

Big Ideas for Small Communities

Adding new life through culture, tourism and local foods

Tuesday, September 22nd
Lewis & Clark Interpretive Center
Washburn, ND

9:15 – Registration and Refreshments

9:45 – Welcome/Introductions

10:00 – Becky McCray - *Bringing Big Ideas to Life: Small town secrets to success*

Adding new life to a small town means trying new ideas with an entrepreneurial spirit. To give your ideas the best chance of success, we'll work on practical steps to improve your town's entrepreneurial climate, infrastructure and support. To give more great ideas a chance to thrive, we'll cut down the barriers holding you back.

11:30 – Networking Lunch

12:30 – Becky McCray - *What Works in Rural Marketing Today: Be heard without shouting*

How can you reach customers and stakeholders when no one is listening? Facebook messages aren't getting through, and old media feels like throwing money out the window. Even in a small town, getting the word out is a challenge. Learn the practical system for stepping up the engagement and layering the details that you can put into practice in your very next email, update or printed ad. You'll create valuable messages that get through, get attention and get remembered.

1:30 – Break

1:45 – Big Ideas that are working in North Dakota

- **Culture and Arts in our Communities**
 - **Deb Belquist - Dakota Prairie Regional Center for the Arts, New Rockford**
 - **Beth Klingenstein – North Dakota Council on the Arts**
- **Tourism**
 - **Terri Thiel – Old Red Old Ten Scenic Byway and Dickinson CVB**
 - **McKaila Mattson – Garrison CVB, Dickens Festival, ND Firefighters Museum and CANDISC Bike Tour**
- **Local Foods and Farmers Markets**
 - **Sue Balcom – Foundation for Agricultural and Rural Resources Management and Sustainability**
 - **Holly Mawby – gardenwellers FARM and Entrepreneurial Center for Horticulture**

3:15 – Where are the resources to turn your ideas into reality?

- **USDA Rural Development – Josh Kramer**
- **NDSU Extension Center for Community Vitality – Jodi Bruns and Glenn Muske**
- **North Dakota Tourism – Dean Ihla**

4:00 – Wrap-up

4:15 – Lewis & Clark Interpretive Center Tour and program “Mandan and Hidatsa Heirloom Foods”

