

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 (formerly VisionWorks News) is to help communities and regions thrive in the 21st century economy
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Quality of Place Workshop Set for October 28

Quote of the Day:

Make 'Quality of Place' a central feature of all regional economic development strategies. Integrate the development of natural assets and amenities into all aspects of regional economic development, talent attraction, and marketing efforts.

*Quality of Place & the New Economy
Richard Florida, Carnegie Mellon University*

If you could live anyplace in the world, where would you live? This is the question faced by increasing numbers of teleworkers, knowledge workers and retirees, as the boomers begin to retire in large numbers. Other than proximity to family and friends, **their two primary criteria are access to broadband and a high quality of place.** Broadband because they want to stay connected to family, friends, their work and the world, and high quality of place because they can choose a cool place to live. This was the gist of Richard Florida's recommendation above, that high quality of place – quality of life amenities plus extraordinary personal experiences – needs to be central to economic development initiatives in this knowledge-based economy.

Community and regional leaders in Arkansas have a terrific opportunity to learn more about quality of place and how it impacts your future at a Quality of Place Workshop to be held October 28, from 10 a.m. to 3 p.m. at Mather Lodge, Petit Jean State Park near Morrilton. This workshop, sponsored by the *Breakthrough Solutions Program*, is a perfect opportunity for communities wishing to move beyond the ordinary. This workshop will be useful for community leaders who seek to create a community that will draw college graduates and others back to their hometowns to start new businesses. It will also be of help to communities struggling to recover in the wake of disaster.

The workshop will be an active learning session and provide useful tools to jump-start community development projects for communities, civic groups, youth organizations, boards and councils. Participants will:

- Receive a quality of place toolkit to identify community projects for innovation, entrepreneurship, beautification and heritage,
- Learn to create extraordinary personal experiences leading to high quality of place,
- Learn what attracts people to live, work and play in their communities, and
- Create an action plan for a quality of place feature for their counties or communities.

There will be a charge of \$35 to cover the cost of meals and educational materials. To register, contact Maureen Rose at the University of Arkansas Cooperative Extension Service Community and Economic Development program office by phone at 501-671-2066 or by e-mail at mrose@uaex.edu. Deadline for registration is September 25.

Coming Events

September 10-11: 2008 Low Income Advocates Leadership and Community Development Conference, Doubletree Hotel, Little Rock. For more information, go to www.cadc.com.

September 12: The Ripple Effect – The Impact of Foreclosures and Tightening Credit and Capital Markets on Community Development Finance, U. of Central Arkansas. Go to www.stlouisfed.org/community/conferences, call 501.325.8296, or e-mail Julie.a.kerr@stls.frb.org.

September 17-18: Maximize Results, Minimize Waste – 2008 Manufacturing Matters Conference, Doubletree Hotel, Little Rock. Go to mfgsolutions.org.

September 29-30: Broadband in the Rural Economy, Washington, D.C. Go to www.ers.usda.gov/ConferenceCenter/Broadband.

October 5-8: Broadband – Local Gateway to Global Opportunities, Annual Conference of the Rural Telecommunications Congress, Smugglers' Notch, VT. For more information, go to <http://www.ruraltelecon.org>.

October 12-14: The New Economy - New Opportunities for Two Year Colleges, John Q. Hammons Center, Roger/Bentonville. For more information, go to Arkansas Association of Two Year Colleges: http://www.aatyc.org/annual_conference/2008conf.asp.

October 20-21: ArtLinks 2008: The Value of the Arts in the 21st Century, Statehouse Convention Center, Little Rock. Go to www.arkansasarts.com.

October 22: Commerce Arkansas: A Knowledge and Networking Experience, Statehouse Convention Center, Little Rock. Go to www.CommerceArkansas.com.

October 28: Quality of Place Workshop, Mather Lodge, Petit Jean State Park, Morrilton. For more information, contact Maureen Rose, mrose@uaex.edu, 501-671-2066.

October 30: Arkansas Community Development Society Annual Conference, University of Central Arkansas, Conway. Mark your calendar – more details coming soon.

November 18-19: Arkansas Venture Forum Conference, Little Rock. Go to www.Innovate.Arkansas.org.

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.

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Gladlands Moving Toward Sustainability

Three strategic questions for your non-profit organization:

- 1) **Is your non-profit organization sustainable** – does it have sources of revenue that will sustain it over the long term?
- 2) **Does your organization have the most effective organizational structure** – size and role of board members, status with the IRS, and kinds of membership?
- 3) **Is your organization in a silo, or is it truly connected with and collaborating with strategic partners in your community, region, and state?**

These are the questions posed by the Tourism and Business Initiative of Eastern Arkansas (TBI), and for which the *Breakthrough Solutions Program* is instructing and facilitating, through strategic working sessions that will lead to an action plan for sustainability. With initial funding through the Kellogg Foundation, TBI issued a request for proposals, and selected “Breakthrough Solutions” to assist them in moving toward sustainability. The initiative, which seeks to develop tourism and business opportunities in Lee and St. Francis Counties, has done top-notch work, including public awareness events, networking, photo competition, and development of an attractive website (www.gladlands.com). Like many organizations and initiatives, it requires strategic assessment, thinking and action to move to sustainability. It is an honor to work with the TBI board, planning committee and TBI board president Pat Audirsch, and we look forward to great things happening with this initiative. If you are interested in moving your organization toward sustainability, contact Maureen Rose at 501-671-2066, mrose@uaex.edu.

21st Century Communities Conference Set for October 30

Mark your calendars – the Annual Arkansas Community Development Society Conference will take place on October 30 at the University of Central Arkansas in Conway. “The theme of the conference is “21st Century Communities”, states Lyn Haralson, ACDS Vice President for Programs and Community Development Specialist with the Little Rock Branch of the Federal Reserve. “The purpose of the conference is to provide communities with tools and resources that would equip them to create 21st century communities. The ACDS board expressed the desire that the conference give the attendees something they can bring back to their communities and use. Some exciting speakers are lined up to speak, so you won’t want to miss it. More information will be forthcoming soon.

ACDS Awards Nominations Due September 12

"The Arkansas Community Development Society, through its Community Development Awards Program, recognizes exceptional contributions of Arkansas communities and individuals in the following efforts," states Terre McLendon, Research Specialist with the UALR Institute for Economic Advancement and Chairperson of the ACDS Awards Committee. "Nominations for all awards will be available on August 1 with a deadline of September 12, 2008, and all awards and certificates of merit will be presented at the Annual Membership Meeting of ACDS in October 2008." The awards include:

- Innovative Community Development Program/Project
- Community Development Achievement Award
- ACDS Distinguished Service Award
- Friend of ACDS

To receive nomination forms, contact Terre at 501-569-8519, tamclendon@ualr.edu.

New Grant Program Launched by Arkansas Community Development Society

To promote community development in Arkansas, the Arkansas Community Development Society has launched a community development grant program. This grant program is made possible because Arkansas utilities supported two previous Community Development Society conferences in the state, which we appreciate. "The purpose of this grant program is to promote community development process," stated Basil Julian, Chairperson of the ACDS grant program. "Up to \$2,500 in grants will be available. Eligible recipients are all Arkansas cities, counties, regional organizations and non-profit organizations that have as their purpose the promotion of community development activities that are in line with the "Principles of Good Practice," which follow. Deadline for the grant applications is September 12. For more information, contact Basil Julian at 501-682-7392, bjulian@arkansasedc.com.

Broadband in Rural Areas? The Campaigns Talk

Both presidential candidates promise to bring broadband to rural America. But...they have different approaches. An interview with the top technology advisors for both U.S. Presidential candidates: [Read the story.](#)

Source: Weekly Yonder 080 8 6

Nominations Are Now Open For Southern Growth's Innovator Awards

Each year, Southern Growth Policies Board honors Southern initiatives that are improving economic opportunities and quality of life in the region. The 2009 Innovator Awards will be chosen from creative initiatives in the region that encourage economic opportunities relating to bio-products, alternative energy, and/or energy efficiency. Innovator Awards are presented annually to one organization in each of Southern Growth's thirteen member states, and winners are recognized at Southern Growth's Annual Conference. The deadline for nominations is October 17, 2008, so fill out a nomination form now!

To learn more about the criteria for this year's Innovator Awards and to fill out a nomination form, go to www.southern.org/innovators/innovators.shtml.

Breakthrough Solutions Partners

We appreciate the continued support of our Breakthrough Solutions Partners:

AR Association of Public Universities	Arkansas Community Foundation
AR Economic Development Commission	Arkansas Farm Bureau
Arkansas Geographic Information Office	AR Human Development Corporation
AR Science and Technology Authority	AT & T Arkansas
Arkansas State Chamber of Commerce	Associated Industries of Arkansas
CenturyTel	Cromwell Architects Engineers
Delta Center for Econ. Dev., ASU	Electric Cooperatives of Arkansas
Entergy's Teamwork Arkansas	Ken Hubbell and Associates
National Park Community College	U of A Cooperative Extension Service
UALR Institute for Economic Advancement	UALR Institute of Government
UALR Small Business Development Center	

Web site of the Month – Creating Extraordinary Experiences - Dinner in the Sky.com

Take the Creativity Challenge: You work for a construction company, and your Aunt Martha and Uncle Ray just closed their fancy restaurant in Chicago and moved to Arkansas. They are bored, and would like to do something very special. With your knowledge of the “Experience Economy,” in which people are more willing to pay more for unique or extraordinary experiences than for ordinary products or services, what would you propose to them?

Response:

Take a look at “Dinner in the Sky” (www.dinnerinthesky.com/dinner.php). These folks have learned how to transform an ordinary meal or meeting into a magical experience that will leave a lasting impression on their guests! Breakfast in the sky, lunch in the sky, cocktails in the sky, meeting in the sky, internet café in the sky... all are possibilities. By the way, the motto of “Dinner in the Sky” is—you guessed it—“The sky is the limit”.

Strategic Question:

How can you transform your work, your organization, or your community into something extraordinary that people will remember forever? Remember, the sky is the limit!

Story of the Month – Understanding the Power of Technology

Around the world, one of the keys to surviving and thriving is understanding the power of technology. Barbara Walters of Television's *20/20* did a story on gender roles in Kabul, Afghanistan several years before the Afghan conflict. She noted that women customarily walked five paces behind their husbands. She recently returned to Kabul and observed that women still walk behind their husbands. From Miss Walters' vantage point, despite the overthrow of the Taliban regime, the women now seem to walk even further back behind their husbands and are happy to maintain the old custom.

Miss Walters approached one of the Afghani women and asked, “**Why do you now seem happy with an old custom that you once tried so desperately to change?**” The woman looked Miss Walters straight in the eyes, and without hesitation said, “Land Mines.”

[Moral of the story - no matter where you go, behind every successful man, there's a smart woman.] *Source: Frank Wyatt Enterprising Partnerships Pty Ltd South Melbourne Vic*

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 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.

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