

CONFERENCE SCHEDULE OF EVENTS

Sunday, October 15

2:00-5:00pm Registration — Salon Foyer

Visit Community Project Submissions and Community Display Booths

4:00-5:00pm Youth: Salon C — Reception & Networking

5:00-6:00pm Youth: Salon C — “Scavenger Hunt”

5:00-6:00pm Adult: Salon A & B — Reception & Networking

6:00pm Adult & Youth: Salon A & B — Evening Dinner
“*It Only Takes One*” - Kyle Scheele. With a perfect balance of humor and inspiration, Kyle shows us that it only takes one person to change the world, and each of us can be that person.

Followed by “Family Feud” provided by Delbert & Elaine Campbell and Wilma & Jim McNiell.

7:00-8:00pm Youth: Salon C — “*Reverse-Engineering Your Story*” - Kyle Scheele.
Youth walk away with a list of actionable steps to take towards achieving their dream and living a better story.

8:00-10:00pm Youth: Salon C — MU Improv

Monday, October 16

7:00-8:30am Adult & Youth — A free continental breakfast is provided by hotel.

8:00am-4:30pm Registration — Salon Foyer
Visit Silent Auction & 2017 Community Project Submissions

8:30-9:30am Adult & Youth Session: Salon A & B — “*Cultures of Innovation*” - Dr. Sean Siebert specializes as a community innovation consultant. Dr. Siebert educates his audience on the value of understanding the concept that entrepreneurship is a mindset, not an occupation. Dr. Siebert also shares his methodology and approach, and he provides a strategic line of questioning, that will enable communities to utilize the process of innovation for their own community betterment. The core focus is as follows: (1) What does it mean to think like an entrepreneur? (2) How do we re-think what we do? (3) How do we begin to see the world, and opportunities, through a different filter? (4) How do we re-invent ourselves? (5) What does that process look like? Throughout the session, Dr. Siebert addresses these strategic questions, and he shows each audience exactly what that world, and process, looks like. Relatable to every person, on every level, this will be a full hour of innovation, energy, opportunity, and strategy.

9:30-10:30am Youth Session: Salon C — “*Job Creation Through Innovation*” — Dr. Sean Siebert continues to work diligently to ensure that young adults, throughout the State of Missouri, are afforded access to innovative and entrepreneurial learning opportunities. During this presentation, Dr. Siebert shares inspiring stories about young, successful innovators within the State, he encourages the attendees to recognize their own talents, and Siebert shares with them why it's important to continually learn. Additionally, for young adults, the presentation lets them know what their future can look like with, or without, a four-year college degree. The presentation also addresses failure, Siebert talks openly about past mistakes and how they can happen to any of us, and he focuses on an improved and more confident self for each attendee. Through this, the presentation encourages each attendee to recognize a new and more opportunistic future. The session is engaging, motivating, high-energy, encouraging, and a lot of fun!

9:30-10:30am Adult Session: Pines Room — “*Share Your Community Progress & Pride*” — Facilitated by Randy Railsback. You spoke and we listened. MCB community members have mentioned in the past that they would like more time at the conference to share ideas and projects with other community members. Well, this session is your opportunity to do so. Come prepared to join in the conversation, share your ideas and projects, ask questions and make connections.

9:30-10:30am Adult Session: Columbia Room — “*Building Local Prosperity*” - Sharon Gulick, University of Missouri Extension. A community engagement process designed specifically for rural communities, counties and/or regions to foster greater understanding of what drives the local economy, factors that influence economic growth, analysis of key economic indicators, identification of community assets, challenges and barriers, strategy and strategic plan development and implementation support

10:30-10:45am Break: Snacks are served for Adults in the 2nd Floor Foyer & Youth in Salon C

Sunday Evening Events

4 pm — Youth Networking and Fun!
5 pm — Adult Networking and Fun!
Meet & greet, network and take in the festivities.

The Community Display Booths must be set up by 5 pm Sunday evening. A member of the community will need to be at the booth for the judges to visit with them.

- 10:45am-12:00pm Youth Session: Salon C — “*Youth Progress & Pride*” - MCB Youth Advisory Board and Student Leaders w/Steve Henness, State 4-H Specialist. This workshop will highlight MCB student leaders and their outstanding community betterment projects. Youth leaders will identify the motivations behind their projects, characteristics of outstanding service projects, and how projects have enhanced assets in their communities. Participants will join in a group Smartphone challenge, demonstrating how they can use this approach with projects to preserve and transform their communities
- 10:45am-12:00pm Adult Session: Pines Room — “*Rural Broadband*” — Janie Dunning, Broadband Consultant, Missouri Farm Bureau and Luke Holtschneider, Rural Project Manager, Missouri Department of Economic Development—Janie and Luke will share information on the status of Rural Broadband and the need for internet at the speed of business.
- 10:45am-12:00pm Adult Session: Columbia Room — “Developing (small) Sustainable Historic Projects” — Jeff & Carolina Neal. Jeff and Carolina Neal are pioneers in the revitalization of Joplin’s Downtown. Their construction and development companies have led more than 100 commercial historic retrofit projects. Since 2004, Neal Group Construction, LLC has grown into one of the region’s most experienced historic renovation companies. Jeff and Carolina are currently working on the sustainable restoration of two nationally registered historic buildings. The project is a testimony of acting locally but thinking globally, it generates clean solar energy in downtown, harvests rainwater as part of the irrigation system for the green patio area, and uses the most efficient processes in its operating systems. This green emphasis on historic restoration is a natural outgrowth of what the Neal’s have always believed that “the greenest building is usually the one already built” (C. Elefante). Working in conjunction with talented craftsmen, they strive to provide 100 year old buildings better next centuries.
- 12:00-1:30pm Adult & Youth Luncheon: Salon A&B
 Welcome—*Columbia CVB*
 Awards—*Community Display Boards*
- Keynote Speaker: “Rural Innovative Business Models” — Deb Brown (saveyour.town).* Rural businesses are exploring new shapes, new locations and new ways of doing business, including pop-ups, shared buildings, businesses inside of other businesses and more. Deb will share many examples you can use in your small town. Entrepreneurs are using these smaller scale experiments and tests to learn what works before making a huge investment. Not only are entrepreneurs interested in these potential models, but local leaders also can put them to work spurring new business development and supporting fuller participation in the local economy.
- 1:30-2:45pm Youth Session: Salon C — “*What If*” — Bradd Lademann, Resource Center Coordinator for the Missouri After School Network (MASN). What if “Success” isn’t measured by how much money you make? How would you measure “Success”? What if you could change the way you get your education? How would it differ from school as we know it? What if you were in charge? What would you change? How would you get it done?
- 1:30-2:30pm Adult Session: Salon A & B — “*Marketing in a Small Town*” — Deb Brown (saveyour.town). Online and offline marketing for small businesses, small organizations, small towns and small projects using no or a small budget to market events, businesses, projects and more. It’s more than just Facebook! Learn marketing tools you can use for any size project (or business) that will help you with your goals. Want to market an event? Want to bring in more visitors to your store? Want to showcase what you have to offer? There are many marketing tools we will show you to move you forward quickly. It’s not about learning a bunch of stuff and then sitting back and waiting for change. It is about putting ideas into action, utilizing the power of your crowd and the connections you build. In other words, the “Idea Friendly” way to market a small town.
- 2:30-2:45pm — Break: Snacks are served in Salon Foyer
- 2:45-3:00pm Adult & Youth Session: Salon C — “*MCB Moving Forward*” — Louis Riggs, MCB Board President & John Gulick, MCB Board Member. As many of you may know, a major funding source for MCB in the past has been NAP (Neighborhood Assistance Program) tax credits through the Department of Economic Development. MCB Board members and staff are looking at new funding streams & opportunities to continue the MCB program without NAP funding. Please join us and share your opinions and suggestions as we begin to restructure MCB programs and offerings moving forward.
- 3:00-4:00pm Adult & Youth Session: Salon C — “HEET Initiative (Heroin Enforcement Education Treatment) Mark L. Kempker, Public Education Coordinator, Hannibal Fire Department. **Bringing the “HEET” Initiative** is a multi-pronged approach to address concerns about heroin usage. Enforcement is obviously a key component but the issue must be addressed by a variety of means to be more effective.
- 4:00-4:30pm—Visit Silent Auction and 2016 Community Project Submissions — Lewis & Clark Room
- 4:00-5:00pm — Visit Booth Displays — Salon A & B
- 4:00-5:00pm — Group Pictures—Salon C — Youth Group & Communities. (*Please make sure you have signed up for a time slot at the registration table.*)
- 5:00pm — Annual Leadership, Ambassador, Communities and Youth Group Awards Banquet—Salon A & B — Emcee, Dr. James Spain, Vice Provost for Undergraduate Studies and eLearning, University of Missouri.
 Governor Eric Greitens (Invited)