

Creating Vibrant, Sustainable, Resilient Communities – A Time to Reassess and Refocus 2011-2012 Winter Breakthrough Solutions Conference

*Wednesday, January 25, 2012
Airport Holiday Inn,
Little Rock*

How would you like to take two years to travel to more than 80 of the most successful and innovative communities in the nation, and learn their secrets? Dave Ivan, a Michigan State University social researcher and community development practitioner, did just that. And he will be our keynote speaker at the 2011-2012 Winter Breakthrough Solutions Conference on Wednesday, Jan. 25, 2012, at the Airport Holiday Inn in Little Rock.

With the theme: “Creating Vibrant, Sustainable, Resilient Communities – Reassess and Refocus,” the conference will address how communities can survive and sustain their vibrancy in a rapidly changing environment. It is a New Normal of economic and political uncertainty, driven by innovation, globalization, and broadband connectivity.

In addition to Dave Ivan’s great stories and five key elements of the most successful communities, the conference will include:

- An Ignite Session, with several communities sharing their breakthrough projects,
- An orientation and training session on how to leverage community assets to create breakthroughs and breakthrough solutions,
- An Awards Luncheon where communities will share AHA moments that are new insights about community and economic development in this current environment,
- Exciting news and lessons from Harrison, our Breakthrough Solutions pilot community, and
- A unique opportunity to apply breakthrough strategies to the asset maps of three Arkansas communities.

At last year’s conference, we shared the Breakthrough Solutions Model and Asset Map. This year we are taking it a step farther – we are going to apply that model and its breakthrough strategies to three Arkansas communities. After some coaching on breakthrough thinking, conference participants and Breakthrough Solutions Partners will be invited to develop strategies to create breakthrough solutions for those three communities.

Breakthrough Solutions, a program of the University of Arkansas Division of Agriculture, is a next generation strategic planning initiative with multiple partner organizations dedicated to equipping and assisting communities and regions succeed in the 21st century economy. For more than 10 years, Breakthrough Solutions has been working with communities and regions to find ways to harness the forces of change in the new economy. Our Breakthrough Solutions Implementation Manual is nearly complete, our pilot community (Harrison, Ark.) received an Arkansas Community Development Society Innovative Program Award this past October, and our Breakthrough News now reaches more than 3,000 community leaders in Arkansas, other states, and several other countries.

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.

Conference registration, which includes an early arrival reception, lunch, refreshments, and conference materials, is only \$55 for early bird registration, \$70 for regular registration. The registration form is attached. If you have questions, contact Aly Signorelli at 501-671-2072 or e-mail asignorelli@uaex.edu. You won't want to miss it!

P.S. We are offering these bonuses this year:

- **An Early Arrival Reception and Networking Session** – meet our keynote speaker and network with other conference participants, from 5 p.m. – 6:30 p.m. in the solarium at the Airport Holiday Inn (heavy hors d'oeuvres and cash bar),
- **“Fifteen Strategies for Funding and Financing Your Community and Economic Development Projects,”** updated from last year's conference,
- **Door Prizes, including the 2011-2012 Breakthrough Solutions Grand Prize – a weekend at Historic Harrison Arkansas, Ozark Mountain Gateway to the Buffalo River National Park Region:** Two nights lodging at the 1929 Hotel Seville – a Magnuson Grand Hotel, a \$50 gift certificate for dinner at John Paul's Restaurant and Gathering Place, two admissions to a theatrical production at the historic Lyric Theater, dinner for two at DeVito's Italian Restaurant, two admissions to the Ozark Medieval Fortress, and access to the driving tours, hiking trails, and the Historic Harrison Walking Tour. (It is called a door prize because if you walk out the door before the end of the conference, you can't win the prize...)

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Conference Agenda

Overall Purpose of the Conference:

With all that has happened economically and politically over the past year, it's time to reassess our goals, strategies, and assets, and refocus on keeping our communities on track for success.

- 9 a.m. **Welcome** – Dr. Tony Windham, Associate Vice President of Agriculture, University of Arkansas Cooperative Extension Service
- Keynote Presentation: The Ultimate Road Trip – Dave Ivan's Visit to 80 Communities** – Dave Ivan, State Specialist – Community and Economic Development, Michigan State University Cooperative Extension Service; *Hear Dave Ivan tell great stories about communities with innovative strategies in this economic environment, and the five key elements of the most successful communities.*
- 10:15 a.m. **Break**
- 10:30 a.m. **Ignite Session** – Several Communities Show Exemplary Projects
- 11:15 a.m. **Reassess and Refocus Through Breakthrough Solutions** – Dr. Mark Peterson, Professor – Community and Economic Development, University of Arkansas Cooperative Extension Service
Learn how to apply the Breakthrough Solutions Model to leverage, connect, and transform assets and create roadmap to your desired future. These tools will be used for the Focus Communities at 3 p.m.
- 12:15 p.m. **Awards Luncheon**
Conference participants will share AHA moments that are new insights about community and economic development in this current environment
- 1:25 p.m. **Break**
- 1:40 p.m. **Exciting News and Lessons From Harrison C.O.R.E.** – Layne Ragsdale, Owner, Nest Financial, and Nita Cooper, County Extension Agent – Staff Chair, Boone County Cooperative Extension Service
Hear about new developments and insights from the award-winning Harrison C.O.R.E., our Breakthrough Solutions Pilot Community
- 2 p.m. **Presentation by Three Focus Communities**
Hear their greatest challenges and greatest assets
- 2:45 p.m. **Break**
- 3 p.m. **Breakout Sessions** – conference participants apply Breakthrough Solutions tools to the Focus Communities to create new strategies and breakthrough solutions
- 3:45 p.m. **Report out**
- 4 p.m. **Wrap-up and Adjourn**

2011-2012 Winter Breakthrough Solutions Conference Registration Form

Breakthrough Solutions Conference – Wednesday, January 25, 2011 – Airport Holiday Inn, 3201 Bankhead Drive, Little Rock, AR

Directions: Drive to Little Rock, get on I-440 and head to the airport. Take the Airport Exit. The Airport Holiday Inn is on the south side of I-440 at that exit.

**Deadline: Conference Early-Bird Special (\$55) ends on Friday, January 13th.
Regular registration (\$70) deadline is Friday, January 20.**

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](tel:501-671-2072)
Fax: [501-671-2046](tel:501-671-2046)
Email: asignorelli@uaex.edu

Conference Registration:

Payment method: Check Purchase Order (P.O. number: _____)

Name (as it should appear on name badge) _____

Representing _____

Address _____

City _____ Zip Code _____

Phone _____ Email address _____

Total Registration Fees or P.O. Number Enclosed: \$ _____

Yes, sign me up for the Early Arrival Reception and Networking Session on January 24 from 5 – 6:30 p.m. (heavy hors d’oeuvres and cash bar) to meet our keynote speaker and network with other conference participants (no additional cost).

No, I can’t make it to the Early Arrival Reception and Networking Session, but I am REALLY SORRY.

Hotel Reservations

Our conference hotel is the Airport Holiday Inn, with a special conference rate of \$86 plus tax. A block of room is reserved until January 18, so you will want to make your reservations before that time. To make a reservation, call 501-490-1000 or 1-800-HOLIDAY and request the special rate for “Breakthrough Solutions Conference”.