2022 SUMMIT AGENDA

OCTOBER 24 PRE-SUMMIT EVENT

4:00 pm-6:00 pm Pre-Summit Event
Morton Mandan Public Library — 609 W Main St, Mandan, ND

OCTOBER 25 SUMMIT AGENDA

8:00 a.m. Welcome Breakfast
8:00 a.m. Registration
9:00 a.m. Welcome
North Dakota Department of Commerce
Bismarck Mayor Mike Schmitz
Mandan Mayor Tim Helbling

9:10 a.m. Morning Address by Governor Doug Burgum

10:00 a.m. Common Traits in Thriving Communities
Amanda Brinkman: Small Business Revolution
Amanda is a producer, filmmaker, branding expert and sought-after public speaker, sharing her “Do Well By Doing Good” philosophy on stages around the country. She demonstrates how both companies and individuals can make a meaningful and positive difference in people’s lives, while fostering their own success in the process. She believes that companies must not only identify their brand purpose but put that purpose into action.

10:50 a.m. Break

11:00 a.m. Concurrent Sessions
Community Collaborations in Workforce Development
Moderator: Katie Ralston Howe, ND Department of Commerce Workforce Development Director

Workshop for Main Street Businesses: Marketing and Digital Best Practices
Amanda Brinkman, Small Business Revolution

Leveraging Infrastructural Assets
James Leiman, Institute for Economics & Peace Economic Development Chief Officer

Brought to you by Bolton & Menk
12:00 p.m.  Lunch, Resource Roundtables and Networking

12:45 p.m.  Hot “Dish”! Let’s talk about food events!
Water, Electricity and Toilets—the secret sauce to having a great event....
Do you know how many amps a crockpot pulls? Are wasps a probability at your food event?

1:30 p.m.  Concurrent Sessions

Youth and the Workforce: What the Next Generation of Workforce is Looking for in Employment
Moderator: Dr. Karl Sovak, University of Mary

Community Solutions in Economic Development
US Economic Development Association

Accessibility of Public Spaces and Public Materials
Moderator: Rhea Beto, North Dakota Council on the Arts
What do your spaces and public materials say to potential audiences and employees? This facilitated panel session explores digital and print accessibility (websites, social media, print, signage) as well as the physical face you present in the approach to your space. View examples of North Dakota businesses that are doing it well. Make accessibility design integral to your process from day one – not an afterthought!

2:15 p.m.  Break

2:45 p.m.  Concurrent Sessions

Innovative Solutions in Workforce Housing
Missing Middle Housing Study: City of Milnor and AARP
Rural Housing Task Force: Shawn Kessel, ND Commerce Deputy Commissioner and ND Housing Finance Agency
Financing in Rural Communities: Matt Marshall, MinnKota Power Economic Development Specialist, Grafton, ND

Creating a Community for all Generations
Bowling Green University and Representatives from Youth Programs in the Turtle Mountain Communities

Accessing Capital for Community and Business Development
James Leiman, Institute for Economics & Peace Economic Development Chief Officer

3:30 p.m.  Concurrent Sessions

Think 3D
Think 3D focuses on building cultures, businesses, leaders and communities. Something that is a through point in all of these things is the ability to create a vision, share that vision with others, and then communicate that vision to the world in order to attract, retain and develop the type of talent, residents, and leaders that help communities thrive.

Finding Community Stakeholders and Building Support for Projects and Programs
Building Approachable, Fundable & Promotable Relationships in Your Community
This panel will discuss creatively designed projects and merge them with the practical priorities of the communities where you live. By sharing examples of proven initiatives, doors to long-term community collaborations will open in your hometown. Patrick Kirby, Founder of Do Good Better Consulting; Jessie Veeder, Founder of Long X Arts Foundation; Russell Mills, Ph.D. and Maddi Menich of Bowling Green University.
4:30 p.m.  Closing Comments

5:30 p.m.  Public Social, Tours, and Art Crawl; Downtown Bismarck

7:30 p.m.  Fundraising After Dark: Everything You Wanted to Know About Raising Funds but No One Was Honest Enough to Tell You
   Fundraising is hard. There is an incredible sense of urgency. It’s even harder when you have to figure it out yourself and don’t have the luxury of time to make too many mistakes or to learn everything about raising money. Join Patrick Kirby of Do Good Better Consulting for a no-holds-barred and honest conversation about the trials, tribulations, opportunities and secrets of fundraising. No question is taboo because it’s after dark, most likely spoken over adult beverages, and frankly, honesty is the best policy when it comes to helping individuals and organizations with their philanthropy.
OCTOBER 26 SUMMIT AGENDA

9:30 a.m. Welcome
Governor Doug Burgum

10:00 a.m. Concurrent Sessions
Miss Shannon Paul
Comedian Shannan Paul was named “Best Stand-up Comedian” by City Pages Magazine in their “2020 Best of the Twin Cities.” Her discussion on “Cultural Sensitivity for the Accidentally Insensitive” uses personal anecdotes and real-world situations to teach the audience how to not walk blindly into awkward interactions. With her help, you’ll learn how to bridge cultural gaps, and embrace uncomfortable situations.

Session 2 TDB

11:00 a.m. Break

11:15 a.m. Concurrent Sessions
Developing the Next Generation of Community Leaders
Best Practices in Inclusivity with Workforce Recruitment and Retention
Clear Over Clever: A Practical Framework to Leverage Resources, Tell a Better Origin Story, and Have More Impact
Patrick Kirby, Founder at Do Good Better Consulting, Keynote Speaker and Author of “Fundraise Awesomer!”
Patrick Kirby will discuss a tangible path to using your particular assets and resources to convey the message in our communities that art matters, should be funded, and makes a positive difference in the lives of those who experience it. You’ll leave with a roadmap to better tell your origin story, more effectively describe the impact of art, and position yourself as an expert, without fluff or complicated academic language.
Brought to you by the North Dakota Council on the Arts

12:15 p.m. MSI Awards Ceremony and Lunch
Arts Across the Prairie Public Art and Statewide Placemaking Program Update
Kim Konikow, North Dakota Council on the Arts Executive Director

1:30 p.m. Afternoon Keynote
Anthony Melchiorri: Hotel Impossible
Whether developing a personal brand for business or to promote the heart of a community, Anthony can help you craft a roadmap to a successful and effective brand. What are the highlights and signature sights, tastes, and smells of your community? What parts of North Dakota bring you the most joy? Beginning with homing in on your neighborhood superpowers and goals, Anthony will incorporate key principles of hospitality to share how reinventing your brand can attract new talent and residents to the communities of North Dakota.

2:30 p.m. Closing Comments by Governor Doug Burgum