

CONFERENCE SCHEDULE OF EVENTS

Sunday, October 15

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

Visit Silent Auction, 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 student-led, adult-guided workshop will showcase MCB youth and the outstanding community betterment project ideas they have initiated and completed. Student leaders will identify how projects can build upon their community’s strengths, opportunities, and aspirations, and achieve meaningful results for both youth and communities! Participants will learn how to apply this same approach to their projects to preserve and transform their communities.

10:45am-12:00pm Adult Session: Pines Room — “*Rural Broadband*” — Janie Dunning—Session Details to Come

10:45am-12:00pm Adult Session: Columbia Room — “*Route 66 Missouri History Redevelopment*” — Jeff Neal. His presentation focused on how to put together the finances to make these projects happen one building or block at a time—perfect subject matter for small towns struggling with out of control demolition costs and people who will not pay their property taxes.

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 — Pending

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.

2:30-3:00pm — Break: Snacks are served in Salon Foyer

3:00-4:00pm Adult & Youth Session: Salon A & B — “*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.

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, Communities and Youth Group Awards Banquet—Salon A & B
Governor Eric Greitens (Invited)

Sunday Event for Youth at the Annual MCB Conference

Kyle Scheele will present “*Reverse-Engineering Your Story*” from 7-8 p.m. Youth walk away with a list of actionable steps to take towards achieving their dream and living a better story. Followed by MU Improv from 8-10 p.m.

Sunday Evening Reception, Dinner and Entertainment for the Adults

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

Community Display booths must be set up by 5pm on Sunday evening. Booths must be manned by a community member ready to answer questions from 5-6 pm during the judging timeframe.

Adults Have fun at 8:30pm—

It’s Time for FAMILY FEUD! Those who wear a necktie will receive additional points. Moderators will be Delbert and Elaine Campbell, Wilda and Jim McNiell.