****

**Building Your Community’s Future Through Fresh**

**Thinking and Bold Action**

***2015* *Breakthrough Solutions Pre-Conference Workshop and 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.**

**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**](http://www.thomathoma.com/expertise/community-driven-brands/)**,**[**Knowledge Driven Brands**](http://www.thomathoma.com/expertise/knowledge-driven-brands/)**and**[**Mission Driven Brands**](http://www.thomathoma.com/expertise/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**

****

**With 23 years of experience, Chip serves as chief creative officer of Mangan Holcomb Partners. He guides the company in strategic communications, and his creative leadership can be seen in almost every client’s campaign. He has received numerous regional and national awards, including top awards from the American Advertising Federation and national Healthcare Advertising Awards.**

**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.**
1. **Identify your target markets**
2. **Filtering process to identify high potential themes**

**2 p.m. Break**

**2:15 p.m. 4) Run these differentiating ideas through the feasibility test**

1. **Write the brand promise – your brand story.**
2. **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.**
3. **Create the look and feel of the brand – this is the logo and slogan**
4. **Develop the brand product bank and action plan**

**3:30 p.m. Funding and financing your product – Steve Mosher, USDA Rural**

**Development**

**3:45 p.m. Next Steps**

**4 p.m. Wrap up and adjourn**

**2015 Breakthrough Solutions Conference**

**Building Your Community’s Future Through Fresh**

**Thinking and Bold Action**

**Agenda**

***Thursday, June 4***

***Wyndham Riverfront Hotel, North Little Rock***

**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. Morning Emcee – Clevon Young, Arkansas Human Development Corporation**

**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, MBA, CEcD, 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. In 2014 he reserved the Federal Reserve Bank of Kansas City’s President’s Award for Excellence.**

**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

1. **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**

**12:55 p.m. Afternoon Emcee – Martie North, Simmons First National Bank**

**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, elevateyouthbiz.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** – Dr. Marta Loyd, Winthrop Rockefeller Institute, and Jon Chadwell, Newport Economic Development Commission

**3:55 p.m. Wrap-up and adjourn**

**2015 Breakthrough Solutions Conference and**

**Pre-Conference Workshop Registration Form**

**Register Today for the Early Bird Registration Rates!**

**Register on-line at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or use the form below**

 **Early Bird**

 **(Before 5/19) Regular**

**Breakthrough Solutions Pre-Conference Workshop $80 $100**

**Breakthrough Solutions Conference $65 $80**

**Pre-Conference Workshop and Conference $125 $160**

**Scholarships are available; contact Aly Signorelli (below)**

**Pre-conference workshop has a maximum of 30 participants, so register early! Attendance at the conference and pre-conference workshop earns you training hours for PCED certification.**

**Deadline: Early-Bird Registration Rates end on Tuesday, May 19;**

**Regular Registration deadline is Friday, May 29.**

**To Register for the Conference, You Can:**

Complete and submit this form by mail, email, or fax to:

Aly Signorelli

U of Arkansas Cooperative Extension Service

2301 South University
Little Rock AR 72204
Phone: 501-671-2072
Fax: 501-671-2046
Email: asignorelli@uaex.edu

**Conference Registration:**

**Payment method: \_\_\_ Check \_\_\_ Purchase Order (P.O. number: \_\_\_\_\_\_\_\_\_\_\_\_)**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Preferred Name for Name Tag:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Representing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip Code \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please note special dietary needs:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Total Registration Fees: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**NOTE: You can also register on-line here:** [**https://www.uaex.edu/business-communities/strategic-planning/breakthrough-solutions.aspx**](https://www.uaex.edu/business-communities/strategic-planning/breakthrough-solutions.aspx)

**Hotel Reservations – Conference Rate Applies Until May 13**

**Our conference hotel is the Wyndham Riverfront Hotel, with a special conference rate of $89/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!**

The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of 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.