants.

State Chamber of Commerce Launches “Be Pro Be Proud” Initiative to Support Workforce Development

“One of our greatest challenges in Arkansas centers on our workforce training and development efforts,” states Randy Zook, President and CEO of the Arkansas State Chamber of Commerce and Associated Industries of Arkansas. “Arkansas

businesses all over the state are hampered due to the shortage of people with the skills they need for available jobs.”

To address this issue, the state chamber of commerce launched the “Be Pro Be Proud” initiative, a hi-tech mobile unit that travels the state and visits companies, schools, and events to showcase skilled. The initiative’s website serves as a content hub for students, young professionals, parents, teacher, and the general public to learn more and even find training and job opportunities. The website has seen more than 12,000 page views since its launch. Be Pro Be Proud is funded in part from grants from the Gene Haas Foundation and Tyson Foods Inc.

You can learn more about the chamber’s efforts to support workforce preparation here: <http://beprobeproud.org/>, and even better, come to hear Randy Zook speak at the upcoming Breakthrough Solutions pre-conference workshop on “Creating a Talent Pipeline for Your Community” on July 7.

Paris AR Raises \$548K for the Logan County Career Center

Congratulations to community leaders in Paris for raising \$548,000 to build a brand-new Logan County Career Center. And to Dr. Lee Lane, Chairperson of the Paris Economic Development Commission for leading the charge. **Workforce development is a key element that limits economic development in many communities**, which is why Paris is moving forward with this ambitious project. Two years ago, Paris was chosen to receive a team of Community Development Institute graduates to develop recommendations for an action plan, a joint initiative between the UCA Community Development Institute and the U of A Cooperative Extension Service Breakthrough Solutions Program. This led to a strategic blueprint and action plan, with the career center as one of the top priorities. You can see it here: <http://uca.edu/cced/files/2015/04/Paris-In-Action-FINAL.pdf>.

Two aspects of this initiative are most impressive: the community of Paris to develop a workforce center to meet a tremendous need in the community, and secondly to raise \$548,000 to fund it. We are in luck – Dr. Lane has agreed to speak at both pre-conference workshops on July 7 – “Creating a Talent Pipeline for Your Community” and “Show Me the Money – Funding and Financing Community and Economic Development”, to tell us more about this impressive project.

Regional and Local Opportunities to Grow Your Manufacturing Base

Many communities have manufacturing as part of their economic base, but do not have a strategic approach to helping their employers grow. Two effective approaches are available for this purpose. The first is to develop a business retention and expansion (BR&E) program. One of the most impressive BR&E programs I have ever seen is conducted by the Northwest Arkansas Council (<http://www.nwacouncil.org/>) in cooperation with 5 chambers of commerce. They interact with 450 businesses/year, and tabulate those results on a regional basis.

The second is to tap the resources of the Arkansas Manufacturing Solutions (<http://www.mfgsolutions.org/>), which provides training and technical assistance to manufacturers across the state. For example, **3D printing is having a huge impact on manufacturing and the global supply chain. Instead of shipping a machine part across the country or world, you can just ship the specs electronically, and they can print it on location.** At our Breakthrough Solutions Conference, you will have the opportunity to hear Mike Harvey, COO of the Northwest Arkansas Council, and Phil Plyler with Arkansas Manufacturing Solutions speak about these excellent strategies.

Fairfield Bay Wins the 2016 Arkansas Henry Award for Tourism

In 2012, Fairfield Bay decided it was time for a reawakening. The Fairfield Bay marketing initiative began with a community-driven research program, learning about what attracted people, why they moved and stayed, and identifying key differentiators. The research led to a program around five core essences: Natural Beauty, Lifestyle, Safety, Value, and Community. Fairfield Bay's tourism revival began with a few key objectives:

- 1) Redefining and repositioning our brand as an Ozark Mountain Lake and Resort Community,
- 2) Creating awareness and attracting new visitors and friends to the Bay,
- 3) Engaging and delighting our visitors and residents,
- 4) Entertaining visitors within the Bay for the majority of their vacation, and
- 5) Developing digital tours to aid guest enjoyment of all the beauty and fun the Bay offers.

Fairfield Bay has over 3.9 million hits on their website, and 28,000 uploads of their app.

The Bay is back! Not only back, but alive, excited, and growing, with many successes and awards, including the 2016 Arkansas Henry Award for Tourism (see <http://visitfairfieldbay.com>). To learn how they did it, come hear Fairfield Bay Mayor Paul Wellenberger speak at our 2016 Breakthrough Solutions Conference on July 8. He will be joined by Joe David Rice, Director of Tourism for Arkansas, one of the most knowledgeable people in the state about tourism trends and opportunities.

Growing Businesses Through Business Incubators, Innovation Centers, and Maker Spaces

Many communities have realized that recruiting manufacturers and other large employers has not been working for them. But fewer communities have taken real, concrete steps to grow their own businesses. Fortunately, we will have an opportunity at our Breakthrough Solutions Conference to hear directly from two individuals who are doing that very thing:

- Warwick Sabin, Executive Director of the Arkansas Regional Innovation Hub in North Little Rock (<https://arhub.org/>) and
- John Auker, Executive Director of the Delta Cuisine Business Incubator (<http://deltacuisine.org/>) in West Memphis.

The Arkansas Regional Innovation Hub has multiple facets to nurture creativity and businesses, including 3D printers, co-work spaces, and several technologies. The Delta Cuisine Business Incubator provides the infrastructure for entrepreneurs to test out and grow their food businesses. This is a natural fit in the Delta, one of the most productive agricultural regions in the nation. These guys don't just talk the talk; they walk the walk!

Razorback Regional Greenway is a Breakthrough

"Downtown Springdale is the only downtown that the greenway goes right through," states Misty Murphy, Executive Director of Downtown Springdale Alliance (<http://www.downtownspringdale.org/>). **"It has totally changed the economic conditions in Springdale. We now have restaurants in which 98% of their customers use the greenway, and vacant buildings that are now filled and face the trail!"** As the former Trail Coordinator, Murphy knows what she is talking about – a 37 mile trail system for walkers, joggers, skateboarders, and those riding bicycles that goes from south Fayetteville to northern Bentonville, costing from \$37-38 million. The trail took 5 years to build from start to finish, funded by multiple organizations, and is the product of a public private partnership.

“Most unexpected was how many people started to use it right from the beginning,” states Murphy. “We almost need a wider trail.” Come hear Misty tell her story at the Breakthrough Solutions Conference, along with Joe Jacobs with the AR Department of Parks and Tourism, who was also involved in establishing the greenway.

Cultural Competence is Necessary in Today’s 21st Century Global Economy

You are the mayor of a rural community, and you just learned that:

- 1) A delegation of corporate executives from a Chinese corporation is coming to your community to consider your community for a manufacturing plant. One of the questions they will ask is how their (Chinese) plant managers and their families will be treated and accommodated in your community. How will you respond?

- 2) Your school band is returning from a performance at a bowl game, the same day the governor is coming to your community to announce the opening of a new manufacturing plant. You have learned that there was a racial incident on the trip, the band is racially polarized, and demonstrations are being planned when they arrive home. What would you do in this situation?

- 3) The local hog slaughter house is importing 250 workers from an African nation as workers. Many of these people have families, and many cannot speak English. They are arriving in a week, and have been told if they have questions, they are to come to city hall. (True story from Illinois) What would you do in this situation?

These situations all call for **cultural competence - the ability to effectively operate within different cultural contexts**. You won’t want to miss this session at our conference, featuring Martie North from Simmons Bank and Clevon Young and Sue Espinoza from the Arkansas Human Development Corporation. Are YOU culturally competent?

Stone County Launches New Community Development Initiative



Congratulations to community leaders in Stone County for launching a new community development initiative: “Stone County In Tune” (SCIT). The initiative was officially launched on March 29, after preliminary meetings in Mountain View with yours truly. The name Stone County In Tune, pays tribute to the importance of music in the local culture, the need to stay in tune with trends and changing economic needs, and acknowledges the need for community organizations and stakeholders to work in harmony to take the county to an even better place.

On May 25, Ed Levy with Cromwell Architects Engineers and a Breakthrough Solutions Partner, received a tour of Mountain View from Mayor Roger Gardner, and identified these opportunities for Stone County:

- Splash pads are popular – they attract children.
- Developing and preserving your downtown is critical to your future.
- The amphitheater in the Mountain View city park has great potential.
- Create a bluegrass college, that offers college course credit; start by discussing this with Ozarka College.

The group chose these leaders: Chairperson – Andy Baker, Secretary – Rachel Chaney (Stone County Extension Agent Staff Chair), Publicity – Tori Epperson, Co-webmasters – Chuck Smith and Michael Pruitt, Grants and Treasurer – Cindy Rice and Leonard Jadrich, and Hospitality Team Leader – Faye Tindal. Four action teams were formed, to address downtown development, economic development, marketing and tourism, and activities for youth, young people, and families. You go Stone County!

Disruptive Technology to be Featured at 30th Annual Community Development Institute Celebration Luncheon

Congratulations to the Community Development Institute at UCA, for 30 years of providing community development education in Arkansas and other states in The South. To celebrate this milestone, alumni and friends are invited to CDI's 30th Annual Celebration Luncheon on Thursday, August 4 from 12:00 p.m. to 2:00 p.m.

Keynote Speaker Ted Abernathy will make a presentation "Disruptive Technology and its Impact on Workforce Development." Some predictions suggest that as many as 30% of current jobs will become obsolete in just a decade or two. Technology-driven productivity advances have always raised concerns about rising unemployment and underemployment. Is this time different or is this just one more set of advancements?

The event will be held at McCastlain Hall on UCA's campus and lunch will be served. To purchase a ticket, go here: <http://uca.edu/cdi/celebration-luncheon/>. Purchase of a ticket includes the opportunity to audit a CDI course free of charge on Thursday, August 4. A limited number of seats to audit classes are available.

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.

August 4: 30th Annual Community Development Institute Celebration Luncheon.

For more information, go to <http://uca.edu/cdi/celebration-luncheon/>.

August 28-30: Arkansas Economic Developers and Arkansas Chamber of Commerce Executives Joint Annual Conference, Little Rock Marriott in Little Rock. See http://www.aed-arkansas.org/registration/?action=evrplusegister&event_id=2

Our Quote for the Day

"Quality of place defines the very soul of a successful community, and it includes what's there, who's there, and what's going on. As long as a community neglects investing in quality of place, it will never have the money it needs for infrastructure projects."

Ed Levy, Cromwell Architects Engineers, speaking to the March 29 meeting of Stone County In Tune

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Just a note to thank our funding sponsors for their support of the Breakthrough Solutions Conference and Program. We appreciate their investment in the future of Arkansas:

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Story of the Month – The Story of Thomas Edison



One day, Thomas Edison came home and gave a paper to his mother. He told her, “My teacher gave this paper to me and told me to only give it to my mother.” His mother’s eyes were tearful as she read the letter out loud to her child: **"Your son is a genius."**

This school is too small for him and doesn't have enough good teachers for training him. Please teach him yourself."

After many, many years, Edison's mother died, and he had become one of the greatest inventors of the century. One day he began looking through old family things. Suddenly he saw a folded paper in the corner of a drawer in a desk. He took it and opened it up. On the paper was written: **"Your son is addled [mentally ill]. We won't let him come to school anymore."** Edison cried for hours and then he wrote in his diary: "Thomas Alva Edison was an addled child that, by a hero mother, became the genius of the century." *Source: #ThePowerOfAnExtraordinaryMother*

QUESTIONS FOR YOU:

- 1) Does your community have a negative reputation? SO WHAT?**
- 2) What are you waiting for?**
- 3) When are you going to make that big move, to start a major community-wide initiative that will leave a legacy for your children and future generations?**
- 4) What would you do if you knew you would not fail?**
- 5) If not you, who? If not now, when? If not here, where?**

Visit Our Community and Economic Development Unit at:

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

<http://www.facebook.com/UACommunityDevelopment>

How to Strategically Impact Your Community:

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More About Breakthrough Solutions:

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