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*2018 Annual Conference:  
"Rural Rally"  
October 14 & 15, 2018  
Stoney Creek Hotel & Conference  
Center, Columbia, MO*

**[Click Here to Register Now](#)**

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The 2018 Fall Conference is packed with great sessions and speakers as well as fun for the youth and adults as we all work together to improve the communities and lives of Missouri. Here are a few of the great speakers we have scheduled for the conference. It is sure to be a great experience for youth and adults. Make sure you do not miss it!

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***[Deb Brown, SaveYour.town](#)***

**Monday Luncheon Keynote-  
Adult & Youth Session**

*"Getting Ready for the Future in Your  
Small Town"*

How can our small towns be ready for the future? Housing and workforce are the two biggest issues in rural communities. Our youth are leaving and not coming back. We need to be prepared

for broadband and the influx of business that could come with it. Deb will discuss how you can address all these issues, give examples of other towns already doing it, and send you home with solutions.

**Monday, October 15th  
1:30-2:45 pm - Adult Session**

*"Marketing Your Town Idea Friendly"*

Learn how to Gather Your Crowd, Build Connections and Take Small Steps - the three ways to have an Idea Friendly Town. You'll learn how to find more volunteers, deal with the Committee of Negativity, use all the resources you have, and get started with small steps.



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***Andrew McCrea, Nationally  
Syndicated Radio Broadcaster***

**Monday, October 15th -Adult & Youth  
Session  
8:30-9:30 am**

*"The Total Town Makeover-Rethinking  
Business, Community and Home"*

How does your community stand out from others? Perhaps it looks like the rest, facing similar struggles and challenges. How could you change things? How do you perform a makeover? Andrew's broadcast travels chronicle the "makeover" taking place in the nation's top communities. What are they doing to stand out and thrive? How can you make it happen as well? Andrew shares the key steps you must take to complete the total makeover.



**Monday, October 15th -Youth Session  
9:30 - 10:30 am**

*"The Total Town Makeover-Youth Edition"*

Youth are a vital part of a total town makeover. How can youth take the lead and have a voice in the process? How can youth advocate for topics important in the community? Learn successful ideas young adults are using in other communities and how you can apply them to where you live!

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## *Dr. Arthur Mehrhoff*

**Monday, October 15th  
9:30-10:30 am - Adult  
Session**

*"Place & Placemaking"*

Dr. Arthur Mehrhoff will provide participants with an interactive PowerPoint presentation designed to help make cutting-edge concepts about the field of community design much more accessible, meaningful and useful for people like yourselves involved in long-term Missouri community betterment efforts.

Place and Placemaking is designed to achieve these goals through focused historical perspectives, visual analysis, clear examples of the concepts under your consideration, as well as numerous opportunities to pose questions and apply presentation materials to your own community situation(s). The presentation summarizes a long professional and academic career in community design and heritage preservation, while it also deliberately challenges participants to 'push the design envelope' of community betterment here in the Show Me state.



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## *John Gulick & Dr. Amy Patillo*

**Sunday, October 14th  
6:00 pm-Adult & Youth Session**

*"Do I Leave Home or Do I Stay?"*

This interactive session will engage youth and adults in a dynamic discussion focusing on why youth return home or not. Groups will address attitudes and actions that encourage and discourage youth from returning to their home community to live, work, and play. Takeaways will give communities resources to make big changes that create hometown opportunities for youth to build lifelong careers.



## **Tim Arbeiter & Janie Dunning**

**Monday, October 15th**  
**3:00-4:00 pm - Adult Session**

### *"Rural Broadband"*

This session will bring you up to date on the status of Missouri's efforts in broadband deployment - including stakeholder updates; share the priorities being crafted in the State Broadband Plan; update you on federal efforts and programs and provide takeaways, calls to action on how you can participate in additional broadband efforts.



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## **Christel Gollnick**

**Monday, October 15th**  
**3:00-4:00 pm - Adult Session**

### *"Volunteer Leadership Succession Planning Best Practices"*

Are you worried about who will do all the work in your community when you or your current volunteers move on? Leadership succession is an important part of any organization's strategic plan, yet it is usually the topic given the least preparation--especially by volunteer organizations. Visit with Christel Gollnick, a seasoned volunteer leader, business owner, and nonprofit executive who has experience in both succeeding founders and long-time leaders as well as passing on the baton to those next in line. She will be sharing 4 key steps you can implement immediately to help calm your worries and move forward with engaging new volunteer leaders.



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## **Brenda Conway**

**Monday, October 15th**  
**9:30-10:30 am - Adult Session**

*"Avoiding and Addressing Burnout"*

The two things you must know when you are looking down the barrel of impending burnout are: How do I best use what fuel I currently have left in my tank? How do I refill the tank BEFORE it is empty?



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***Randy Railsback***

**Sunday, October 14th**  
**5:00-6:00 pm - Adult Session**

*"Rally Together - Share Your Success Stories"*

Network and share your story. If you have a project or event in your community that has been successful, please come ready to share it with other community members during this session. Everyone benefits when we "Rally Together".



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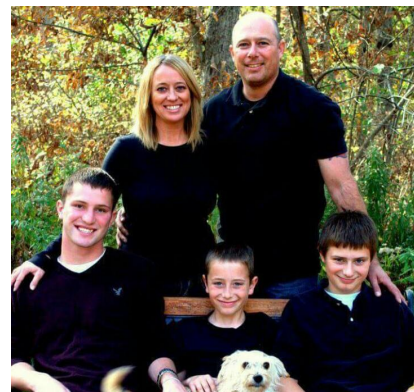
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***Mark Kempker***

**Sunday, October 14th**  
**7:00-8:00 pm - Youth Session**

*"HEET Initiative"*

Bringing the "HEET" Initiative (Heroin Enforcement Education Treatment) is a multi-pronged approach to address concerns about heroin usage. Enforcement is obviously a key component, but the issue must be addressed by a variety of means to be more effective. Mark will expand upon his 2017 presentation and share new information about the progress and continued work being done.



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***Steve Henness***

**Monday, October 15th**  
**10:45-12:00 pm - Youth Session**

*"Youth Rally"*

MCB Youth Advisory Board and Student Leaders w/Steve Henness, State 4-H Specialist. This workshop will highlight MCB student leaders and their outstanding community betterment projects that are a direct result of the planning session and mini-grant opportunity facilitated during the Youth Civic Leaders Summit (YCLS). Youth leaders will identify the motivations behind their projects, characteristics of outstanding service projects, and how projects have enhanced assets in their communities. They will also share their personal experiences having attended YCLS and invite you to join them in 2019.



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## ***Dr. Sean Siebert***

***Monday, October 15th***  
***10:45 am-12:00 pm - Adult Session***

***"Left Behind: The Scars of the Great Recession & A Hopeful Future for Rural Missouri"***



Nearly a decade after it began, the Great Recession has all but faded into memory. Or, has it? The stock market has fully recovered, corporate earnings are strong, the financial sector is thriving, and the economy is near full employment. Yet, ten years later, the pain and scarring of the Great Recession remains for our rural and "distressed" communities. Yes, the Country has rebounded in many ways, but through this rebound, many rural Missouri communities have seen the new economy to be more unequal, less vibrant, less productive, and these rural economies are poorer, and sicker. For these vulnerable communities, national economic recovery bypassed them altogether. We must change that. We must work together to learn, to think, and to live differently. For rural Missouri, our future is not yet defined, there is much hope and opportunity. Dr. Sean Siebert specializes as a community innovation consultant, with an emphasis on rural economies. Join Dr. Siebert for his session, and learn about his work in the areas of innovation and entrepreneurship as they relate to community betterment. Siebert educates his audience on the value of understanding the concept that entrepreneurship is a mindset, not an occupation. During this session, Dr. Siebert 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 session full of innovation, energy, opportunity, and strategy.

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**[Click Here for the full schedule!](#)**

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