



Breakthrough News

UofA
UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE

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

- **six clues to how your community or region can stand out from the crowd,**
- **a great opportunity to learn how your community or region can stand out (our 2016 Breakthrough Solutions Conference),**
- **an opportunity for your community to showcase how it stands out,**
- **nine principles for funding community and economic development,**
- **a special opportunity for an Arkansas community to receive assistance from the UCA Community Development Institute and Breakthrough Solutions, and**
- **an incredible Story of the Month.**

You won't want to miss it!

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Professor - Community and Economic Development

Our Quote for the Day

"Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?"

-- Steve Jobs' statement to John Sculley to recruit him from Pepsi to become Apple's CEO

2016 Breakthrough Solutions Conference Set for June 7-8

"What Smart Communities Are Doing to Stand Out"

Be sure to mark your calendars for the 2016 Breakthrough Solutions Conference, set for June 8, with the pre-conference workshops on June 7. The theme of the conference is "What Smart Communities Are Doing to Stand Out", which expresses the desire of many communities and regions, as they compete for businesses, entrepreneurs, tourists, and retirees in the global marketplace. The conference will take place at the University of Arkansas Cooperative Extension Service, 2301 South University, in Little Rock.

How Your Community Can Stand Out:

If your community is just like dozens of other communities in The South, or our nation, why would people want to visit and even move to your community? The following are some clues from our Breakthrough Solutions Partners. Smart communities:

- 1) Understand the tidal waves of change and position themselves to take advantage of at least one of these waves. Examples include globalization, regionalization, localization (producing unique goods, services, and experiences in your own community), a high quality of place, and embracing technology and broadband.
- 2) Find their niche in the world - the thing or things that they do better than anyone else, and capitalize on that strength and capacity. Do you know what your niche is?
- 3) Create a strategic economic brand that communicates in shorthand who you are and what you offer to the world. This is a brand promise, and smart communities deliver on their brand promise.
- 4) Have community leaders that work well together across boundaries, are future focused, and engage the community in shaping the future.
- 5) Understand and use various strategies to fund and finance community and economic development projects, including resources from in and out of the community.
- 6) Create sustainability for the community for the long term, in the economic, social, leadership, and environmental arenas.

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If you would like to learn more about these key elements, plan on coming to our conference and pre-conference workshops. More details will be coming out soon.

We Are Seeking Communities or Regions That Have a Story on How They Are Standing Out

Hearing success stories from communities or regions that have done well is always a highlight of our Breakthrough Solutions Conference. So if you have a story of how your community is doing something to stand out, please let us know, as we are looking for communities to feature in our conference. You will have an opportunity to tell the world how you are standing out, and we will cover your conference registration fee. Don't be shy - nominate yourself or another community or community project that you know of, by sending an e-mail to mpeterson@uaex.edu or calling 501-671-2253.

Nine Principles for Funding Community and Economic Development

One of the pre-conference workshops is going to be on funding and financing community and economic development. You can have the most exciting, coolest visions and projects in the world, but if you are unable to fund or finance them, you won't be successful. Here are nine principles that are gleaned from multiple sources and successful community and economic development projects:

Principle #1: Start with the right mindset.

Your work is really important to the future of your community, and you invite others to join you. You are not just asking for money; you are giving potential investors or donors the opportunity to really make a difference in the world - to even leave a legacy.

Principle #2: For a particular project, involve people in creating a vision of the future that they fall in love with. Most community visions and projects emerge through a lot of discussion among community leaders. Invite stakeholders and potential donors to participate in this process - it builds ownership and buy-in.

Principle #3: Friend-making - relationship building - comes first before fundraising. Spend time to really understand your donors and their priorities, so you will be on the same page in your interaction with them.

Principle #4: In-kind contributions are easier to get than money. Think of what you really need (such as for a tree planting project), and then ask organizations, businesses, and local governments what they can do to help get the job done.

Principle #5: Be creative and leverage your assets for more impact and new funding streams.

Example: Artists for the Delta Visual Arts Show in Newport AR donate artwork to be auctioned off to raise funds to sustain the event.

Principle #6: Use technology to reach people in new ways - websites, e-mail, blogs, social media, crowdfunding, kickstarter.com, Google maps, Travelocity, Zomato.com, and other tools.

Principle #7: Develop your community's capacity for funding.

- Develop a funding team that offers grantsmanship training, creates a repository of funding resources and demographic information, and connects worthwhile projects to possible resources.
- Work with local organizations and governments to develop or hire grantsmanship expertise for your community.

Principle #8: Think long term and develop donor/stakeholder relationships that will continue to give and invest over time.

Community and economic development is a marathon, not a sprint. If you develop positive relationships now, they may pay off in the future.

Example: Foundations in Nebraska and Mississippi have developed "The 5% Solution", a campaign to encourage families to designate 5% of their estates toward community and economic development.

Principle #9: Become an expert at recognizing contributions through naming rights, plaques, publicity, and other forms of recognition. This is not rocket science, but many people do not adequately express appreciation to their supporters. A rule of thumb is to thank your supporters 7 times in various ways.

2016 CDI Advanced Year Community - Apply Today!

The Community Development Institute at the University of Central Arkansas is now accepting applications for one community to work with the 2016 CDI Advanced Year class. Partnering with the Breakthrough Solutions Program of the University of Arkansas Cooperative Extension Service, the experience offers a community a fresh look at its assets and opportunities, plus the benefit of feedback from trained community and economic developers. While in the community, these professionals will provide an outsider's perspective on the community and work with community leaders to develop action steps to address key issues identified by the community.

This experience is a unique opportunity to kick start community and economic development in your community. The Advanced Year class will work directly with the local leadership of the selected community from August 1 - 4, 2016 with an additional nine months of follow-up assistance available from UCA staff and U of A Cooperative Extension faculty. The

final deliverable will be a community action plan that will serve as a blue print for the future.

Interested in applying? View the criteria for eligible communities. Any interested community should complete the application by May 2. You can share this opportunity with your community or a community you know of that may be interested in participating in the CDI Advanced Year through our Kick Start Flyer.

Learn more about the CDI Advanced Year at www.uca.edu/cdi/advanced-year. For questions or assistance completing this application, email sfiegel@uca.edu or call 501.450.5269. Be sure to nominate your community for this exciting opportunity!

Coming Events

April 8-9: South Arkansas Homesteading Conference, Pioneer Village, Rison AR.

Go to ArkansasHomesteader.com for more information.

June 7-8: 2016 Breakthrough Solutions Conference and Pre-Conference Workshop, U of Arkansas Cooperative Extension Service, Little Rock. More details will come out soon.

August 1-5: 2016 Community Development Institute, sponsored by the UCA

Center for Community and Economic Development: www.uca.edu/cdi.

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 - Arkansas Capital Corporation, AT&T Arkansas, Cisco, Little Rock Branch of the Federal Reserve Bank of St. Louis

Gold Sponsors - CenturyLink, Entergy, Newport Economic Development Commission

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Breakthrough Solutions Partners We appreciate the continued support of our Breakthrough Solutions Partners:

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Story of the Month - The Clock is Ticking - What Are We Waiting For?

This is a story of your life going forward. If we correlate a life of 70 years with the waking hours of a single day, from 7 a.m. until 11 p.m., we would find:

- If you are age 15, the time is 10:25 a.m.
- If you are age 20, the time is 11:34 a.m.
- If you are age 25, the time is 12:42 p.m.
- If you are age 30, the time is 1:51 p.m.
- If you are age 35, the time is 3:00 p.m.
- If you are age 40, the time is 4:08 p.m.
- If you are age 45, the time is 5:16 p.m.
- If you are age 50, the time is 6:25 p.m.
- If you are age 55, the time is 7:34 p.m.
- If you are age 60, the time is 8:42 p.m.
- If you are age 65, the time is 9:51 p.m.
- If you are age 70, the time is 11:00 p.m.

I don't know about you, but when I look at this age/time scale, I am convicted. It makes me ask these questions (of myself as much as you):

- 1) What are you waiting for?**
- 2) Why aren't you acting on your passion - what you really want to do**

in life?

3) When are you going to make that big move:

- start that business you have been dreaming of,
- go back to school and finish your degree,
- run for office,
- take your kids on that vacation to Canada,
- build a new house, or
- start a major community-wide initiative that will leave a legacy for your children and future generations?

4) What would you do if you knew you would not fail?

5) If not you, who? If not now, when? If not here, where?

6) 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 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: www.vworks.org, vworks@uaex.edu, (501) 671-2253.

To Subscribe or Unsubscribe:

Send an e-mail 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

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.