

Rural Community Conference

MSU Strand
Union Building
Bozeman

May 15 & 16
2012

The Future of Rural




MONTANA
STATE UNIVERSITY
EXTENSION



LOOKING AHEAD TO GROW COMMUNITY PROSPERITY

Sincere appreciation goes to the Rural Community Conference (RCC) Planning Committee who played an active role in design, planning, and conference management:

- Janelle Booth, MSU Local Government Center and MSU Extension
- Betsy J. Webb, MSU Local Government Center and MSU Extension
- Paul Lachapelle, MSU Extension and MSU Department of Political Science
- Dan Clark, MSU Local Government Center
- Linda Reed and Cathy Cooney, The Montana Community Foundation
- Christina Barsky and Tom Jacobson, Rural Dynamics Incorporated
- Anne Boothe, Triangle Communications
- Kailyn Dorhauer and Julia Middleton, Montana Office of Rural Health/Area Health Education Center
- Tammy Zemliska, Melstone Community Foundation
- Gloria O'Rourke, Montana Economic Development Association
- Lisa Titus, One Montana
- JP Pendleton, USDA Rural Development, Montana
- Barbara Andreozzi, MSU Extension
- Marvin Quinlan, F.A.I.R. Community Foundation

Special thanks to Dustin Dallman, Elle Winchester, Tisha Stahly, Heather Schjif, Jessie Hall, and Rebecca Belou for assistance with the RCC website, conference logistics, slide show and publications, registration and workshop support. Nic Richardson, Jay VanVoast, and David Ashcraft of MSU Extension are always a tremendous help.

Many thanks to our workshop presenters, rural panel members, and keynote speakers for sharing their knowledge and experience. Most of all, thanks to all of you, the citizens of rural communities, for your continued commitment and hard work in creating more livable, vibrant, and prosperous places to live.

Welcome to Your University: Montana State

It is my pleasure to provide greetings to the 2012 Rural Community Conference. Montana State University Extension is pleased to join with the other conference sponsors to continue supporting an annual event that expressly focuses on the unique needs of rural Montana. While many rural communities face the daily challenges of out-migrating populations, infrastructure improvement needs and low wages, opportunities also abound with a greater sense of community, remarkable environments to raise a family, and technology to support home-based businesses.



This conference not only addresses many of the key themes of rural Montana, but also captures the short- and long-term impacts to communities. The breakout workshops, plenary sessions and community resource fair have all been designed to strengthen and promote partnerships, networking and outreach efforts across our state and the rural West. Our keynote speakers will provide an overview of critical issues confronting rural areas, but more importantly generate discussion on how we can mobilize to create a future of prosperity for all.

To the residents, stakeholders and advocates of rural Montana communities, I say “thank you.” The great work you are accomplishing is changing lives and communities. It is our desire that the 2012 Rural Community Conference be a source of support and inspiration to assist you in your future endeavors.

Best regards,

A handwritten signature in black ink that reads "Douglas L. Steele". The signature is written in a cursive, flowing style.

Douglas L. Steele

Vice President for External Relations and Director of Extension

Linda Reed, President/CEO of the Montana Community Foundation



The Montana Community Foundation works to help rural communities remain places where people can choose to live and raise families. We understand the contribution rural places make to our economy, but more importantly to the values all Montanans cherish. Through the lens of philanthropy, we build community leadership and local endowments so communities have resources to invest in opportunities. We are delighted to sponsor the Rural Community Conference because we know it is one of few places where rural leaders can gather to learn about issues that concerning to them. This year we are pleased to be able to share information from our Transfer of Wealth Study and provide training in how to use this information. It is very hopeful information in a time where the financial landscape is a bit cloudy.

Tom Jacobson, Executive Director of Rural Dynamics, Inc.



Rural Dynamics, Incorporated is honored to once again join with other like-minded sponsors to help make the 2012 Rural Communities Conference a reality. Working throughout the rural West, RDI seeks to empower a region where individuals and families have independence and choice in their economic future and where communities have the necessary infrastructure and resources so that residents are able to earn a livable wage. This conference, Looking Ahead to Grow Community Prosperity, takes a proactive approach to the future of rural. Those who are able to join us in Bozeman for conference keynotes, break-out sessions, and networking opportunities will learn and share in a hopeful conversation about the future of our small towns and off-the-beaten-path places. These conversations will not be left behind – but instead be carried back to the organizations and communities that each of us call home.

We are grateful to be a part of these conversations and anticipate continuing to have the opportunity to work with each of you in partnership as we bring these conversations to action. We look forward to working together to create a hopeful and prosperous future for our children and grandchildren in our cherished rural places.

TUESDAY, MAY 15

9 A.M. – 12 P.M.

Registration/Share Fair/Artist Showcase

12 – 1 P.M.

Lunch & Welcome

Dr. Doug Steele, Montana State University Extension
(Ballroom A)

1–2 P.M.

KEYNOTE ADDRESS

Don Macke

Rural Policy Research Institute - Center for Rural Entrepreneurship
(Ballroom A)

2 – 2:15 P.M.

Break/Share Fair/Artist Showcase

2:15 – 3:45 P.M.

WORKSHOP SESSION #1

A Windshield Tour of Community Change

During a Boom: *Brent Moore, CTA*
(Ballroom C)

One Montana: *Lisa Titus, One Montana*
(Rm 235)

Healthcare in Frontier Communities: *Natalie Claiborne,*
Lisa Benzel, Lawrence White, Jr. & Mary Helgeson
(Rm 233)

Ready Community – Building Disaster-Resilient Places:
Barb Andreozzi, FEMA Facilitator of Deer Lodge pilot project
(Rm 168)

Entrepreneurship Panel
(Procrastinator Theater)

Cindy Kittredge, Montana Arts Council

Sarah Calhoun, Red Ants Pants

Jan Tusick, Mission Mountain Food Enterprise Center

Moderator: Don Macke

3:45 – 4 P.M.

Break/Share Fair/Artist Showcase

TUESDAY, MAY 15

4 – 5:30 P.M.

WORKSHOP SESSION #2

Complete Streets for All Montanans—A Toolkit & Success Stories: *Cathy Costakis, Montana Nutrition and Physical Activity Program & Joe Gilpin, Alta Planning + Design*
(Ballroom C)

Integrating Policy & Program into Organizational Strategic Planning: *Tom Jacobson, Rural Dynamics Inc.*
(Rm 235)

Coming Together to Expand MT's Tourism Story: *Victor Bjornberg & Pam Gosink, MT Office of Tourism & Maclaren Latta, MercuryCSC*
(Rm 233)

Utilizing E-Commerce in Rural Communities: *Janelle Booth & Joel Schumacher, MSU Extension & Anne Boothe, Triangle Communications*
(Rm 168)

Putting Transfer of Wealth Into Practice: *Don Macke, Center for Rural Entrepreneurship*
(Procrastinator Theater)

5:30 – 6 P.M.

Mixer/Artist Showcase

6 P.M.

DINNER AND KEYNOTE ADDRESS

Bruce Nelson
Farm Service Agency Administrator
(Ballroom A)

WEDNESDAY, MAY 16

7:30 – 8:30 A.M.

Continental Breakfast
(Ballroom A)

8:30 – 10 A.M.

RURAL PANEL – Q&A SESSION
(Ballroom A)

USDA Rural Development
Matt Jones, State Director

American Farm Bureau
Sabrina Matteson, Director of Rural Affairs

Montana Economic Developers Association
Jim Smitham, Exec. Director of Butte Local Development Corp.

Dept of Commerce: Energy Promotion & Development
Tom Kaiserski, Program Manager

10 – 10:15 A.M.

Break/Share Fair/Artist Showcase

10:15 A.M. – 12 P.M.

RURAL PANEL – WORKSHOP SESSION #3

USDA Rural Development and American Farm Bureau
Sabrina Matteson, Matt Jones, Tom Gurr, & Bryant Ralston
(Procrastinator Theater)

Montana Economic Developers Association
Business Expansion & Retention Program:
Mike O'Rourke, Gloria O'Rourke, Michael Jackson,
& Dave Morey
(Rm 233)

Department of Commerce
Tom Kaiserski, Nick Rich, Alyssa Townsend-Hudders,
Jennifer Olson, Mark Dixon, Maureen Martin, Hal Fossum,
Chris Dorrington, & Karyl Tobel
(Ballroom C)

12 – 2 P.M.

LUNCH AND CAPNOTE ADDRESS

John Robert Smith,
President and CEO of Reconnecting America
(Ballroom A)

KEYNOTE BIOGRAPHIES



Don Macke

*Director of Strategic Engagement /
Project Director for Hometown Competitiveness*
Rural Policy Research Institute
Lincoln, NE

Don Macke serves as a Director with the Center for Rural Entrepreneurship. The Center (www.energizingentrepreneurs.org) works throughout the United States and Canada supporting research, outreach, professional development and policy work related to rural entrepreneurship.

The Center is part of the Rural Policy Research Institute or RUPRI (www.rurpri.org). RUPRI is a leading national rural research and policy think tank focusing in multiple areas including telecommunications, health care, poverty, governance, informatics and economic development.

Don has over 35 years of experience in the field of rural community economic development. He has served in the Nebraska Legislature, the Cabinet of the Nelson Administration in Nebraska, and has worked as a consultant in nearly 40 states, Canada and the Caribbean. Since joining the Center, Don has logged over 1 million miles traveling throughout rural America.

Don has a MA in Regional Economics and a BS in Environmental Science from the University of Nebraska at Lincoln. Lincoln Nebraska is Don's home. He is married to Jenny Carver, a Pre-School Special Education Teacher and they have two sons—Sam and Eric.



Bruce Nelson

Administrator
Farm Service Agency
U.S. Department of Agriculture
Washington, D.C.

Bruce Nelson was selected to serve as the Administrator for the Farm Service Agency in July 2011. Nelson previously served as State Executive Director for the Montana Farm Service Agency, a position he was appointed to in 2009 by President Obama.

Nelson, who hails from Fort Benton, Montana, served as the State Executive Director (SED) of Montana since 2008, and previously served as SED from 1993-2000, when he was awarded the Administrator's Distinguished Service Award. He has also served as the Chief of Staff to Montana Governor Brian Schweitzer and holds an executive role at Triangle N Farms, Inc. For several years Nelson served

as Construction Project Manager with the Zoot Construction Company. He received the USDA Secretary Honor Award in 1995 and also received the National award from the Intertribal Agriculture Council in 2000. He spent many summers working on a family farm and holds a bachelor's degree in political science from the University of Montana. He and his wife, Nancy, have three grown children.



John Robert Smith

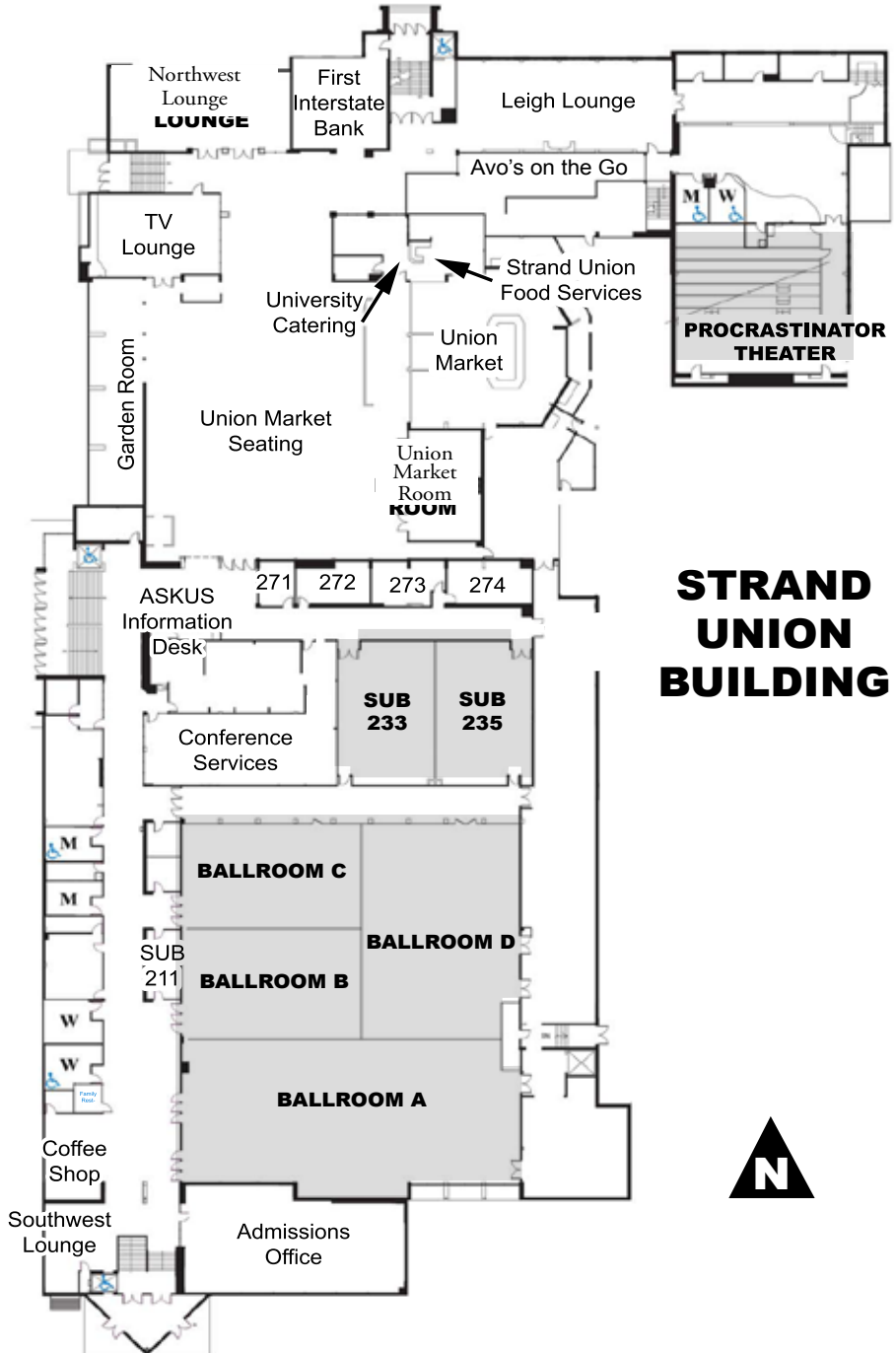
President and CEO

Reconnecting America

Co-chairman of Transportation for America

Washington, D.C.

John Robert Smith is the former Mayor of Meridian, Mississippi, and a long-time leader on behalf of passenger rail. He is co-chairman of Transportation for America, a former Chairman of Amtrak's board, and a former member of the transportation committees of the National League of Cities and the U.S. Conference of Mayors, as well as former co-chairman of the National Forum on the Future of Passenger Rail.



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Notes

Sponsors of the 2012 Rural Community Conference

