Building Your Community’s Future Through Fresh Thinking and Bold Action

Presentation to the 2015 Breakthrough Solutions Conference

North Little Rock, Arkansas
June 4, 2015

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University of Arkansas Cooperative Extension Service
Good morning
Great to see you all here
Good morning
Great to see you all here
Elected Officials
Politics is almost as exciting as war, and quite as dangerous. In war you can only be killed once, but in politics many times.

Winston Churchill
Three Characteristics of a Great Conference
Agenda for This Workshop

* Intro to Breakthrough Solutions
* Identifying and leveraging assets
* Seven key questions that relate to the future of your community
* The big picture
Breakthrough Solutions Sponsors

**Platinum**
- The Arkansas Capital Corporation Group
- AT&T
- Cisco
- Federal Reserve Bank of St. Louis

**Gold**
- CenturyLink
- Entergy Teamwork Arkansas
- Newport Economic Development Commission
- North Little Rock A & P Commission

**Silver**
- Bank of the Ozarks
- Electric Cooperatives of Arkansas

**Bronze**
- AR Cable Telecommunications Association
- UCA Center for Community and Economic Development
Breakthrough Solutions

Building Vibrant, Sustainable Communities and Regions in a Rapidly Changing World
Strengths and Assets Map
Wealth in Your Community

VIBRANT, SUSTAINABLE COMMUNITIES

**Economic Engines and Infrastructure**
Economic drivers, value chains, businesses and business support systems; infrastructure, built assets

**Talent**
Talents, knowledge, skills, work ethic of community residents

**Political Capital**
Elected officials, connections, ability to influence and make public policy

**Leaders, Networks & Organizations**
Leadership, organizations, bridging & bonding networks, trust, cooperation, inclusion

**Financial Assets**
Financial assets of investors & donors, banks, foundations, tax revenues, special districts

**Quality of Life & Place**
Culture, activities, and amenities: retail, housing, health care, education, public spaces, trails, walkability

**Natural Resources & Environment**
Water, land, plants, minerals, & animals; natural environmental, biodiversity
Go where Ireland takes you
Breakthrough Solutions Model

- Celebration, Reflection, and Re-Vision
  - Results You Can Measure:
    - Revitalized Streetscape
    - 20% Higher High School Graduation Rate
    - 15% Increase in Tourism
  - New Revenue Source

- Vision of Your Desired Future (Your Brand)

- Key Drivers

- Action Planning Process

- Forms of Capital:
  - Natural Capital
  - Financial Capital
  - Social Capital
  - Economic Capital
  - Human Capital
  - Political Capital
  - Quality of Place Capital

- Celebrate what is good in your community

Mark Peterson
U of A Cooperative Extension Service
What is the most important asset in your community?

1) Natural Resources
2) Economic Base
3) Infrastructure
4) The People
5) Quality of Place
6) Educational Resources
Describe Your Experience in CED

1) Exciting, fun, energizing
2) Good experience, but you take some hits
3) Hard work – same ten people get worn out
4) I would quit if I could find someone else to do the work
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EXERCISE: Strategies to move from 4) to 1)
An Interview with Alice Walton: Crystal Bridges An Expression of Love

by Jan Cottingham on Monday, Mar. 31, 2014 12:00 am
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CRYSTAL BRIDGES TO WELCOME ITS ONE-MILLIONTH VISITOR

Posted August 12th, 2013
Key Question #1: Is the economic base of your community and region on solid ground? (growing, diverse, best practices, technology, home grown, add value, forward thinking, reinvention)

Very Well          OK          Not so Good
Park City, Utah (pop. 7,558)

How could a community that was nearly a ghost town in the 1950s become a vibrant tourist mecca that now attracts over 3 million visitors each year?
Key Question #2: Do your community leaders have a shared vision of the future of your community in the global economy? (is there alignment)

Very Well  OK  Not so Good
Communication

a) Mechanisms – Little Rock River Market
Communication

b) Need to be effective communicators
Communication

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A woman without her man is nothing.
Communication

b) Need to be effective communicators

A woman without her man is nothing.

A woman - without her man is nothing.
Some Key Drivers of Change
1) Technology / Knowledge Economy
2) Globalization
3) Regionalization
The Global Innovation Network for the 787

Partners Across The Globe Are Bringing The 787 Together

THE COMPANIES

U.S.
- Boeing
- Spirit
- Vought
- GE
- Goodrich

CANADA
- Boeing

AUSTRALIA

JAPAN
- Kawasaki
- Mitsubishi
- Fuji

KOREA
- KAL-ASD

EUROPE
- Messier-Dowty
- Rolls-Royce
- Latécoère
- Alenia
- Saab

THE PARTS

WING TIPS
- Korea

MOBILE TRAILING EDGE
- Australia

TAIL FIN
- Fredricksen, Washington

HORIZONTAL STABILIZER
- Foggia, Italy

AFT FUSELAGE
- Charleston, S.C.

CARGO/ACCESS DOORS
- Sweden

WING/BODY FAIRING
- Winnipeg, Canada

ENGAGES
- GE-Even
dale, Ohio
- Rolls-Royce-Derby, UK

MAIN LANDING GEAR WHEEL WELL
- Nagoya, Japan

FIXED AND MOBILE LEADING EDGE
- Tulsa, Oklahoma

CENTER WING BOX
- Gloucester, UK

CARGO/GATEWAY DOORS

FORWARD FUSELAGE
- Wichita, Kansas

PASSenger ENTRY DOORS
- Chula Vista, CA

ENGINE NACELLES
- Grottaglie, Italy

CENTER FUSELAGE

FORWARD FUSELAGE
- Nagoya, Japan

ENGINE
- Nagoya, Japan

WING
- Nagoya, Japan

WING TIPS
- Korea

WING TIPS
- Korea
Some Key Drivers of Change

1) Technology / Knowledge Economy
2) Globalization
3) Regionalization
4) Localization – local foods, art, music, festivals, culture
5) Quality of Place – vibrancy, amenities, activities, walkability
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1) Technology / Knowledge Economy
2) Globalization
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4) Localization – local foods, art, music, festivals, culture
5) Quality of Place – vibrancy, amenities, activities, walkability
6) Demographics – boomers, millennials
7) Sustainability – green & long term
Key Question #3: Is your community perceived by people outside of your community as having a high quality of life and place?

Very Well    OK    Not so Good
Key Question #3: Is your community perceived by people outside of your community as having a high quality of life and place? (Your Brand)

Very Well  OK  Not so Good
This is a bus stop in Montreal
Key Question #4: Does your community/region have a pipeline of workers (a system) equipped with the hard and soft skills needed by your economic base?

Very Well       OK       Not so Good
Highest Paid Public Employee
Key Question #5: Does your community/region have a pipeline of entrepreneurs (a system) who can and do start businesses?

Very Well      OK      Not so Good
Key Question #6: Does your community/region have a pipeline of leaders (a system) who have the knowledge and skills to be leaders?

Very Well  OK  Not so Good
Key Question #7: Does your community/region have **financial mechanisms** to support community and economic development over the long haul?

Very Well    OK    Not so Good
Maintain your equilibrium (and momentum!)
Reflect on your potential to make a difference!
Remember the importance of balance and teamwork
Challenge yourself!
Avoid distractions that cut into your success!
We see

your grandfather’s dream realized.

The future success of any business depends on its next generation of leaders. If they’ve learned well and work hard, they can take a business to whole new levels. We stand in awe of business and its potential, it’s what inspires us to create software that helps them start, grow, and thrive. microsoft.com/potential