

Ready, Set, Go Community Economic Development: A Journey to Success



20th Annual Community Economic Development Conference

April 9 - 10, 2008

El Dorado Civic Center
201 E. Central
El Dorado, Kansas

Presented by

Institute for Policy & Social Research,
The University of Kansas

Kansas Department of Commerce

K-State Center for Engagement
and Community Development



For more information on the conference
speakers and sponsors, please visit
the conference Web site at:
www.ipsr.ku.edu/conferen/kcced

The 2008 Kansas Community Economic Development Conference will explore community economic development as a journey, not a destination. Participants will learn what it takes to get a community ready; how to get set for the journey through leadership, planning, and focus; and how to journey forward on a path to success.

Wednesday, April 9, 2008

5:30-7:30 p.m. **Networking Event: Taste of the Town** (Please sign up on registration form.)

Meet at: Walters Flowers and Interiors, 124 N. Main

End at: Butler County History Center, 383 E. Central

Join us for an evening of networking, good food, and local history. We will meet at Walters Flowers for pumpkin chili and other local fare along with a wine-tasting from Beyond Napa. At 6:30 we will venture on to the Butler County History Center for the "Glory of the Hills" exhibit. This new exhibit showcases the ecology and economic impact of the Flint Hills on the region. *Sponsored and hosted by El Dorado, Inc. and the El Dorado Convention & Visitors Bureau.*

Thursday, April 10, 2008

7:30 a.m. **Conference Registration**

8:00-9:00 **Networking Breakfast**

Conference sponsors and co-sponsors will make brief presentations about resources available to assist communities in their economic development efforts.

9:00 **Welcome**

Genna Hurd, Institute for Policy & Social Research, the University of Kansas

Plenary Speaker - READY, SET, GO: Community Economic Development Is a Journey

David D. Kerr, Secretary, Kansas Department of Commerce

9:30 **Plenary Panel - READY: Kansas Stories – How We Got Our Community Ready**

Moderator: **Jeanne Stinson**, Kansas Department of Commerce

Panelists: **David Criswell**, President, Wilson Pride; **Bob Carlson**, Director, Marysville Main Street Program

10:30 **Break**

11:00 **Plenary Panel - SET: Leadership, Planning, Focus**

Moderator: **Ron Wilson**, Huck Boyd National Institute for Rural Development

Panelists: **Ed O'Malley**, President and CEO, Kansas Leadership Center, Wichita; **Racquel Thiesen**, President, Kansas Leadership Forum and City Commissioner, Newton; **Jim Davis**, Reno County Growth Coalition, Hutchinson

Noon **Lunch & Luncheon Address: Where Are We Now – What Are the New Frontiers**

Mark Drabenstott, Director, RUPRI Center for Regional Competitiveness, the University of Missouri-Columbia
Sponsored by the Kansas Department of Commerce.

1:15 **Plenary Speaker - READY, SET, GO: 2007 Kansas Strategic Plan – Rural Development**

Stan Ahlerich, President, Kansas, Inc.

1:45 **Small Group Discussions**

Hot Topics – What Are They and How to Address Them

2:30 **Plenary Panel - GO: Going Forward – The Trail Ahead**

Moderators: **Dave Procter** and **Dan Kahl**, K-State Center for Engagement and Community Development

Panelists: **Kim Kaiser**, Community Volunteer, City of Argonia; **Beth Pfeifer**, Waudby & Co. Clothiers, Russell

3:30 **Adjourn – THE JOURNEY CONTINUES**

Keynote Speakers

Mark Drabenstott is Director of the Rural Policy Research Institute's (RUPRI) Center for Regional Competitiveness, University of Missouri-Columbia. Mark is a seasoned observer of regional development and policy issues whose insights have gained national and international recognition. Mark earned his M.S. and Ph.D. degrees from Iowa State University.



Mark was named founding director of the Center in September 2006. The Center helps regions craft world-class development strategies for competing in the global economic race. The Center's products help regions understand where they stand in that race, diagnose their new competitive advantage, and sustain innovative models of regional governance. RUPRI is a multi-state, interdisciplinary public policy institute that is jointly sponsored by Iowa State University, the University of Missouri, and the University of Nebraska.

Mark has engaged leading topics on regional development and related policies throughout his career. He spent 25 years in the Federal Reserve System and led the creation and development of the Center for the Study of Rural America.



As Secretary of the Kansas Department of Commerce, **David D. Kerr** leads the state's lead economic development organization in its mission to empower individuals, businesses and communities to realize prosperity in Kansas.

Kerr joined Commerce after serving as President of AT&T Kansas from 2003-2007, where he was responsible for all regulatory, legislative, governmental and external affairs activities in the state. Prior to being named President, Kerr served as Vice President and General Manager, Local Interconnection Services, with responsibility for serving competitive local telephone companies.

Kerr currently serves as a board member of the Kansas Technology Enterprise Corporation, Kansas Energy Council and Kansas Water Authority.

Kerr grew up in Ness City, attended Fort Hays State University, and earned bachelor's degrees in both economics and business administration from Avila University in Kansas City.

Sponsors

Conference Sponsors

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Development

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& Research

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NetWork Kansas

State Association of RC&D

wKREDA (western Kansas Rural Economic
Development Alliance)

League of Kansas Municipalities

Kansas Association of Counties

Local Hosts

El Dorado, Inc. and

El Dorado Convention & Visitors Bureau

El Dorado Chamber of Commerce

Additional Information

Contact: Genna Hurd, IPSR/KU

Phone: (785) 864-4618

E-mail: ghurd@ku.edu

Web site: www.ipsr.ku.edu/conferen/kcccd/

Options & Information

Registration Options

Online at: www.ipsr.ku.edu/conferen/kcccd

Fax: (785) 532-2422

Call: (800) 432-8222 or (785) 532-5569

Mail this form to :

CED Conference

Kansas State University

131 College Court Bldg.

Manhattan, KS 66506-6015

Hotel Information

A block of rooms has been reserved for
conference participants at the following hotel:

Holiday Inn Express
3100 W. El Dorado Ave.

El Dorado, KS 67042

(888) 465-4329

(316) 322-7275

Room Rate: \$85 per night

The cut-off date for this rate is **March 16**

Group Code: KCCED

For other hotel options, please go to:

<http://visiteldoradoks.com/>

If you must cancel your registration, please do so as soon as possible. **A full refund, less a \$25 processing fee, is available until April 3.** After that date, due to guarantees we must provide, refunds are not available. Substitutions will be accepted. Fees will not be cancelled for registered participants who do not attend and have not notified the conference registration office on or before the cancellation date.

Special Assistance: The conference organizers are committed to making conference activities accessible to all participants. Please indicate by April 3 any special needs you might have. If notified after April 3, we will make every effort to provide assistance, but cannot guarantee that services will be available.

Registration Form

Name: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Registration Fee: _____ \$75 (\$85 after April 3)

Networking Event: _____ \$10 (April 9, evening)

Please check if you will attend:

_____ Breakfast, April 10

_____ Lunch, April 10

Method of Payment

Invoice my institution, PO# _____

Please make checks payable to: *Kansas State University*
(FEIN #48-0771751)

_____ Total Amount Enclosed

Credit Card: __ Visa __ MC __ AmEx __ Discover

Card # _____ Exp. _____

Print cardholder's name: _____

Authorized signature: _____

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