Building Your Community’s Future Through Fresh Thinking and Bold Action
2015 Breakthrough Solutions Conference

Thursday, June 4, 2015, with pre-conference workshop on Wednesday, June 3
Wyndham Riverfront Hotel
North Little Rock

How would you like to be able to see the world anew – to learn how to see your community with fresh thinking and an entrepreneurial world view, to discover opportunities in eight critical issue areas, and hear about seven exciting community projects from across the state? You will have that opportunity at the 2015 Breakthrough Solutions Conference on June 4. The purpose of the conference is to provide community and regional leaders with insights, tools, and solutions that they can use to create communities that are vibrant, sustainable, and resilient.

In addition, a pre-conference workshop, “Fresh Thinking and Bold Action Through Branding Your Community” on June 3, will highlight tremendous community branding success stories and provide participants with a terrific opportunity to learn how powerful branding can be to attract visitors, residents, and businesses to your community. The process will focus on two Arkansas 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.
2015 Breakthrough Solutions Pre-Conference Workshop
Fresh Thinking and Bold Action Through
Branding Your Community

Wednesday, June 3
Wyndham Riverfront Hotel, North Little Rock

Agenda

Purpose of the Pre-Conference Workshop:
To create a working session for community leaders to learn how to create and
fully utilize an economic development brand for their community.

9 a.m.  Introductions and Purpose of the Workshop
Video – Developing an Economic Development Brand by Roger
Brooks

An expert in the fields of tourism, community branding, downtown
development, and destination marketing, over the past 30 years
Roger Brooks has helped thousands of people transform ordinary
places, businesses, and attractions into incredibly successful
destinations.

Extraordinary branding stories

11:00 a.m.  How brands work and why they work – Martin Thoma, Principal,
Thoma Thoma

Twenty years ago, Martin co-founded Thoma Thoma, a
successful communications firm that specializes
in Community Driven Brands, Knowledge Driven
Brands and Mission Driven Brands. He is the author
of “Branding Like the Big Boys: How to Grab Market
Share, Improve Margins and Increase Loyalty In Your
Small Business”.

11:30 a.m.  Lunch
12:15 p.m. Working groups for two Arkansas communities, facilitated by Martin Thoma and Chip Culpepper, Principal, Mangan Holcomb Partners

Claim to fame and existing brands
1) Communities report on their fact-finding
   - branding survey to find out how each community is perceived through the eyes of a visitor/tourist, resident, potential investor
   - strengths and assets
   - baseline of data – population, businesses, etc.
2) Identify your target markets
3) Filtering process to identify high potential themes

2 p.m. Break

2:15 p.m. 4) Run these differentiating ideas through the feasibility test
5) Write the brand promise – your brand story.
6) Describe with your desired brand – what you want to be known for in 10 years, and your brand promise – how you will deliver on that promise.
7) Create the look and feel of the brand – this is the logo and slogan
8) Develop the brand product bank and action plan

4 p.m. Wrap up and adjourn
2015 Breakthrough Solutions Conference
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Agenda

Overall Purpose of the Conference:
To provide community and regional leaders with insights, tools, and solutions that they can use to create communities that are vibrant, sustainable, and resilient.

8:30 a.m. Registration and refreshments
9 a.m. Welcome – Dr. Tony Windham, Associate Vice President of Agriculture, University of Arkansas Cooperative Extension Service
Keynote Presentation: Building Your Community’s Future Through an Entrepreneurial Worldview, Dell Gines, Senior Community Development Advisor, Omaha Branch of the Federal Reserve Branch of Kansas City

Dell is a nationally recognized speaker on the subject of entrepreneurship based economic development and is the author of the Grow Your Own Guide, a short primer on how to build urban and rural economies using entrepreneurship. In 2011 Dell received the Omaha Jaycees TOYO award, given to the top 10 individuals under 40 making who are making an impact in the Omaha, NE community.

10:10 a.m. Break
10:25 a.m. Ignite session – See Exemplary Projects in 5 Minutes.

1) Add Pop to Your Community With Pop-ups – Chris East, Cromwell Architects Engineers

2) Rison Shine in the Homesteading Movement and Kickstart Cleveland County – Les Walz, Cleveland County Extension Service and Britt Talent, Cleveland County Herald

3) Creating a Fun Committee and the Grow Morrilton Barn Raising - Jerry Smith, Conway County Economic Development Corporation

4) Saline 2020 – Building the Foundation for the Next Generation
– Lamont Cornwell, Saline County Economic Development Corporation

5) Google, Banners, and Bears – a Report From the ARCO Region – Carla Vaught, Polk County Cooperative Extension Service and Gar Eisele, Arkansas Regional Coalition for the Ouachitas

6) New Vision Newport - Developing Your Next Generation of Leaders – Julie Allen, Newport Area Chamber of Commerce

7) Friends of Mosaic Templars Cultural Center – Building a Board to Make Things Happen – Martie North, Simmons First National Bank

11:10 a.m. Building Your Community’s Future Through Fresh Thinking and Bold Action – Mark Peterson, Professor of Community and Economic Development, University of Arkansas Cooperative Extension Service

11:50 a.m. Break for lunch

Lunch

Return to conference

12:55 p.m. Arkansas Community Development Society announcements – Terre McLendon, President, Arkansas Community Development Society

Breakthrough Solutions SOAR Awards

1:10 p.m. Youth Involvement in Community and Economic Development

• North Little Rock Community Garden Youth Project

• We Are Harrison – youth group in Harrison takes on the race issue

Move to Breakout Sessions

2:00 p.m. First Round of Breakout Sessions

• Re-Purposing Buildings for Community and Economic Development – Ed Levy, Cromwell Architects Engineers, and Jack Moyer, Crescent Hotel, Eureka Springs

• Growing Entrepreneurs in Your Community – Bob Dodson, E-ship University, Harrison, and Matt Hampton, elevatemyouthbiz.com

• There is a Lot More to Local Food Than Farmers’ Markets – Amanda Perez, University of Arkansas Cooperative Extension Service, and Kelly Carney, North Pulaski Farms
- **Moving Your Community Forward with Technology and Broadband** – Millie Atkins and Jeff Jones, CenturyLink, and Connect Arkansas Representative

2:45 p.m. Break

3:00 p.m. Second Round of Breakout Sessions

- **A Crisis is a Terrible Thing to Waste** – Amy Whitehead, UCA Center for Community and Economic Development and Jackie Sikes, We Love VBC (home of the Survivorfest)
- **Engaging the Millennials in Your Community** – Luke Feighert, Boone County Young Professionals, and Daniel Rogers, Mayor of Paris,
- **Developing a 21st Century Workforce for 21st Century Employers** – Bill Stovall, Arkansas Community Colleges, and Randy Zook, Arkansas State Chamber of Commerce
- **Fresh Thinking and Bold Action in Funding and Financing Community and Economic Development** – Marta Loyd, Winthrop Rockefeller Institute, and Jon Chadwell, Newport Economic Development Commission

Return to the center of the room

3:55 p.m. **Closing Speaker:** Tim Griffin, Lt. Governor of the State of Arkansas

Wrap-up and adjourn
Hotel Reservations

Conference Rate Applies Until May 13

Our conference hotel is the Wyndham Riverfront Hotel, with a special conference rate of $89 per night for single occupancy plus 13% tax for June 2 and 3. Each additional person in a room costs $10, so a single person in a room would cost with tax $100.57, a double would be $111.87, a triple would be $123.17, and a quadruple would be $134.47.

A block of rooms is reserved until May 13, 2015, so you will want to make your reservations before that time. Guests may call the hotel toll free number 1-866-657-4458 or the hotel directly at (501) 907-4823 to make reservations. Be sure to mention Breakthrough Solutions Conference Service when calling to make reservations in order to receive the negotiated rate. Members calling after the cut-off date may not be able to receive the negotiated rate. Cancellation of an individual guest room reservation needs to be made 24 hours prior to arrival to avoid no-show charges.

NOTE: Overnight accommodations at the Wyndham Riverfront Hotel include a full breakfast in the hotel restaurant, including a full breakfast buffet and waffle and omelet station, with freshly made waffles and omelets prepared to order. It will be worth the trip just for the breakfast!