

REIMAGINING

YOUR COMMUNITY/REGION

in the 21st century economy

JUNE 7, 2017

Pre-Conference Workshops

- Re-imagining Your Community/Region
- Developing Cultural Competence

JUNE 8, 2017

Breakthrough Solutions
Conference and
Art Show



UofA DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Community & Economic Development
Strengthening Arkansas Communities



The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

– Alvin Toffler



2017 Breakthrough Solutions Conference and Art Show

“Re-imagining Your Community/Region in the 21st Century Economy”

The 21st century economy is global, it is digital and it is fast. It plays no favorites, and communities, regions and businesses that are not up to date get left behind. Two key indicators are population and vacant buildings.

- Is your community growing or losing population?
- Do you have many vacant buildings, and do they stay vacant long?
- Do you have a sense that in your community or region (or organization or business), you are not keeping up?
- In a time when more and more people can live anywhere, are they choosing to live in your community?

On June 7-8, you will have a great opportunity to learn how to re-imagine your community and to more effectively grow your community/region for tourists, millennials, families, retirees, entrepreneurs and businesses.

Our keynote presenter, Zachary Mannheimer, will speak on “Creative Placemaking – Economic Development for the Next Generation.” Zachary focuses on rural areas, assisting them to create amenities that people are looking for in order to remain vibrant communities. He has a tremendous track record and recently spoke at a creative placemaking webinar that attracted more than 1,000 participants.

Workshops will be offered at the conference in eight critical issue areas.

- Developing Broadband Infrastructure for Your Area
- 21st Century Creative Placemaking
- Micro-Manufacturing
- Creating Extraordinary Tourism Experiences
- Engaging Your Community for Maximum Impact
- 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

All of this takes place at the 2017 Breakthrough Solutions Conference on June 7-8 at the University of Arkansas Cooperative Extension Service headquarters, 2301 South University in Little Rock. 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.

To kickstart the conference, two half-day pre-conference workshops will be held on June 7 to address two critical community economic development issues, both of which can help your community be successful in the 21st century economy:

- **“Re-Imagining Your Community in the 21st Century Economy – Step by Step”** will provide a practical, hands-on approach to re-imagining your community.
- **“Developing Cultural Competence – Becoming an Effective Leader Across Cultures and Boundaries”** will provide insights and valuable tools to understand cultures and foster practices and policies that will enable you to move forward together in your community or region.

Finally, the Breakthrough Solutions Art Show will take place on the day of the conference, providing an opportunity for citizens and leaders to express and describe 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.

Pre-Conference Workshop 1

Re-imagining Your Community in the 21st Century Economy - Step by Step

Wednesday, June 7, 2017

9 a.m.-12 noon

If you want to know how to re-imagine your community in this 21st century economy, you are in luck. Our first pre-conference workshop will address this issue with these key topics:

- Why re-imagining is critical for the future of your community or region
- How to harness key drivers of change impacting your community or region
- Branding, re-visioning and re-imagining – where is the big gold nugget in this that will really move your community forward
- A hands-on exercise using a powerful tool to re-imagine a community
- The power of visual images and sketches to re-imagine your community with two compelling examples
- How to pay for projects that emerge from this process.

This workshop will feature Ed Levy of Cromwell Architects Engineers, Mission Dardanelle, the Eureka Springs Community Foundation and a case study in Fayetteville.

Pre-Conference Workshop 2

Developing Cultural Competence - Becoming an Effective Leader Across Cultures and Boundaries

1-4 p.m.

Culture is the set of rules, norms and behaviors that promote stability and harmony within a community or society. Cultural competence is the ability of community and regional leaders to understand and recognize cultural differences and relate to them across cultural and physical boundaries. Why is this important?

- There are many instances in which culture has trumped strategy – the attempts by various citizens and leaders to improve the community.
- So it is powerful, and when there are multiple cultures in a community or region, we see that stability, harmony and progress are often stymied.
- Because many 21st century communities, urban and rural, have multiple cultures – Hispanics, black/white, millennials, northerners, Hmong and others. The most successful communities are those who have the ability to engage and involve citizens from across the spectrum of the community.

This workshop is designed to increase our understanding and our ability to relate to different cultures and to foster practices and policies that will enable us to move forward together. Workshop leader is Martie North, senior vice president with Simmons Bank, who has a dynamite workshop in store for us.

2017 Breakthrough Solutions Conference and Art Show

“Re-imagining Your Community/Region in the 21st Century Economy”

Thursday, June 8, 2017

9:00 a.m. **Emcee** – Martie North, Senior Vice President, Simmons Bank

Welcome – Dr. Rick Cartwright, Interim Associate Vice President for Agriculture – Extension

9:10 a.m. **Keynote Presentation:** “*Creative Placemaking – Economic Development for the Next Generation*”

Zachary Mannheimer, Principal Community Planner, McClure Engineering Company, Des Moines, Iowa



Zachary Mannheimer

After a road trip to 22 cities around the country, Zachary settled in Des Moines in the fall 2007 to found the Des Moines Social Club, an arts and educational nonprofit that uses arts to engage the community and recruit and retain young people. Since opening its doors in 2009, it has hosted over 5,000 arts-related events and seen over 1,000,000 patrons. Founding the nonprofit from scratch, Zachary has raised over \$14,000,000 in his short time in Des Moines. Zachary now focuses on rural areas, assisting them to create amenities that people are looking for in order to remain vibrant communities. He has received numerous awards and recently was the featured speaker on creative placemaking that attracted over 1,000 participants.

10:10 a.m. Break

- 10:25 a.m. *“What Would a Full-Blown 21st Century Community Look Like and How Do We Get There?”*
Mark Peterson, University of Arkansas Cooperative Extension Service
- 11:05 a.m. Adjourn to the Opportunities Fair
- 11:10 a.m. **Opportunities Fair – An Opportunity to Meet Breakthrough Solutions Partners and Additional Resource People**
- 11:45 a.m. Lunch
- 12:35 a.m. Return to the auditorium
Clevon Young, Arkansas Human Development Corporation, Emcee
- 12:45 p.m. **Presentation of SOAR Awards**
Melinda Faubel, AT&T Arkansas
- Arkansas Community Development Society announcement**
Pam Hipp, President, Arkansas Community Development Society (invited)
- 1:00 p.m. **IGNITE SESSION**
Timothy Lee, UALR Small Business Technology and Development Center, Emcee
- 1) *“Berryville Works 2020 – Moving From SWOT to SOAR”*
Chris Claybaker, Berryville Economic Development
 - 2) *“Just One More Day – Increasing Tourism Dollars in Your Community or Region”*
John Vacca, Arkansas Coalition for the Ouachitas and Janssen Park Place Bed and Breakfast, Mena
 - 3) *“Climb Aboard the Opportunity Bus – Moving From Poverty to Prosperity”*
Dr. Blanche Hunt, Arkansas Northeastern College, Blytheville
 - 4) *“Who Knew? The Arkansas Goat Festival as the Birth of Goat Tourism”*
Sarah French, Uncommon Communities and LeadAR, Perryville

- 5) *“Murder, Junk, and Johnny Cash – Movin’ and Shakin’ in Cleveland County”*
Britt Talent, Kickstart Cleveland County and *The Cleveland County Herald*
- 6) *“Re-imagining Our Community”*
Lonoke EAST Students (invited)

1:50 p.m. Adjourn to Breakout Sessions

2:00 p.m. **ROUND I BREAKOUT SESSIONS**

- 1) *“If You Are Not on the Internet, You Don’t Exist – Developing Broadband Infrastructure for Your Area”*
William H. Vogt, General Field Representative, USDA Rural Utilities Service (invited), **Andrew Cohill**, Design Nine, Blacksburg, Virginia, and **Jeff Jones**, Telecommunications Consultant
Emcee: Wayne Miller, University of Arkansas Cooperative Extension Service

NOTE: *The broadband discussion will continue during the second breakout session, in addition to the four breakout sessions scheduled.*

- 2) *“Uncommon Communities – 21st Century Creative Placemaking in Action”*
Cary Tyson, Winthrop Rockefeller Institute, **Jackie Sikes**, We Love VBC, and **Tonya Gosnell**, Pope County Uncommon Communities (invited)
Emcee: Amanda Perez, University of Arkansas Cooperative Extension Service
- 3) *“Micro-Manufacturing – A Fresh Opportunity for Your Community or Region”*
Joel Gordon, Regional Innovation Hub, North Little Rock, and **Phil Plyler**, AEDC Arkansas Manufacturing Solutions
Emcee: J.D. Lowery, Electric Cooperatives of Arkansas
- 4) *“Leveraging Your Assets to Create Extraordinary Tourism Experiences”*
Stone County In Tune (invited);
Emcee: Tande White, Entergy Teamwork Arkansas

2:55 p.m. Break

3:10 p.m.

Round II Breakout Sessions

- 5) *“Engaging Your Community for Maximum Impact – The Kickstart Lonoke Story”*
Ryan Biles, Kickstart Lonoke and SCM Architects, and **Amy Whitehead**, UCA Center for Community and Economic Development
Emcee: Heather Larkin, Arkansas Community Foundation
- 6) *“Reinventing a Festival, a Leadership Program, and an RFP Response”*
Julie Allen, Newport Chamber of Commerce, and **Jon Chadwell**, Newport Economic Development Commission
Emcee: Ken Hubbell, Hubbell and Associates
- 7) *“Robots, Technology, and Innovation – Threats and Opportunities for Our Jobs and Workforce”*
Randy Zook, Arkansas State Chamber of Commerce, and **Bill H. Stovall III**, Arkansas Community Colleges
Emcee: Drew Pack, St. Louis Federal Reserve, Little Rock Branch
- 8) *“They Won’t Come If They Don’t Have a Place to Live – Housing for Your Workforce”*
Karen Dill, Kickstart Lonoke and Dill Real Estate (invited), and **Arkansas Housing Coalition**
Emcee: Terre McLendon, UALR Institute for Economic Advancement

4:05 p.m.

Return to auditorium

Door Prizes

People’s Choice Award for top Ignite presentation

Breakthrough Solutions Art Show Winners

Wrap up and adjourn

For more information, including conference registration, art show guidelines and lodging information, go to www.uaex.edu/breakthrough-solutions.aspx.

Act now, and be sure to check out the early bird registration date of **May 24**. If you have questions, contact Kaitlyn Baker at kbaker@uaex.edu, 501-671-2072.



PLAY will be to the 21st century what work was to the industrial age – our dominant way of knowing, doing, and creating value.

– Pat Karse



Breakthrough Solutions Partners

Breakthrough Solutions is a program of the U of A Division of Agriculture Cooperative Extension Service, with these partners:

Arkansas Community Colleges
Arkansas Community Foundation
Arkansas Economic Development Commission/
Arkansas Manufacturing Solutions
Arkansas Geographic Information Office
Arkansas Human Development Corporation
Arkansas State Chamber of Commerce
AT&T Arkansas
Conway County Economic Development Commission/
Morrilton Area Chamber of Commerce
Cromwell Architects Engineers
Electric Cooperatives of Arkansas
Entergy's Teamwork Arkansas
Federal Reserve Bank of St. Louis, Little Rock Branch
Ken Hubbell and Associates
Newport Economic Development Commission
Simmons Bank
UALR Institute of Economic Advancement
UALR School of Public Affairs
UALR Small Business Technology and Development Center
UCA Center for Community and Economic Development



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