

# Breakthrough News

**UofA**  
DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
*University of Arkansas System*

Breakthrough News

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**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

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## **Strengthening Your Community's Opportunity Pipeline is Theme for 2018 Breakthrough Solutions Conference**

The Breakthrough Solutions Conference is set for Thursday, June 7, 2018. Pre-conference workshops taking place on June 6, 2018. These events will take place at 2301 S. University Ave, in Little Rock at the University of Arkansas Cooperative Extension Service.

The 21st Century economy is global, digital, and fast. It is also disruptive to businesses, organizations, communities, and

[Coming Events](#)

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continued support of  
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governments who are not changing with the times. Empty buildings, bankruptcies, and ghost towns are a testament to this fact. But it is also loaded with opportunities for community and regional leaders who understand the changes taking place and can take advantage of these opportunities.

That is what our 2018 Breakthrough Solutions Conference and pre-conference workshop is about - equipping community and regional leaders with the insights, tools, and resources to harness the forces of change in your own community. You won't want to miss it, and you can learn more about it [here](#).

## Creating Jobs by Identifying Strategic Opportunities - Part IV

### STRATEGIC OPPORTUNITY MATRIX

This series has focused on opportunities to create jobs by starting with and leveraging the assets in your community, region, or business. In this article, [Part IV](#) of our Creating Jobs Series, you will see a terrific tool for you to identify opportunities to create job using a very powerful tool - a Strategic Opportunity Matrix. In [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. [Part III](#) described how to harness the power of love by creating extraordinary experiences that people will remember forever. This tool will unveil new strategic opportunities for your community, business, or organization, and you can learn more about it [here](#).



## Yell County Uncommon Communities is Reaching Out

Yell County Uncommon Communities has been successful in

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Dardanelle, and we wanted to reach out and invite the rest of Yell County to be a part of it," stated Mike Merritt, chairman of Mission Dardanelle. Uncommon Communities is a program of the Winthrop Rockefeller Institute, in collaboration with Vaughn and Sandy Grisham, the U of A Cooperative Extension Service, and our Breakthrough Solutions Program. You can learn more about Yell County Uncommon Communities [here](#).

## Green Infrastructure Workshop Set for April 17

Cities are installing green infrastructure across the country as a cost-effective way to capture, route, and purify water at its source. Beyond managing storm water and preventing local flooding, green infrastructure beautifies neighborhoods, creates safer communities, improves public health, and creates jobs skills. Learn more about an April 17 workshop [here](#).



## New Association Forms to Support Agritourism in Arkansas



Congratulations to agritourism operators in Arkansas, who formed the Arkansas Agritourism Association on February 26. Agritourism is an emerging niche market within the tourism sector that has merit for rural and agricultural areas of the state. You can learn more about it [here](#).

## Incredible Story of the Month: Kodak, the Digital Camera, and the Fate of Rochester, NY



This is an incredible story about a very successful company that did not see the future - although it was staring them in the face - and how that lack of vision decimated a community. Read more about it [here](#).

## Coming Events

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

**April 5:** A talk on The Small Scale Development Movement at UCA Downtown in Conway; go to <http://uca.edu/cced/dev-con/> for more information.

**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/>

**April 24:** Community Development Summit in Harrison AR, sponsored by the UCA Center for Community and Economic Development, Harrison Regional Chamber of Commerce, and Northwest Arkansas Economic Development District. Go to <http://uca.edu/cced/community-development-summit/> for more details

**May 31:** Small Developer Conference at UCA in Conway; go to <http://uca.edu/cced/dev-con/> for more information.

**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.



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Visit Our Community and Economic Development Unit at:

<https://www.uaex.edu/business-communities/>

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### 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.

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**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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