



2022 CEC Breakout Session Descriptions



Title	Description	Presenter(s)
September 21st, 2022		
Opening Session: Successful Entrepreneurial Ecosystems in 2022: A Panel Discussion	Panel discussion of local business owners and how they built their business, networks and relationships to strengthen the entrepreneurial community in Hannibal.	<ul style="list-style-type: none"> • MELISSA LENSING, Director of the Hermann Chamber of Commerce & Moderator • MIKE SLOAN, • MURIAEL BRYSON • COLLEEN MURPHY
\$50 by Friday – Entrepreneurship is a Mindset, Not an Occupation. (Keynote presentation)	Discover how to pursue creative thinking for innovative results in entrepreneurship. During this talk, Dr. Sean Siebert will discuss entrepreneurship, education, and economic development and show you the value of seeing entrepreneurship as a mindset, not an occupation. He will also share his methodology and approach to entrepreneurship, and provide a strategic line of questioning that will enable you, your organization, or your community, to utilize the process of innovation for growth, improvement, and betterment. Relatable to every person, on every level, this will be a session full of innovation, energy, and opportunity.	<ul style="list-style-type: none"> • DR. SEAN SIEBERT, Founder, Invent Yourself, LLC and Creator of “Adopt An Innovator” Business Model
The Jesup Group: Creating a Regional Entrepreneurial and Community Development Ecosystem	How one community college in SW Missouri is working to develop more resilient rural communities through entrepreneurship, community development, and digital skills.	<ul style="list-style-type: none"> • DR. CHETT DANIEL, Assoc. VP of Strategic Initiatives and Community Engagement
Entrepreneurship: You can do it too!	Learn how one man can go from Banker, to Doll Inventor, to ENT Educator and how others can foster the entrepreneurial mindset!	<ul style="list-style-type: none"> • DAN LAUER, Creator of Waterbabies (30 years, 25 million sold) , Founding Executive Director UMSL Accelerate
Youth Entrepreneurship: Your route to workforce Preparedness	Missouri AfterSchool Network, in partnership with VentureLab, will share best practices and examples from communities across the state who have invested in their youth through entrepreneurship education in afterschool. Attendees will learn the importance of teaching students the entrepreneurial mindsets and skills that prepare them for employability and confidently embracing an exciting future. See these entrepreneurial mindsets and skills at https://venturelab.org/venturelab-entrepreneurial-mindsets-skills/ .	<ul style="list-style-type: none"> • MARK COWSERT, Associate Director of Policy and Partnerships, Missouri AfterSchool Network • ITZEL GUTIERREZ, Program Manager, Venture Lab
Cultural Intelligence for Business and Economic Development.	The reality of doing business in today's world means that you'll come in contact with all kinds of people who are different from you in all kinds of ways. Cultural barriers and miscommunication -- and missed communication -- can lead to confusion, frustration, loss of customers, and ultimately a loss in revenues. In this interactive session we'll talk about some of the common cultural barriers, and strategies for operating in a more inclusive manner without compromising your values.	<ul style="list-style-type: none"> • TISH JOHNSON, Specialist in Community Economic Development, MU Extension
The Shift from Potential to Kinetic Energy	Columbia puts an emphasis on encouraging entrepreneurs to shift from the passive mode of being, into an action-verb mode. Every community has potential energy (garage tinkerers, big dreamers, and well-off folks who would invest) but not every community can connect those disparate resources together to generate forward momentum. We'll bring a list of	<ul style="list-style-type: none"> • JAY SPARKS, Entrepreneurship Coordinator, REDI • RAYMOND HALL, Minority Business Coordinator, REDI

	how Columbia works to make sure that it's all happening, organically and constantly, with less barriers to entry along the way.	
State and Community Resources to help Retain Employees	The Missouri Department of Social Services (DSS) began placing community and employment and training programs under one section. DSS continues to align 47 employment, training and education programs to provide wrap-around services to support individuals. The client is continuously at the center for decision making, which has led to out of the box thinking. The breakout session will discuss DSS services, cross-agency collaboration, and the local business community involvement.	<ul style="list-style-type: none"> • JUSTIN LOGAN, Cross-Functional Division Manager for the Missouri Department of Social Services
Moving Forward with the American Rescue Plan	The American Rescue Plan Act (ARPA) Final Rule came in January of 2022 with many changes from the interim final rule. Implementation of these funds have impact on all the listed areas for this conference plus many more. It is important that people understand what these funds are; what they will can be used for; and how to access these dollars.	<ul style="list-style-type: none"> • DARLA CAMPBELL, Specialist in Agriculture and Environment, MU Extension • JASON MORRIS, Field Specialist in Agricultural Business, MU Extension
K-16 Ecosystem Builders: Communities Engaging in Entrepreneurial Youth, PART ONE & TWO	<p>How are Missouri communities pursuing rural wealth creation by engaging young people in entrepreneurial learning? What can visionary leaders do to spark opportunities for entrepreneurs to start early? This session features K-16 ecosystem builders who are empowering young entrepreneurs in their communities through real-world learning experiences. Come explore how entrepreneurial ecosystem building can benefit youth and adult partners, and support the goals of creating stronger, more vibrant communities.</p> <p>Panel:</p> <ul style="list-style-type: none"> • LEE PETTIJOHN, Director, the Beloved Pawn • ANDY TURGEON, Superintendent, Knox County High School • BRANDI WREIDT, Business Teach, Knox County High School • LIZ DOUGHERTY, Organizer, Fayette Children's Market • MIKE DIMOND, Director, Fayette Children's Market • KELLY HEINEMEYER, Owner, Kimmswick Keepsake Shop • DAWN SCOTT, Owner, Name It Already Shop • KIM BARNES, President and CEO, Callaway Bank Youth Entrepreneurship Program • WILL KING, Business Education Professor, Columbia College • KELLY ASBURY, Small Business Development Advisor, State Fair Community College 	<ul style="list-style-type: none"> • STEVE HENNESSY, Senior Evaluator, MU Assessment Resource Center, moderator
Disability 101	Learn about the importance of ensuring ADA Compliance and Inclusivity when conducting business.	<ul style="list-style-type: none"> • AMBER CHEEK, Director of Accessibility and ADA, MU Extension
Creating Entrepreneurship in Farming	For 7 years, the food systems team at West Central Missouri Community Action (WCMCAA) has been connecting rural farmers to urban businesses in the KC metro. In order to strengthen Missouri's regional food system, WCMCAA has focused on farm-to-school, food value chain work, and helping small farmers scale up. These efforts have created a collaborative, entrepreneurial farming community that has helped small farmers gain access to new markets.	<ul style="list-style-type: none"> • KATIE NIXON, Food Systems Director, West Central Community Action Agency • CRISTINA JOPLING, Food Value Chain Coordinator, West Central Community Action Agency
Resources for Financing Your Small Business	The U.S. Small Business Administration (SBA) is the only independent voice of small business, backed by the collective power and resources of the federal government, and is the national go-to resource for small business. This session will cover resources available to finance a small business, as well as where to find free counseling and help for business growth via government contracts.	<ul style="list-style-type: none"> • MARK CHRISTIAN, Small Business and Technology Development Center Business Specialist

<p>Using Strategic Planning Tools to Address Workforce Development Needs</p>	<p>We will talk about how workforce needs were met using strategic planning tools in 2 rural Missouri communities. The results being becoming a workforce ready community and being able to recruit an out of state business to one community.; We will talk about the process, the role of the community and how Extension and the community worked together</p>	<ul style="list-style-type: none"> • AMY PATILLO, Field Specialist in labor and Workforce Development, MU Extension • RICHARD PROFFER, Community & Economic Development Extension Specialist, University of Illinois Extension
<p>Microenterprise Financing for Rural Revitalization</p>	<p>The START HERE Revolving Loan Fund serves people who have the skills and determination to make it, but who lack the credit history and business track record they need to get traditional financing from a bank. Learn how New Growth and regional partners in the START HERE Business Acceleration Network have been teaming up to prime the rural economy pump with business assistance and microenterprise financing. Twenty-seven businesses financed in last year including 12 startups.</p>	<ul style="list-style-type: none"> • PATTY CANTRELL, Chief Community Development Officer, New Growth, CDC • JO ANN LANE, Economic Development Director, Benton County • KELLY ASBURY, Director, MOSBDC at State Fair Community College • SHERIDAN GARMAN-NEEMAN, former Executive Director, Kaysinger Basin Regional Planning Commission.
<p>September 22nd, 2022</p>		
<p>A Toolkit for Embarking on Socially Engaged Community Work</p>	<p>There is no easy recipe to create a perfect community-based project. Each project and even each iteration of old projects will be different; they will have new challenges or even different partnerships. Success will look, taste, and feel different each time. This work is like baking a cake sometimes; you do it without flour, sugar, eggs, or butter. You find the right ingredients (and substitutes) to make your project edible and hopefully taste good at the same time. In this hands-on session, we will cover ten quick tips to think about before and when doing this type of community-based engagement / social practice work. In this session, we will not talk at you, instead, everyone will have a chance to participate in interactive activities to help you remember and understand the material.</p>	<ul style="list-style-type: none"> • GK CALLAHAN, Specialist in Community Economic Development, MU Extension • LISA OVERHOLSER, Field Specialist in Community Development, MU Extension
<p>Entrepreneurship & the Arts</p>	<p>This session provides insight about using Arts to foster Entrepreneurship and Community Development.</p>	<ul style="list-style-type: none"> • CHRIS HANSEN, Director, Kranzberg Arts Foundation
<p>C.E.O.- Transforming Young People into Entrepreneurial Thinkers</p>	<p>Learn how your community can utilize the CEO program to foster Youth Entrepreneurship and success stories resulting from the program. C.E.O. is a program that helps high school juniors and seniors experience entrepreneurship while learning mission-critical life, career and business success skills.</p>	<ul style="list-style-type: none"> • CHRIS EGELSTON, Community Engagement Leader, Midland Institute for Entrepreneurship
<p>ABC's of a Thriving Community</p>	<p>Partnerships in a small, rural area are key to success! Hear about the do's and don'ts of marketing your current assets on a shoe-string budget, how to's of business development in a small community, collaborating partnerships and how we are working together for one common goal</p>	<ul style="list-style-type: none"> • LYNETTE STOKES, Executive Director, Benton County Tourism and Recreation • AMY BRESHEARS, Field Specialist in Agriculture and Environment, MU Extension • JO ANN LANE, Economic Development Director, Benton County

<p>The Power of Pop-ups</p>	<p>The pop-up shop concept should be an integral part of a community's entrepreneurial eco-system. Pop-up shops can be used to promote downtown development while giving start-ups, artists and existing businesses a place to test markets and increase revenues. Unfortunately, most communities have not used this concept to its full potential. The presenter will provide examples of communities in Illinois, both urban and rural that have adopted policies and ordinances to spur entrepreneurial development using the pop-up concept.</p>	<ul style="list-style-type: none"> • PAMELA SCHALLHORN, Community & Economic Development Extension Specialist, University of Illinois Extension
<p>Justice Involved Individuals, An Untapped Source</p>	<p>My presentation talks about numbers of Justice Involved in Missouri, Stigmas they are facing; Employment related trainings they may receive while incarcerated; and how employers may engage with them.</p>	<ul style="list-style-type: none"> • ALEX EARLS, Re-Entry Programs Administrator, MO Dept. of Corrections.
<p>Cultivating Community Around Food</p>	<p>What makes a farmers market successful? Columbia Farmers Market opened in 1980, and has seen tremendous growth in recent years. With the development of Columbia's Agriculture Park, adding and expanding food insecurity incentive programs, partnering with community organizations, providing youth education, and offering business development assistance to market vendors, Columbia Farmers Market has become a blueprint for farmers markets, recently being recognized as the "#1 Farmers Market in the Nation." Learn about the history of this successful farmers market, its recent growth, and where it hopes to go in the future.</p>	<ul style="list-style-type: none"> • CORRINA SMITH, Executive Director, Columbia Farmer's Market
<p>\$50 By Friday - Entrepreneurship is a Mindset, Not an Occupation- Extended</p>	<p>Extension of Keynote Speech – Learn more about the Entrepreneurial Mindset.</p> <p>Discover how to pursue creative thinking for innovative results in entrepreneurship. During this talk, Dr. Sean Siebert will discuss entrepreneurship, education, and economic development and show you the value of seeing entrepreneurship as a mindset, not an occupation. He will also share his methodology and approach to entrepreneurship, and provide a strategic line of questioning that will enable you, your organization, or your community, to utilize the process of innovation for growth, improvement, and betterment. Relatable to every person, on every level, this will be a session full of innovation, energy, and opportunity.</p>	<ul style="list-style-type: none"> • DR. SEAN SIEBERT, Founder, Invent Yourself, LLC and Creator of "Adopt An Innovator" Business Model
<p>Regional Strategies for Placemaking and Population Retention</p>	<p>COVID-19 disruptions encouraged some rural regions to think about proactively attracting newly footloose residents. Social capital plays an important role in helping newcomers and return migrants bond with their community and be invested in community improvement. We reflect on previous Extension efforts and studies to discuss placemaking strategies regions can implement to support population retention.</p>	<ul style="list-style-type: none"> • DR. MALLORY RAHE, Assistant Extension Professor, MU Extension • LUKE DIETTERLE, Extension Specialist ExCEED, MU Extension
<p>Community Entrepreneurial Growth – What is Working?</p>	<p>Learn about successes created with utilizing the Main Street program and its efforts, and youth and retention. (Panel Discussion)</p>	<ul style="list-style-type: none"> • BECKY CLEVELAND, Executive Director, Brookfield Area Growth Partnership
<p>Seven Secrets of Entrepreneurial Communities (Closing Keynote)</p>	<p>During this engaging and entertaining keynote presentation, you will discover: What is an entrepreneurial community and the number one commonality of all of them. How to instill the right mindset in your community members. Where your number one asset is hidden how to unleash it. Why your education system holds the key to the long-term growth of your ecosystem. How to engage and empower your emerging entrepreneurs. Proven entrepreneurial systems that your community can model.</p>	<ul style="list-style-type: none"> • CHRIS EGELSTON, Community Engagement Leader, Midland Institute for Entrepreneurship