

# Mid-Valley Rural Conference Agenda

## Tuesday, March 7, 2017

**7:30** Registration begins

**8:30** Opening Remarks

**8:45-9:30** Innovative Rural Business Models

**Speaker:** Becky McCray

Rural business people are trying a variety of different business models today, including pop-ups, shared buildings, businesses inside of other businesses and more. Entrepreneurs are using these smaller scale experiments to learn what works before making a huge investment. You'll get real-world examples of smaller- scale business models being used right now in small towns.

**9:40-10:20** Small Projects, Big Impact

**Speaker:** Noelle Brooks, Jamie Johnk and Jasmine Jordan

Local examples of small projects that make a big impact in rural communities, including a current alleyway redesign project in Woodburn.

**10:30-11:20** Planning (and Zoning) for Economic Development Innovation

**Speaker:** Tom Hogue

Many cities effectively exclude new kinds of business startups with out-of-date, out-of-scale and impractical planning and zoning regulations. This can change. Rural places have the best opportunity to reinvent schools and the civic fabric to support local success.

**11:20** Lunch Pick Up

**12:00-12:30** Rural Jobs Creation Strategies

**Speaker:** Becky McCray

Learn ways small towns are connecting its small businesses and would-be entrepreneurs with the support and network needed to be successful and create jobs. Learn about business resource nights, networking events, backroom tours, and online courses you can take together. You'll hear about actual small towns that are using these techniques right now.

**12:40-1:30** Business Retention and Expansion – Promoting Business Development and Job Creation

**Moderator:** Michael Held

**Speakers:** Ric Ingham & Matthew Klebes

Nearly 80 percent of new jobs come from existing businesses already located and invested in your community. Despite this fact, many rural communities struggle to find meaningful ways to support your greatest asset—local businesses. This session will cover the basics of Business Retention and Expansion, how it promotes job growth, can uncover opportunities for business expansions, and sets priorities for projects to address your community's business needs. Panelists will highlight their community's journey in establishing action-oriented, community-based business retention.

**1:40-2:30** Entrepreneurial Funding From the Community Up

**Moderator:** Jamie Johnk

**Speakers:** Brad Attig, Maggie Finnerty, and Amy Pearl

Resources are ever changing for entrepreneurs with new and innovative opportunities to start, grow and fund their businesses. Panelists in this session will share examples of resources that can help to accelerate community and entrepreneurial development through building connections, identifying capital and investing from the community up.

**2:45 – 3:15 Gather Your Crowd**

**Speakers:** **Becky McCray**

You want to build more small businesses and see more innovative rural business models launched. You can't do it alone. You're going to need a crowd. The old way to gather a crowd to work was to create organizations, convene committees, hold a lot of meetings, and write out plans. The new way to gather a crowd is to do things together. But how do you start? Where do these people come from? They come from staking a claim on the kind of town you want to live in. You'll get seven real-world examples of small communities where someone stuck a flag in the ground and rallied a crowd

**3:15-4:15 Main Street at Work in Rural Oregon**

**Moderator:** **Sheri Stuart**

**Speakers:** **Kelly Haverkate, Shawn Irvine , Alan Meyer, and Mike Ragsdale**

"We're just a small town, what can we do?" Is that phrase a little too common in your community? In many cases, small towns are at the forefront of crating creative strategies to address issues facing its communities. In this session participants will hear how four communities in Oregon are implementing a successful, comprehensive revitalization strategy. Examples will include everything from building improvement projects to volunteer development activities and business development to promotional strategies.

**4:15-4:30 Closing Remarks**