

Washington



RURAL
PATHWAYS
to Prosperity

Conference



Join us!

for a unique conference to plan for rural economic development, because...

Small business is everybody's business!

WASHINGTON STATE UNIVERSITY EXTENSION

Join us for this exciting and innovative conference for your rural community. It's an opportunity to make personal connections, share ideas, and learn from experts about how to solve complex challenges.

No need to travel far to hear from our keynote presenter, Becky McCray, a national expert in changing the entrepreneurial climate. Broadcasting on a live webinar, she will lead participants on a journey through the process of identifying and creating a small business eco-system.

After interacting with Becky, local facilitators and experts will share information about the current status of your ecosystem. The afternoon will be interactive with engaging exercises specific to your region that will move your community forward in developing your own plan.

WHEN: Friday, November 15, 2013 - from 9 am to 3 pm

WHERE: The Historic Hartline School
92 Chelan Street
Hartline

COST: \$25 (light breakfast and lunch included)

REGISTER: WAuralprosperity.wsu.edu **New deadline:** November 8, 2013

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Becky McCray

co-authored *Small Town Rules: How Big Brands and Small Businesses Can Prosper in a Connected Economy*, providing practical strategies to make communication and customer service with clients and consumers personal, relevant, and successful. She also writes the *Small Biz Survival blog* because she believes small town entrepreneurs have a lot to teach other businesses, and when local entrepreneurs prosper, they help their small town prosper, too.



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Locally presented by:





An opportunity for your region or community to start creating a healthy eco-system to support small businesses and entrepreneurs.

Agenda and activities:

8:30 am Registration and networking.

9:00 to 10:30 -- Webinar presentation

What is a healthy small community entrepreneur ecosystem?
Becky McCray will give a 90-minute webinar presentation with examples, techniques and discussion of how to utilize existing resources and catalyze your small community around a clear vision for economic growth by engaging partners and building your local economy from within. You don't need to rely on outside resources to build a successful entrepreneurial climate.

10:30 to 10:45 Break

10:45 to 12:00 -- Panel/Roundtable

Local experts and agencies discuss the current status of the local ecosystem.

12:00 to 1:00 Catered lunch with more networking time

1:00 to 2:30 -- Afternoon activity

How do we improve our ecosystem?
An interactive activity to start mapping your community, identifying projects or resources that will improve it and share ideas for community development and revitalization. Discuss how to engage partners and residents around a common vision and how to use existing resources to grow the local economy.

Create a plan document that will be posted on the website for the conference planning team to review to share ideas and resources back to the communities.

2:30 to 3:00 Wrap up: where do we go from here?

Goals for the Conference *and* Future Work:

- 1:** Build your entrepreneurial climate to build your economy. Value, celebrate, grow and plan for entrepreneurs. Spend your creativity to improve the climate before you spend dollars.
- 2:** Improve your infrastructure (real estate, utilities, services, regulation) in old and new ways. Use technology as a periscope to see what other businesses do well. Local investing can change everything.
- 3:** Make support of entrepreneurs part of your local culture. Support: organizations, community partners, interdependence, youth groups. Build on your local culture and place to export.

Who should come?

Anyone who wants to grow the entrepreneurial community! If everyone contributes energy into the start-up community, it WILL get bigger.

Economic Development Districts, Alliances, Councils and Ports
 Business Assistance providers and lenders
 SBDC's as well as microenterprise development organizations, community revolving loan funds, community banks, etc).
 Tribes
 Chambers of Commerce, Hispanic Chambers of Commerce
 Entrepreneurs and Small Business Owners
 Developers and Builders
 Government: Commissioners, Mayors, City Council, Planners
 Civic and community groups (Kiwanis, Rotary, etc)
 Tourism, farmers markets and agriculture groups
 Schools (high school, community college, universities)
 Libraries
 Community Action Agencies
 Workforce Development
 Realtor Association
 Ag and Natural Resources
 Health Districts, Hospitals

Also happening across the state...

Chehalis in Lewis County
Clarkston in Asotin County
Colville in Stevens County
Hartline in Grant County
Odessa in Lincoln County
Olympia in Thurston County

Omak in Okanogan County
Pasco in Benton-Franklin Counties
Sequim in Clallam County
Sedro-Woolley in Skagit County
Stevenson in Skamania County
Wenatchee in Chelan County



STATEWIDE CONTACT

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