

Breakthrough News
Volume IX, Number 2
December 2011

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, sustainable and resilient in the 21st century economy

Editor: Mark Peterson, Professor – Community and Economic Development

In This Issue

2011-2012 Breakthrough Solutions Conference – The Ultimate Community Development Road Trip

IGNITE Projects – A Fresh Opportunity for Arkansas Communities

Organizing for Action – the Five Step Breakthrough Action Process

The Innovation Secrets of Steve Jobs: Seven Principles for Breakthrough Success

Website of the Month – Flash Mob, Deck the Halls

Story of the Month – Korea’s Got Talent

Next Issue – Arkansas Broadband 2.0 – an Interview with C. Sam Walls, President of Connect Arkansas

Introduction

Welcome to the December 2011 issue of Breakthrough News. The ultimate community development road trip would be to take two years and visit 80 of the most successful communities in the nation. As most of us couldn’t shake loose to do it, we can do the next best thing – hear a Michigan State University researcher and community development practitioner who has done it tell his stories when he comes to Little Rock on January 25. Details are below.

Best regards,
Mark

Mark Peterson
Professor – Community and Economic Development

Coming Events

December 15: Early bird registration deadline for 2012 Community Development Institute Central. Go to <http://uca.edu/cdi/>.

January 25: 2011-2012 Winter Breakthrough Solutions Conference with the Theme: “Creating Vibrant, Sustainable, Resilient Communities – Reassess and Refocus”. Airport Holiday Inn in Little Rock. More information is in this newsletter.

March 26-29: 2012 Mid-South Basic Economic Development Course; for more details, go to <http://www.iea.ualr.edu/econdev>.

2011-2012 Breakthrough Solutions Conference - The Ultimate Community Development Road Trip

How would you like to take two years to travel to over 80 of the most successful and innovative communities in the nation, and learn their secrets? Dave Ivan, a Michigan State University social researcher and community development practitioner, did just that. And **he will be our keynote speaker at our 2011-2012 Winter Breakthrough Solutions Conference on Wednesday, January 25, 2012 at the Airport Holiday Inn in Little Rock.**

With the theme: “Creating Vibrant, Sustainable, Resilient Communities – Reassess and Refocus”, the conference will address how communities can survive and sustain their vibrancy in a rapidly changing environment – the New Normal of economic and political uncertainty, driven by innovation, globalization and broadband connectivity.

In addition to Dave Ivan’s great stories and five key elements of the most successful communities, the conference will include:

- An IGNITE session, with several communities sharing their breakthrough projects,
- An orientation and training session on how to leverage community assets to create breakthroughs and breakthrough solutions,
- An awards luncheon where communities will share AHA moments that are new insights about community and economic development in this current environment,

- Exciting news and lessons from Harrison, our Breakthrough Solutions pilot community, and
- A unique opportunity to apply breakthrough strategies to the asset maps of three Arkansas communities.

At last year's conference, we shared the Breakthrough Solutions Model and Asset Map. This year we are taking it a step further – we are going to apply that model and its breakthrough strategies to three Arkansas communities. After some coaching on breakthrough thinking, conference participants and Breakthrough Solutions Partners will be invited to develop strategies to create breakthrough solutions for those three communities.

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.

Conference registration, which includes an early arrival reception, lunch, refreshments and conference materials, is only \$55 for early bird registration, \$70 for regular registration. The registration form is available online; just select the link (**PDF** or **MSWord**). If you have questions, contact Aly Signorelli at 501-671-2072 or e-mail asignorelli@uaex.edu. You won't want to miss it!

P.S. We are offering these bonuses this year:

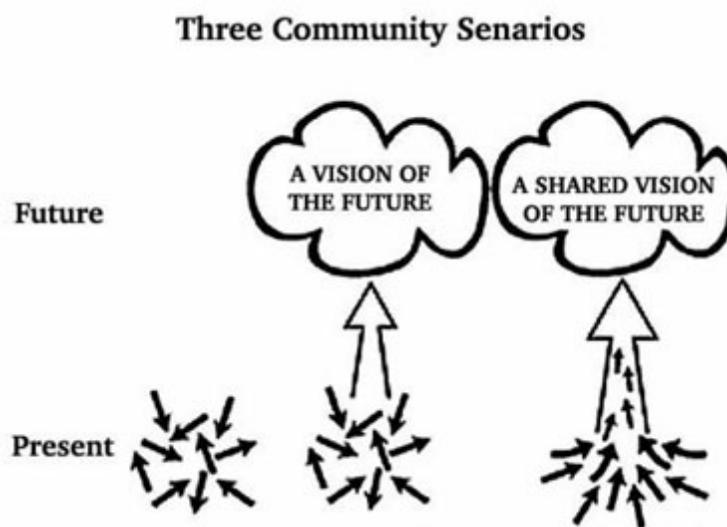
- **An Early Arrival Reception and Networking Session** – meet our keynote speaker and network with other conference participants, from 5:00 p.m. – 6:30 p.m. the evening before the conference, in the solarium at the Airport Holiday Inn (heavy hors d'oeuvres and cash bar),
- **“Fifteen Strategies for Funding and Financing Your Community and Economic Development Projects”**, updated from last year's conference,
- **Door prizes, including the 2011-2012 Breakthrough Solutions Grand Prize – a weekend at historic Harrison, Ark., Ozark Mountain Gateway to the Buffalo River National Park Region:** Two nights' lodging at the 1929 Hotel Seville – a Magnuson Grand Hotel, a \$50 gift certificate for dinner at John Paul's Restaurant and Gathering Place, two admissions to a theatrical production at the historic Lyric Theater, dinner for two at DeVito's Italian Restaurant, two admissions to the Ozark Medieval Fortress, and access to the driving tours, hiking trails, and the Historic Harrison Walking Tour. (It is called a door prize because if you walk out the door before the end of the conference, you can't win the prize...)

IGNITE Projects – a Fresh Opportunity for Arkansas Communities

We have a new opportunity connected with our 2011-2012 Breakthrough Solutions Conference – IGNITE projects. We are seeking great projects or initiatives that you have completed or nearly completed that involved the community and have made a real difference in your community, county or region. These would be featured in our IGNITE session at the conference. It would be a terrific opportunity to showcase your project, raise visibility for your community and enjoy the conference. Community projects chosen will also receive two complementary registrations to the conference and be featured on our Breakthrough Solutions website, www.vworks.edu. So let us know if you are interested, or nominate a project from another community that you know of.

Organizing for Action – the Five Step Breakthrough Action Process

Why do successful communities all seem to be on the same page, while others are fragmented and divisive? The arrows in the following diagram represent organizations, businesses, or initiatives in a community. Why do many communities get stuck with the scenario in the left, with everyone going in different directions? Why do many communities get stuck in the middle scenario, with a vision and plan, but no buy-in or changed behavior? How do we realize the scenario on the right, with organizations, businesses, and local government all aligned and working toward a common vision?



Considerable community development research and experience reveals that successful communities:

- engage their leaders, organizations and citizens;
- develop a shared vision; and
- create an action plan that reflects an alignment of agendas and resources toward realizing that vision in the community.

This process of engaging the community is outlined in the following five-step Breakthrough Action Process, which includes involving four key groups in your community.



To learn more about the Breakthrough Action Process, go to the latest Breakthrough Solutions Blog entry: <http://breakthroughsolutionsforcommunities.wordpress.com/>

The Innovation Secrets of Steve Jobs: Seven Principles for Breakthrough Success

Breakthrough Solutions thoroughly incorporates innovation into a community planning process. But we can gain real insights from an expert on business innovation: Steve Jobs. He created a product and brand that is so strong and so powerful that people will wait outside the handful of retail outlets that distribute

the product, and hackers break into the device so that desperate customers from certain wireless providers can use it.

Here are Jobs' seven principles for breakthrough success:

1. Do What You Love,
2. Put a Dent in the Universe,
3. Kick-Start Your Brain,
4. Sell Dreams, Not Products,
5. Say No to 1,000 Things,
6. Create Insanely Great Experiences, and
7. Master the Message.

<http://smallbiztrends.com/2011/03/innovation-secrets-steve-jobs-insanely-different-principles-breakthrough-success.html>

Breakthrough Solutions Funding Sponsors

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:

Platinum Sponsors – Connect Arkansas

Gold Sponsors – AT&T Arkansas, CenturyLink, Entergy Teamwork Arkansas

Silver Sponsors – AEP Swepco, Arkansas Telecommunications Association, University of Central Arkansas Center for Community and Economic Development, Electric Cooperatives of Arkansas

Bronze Sponsors – Bank of the Ozarks, Cisco Systems, Crafton Tull Associates

Honorable Mention – Arkansas Community Development Society

Breakthrough Solutions Partners

We appreciate the continued support of our Breakthrough Solutions Partners:

Arkansas Assoc. of Two-Year
Colleges
Arkansas Geographic Information
Office
AR Science and Technology

Arkansas Community Foundation
AR Human Development
Corporation
AT&T Arkansas
Center for Community & Econ. Dev.,

Authority
Arkansas State Chamber of
Commerce
CenturyLink
Delta Center for Econ. Dev., ASU
Energy Teamwork Arkansas
U of A Cooperative Extension
Service
UALR Institute of Government

UCA
Cromwell Architects Engineers
Electric Cooperatives of Arkansas
Ken Hubbell and Associates
UALR Institute for Econ.
Advancement
UALR Small Business Development
Center

Website of the Month – Flash Mob, Deck the Halls

Question – what could you do that would be a lot of fun, bring attention to your community, and reach 374,000 people in a month with no out-of-pocket expenses? The Carlson School of Management received a surprise visit from a saxophonist and nearly 300 of his friends from the University of Minnesota's School of Music. Take a look: <http://www.youtube.com/watch?v=uH8FvERQHtM&sns=em>.

Here is the formula: Broadband plus Creativity = Reach the World

Story of the Month – Korea's Got Talent

Not only is South Korea fourth in the world in broadband penetration (after Switzerland, Denmark, and the Netherlands), but it has talent. This is an incredible story – a testimony to the human spirit: <http://www.youtube.com/watch?v=BewknNW2b8Y&feature=related>.

Reflecting on this young man's life raises questions for all of us:

1. **What are you waiting for?**
 2. **Why aren't you acting on your passion – what you really want to do in life?**
 3. **What is holding you back? SO WHAT?**
-

Visit Our Community and Economic Development Unit at:

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

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

How to Strategically Impact Your Community:

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.

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.

To Subscribe or Unsubscribe:

Send an email message to vworks@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 www.vworks.org/News/default.htm.