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**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**

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

## In This Issue:

### Introduction

**My Neighbor Shops in His Pajamas and it is Shaking up the World**

**Micro-Manufacturing - A Fresh Opportunity for Rural Arkansas Communities**

**Developing Broadband Infrastructure for Rural Communities**

**CDI - Your Journey to Success Starts Here!**

**Governor Hutchinson Addresses Kickstart Lonoke Press Conference**

**Grant Opportunity for Creative Place-Making**

**Story of the Month - You Can Always Take a Bus**

**Coming Events**

**Breakthrough**

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

- My Neighbor Shops in His Pajamas and it is Shaking up the World
- Micro-Manufacturing - A Fresh Opportunity for Rural Arkansas Communities
- Developing Broadband Infrastructure for Rural Communities
- CDI - Your Journey to Success Starts Here!
- Governor Hutchinson Addresses Kickstart Lonoke Press Conference
- Grant Opportunity for Creative Place-Making
- Story of the Month - You Can Always Take a Bus
- Coming Events

**You won't want to miss it!**

**Mark Peterson**

*Professor - Community and Economic Development*

## Solutions Partners

We appreciate the continued support of the following:

Arkansas Two-Year Colleges

Arkansas Community Foundation

AEDC Arkansas Manufacturing Solutions

Arkansas Human Development Corp.

Arkansas Geographic Information Office

Arkansas State Chamber of Commerce

AT&T Arkansas

UCA Center for Community and Economic Development

Cromwell Architects Engineers

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Federal Reserve Bank of STL, Little Rock Branch

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Newport Economic Development Commission

Simmons Bank

Strategic Consultants

UALR Institute for Economic Advancement

UALR School of Public Affairs

UALR Small Business Development Center

## Past Issues

## My Neighbor Shops in His Pajamas and it is Shaking up the World

It all started when I noticed that he lugs two recycling bins to the curb every Tuesday, and the rest of us have only one. Why would anyone need two recycling bins? Then I noticed the stream of UPS and Fedex trucks dropping off packages at all times of the day, and his wi-fi network that pops up whenever I go on-line, usually at night. Finally, it struck me - my neighbor probably has Amazon Prime (or some other on-line shopping site) that offers free delivery within two days, and he SHOPS IN HIS PAJAMAS, just before he crashes for the night. That would explain the two recycling bins full of dismantled cardboard boxes and the delivery truck traffic.

Pondering the implications of this, I discovered that over 80 million people subscribe to Amazon Prime (DOUBLE what it had 2 two years ago and OVER HALF of U.S. households). Many people set their Amazon Prime account to automatically order items like toilet paper and paper towels. At two people per household, that is 160 million people that make fewer trips to local stores, less revenue for local retailers, reduced local government tax revenue, and vacant buildings downtown.

Welcome to the 21st century economy, where a horse named Cloud Computing won the Preakness Stakes and we have a president who tweets. The 21st century economy is global, it is digital, and it is fast. Airbnb is now the biggest hotel company in the world, although they don't own any properties. Uber is a software tool that doesn't own any cars but is now the biggest taxi company in the world.

Broadband is so crucial to life in the 21st century that people in remote areas of Asia climb trees to get a cell or broadband signal. They are now working while hanging in trees.

According to a recent Oxford University study, as many as 47 percent of all jobs are at risk of automation within the next 20 years. Two-thirds of all manufacturing in the Cambridge Industries Group factory in China is handled by robots, with a goal to replace every worker in their 86,000 square foot Shanghai facility, creating a "dark factory". (Robots never take a vacation and can work in the dark).

In the face of these powerful forces, what are the strategies we need to re-imagine our communities and regions to attract tourists, millennials, families, retirees, and businesses? On June 8, the 2017 Breakthrough Solutions Conference will take place in Little Rock with the theme "Re-Imagining Your Community / Region in the 21st Century Economy". If you want to learn how to harness the winds of change, please join us. Go to [www.uaex.edu/breakthrough-solutions](http://www.uaex.edu/breakthrough-solutions) for more information.

Join Our Mailing List!

## **Micro-Manufacturing - A Fresh Opportunity for Rural Arkansas Communities**

"The opportunities for rural communities are huge for economic development and growth through micro-manufacturing", states Joel Gordon, Director, Arkansas Regional Innovation Hub in North Little Rock. "There is a big piece that is missing in our manufacturing sector. Now we create tax subsidies for companies to come into our communities. Five years down the road, they shut down the factory, and the community is stuck with a single use property.

What a lot of cities are doing - Detroit is an example and Brooklyn, is that they are splitting these factories into smaller areas, where they are doing micro-manufacturing. They use tools - 3D printers, laser cutters / engravers, and CNC tools that make things from digital files. 3D printers can even print metal now. A micro-manufacturing facility bridges the gap [between maker spaces and typical manufacturing operations]".

Joel will be speaking at the 2017 Breakthrough Solutions Conference and Art Show. He will be bringing a 3D printer, so you can get a glimpse into the future of manufacturing!



Joel Gordon, Director, Arkansas Regional Innovation Hub

## **Developing Broadband Infrastructure for Rural Communities**

Who would have anticipated when broadband was launched many years ago that it would continue to be an issue in 2017? It is because of the challenge of providing broadband to sparsely populated rural areas and because the broadband speeds we need now are increasing due to demands for video and other applications. To address this issue a two-part session on developing broadband infrastructure for rural communities is set for our 2017 Breakthrough Solutions Conference on June 8. With emcees Wayne Miller and Jeff Jones, the sessions will feature:

- Dr. Andrew Cohill, President, Design Nine, Blacksburg, Virginia, a broadband architect and has been helping

communities develop effective broadband strategies since 1993, when he began directing the start of the Blacksburg Electronic Village, the world's first Internet-based community broadband project.

- Randy Klindt, General Manager, OzarksGo, a broadband provider and subsidiary of Ozarks Electric Cooperative in Fayetteville,
- William H. Vogt, General Field Representative, USDA Rural Utilities Service, Ball, LA,
- Lisa Lake, AT&T Arkansas, and
- A representative from the Arkansas Legislature.

We look forward to a fruitful discussion with these key resource person in the broadband industry.



Dr. Andrew Cohill, President, Design Nine, Blacksburg, Virginia

## CDI - Your Journey to Success Starts Here!



The 2017 Community Development Institute will be held at the University of Central Arkansas' Brewer-Hegeman Conference Center July 31 through August 4. At CDI, you will learn how to

connect community assets with local opportunities, build consensus with local and regional leaders, and sustain the economic development process over time. The CDI experience is a three year training program, with one week of training per year.

Build your network.  
Grow as a professional.  
Develop your community.  
Join us at CDI 2017!

The cost to attend CDI is \$600. After June 16, the rate will increase to \$650. For more information, please contact [cdi@uca.edu](mailto:cdi@uca.edu) or visit our website at [www.uca.edu/cdi](http://www.uca.edu/cdi). You can read about the Advanced Year CDI opportunity in the next article

## **Governor Hutchinson Addresses Kickstart Lonoke Press Conference**

Thursday, May 18 was a great day for Lonoke! Nearly 120 people attended an outdoor ceremony in downtown Lonoke, where representatives from the Lonoke Chamber of Commerce, University of Arkansas Cooperative Extension Service, University of Central Arkansas spoke, recognizing the steps that have been taken to develop the Kick Start Lonoke Strategic Action Plan.

The keynote of the event was given by special guest Governor Asa Hutchinson, who told the crowd, "I have always looked at Lonoke as a place of opportunity." The Governor outlined his keys to economic development, highlighted recent successes in the Delta region.

Congratulations to the Kick Start Lonoke Executive Team and Action Teams for their great work in developing a strategic action plan that will guide the community's progress for the next five years. You may download the action plan here: <https://kickstartlonoke.wordpress.com/actionplan/>, and hear more about their initiative at the Breakthrough Solutions Conference on June 8.



## Grant Opportunity for Creative Place-Making

Transportation for America is seeking to award \$50,000 (each) to creative placemaking projects in three new communities/ for 2017-2018. Find out more about the grant opportunity and apply today:

<http://t4america.org/2017/04/28/arts-culture-helping-three-cities-transform-neighborhoods-positive-way/>.

## Story of the Month - You Can Always Take a Bus

The 21st century economy offers new modes of transportation - Uber, driverless cars, and many bike trails. The following is one of the most creative: "Last New Year's Eve, I went to a couple of New Year's Eve parties. I drank too many beers, and stayed too late at the last one. I heard that the cops were really out with DUI checkpoints, so I decided to take a bus home. When the bus came to a DUI checkpoint, they just waved it on through, which was fortunate. I made it home safe and sound, which was pretty amazing, because I had never driven a bus before, and don't remember where I found it."

## Coming Events

- **June 1-2:** Workforce Development Strategies Training Course, sponsored by the International Economic Development Council (IEDC). Go to: [iedconline.org/effprecourse](http://iedconline.org/effprecourse).
- **June 4-6:** International Economic Development Council Future Forum: "Great Places, Smart People, Thriving Economies" in Little Rock. Go to

[iedconline.org/FutureForum](http://iedconline.org/FutureForum).

- **June 7-8:** 2017 Breakthrough Solutions Conference and Art Show (June 8), with Pre-Conference Workshops on June 7. Go to [www.uaex.edu/breakthrough-solutions](http://www.uaex.edu/breakthrough-solutions).
- **June 23:** Retail Development Workshop, sponsored by Electric Cooperatives of Arkansas. Go to <https://www.buxtonco.com/lp/aed-workshop>.
- **July 31 - August 4:** 2017 Community Development Institute, sponsored by the UCA Center for Community and Economic Development. Visit [www.ueca.edu/cdi](http://www.ueca.edu/cdi) for more information.
- **August 27-29:** Arkansas Economic Developers and Arkansas Chamber of Commerce Executives Annual Conference: <http://www.aedce.org/annual-conference-agenda>.



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<https://www.uaex.edu/business-communities/>  
<http://www.facebook.com/UACommunityDevelopment>

**How to Strategically Impact Your Community:**

If you want to impact your community in a powerful way, forward this e-mail newsletter to other individuals in your community or organization, so they can benefit from the resources, insights, and strategies covered in Breakthrough News.

**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: (501) 671-2253.

**To Subscribe or Unsubscribe:**

Send an e-mail message to [mpeterson@uaex.edu](mailto:mpeterson@uaex.edu), asking to be added or removed from the Breakthrough News mailing list.

**Past Issues:**

To see past issues of Breakthrough News, go to <https://www.uaex.edu/business-communities/strategic-planning/breakthrough-solutions.aspx>

If you want to impact your community in a powerful way, forward this email newsletter to other individuals in your community or organization, so they can benefit from the resources, insights, and strategies covered in Breakthrough News.

Best regards,

**Mark Peterson**

Professor, Community and Economic Development  
University of Arkansas Cooperative Extension Service  
2301 South University Avenue  
Little Rock, AR 72203  
501-671-2253  
mpeterson@uaex.edu

More about  
Breakthrough  
Solutions:

Recipient of the Outstanding 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. 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](http://www.vworks.org), send an e-mail to [vworks@uaex.edu](mailto:vworks@uaex.edu) or call us at (501) 671-2066.

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United States Department of Agriculture, University of Arkansas, and County Governments  
Cooperating

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