



Breakthrough
News

U of A
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Breakthrough News

Volume XV, Number 4

July 2019

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 is to equip communities and regions to prosper in the 21st century economy.

Editor: Mark Peterson, Professor - Community and Economic Development
Contributing Editor: Emily Smith, Community Development Associate

In this issue

- * **Gold Nuggets from Matt Dunne, 2019 Breakthrough Solutions Conference Keynote Speaker**
- * **Baxter County Forward Plan is Officially Launched**
- * **ARCO In Action Pushes Forward**
- * **Kingston Heritage Center is moving Forward**
- * **Breakthrough Solutions Presents 2019 SOAR Awards**
- * **Trendsetter Program**
- * **Story of the Month: Coke & Pepsi Story- Always Do The Right Thing**
- * **Website of the Month: What is Our States Third Language?**
- * **Quote for the day: "Everyone Wants High Tech, High Paying Jobs"**
- * **Coming Events**

You won't want to miss this.

Gold Nuggets from Matt Dunne, 2019 Breakthrough Solutions Conference Keynote Speaker

Our 2019 Breakthrough Solutions Conference keynote speaker was Matt Dunne, Executive Director of the Center for Rural Innovation in Hartland VT. With a background in the Vermont legislature, as director of AmeriCorps*VISTA, and an executive with Google, Matt brings a broad range of experience to his work. Some

gold nuggets from his presentation:

- Rural college graduates with college debt are most likely to leave,
- Technology does not always bring jobs; an International Paper plant in Selma AL cost \$1 billion, but brings no new jobs,
- The entrepreneurs of today are the employers of tomorrow,
- A lot more urban dwellers would like to move to rural areas than

vice versa, but they need broadband,

- Broadband is the electricity of our time,

- More than 10 million rural people with 1 gig broadband to the home in the U.S.; more than the population of New York City, San Francisco, and Boston combined. This is a distributed work force for 21st century jobs. Dunne described five key components to a rural digital ecosystem: 1) Digital economy education and training, 2) Intentional distributed work community (nurture relationships with urban companies to hire teleworkers), 3) Entrepreneurship programs, 4) Downtown housing, and 5) Amenities and culture. He told of several successful rural communities and stated: "We can bring 21st century prosperity to rural America". - A special thank you to our speakers, partners, and funding sponsors for making this conference possible.



Baxter County Forward Plan is Officially Launched



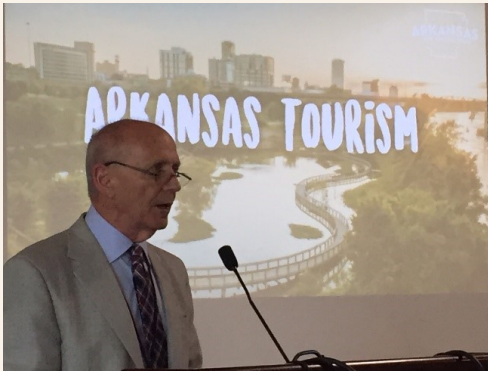
Congratulations to community leaders in Mountain Home and Baxter County, for completing and launching their Baxter County Forward Economic Development Blueprint and Action Plan on May 21. Key leaders in this process include: Ron Peterson, Baxter Regional Medical Center; Christy Keirn, ASU Mountain Home; and Jeff Pipkin and Angela Broome, Mountain Home Area Chamber of Commerce. Jim Dailey, Arkansas Tourism Director, spoke at the event and spoke about 21st century tourism and the opportunities to collaborate with the Arkansas Department of Parks and Tourism.

This action plan is the culmination of several months of hard work by the community, using our Breakthrough Solutions Action Planning Process. The Baxter County Forward Action Teams have been very active, and include:

- Assisting in the efforts to pass an entertainment district in Mountain Home,
- Partnering with the Arkansas Small Business and Technology Development Center to host a workshop on Growing With Google,
- Planning to visit two business incubators to bring back best practices and develop an

- incubator in Mountain Home in conjunction with ASUMH,
- Enrolling in the Competitive Communities initiative with the Arkansas Economic Development commission,
 - Meeting with local human resource leaders to discuss and promote Recovery Friendly Workplaces for drugs and alcohol,
 - Developing a Facebook page to house all local recovery resources,
 - Working toward certification by the American Association of Retirement Communities,
 - Seeking Tree City Certification for Mountain Home,
 - Becoming a member of the Arkansas Quilt Trail,
 - Seeking to reconfigure our community's website, and
 - Developing a brochure to feature services and attractions for seniors.
-

ARCO in Action Pushes Forward



Rumblings of “action” and “momentum” echoed throughout the North Little Rock Chamber of Commerce as groups collaboratively discussed ways to transform strategic planning into immediate action during the 2019 Breakthrough Solutions Pre-Conference Workshop. Read the blog [post](#).

Kingston Heritage Center is Moving Forward

Congratulations to community leaders in Kingston and Cleveland County for organizing to create a Kingston Heritage Center that will commemorate favorite son Johnny Cash, honor his family and the community, and serve as a catalyst for community and economic development in



Kingston, Cleveland County, and the surrounding area. In a meeting on June 27 (see picture above), community leaders met with Josh Matas with the Johnny Cash Trust to explore how this facility, possible names, and related issues. After considerable discussion, the name of Kingston Cultural Center was chosen. Congratulations to local steering committee co-chairs Wayne Cash and Sharon Crosby, and Kickstart Cleveland County Chairman Britt Talent for their leadership in this initiative. And thanks to our Breakthrough Solutions Partners Ed Levy and Ken Hubbell for their valuable contributions moving forward.

Breakthrough Solutions Presents 2019 SOAR Awards

Two Arkansas communities eagerly engaging volunteers and residents to improve their hometowns were recently



presented with the 2019 Breakthrough Solutions SOAR Awards.

[More info here](#)

Trendsetter Program

According to Arkansas Business, the Trendsetter City program is accepting applications for 2019. The Trendsetter City program is designed to “honor cities who are leaders in innovative programs and initiatives for improvement and growth, “according to Arkansas Business. “Being a Trendsetter City is an honor that speaks to the commitment by city leadership and its citizens, and creates a great economic development selling point,” Arkansas Business states.

Learn if you’re a trendsetter city [here](#).

Story of the Month: Coke & Pepsi Story – Always Do the Right Thing

Atlanta - Coca-Cola and Pepsi are usually bitter enemies, but when PepsiCo Inc. got a letter offering Coke trade secrets, it went straight to its corporate rival. Six weeks later, three people were scheduled to appear in federal court Thursday to face charges of stealing confidential information, including a sample of a new drink, from the Coca-Cola Company, and trying to sell it to PepsiCo for \$1.5 million. "Competition can sometimes be fierce, but also must be fair and legal," Pepsi spokesman Dave DeCecco said. "We're pleased the authorities and FBI have identified the people responsible for this." Atlanta-based Coke thanked Pepsi for its assistance. See <https://thehustle.co/coca-cola-stolen-recipe> "Leadership is a potent combination of strategy and character. But if you must be without one, be without strategy." Norman Schwarzkopf

Website of the Month: What is our state’s third language?

Americans speak many languages, and this map shows which languages other than English and Spanish are the most common in each state and Washington, D.C.:

[https://www.businessinsider.com/what-is-the-most-common-language-in-every-state-map-2019-6?](https://www.businessinsider.com/what-is-the-most-common-language-in-every-state-map-2019-6?nr_email_referer=1&utm_source=Sailthru&utm_medium=email&utm_content=Business_Insider_select&pt=385758&ct=Sailthru_BI_Newsletters&mt=8&utm_campaign=Business%20Insider%20Select%202019-06-28&utm_term=Business%20Insider%20Select)

[nr_email_referer=1&utm_source=Sailthru&utm_medium=email&utm_content=Business_Insider_select&pt=385758&ct=Sailthru_BI_Newsletters&mt=8&utm_campaign=Business%20Insider%20Select%202019-06-28&utm_term=Business%20Insider%20Select](https://www.businessinsider.com/what-is-the-most-common-language-in-every-state-map-2019-6?nr_email_referer=1&utm_source=Sailthru&utm_medium=email&utm_content=Business_Insider_select&pt=385758&ct=Sailthru_BI_Newsletters&mt=8&utm_campaign=Business%20Insider%20Select%202019-06-28&utm_term=Business%20Insider%20Select)

Quote for the Day: “We Do not grow old”.

We do not grow old; we become old by not growing.

It is a vigor of emotions - of courage over cowardice, and adventure over timidity.

People grow old by deserting their ideals, by succumbing to their fears.

We should embrace the love of wonder, the challenge of events.

We are as young as our self-confidence, as old as our fears.

Coming Events

July 29-August 2: 33rd Annual Community Development Institute, UCA in Conway, with the theme: "Illuminate Your Community". A PCED exam is offered

August 2. Go to: <https://uca.edu/cced/events/>. NOTE: Year 1 is filled, by there are openings for Years 2 and 3 and the Advanced Year.

July 30: CDI 2019: Downtown Comeback, featuring Mallorie and Jim Rasberry and Josh Nowell from HGTV'S HOMETOWN. Sponsored by UCA Center for Community and Economic Development, the event is from 5 p.m. – 7:30 p.m.. For more information, go to: **Downtown Comeback**.

July 30: Crowdriff Co-op Webinar, sponsored by the Arkansas Department of Parks and Tourism. Join this webinar at 10 a.m. to learn how to market your community through user-generated content, a new development in marketing. Register here:

<https://cjrwin.wufoo.com/forms/zxqyedk0u0x2j7/>

July 30: ACHANGE Incremental Development Webinar, with a focus on opportunities for nonprofit housing developers and support partners such as bankers, local government staff, or elected officials. Go to events.r20.constantcontact.com for more information.

August 25-27: Arkansas Economic Developers and Chamber Executives Annual Conference, Fort Smith Convention Center – a great place for chamber professionals and economic developers to gain knowledge and build their professional network among peers. Go to <https://www.aedce.org/events/event/aedce-annual-conference-2/>

October 17: Arkansas Community Development Society's Annual Conference, with the theme: "Episode 2020: Now Loading", University of Central Arkansas, Conway. Go to <http://www.arcds.org/>.

More About Breakthrough Solutions:

Recipient of the Outstanding Program Award and Innovative 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. For more information: (501) 671-2253.

To Subscribe or Unsubscribe:

Send an e-mail message to breakthroughsolutions@uaex.edu, asking to be added or removed from the Breakthrough News mailing list.

Past Issues:

To see past issues of Breakthrough News, go to

<https://www.uaex.edu/business-communities/strategic-planning/breakthrough-solutions.aspx>

Breakthrough Funding Sponsors

GOLD

Arkansas State Chamber of Commerce/Associated Industries of Arkansas

AT&T Arkansas

Entergy

Mountain Home Area Chamber of Commerce

Nabholz Properties

Newport Economic Development Commission

Simmons Bank

BRONZE

Arkansas Community Development Society

Small Business Administration

UCA Center for Community and Economic Development

USDA Rural Development

Solutions Partners

We appreciate the continued support of the following:

Arkansas Community Colleges, Arkansas Community Foundation, Arkansas Department of Parks and Tourism, AEDC Arkansas Manufacturing Solutions, Arkansas Geographic Information Office, Arkansas Human Development Corporation, Arkansas Small Business Technology and Development Center, Arkansas State Chamber of Commerce/AIA, AT&T Arkansas, Center for Community and Economic Development, UCA, Cromwell Architects Engineers, Electric Cooperatives of Arkansas, Entergy, Federal Reserve Bank of ST. Louis, Little Rock Branch, Ken Hubbell and Associates, Morrilton Area Chamber of Commerce / Conway County Economic Development Corp., Newport Economic Development Commission, Simmons Bank, Strategic Consultants, UA Little Rock Arkansas. Economic Development Institute, UA Little Rock School of Public Affairs



If you want to impact your community in a powerful way, forward this email newsletter to other individuals in your community or organization, so they can benefit from the resources, insights, and strategies covered in Breakthrough News.

Best regards,

Mark Peterson

Professor, Community and Economic Development

University of Arkansas Cooperative Extension Service

2301 South University Avenue

Little Rock, AR 72203

501-671-2253

mpeterson@uaex.edu

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

United States Department of Agriculture, University of Arkansas, and County Governments Cooperating



Community & Economic Development
Strengthening Arkansas Communities

