

Breakthrough News

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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.

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Breakthrough Solutions Partners

We appreciate the

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

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You won't want to miss it!

Mark Peterson
Professor - Community and Economic Development

continued support of
the following:

Arkansas Two-Year
Colleges

Arkansas Community
Foundation

AEDC Arkansas
Manufacturing Solutions

Arkansas Human
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Arkansas Geographic
Information Office

Arkansas State Chamber
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AT&T Arkansas

UCA Center for
Community and
Economic Development

Cromwell Architects
Engineers

Electric Cooperatives of
Arkansas

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Associates

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of Commerce / Conway
County Economic
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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

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issues of Breakthrough](#)

How America's Dullest City Got Cool - Keynoter for 2017 Breakthrough Solutions Conference Early Bird Registration Deadline is May 24

The man whose transformative work helped Des Moines, Iowa, earn the headline "How America's Dullest City Got Cool," will be the keynote speaker for the 2017 Breakthrough Solutions Conference and Art Show, June 8 in Little Rock. Hosted by the Cooperative Extension Service Breakthrough Solutions program and partners, the conference will take place at the University of Arkansas Cooperative Extension Service, 2301 South University, in Little Rock.



Zachary Mannheimer, the founder of the Des Moines Social Club, will be speaking June 8, at 9:15 a.m., as part of "Re-imagining Your Community/Region in the 21st Century Economy." The Club is an arts and educational space in a renovated art deco firehouse that draws more than 25,000 people a month. Mannheimer now focuses on rural areas, helping them create amenities that people are seeking to grow vibrant communities. He spoke at a recent webinar on "Creative Place-making: Economic Development for the Next Generation" that attracted over 1,000 people.

The conference includes compelling stories from six Arkansas communities and workshops on eight critical issues:

- Developing Broadband Infrastructure for Your Area,
- Uncommon Communities - 21st Century Creative Placemaking,
- Micro-Manufacturing - a Fresh Opportunity for Your Community or Region
- Creating Extraordinary Tourism Experiences,
- Engaging Your Community for Maximum Impact - the Kickstart Lonoke Story
- Reinventing a Festival, a Leadership Program, and an RFP Response,
- Robots, Technology, and Innovation - Threats and Opportunities for Our Jobs and Workforce,
- They Won't Come If They Don't Have a Place to Live - Housing for Your Workforce.

Join Our Mailing List!

In addition, two half-day pre-conference workshops on June 7 address two of the most important issues facing communities and regions today:

- "Re-imagining Your Community in the 21st Century Economy - Step by Step"
- "Developing Cultural Competence - Becoming an Effective Leader Across Cultures and Boundaries"

Finally, the First Annual Breakthrough Solutions Art Show will feature citizens and youth expressing how they would re-imagine / envision their community or region in the next 10 years. The Breakthrough Solutions Partners invite you to join us for a great learning experience as we learn how to create vibrant 21st century communities and regions.

The early bird registration deadline is May 24, so act now. More information on these events is available at www.uaex.edu/breakthrough-solutions Contact Kaitlyn Baker kbaker@uaex.edu, 501-671-2072 if you have questions.



If You Are Not on the Internet, You Don't Exist

You will see why we focus on the importance of re-imagining your community in the 21st century economy in our 2017 Breakthrough Solutions Conference with these two incredible stories. I recently had breakfast with a UPS pilot and some friends. The pilot travels the world, delivering packages from one nation to another in the global economy. He described a recent trip to South Korea in which he was leaving Seoul at night. South Korea has a booming economy, and Seoul was all lit up at night. But as his plane gained altitude, he glanced to the north. Only 17 miles north of Seoul is North Korea. All he saw was pitch darkness, with a few scattered pinpoints of light. Incredible - a nation of 24.9 million people in the 21st century and at night it is DARK. How can an economy function when they shut off the

lights when the sun goes down? Think of the tremendous human capital that is wasted.

The second incredible story takes place in Arkansas. I recently visited a college town on an interstate highway with a population of over 9,000 people. The community has over 20 vacant buildings downtown plus several slabs where buildings used to be. Clearly the community used to be thriving, with a vibrant downtown and many family businesses. But times have changed, and the 21st century economy has not been kind to it. I met with local community leaders and through our discussion, learned that they have over 20 things to do in or near the community, with one individual stating that there were 50 things to do.

When I checked the community on TripAdvisor.com, the world's largest travel site with 500 million+ traveler reviews, I discovered that there are THREE things to do in or near the community. Things to do on TripAdvisor.com include outdoor activities, nature and parks, museums, concerts and shows, boat tours and water sports, tours, and night life. 286 million people in America use the internet, and many are looking for things to do on their travels. If they see only three things to do in your community, they might not stop, or if they do, it would probably be for just part of a day as they pass through.

The traffic count on the interstate which goes through this community is 27,000 vehicles per day. If just 1% (2,700 vehicles) saw there were more things to do in this community and stopped, do you think they would have over 20 vacant buildings?

The 21st century economy is global, it is digital, and it is fast. If you are not on the Internet (in multiple venues), you don't exist. Like our UPS pilot friend, if we fly over a community on the Internet and see only a few points of light, we would conclude that there is not much going on there and we wouldn't stop.

The irony is that, while billboards on the interstate (with 27,000 vehicles/day) are very expensive, Trip Advisor is a billboard on the internet superhighway (with 286,000,000 users) and it is free. But it requires an understanding of how to re-imagine our communities in this 21st century economy - how to harness its powerful forces. And this brings me to our 2017 Breakthrough Solutions Conference and Art Show on June 8.

With the theme "Re-Imagining Your Community / Region in the 21st Century Economy", the purpose of the conference is to provide community and regional leaders with insights, tools and strategies that can be used to develop a vibrant 21st century community or region. It is loaded with over 28 speakers sharing their insights and success stories in the 21st century economy. For more information: www.uaex.edu/breakthrough-solutions or mpeterson@uaex.edu, 501-5671-2072.

Kick Start Your Community!

If your community needs a fresh start to come together and move forward, you are in luck!

The Community Development Institute (CDI) at the University of Central Arkansas and the U of A Division of Agriculture are partnering together to offer a hands on experience for community development professionals that will take place in one Arkansas community. That community could be yours!

Kick Start is a free community building, action planning process provided through a partnership between UCA and U of A Cooperative Extension Service. Kick Start is a great way to bring a community together, interact with a variety of community and economic development resources throughout the state, and set community goals based on what citizens want and need. It is an eight month process, starting in August during CDI and ending in approximately April/May.

A team of CDI graduates will spend a day conducting an online assessment of the community, and a second day in the community interacting with citizens and community leaders, culminating with a community meeting to address the most pressing issues and opportunities. The team will use our Breakthrough Solutions Model, which has been successful in several other communities in Arkansas. The purpose of Breakthrough Solutions is to inspire and equip communities and regions to become vibrant, sustainable, and resilient in the 21st century economy. [Click here to view Community Criteria.](#)

For more information go to <https://uca.edu/cdi/advanced-year/> or contact Amy Whitehead or Shelby Fiegel at CDI.

Application Deadline is May 12, 2017!

Governor Hutchinson to Speak at Unveiling of Kickstart Lonoke Action Plan

Congratulations to the Kick Start Lonoke community development initiative in developing a Strategic Action Plan representing broad-based involvement and vision across the community. Governor Asa Hutchinson has agreed to come and speak at a press conference which will unveil the action plan on May 18. The event will be held in cooperation with the Lonoke Chamber of Commerce downtown at the Depot starting at 10:00 a.m. Kickstart Lonoke emerged after a team of graduates of the UCA Community Development Institute visited the community last summer and developed a report with observations and recommendations for moving forward. The Advanced Year CDI is a collaboration between the UCA Center for Community and Economic Development and the U of Arkansas Cooperative Extension Service Breakthrough Solutions Program.

Priority issue areas for the action plan include Jobs and

Education, Housing and Real Estate, Downtown and Retail Development, Beautification and Recreation, Branding and Marketing, and Infrastructure. We are most impressed with the leadership of Ryan Biles, Adam Stark, and the other Kickstart Lonoke Steering Committee members in moving this forward.

In a Clash of Cultures, Are you Culturally Competent?

How would you handle these situations?

- **Situation #1:** Two weeks after a public announcement that a manufacturing plant from Vietnam will be coming to your community, a new mayor has been elected - a Vietnam vet who lost several buddies and an arm in the Vietnamese war.
- **Situation #2:** Your community just completed a strategic plan with town hall meetings, multiple action teams, and a proposed sales tax for economic development. However, the 1/3 of your population who are Hispanic were not involved, even though all meetings were publicized.
- **Situation #3:** 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.

For each of these situations, describe the best case scenario and the worst case scenario. What would you do to ensure the best case scenario takes place? These situations all call for cultural competence - the ability to effectively operate within different cultural contexts. You won't want to miss the pre-conference workshop on this topic, led by Martie North, Senior Vice President, Simmons Bank. You can learn more about it here: www.uaex.edu/breakthrough-solutions Are YOU culturally competent?

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Quote of the Day

"If you love a place, what do you do? You make it an extraordinary place. Start with what in your community you want to keep and preserve. What do you hold sacred and want to

protect? Tupelo MS has "The Tupelo Spirit" - 'Every citizen has the responsibility and the privilege of making their community a better place.'

Dr. Vaughn Grisham,
Speaking to an Uncommon Communities Seminar, April 29,
2017, Winthrop Rockefeller Institute

Coming Events

- **May 18:** Press Conference to Unveil Kickstart Lonoke Action Plan, Lonoke Depot. Go to <https://kickstartlonoke.wordpress.com>.
- **May 19:** Arkansas Delta Conference, sponsored by Simmons Bank. Go to: <https://simmonsbank.com/delta>.
- **May 22:** Berryville Works Great Rollout, National Guard Armory, Berryville. Contact Chris Claybaker at chris.claybaker@berryvilleworks.com for more information.
- **May 23-25:** 20-17 Arkansas Rural Development Conference. Go to <http://ruralservices.arkansas.gov/conference-info>.
- **June 8:** 2017 Breakthrough Solutions Conference and Art Show, with Pre- Conference Workshops on June 7. Go to 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 for more information.
- **August 28-30:** Arkansas Economic Developers and Arkansas Chamber of Commerce Executives Annual Conference: <http://www.aedce.org/annual-conference-agenda>.



Visit Our Community and Economic Development Unit at:
<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, 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

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**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, send an e-mail to vworks@uaex.edu or call us at (501) 671-2066.

The Division of Agriculture offers its programs to all eligible persons regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

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

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at: