

Breakthrough News

UofA
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Breakthrough News

Volume XIV, Number 1

February 2018

**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 equip communities and regions to prosper in
the 21st century economy.

Editor: Mark Peterson, Professor - Community and Economic Development

In This Issue:

[Create Jobs by Adding
Value to Your
Community's Assets-
Part III](#)

[2018 Breakthrough
Solutions Conference
Set for June 6-7](#)

[EXCERPT - Three
Kinds of Communities
in the 21st Century
Economy](#)

[Public Sector: A New
Market Segment for
Many Arkansas
Businesses](#)

[February 20 Webinar -
Creating a Sense of
Community Through the
5 C's of Social Capital
and Cultural
Competency](#)

[ACHANGE Convening](#)

Create Jobs by Adding Love to Your Community's Assets - Part III

I know this sounds like a fluff title, but in this article you will see one of the most powerful ways to make your community, organization, or business stand out, and attract people, money and jobs. [Part I](#) of this series described multiple small businesses that arose next to a national park, while [Part II](#) of this series included the

Price Value Curve and how adding value to the assets of your community, organization, or business draws people and customers to your community. In this article you will learn about raving fans, branding, forming an on-line community, and five strategic questions for you and your community. You can see it [here](#).



**2018 Breakthrough Solutions Conference
Set for June 6-7**

on the Future of
Affordable Housing Set
for February 23rd

Story of the Month:
Casey IL - A Small
Town Home to Giant
Things

Coming Events

Breakthrough Solutions Partners

**We appreciate the
continued support of
the following:**

Arkansas Community
Colleges

Arkansas Community
Foundation

Arkansas Department of
Parks and Tourism

AEDC Arkansas
Manufacturing Solutions

Arkansas Geographic
Information Office

Arkansas Human
Development
Corporation

Arkansas Small Business
Technology and
Development Center

Arkansas State Chamber
of Commerce/AIA

AT&T Arkansas

Center for Community
and Economic
Development, UCA

Cromwell Architects
Engineers

Electric Cooperatives of
Arkansas

Entergy

Federal Reserve Bank of
ST. Louis, Little Rock
Branch

Ken Hubbell and
Associates

Morrilton Area Chamber
of Commerce / Conway



The 2018 Breakthrough Solutions Conference is set for Thursday, June 7, with pre-conference workshops taking place on June 6. Breakthrough Solutions Conferences are known for creating stimulating learning experiences that equip community leaders, elected officials, business people, non-profits, regional leaders, and community economic development professionals with the knowledge and skills to prosper in the 21st century economy. More about it [here](#).



EXCERPT - Three Kinds of Communities in the 21st Century Economy

"The 21st century economy is global, digital, and fast. When we ask community leaders to describe the pace of change, nearly all say that it is fast or very fast. When we then ask how many are comfortable with this change, a much smaller percentage raise their hands. That is because the 21st century economy is also disruptive.

Just when we think we have a handle on things, someone changes the rules, or closes a plant. The fast pace of change in the 21st century economy accentuates the importance of understanding three kinds of communities (and businesses and non-profits)." Click [here](#) to take the four-question survey and see this important article. You won't regret it.

Public Sector: A New Market Segment for Many Arkansas Businesses

The federal government is the largest buyer of products and services in the market, said Mary Love, procurement

counselor with the Arkansas Procurement Assistance Center, a unit within the University of Arkansas System Division of Agriculture, Cooperative Extension Service... Read more [here](#).



February 20 Webinar - Creating a Sense of

County Economic
Development Corp.

Newport Economic
Development
Commission

Simmons Bank

Strategic Consultants

UA Little Rock Arkansas
Economic Development
Institute

UA Little Rock School of
Public Affairs

Funding Sponsors

GOLD

Arkansas State Chamber
of Commerce
Associated Industries of
Arkansas
AT&T Arkansas
Entergy
Newport Economic
Development
Commission

BRONZE

Arkansas Community
Development Society
Electric Cooperatives of
Arkansas
UCA Center for
Community and
Economic Development

[Visit Our Sponsor](#)

Past Issues

[Click here to see past
issues of Breakthrough
News.](#)

[Join Our Mailing List!](#)

Community Through the 5 C's of Social Capital and Cultural Competency



In a time of divisiveness in our nation, it is even more important for our communities to be able to have a sense of community - for people to live in a place where they feel they belong, where they can engage and contribute, and in return feel respected and valued. This

is also essential for a community to operate at the speed of trust, able to respond to crises and opportunities that require action within a short time frame, and to foster development that is sustainable over the long term.

This webinar will explore five elements of social capital through this lens, plus scenarios that portray cultural competency at its worst and best. Sponsored by the Southern Rural Development Center, this webinar builds on our work in social capital with the Uncommon Communities. It is set for February 20 at 10 a.m. and is free. You won't want to miss it! You can sign up for it [here](#):



ACHANGE Convening on the Future of Affordable Housing Set for February 23rd

Please join us and others interested in the future of affordable housing in Arkansas as we convene at 10:00 a.m. on Friday, February 23. We will learn about the new programs and changes to existing programs at the Arkansas Development Finance Authority from our keynote speakers Andrew Branch, Vice President of Housing, and Tim Wooldridge, Director of Outreach of ADFA. There is no fee for our convening, but you must register to attend. Please click on this [link](#) to register. We look forward to seeing you!

Story of the Month: Casey IL - A Small Town Home to Giant Things



Many rural communities struggle with the question of how to attract visitors who might eventually become residents. The community of Casey, Illinois (pop. 3,000) has discovered a unique niche that seems to work, by creating giant things - the World's Largest Rocking Chair, World's Largest Golf Tee, World's Largest Pitchfork, and World's Largest Wind Chime, among many other over-sized objects. It's a collection that has helped the tiny town halfway between St. Louis and Indianapolis loom large on the map of world records. You can learn more about this unique town [here](#).

Coming Events

February 20: Webinar - Creating a Sense of Community Through the 5 C's of Social Capital and Cultural Competency; starts at 10 a.m. You can sign up

here: <http://srdc.msstate.edu/trainings/crdwebinars.html>

February 23: ACHANGE Convening on the Future of Affordable Housing: 10 a.m. at U of A Cooperative Extension Service in Little Rock. [Get more information](#)

February 24: 10th Annual Delta Visual Arts Show, Newport AR; Go to:

<http://files.constantcontact.com/5fb288dc001/9abda8be-4c4a-4ebb-88f1-81c98bd96668.pdf>

March 11-13: Governor's Conference on Tourism, West Memphis AR. Go to <https://www.arkansas.com/travel-tools/governors-conference/>

April 2-5: Mid-South Basic Economic Development Course in Little Rock. Go to <http://www.aedce.org/> for more details

April 15-17: 2018 MAKO Conference, Branson MO, for chamber of commerce executives in Missouri, Arkansas, Kansas, and Oklahoma. Go to

<http://www.aedce.org/events/event/mako-conference-2/>

June 6-7: 2018 Breakthrough Solutions Conference and Pre-Conference Workshops, U of Arkansas Cooperative Extension Service, Little Rock. Put it on your calendar -more information coming soon.

July 30-August 3: Community Development Institute at University of Central Arkansas in Conway.

[Go to uca.edu/cdi](http://uca.edu/cdi) for more information.



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

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

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, 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