

MAIN STREET ND

SUMMIT 2022

2022 SUMMIT AGENDA

OCTOBER 24 PRE-SUMMIT EVENT

Morton Mandan Public Library

3:00 – 6:00 pm **Early registration**

3:00 – 4:00 pm **Pre-Summit Workforce Deep Think**

Think 3D will work with Rainbow Energy Center Coal Creek Station, Flowers & Cappuccino, along with the communities of Mandan and Underwood to identify opportunity for culture shifts to support workforce retention and recruitment.

4:00 – 6:00 pm **Opening Reception and Social**

Attendees can enjoy appetizers and entertainment while mingling with fellow conference goers and conference presenters. Music outside in the band shell along with a “Main Street Monday” opportunity to visit local businesses surrounding the library. All pre-Summit attendees will be entered in a drawing for a Cenex gift card.

MAIN STREET ND

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OCTOBER 25 SUMMIT AGENDA

8:00 a.m. Welcome Breakfast for Newcomers **ConocoPhillips Stage (Hall B)**
Josh Teigen, ND Commerce Commissioner introduction/roundtables with resources
NDSU Extension, Strengthen ND, USDA, State Forrester, Small Business Development Center, ND
Housing Finance Agency, Dakota Business Lending, State Historical Society, Workforce Development,
ND Job Service, Bank of North Dakota, WSI, Business Gateway

8 a.m. – 4 p.m. Registration
ND Department of Commerce

9:00 a.m. Welcome
Bismarck Mayor Mike Schmitz
Mandan Mayor Tim Helbling

9:10 a.m. Welcome Keynote Address
Governor Doug Burgum

10:00 a.m. Morning Keynote — 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.
Co-Sponsored by North Dakota Council on the Arts

10:50 a.m. Exhibitor Visit and Break

11:00 a.m. Concurrent Sessions

Community Collaborations in Workforce Development **AARP Stage (Hall D)**
Moderator: Katie Ralston Howe, ND Department of Commerce Workforce Development Director
Pat Bertagnolli, ND Job Service
Kellie Carlson, TrueNorth Steel
Mike Hanson, North Valley Career and Technical Center
Senator Randy Burckhard

**Workshop for Main Street Businesses:
Marketing and Digital Best Practices** **ConocoPhillips Stage (Hall B) ***
Amanda Brinkman, Small Business Revolution
Brought to you by Ackerman-Estvold Engineering

Continued on next page

Leveraging Infrastructural Assets

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

Brought to you by Bolton & Menk

BCBS Stage (Prairie Rose Room)

12:00 p.m. Lunch, Resource Roundtables and Local Entertainer Danny Savage

12:45 p.m. Hot “Dish”! Let’s talk about food events!

ConocoPhillips Stage (Hall B)

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?

Dawn Kopp, Chief Executive Officer Bismarck Downtown Business Association

Blue Weber, President Grand Forks Downtown Development Association

Nancy Thompson, Auditor City of Park River

Keith Leier, Vice President of Development and Construction Kilbourne Group

Adrienne Olson, Vice President Communication Kilbourne Group

1:30 p.m. Concurrent Sessions

Youth and the Workforce: What the Next Generation of Workforce is Looking for in Employment

ConocoPhillips Stage (Hall B)

Moderator: Dr. Karl Sovak, University of Mary

Local high school and college students

What can U.S. Economic Development Association do for

Your Community and Workforce Attraction?

BCBS Stage (Prairie Rose Room)

EDA Representatives Alex Smith and Ali DeMersseman

Accessibility of Public Spaces and Public Materials

AARP Stage (Hall D) *

Moderator: Rhea Beto, Public Information Officer and Accessibility Coordinator, North Dakota Council on the Arts

First Impressions Are Everything. 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, Vendor Visits and Snacks

2:45 p.m. Concurrent Sessions

Innovative Solutions in Workforce Housing

ConocoPhillips Stage (Hall B)

Carol Peterson, Economic Development Coordinator, Milnor, ND

Josh Askvig, State Director AARP North Dakota

Shawn Kessel, COO/Deputy Commissioner, ND Department of Commerce

Dave Flohr, Executive Director NDHFA

Matt Marshall, Economic Development for Minnkota Power

Reimagining Rural Regions

AARP Stage (Hall D)

Moderator: Charley Johnson, President and CEO, Fargo – Moorhead Convention and Visitors Bureau

Russell Mills, Ph.D. and Maddi Menich of Bowling Green University

Erin Belgarde, Turtle Mountain Band of Chippewa Indians

Brought to you by Fargo – Moorhead Convention and Visitors Bureau

Accessing Capital for Community and

Business Development

BCBS Stage (Prairie Rose Room)

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.

ConocoPhillips Stage (Hall B)

Building Approachable, Fundable & Promotable Relationships in Your Community

A discussion on how to 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.

AARP Stage (Hall D) *

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 and Announcement of EDA Public Space Initiative Planning Grantees Governor Doug Burgum

ConocoPhillips Stage (Hall B)

5:30 p.m. Public Socials and Tours

Downtown Art and Galleries Tour

Begin at BAGA

The walking tour starts at Bismarck Art & Galleries Association (BAGA) and wanders through five galleries and several public art installations downtown. Enjoy networking with community leaders and artists as you share ideas on how to create spaces in every community.

How to Create a Community "Filled" with Opportunity

Begin at Bismarck Event Center

This walking tour, led by the Bismarck Downtown Business Association and Bismarck City Planners, provides insight into the innovations and additions to spaces in Bismarck that fill the needs and gaps in communities. See the creation of urban infill housing, new construction and historic rehabilitation, and mixed-use development. Learn about the obstacles along with the opportunities it takes to create a fully functional Main Street.

Spooky History Bismarck Tour

Begin at 305 E Broadway Ave, Bismarck

Come join us for a haunted history tour of downtown Bismarck! This will be an hour long walking tour and will include the historic underground tunnels. Cost will be \$10/person. Space is limited to the first 25 people to RSVP, so don't miss out!

7:30 p.m. Fundraising After Dark

Radisson Hotel *

Patrick Kirby, Founder of Do Good Better Consulting and Author of "Fundraise Awesomer!"

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.

Brought to you by North Dakota Council on the Arts

* North Dakota Council on the Arts Statewide Convening

OCTOBER 24-26, 2022
BISMARCK, NORTH DAKOTA
MainStreetSummitND.com

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MAIN STREET ND

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OCTOBER 26 SUMMIT AGENDA

8 a.m. – Noon Registration

9:00 a.m. **Welcome**
Miss Shannan Paul

9:30 a.m. **Morning Keynote** **ConocoPhillips Stage (Hall B)**
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.

10:30 a.m. **Break**

10:45 a.m. **Concurrent Sessions**

Cultural Sensitivity for the Accidentally Insensitive **ConocoPhillips Stage (Hall B)**
Miss Shannan 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.

Catalyzing Welcoming Communities **AARP Stage (Hall D)**
Megan Langley Laudenschlager, Founder and Director, StrengthenND
Communities across North Dakota are seeking to meet existing and future needs through an intentional focus on workforce recruitment. In this session, Megan Langley Laudenschlager will discuss state-based rural repopulation efforts that are leaning on developing shared values to support greater community vibrancy and inclusivity. Ms. Laudenschlager will also share learnings generated through a nation-wide economic mobility incubator experience, research compiled, storytelling choice points, and economic development strategies and collateral that you may implement to create a great sense of welcoming in your community.

11:30 a.m. **Break**

11:45 a.m. Concurrent Sessions

Developing the Next Generation of Community Leaders ConocoPhillips Stage (Hall B)

Moderator: Senator Shawn Vadaa

Rachael Brash, Executive Director Workforce Development and Leadership North Dakota

Tanner Veo, United Tribes Technical College Student

Sam Jenson, Greater Grand Forks Young Professionals

Beth Odahlen, Director of Community Engagement and Solutions, StrengthenND

Best Practices in Inclusivity with Workforce

Recruitment and Retention

BCBS Stage (Prairie Rose Room)

Moderator: Tyler Demars, North Dakota Small Business Development Center

Jonathan Holth, Managing Director, Recovery Reinvented

Julie Ramos Lagos, Bismarck Global Neighbors

Zayden Bartosh, ND Human Rights Coalition

Kristy Zaste, Owner, The Shack Pizzeria and Grill

Clear Over Clever: A Practical Framework to Leverage Resources,

Tell a Better Origin Story, and Have More Impact

AARP Stage (Hall D) *

Patrick Kirby, Founder of Do Good Better Consulting and Author of "Fundraise Awesomer!"

Discussion of a tangible path to using your particular assets and resources to convey the message in your community 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

12:30 p.m. MSI Awards Ceremony and Lunch

ConocoPhillips Stage (Hall B)

Arts Across the Prairie Inaugural Placemaking Program Success

Kim Konikow, Executive Director, North Dakota Council on the Arts

KayCee Lindsey, Community Development Director, Divide County Job Authority

Closing Comments

Governor Doug Burgum



Tell us how we did! Scan to give us feedback to make the next Summit even better!

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