

Rural Business and Innovation Summit 2017

September 13-14, 2017 at Klamath Community College, Klamath Falls

Registration and more info: www.ruralbizsummit.com

Wednesday, September 13th

Time	Title/Description	Speaker
8:00 a.m.	Registration	Breakfast sponsored by Blue Zones Project!
8:00-8:45 a.m.	<p>Jordan Cove/Pacific Connector: What's new & what's in it for us?</p> <p>The Jordan Cove-Pacific Connector project is a \$10 billion proposal to build a natural gas pipeline and LNG export facility in southern Oregon. The company is preparing to submit a new application to the Federal Energy Regulatory Commission and move through the formal permitting process again. The presentation will be an overview of the newest project proposal, including the infrastructure proposed for Klamath County, a focus on what has changed since the previous 2012 proposal, an overview of landowner engagement and expected benefits to Klamath County and its residents.</p>	
8:45-10:00 a.m.	<p>Economic Forecast</p> <p>Oregon's recent economic narrative of rapid expansion does not apply to most rural communities in the state. The large employment hubs concentrated around Portland, the Willamette Valley, the Rogue Valley, and Bend mask the underlying economic conditions facing rural the rural workforce and businesses. Damon will unpack the recent employment trends in rural communities across the state then take a look at a variety of opportunities and challenges that these rural communities will likely encounter in the near future.</p>	<p>Damon Runberg Regional Economist Oregon Employment Department</p>
10:30-11:30 a.m.	<p>Rural Trends: An Oregon Perspective</p> <p>In this data driven session we will look at trends in rural America and compare to what we're seeing here in Oregon. Using a rural-urban comparison, we will cover demographic shifts, family measures, economic dimensions, and health indicators. Participants will come away with a more complete understanding of</p>	<p>Vince Adams Oregon State University</p> <p>Vince Adams is the director of the Rural Communities Explorer, an online tool that provides information about communities in Oregon. At OSU, he leads a team that helps community leaders access accurate community profile data. His enthusiasm for his work makes using data accessible for</p>

11:30-12:30 p.m.	the changes and challenges facing rural Oregon and how to access the indicators presented for their community.	even the most technophobic. Contact Vince at: vince.adams@oregonstate.edu
Lunch		
1:00-2:00 p.m.	<p>Innovative Rural Business Models You don't have to settle for a normal business. Rural businesses are exploring new shapes, new locations and new ways of doing business, including pop-ups, shared buildings, businesses inside of other businesses and more. Entrepreneurs are using these smaller scale experiments and tests to learn what works before making a huge investment.</p> <p>Join us as Deb Brown from SaveYour.Town guides us through the Innovative Rural Business Models. She will give examples of small towns already using them. Not only are entrepreneurs interested in these potential models, but local leaders also can put them to work spurring new business development and supporting fuller participation in the local economy.</p>	<p>Deb Brown SaveYour.Town Deb Brown shares stories and advice on social media, working and living in a small town and creating the kind of community you want to live in. You might recognize her online as @debworks. She grew up in a town of 141 people, Geneva, Iowa. She loves to tell stories and share real world examples of how people are changing their small town into the kind of place the community wants to live, work and play in. SaveYour.Town is a partnership with Deb Brown and Becky McCray where they share the passion for small towns and bring you practical advice on how to shape a brighter future for your small town.</p>
2:30-3:30 p.m.	<p>Lean: Your Silver Bullet for Operational Excellence Lean can drive serious cost out of your operation, reduce your cycle time dramatically, increase the quality of your product, and engage your folks in ways you would not have thought possible. Lean isn't magic, and it won't solve all your problems, but it truly is the key to Operational Excellence. This talk is geared for manufacturers, but the principles of Lean apply as well to offices and professional practices. We'll discuss What Lean is, Why do it, and then we'll dig into about a dozen of the most important Hows. You'll come away with enough horsepower to start applying Lean to your operation the next day.</p> <p>OR</p> <p>The Way We Work: A Look at Five Generations in the Workplace Real Answers to the HR/Employee</p>	<p>John Lamy R&D Consultant John Lamy has over thirty years of experience helping large and small companies grow their businesses. John worked at Hewlett-Packard/Agilent Technologies for many years, serving as an R&D Manager, Quality Manager, and Manufacturing Engineering Manager. His consulting expertise is in R&D, strategy, quality, and manufacturing. As a consultant in OMEP's Medford office, John also brings value to startups and small businesses.</p> <p>TBA</p>

Questions in the modern workplace. Join us for answers from each generation as we negotiate OUR WAY through the maze of how to work together, be productive employers and employees and reach goals for our businesses.

4:00 p.m.

Social Hour

Sponsored by Waste Management!

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Thursday, September 14th

Time	Title/Description	Speaker
8:00 a.m.	Registration	Breakfast sponsored by Blue Zones Project!
8:00-8:45 a.m.	Rise and Learn!	Meet with AirLink CCT and learn how they are innovating in rural communities
9:00-10:30 a.m.	Garry Golden Presentation	Garry Golden Academically Trained Futurist Garry received his Masters degree from the University of Houston Futures Studies program (M.S.), and is a past member on the Board of Directors of the Association of Professional Futurists (APF). He is an academically trained Futurist (MS Futures Studies) who speaks and consults on issues shaping business and society in the 21st century.
10:45-11:45 a.m.	Engage to Retain If you want to hire and retain the best and the brightest you need to be aware of how to manage, motivate and collaborate with a new generation of workers. What does today's top talent expect in an organization? In you as a leader? Come and hear Stacy Stack, Vice President of Training and Recruiting for Express Employment Professionals, share best practices in engaging top performers and key strategies to become an employer of choice in your community.	Stacey Stack, Express Employment Professionals Corporate Trainer As a professional trainer, Stacy Stack motivates her audience through expertise and laughter. Stacy directs the development and implementation of employee training for Express offices in Oregon, SW Washington, and Arizona and trains over 1,500 Express managers and contributors on an annual basis. She has been with Express for over 25 years, and is certified through the American Staffing Association as a Certified Staffing Professional. Resourced as an expert in analyzing staffing practices, Stacy regularly instructs workshops for client companies and community organizations to enhance results achieved in the workplace.
12:00-1:30 p.m.	Marketing in a Small Town Workshop It's more than just Facebook! Learn marketing tools you can use for any size project (or business) that will help you with your goals. Want to market an event? Want to bring in more visitors to your store? Want to highlight what you have to offer? There are many marketing tools we will show you to move your forward	Deb Brown SaveYour.Town Deb Brown's programs on small business, what to do with empty buildings, customer service, marketing and economic development have been received by chambers, economic developers, tourism specialists, museum experts, business groups, and small town conferences. Deb has keynoted at Rural X Summit, TEDx

quickly.

It's not about learning a bunch of stuff and then sitting back and waiting for change. It is about putting ideas into action, utilizing the power of your crowd and the connections you build. In other words - the Idea Friendly way to market in a small town. There will be a question and answer period as well.

Brookings, Michigan Rural Economic Development Conference, Roscommon County Michigan, Central Iowa Tourism Annual Meeting, Milbank South Dakota Chamber Annual Dinner and several 140 Character Conferences. Additional presentations include Western Iowa Tourism, Iowa Byways Association, Iowa Museum Association, Southern Illinois Economic Development, and Preserve Iowa Summit.

1:30-4:00 p.m.

Start. Sustain. Thrive.

Uniting communities through government contracting opportunities & resources
In this session you will be introduced to:

- Technical Assistance – Gain assistance navigating and locating contracting opportunities. Learn about finance programs and access to capital for your business.
- Small Business Counseling/Advising – Receive help starting a business, growing a business, and applying for Federal and State certifications.
- Government Contracting Opportunities – Discover government contracting opportunities in your local community.
- Build Expert Relationships with Experts – Learn how to identify, navigate, and build stronger relationships with government contracting experts.

Daniel Jackson

Small Business Programs Manager for the Oregon Department of Transportation in the Office of Civil Rights.

Eloisa Miller

Economic & Business Equity Manager for the Office of Governor Kate Brown

Carrie Hulse

Program Manager for the Certification Office for Business Inclusion and Diversity (COBID) at Business Oregon

Ruth Miles

Small Business Advocate
Office of Small Business Assistance
Oregon Secretary of State

Kelly Stevens-Malnar

Cooperative Procurement Program and Small Business Programs, Department of Administrative Services, Office of Procurement Services

OR

Google Workshop-Grow Your Business Online

This high-level workshop covers three very simple things a business can do right now to help their local business grow online. Learn the basics of how customers find your business online and how to promote your online presence with methods like search engine optimization (SEO) and online advertising.

TBA

2:30 - 3:30 p.m.

WORKSHOP TOPICS INCLUDE:

- Creating a free business listing with Google My Business
- Developing a search and mobile-friendly website
- Effective online advertising strategies

The workshop concludes with bonus tools, including:

- Google Analytics
- Google Trends
- YouTube
- Resources for e-commerce businesses