Leadership is foundational
  o Identification of, and development of leadership
    ▪ But, not a formal “program”
    ▪ Get many people to stand up
  o Community structures allow everyone to be a leader including youth
  o Need to stop labeling people—all should have opportunity to be a “leader”
  o People from all backgrounds given a chance to lead
  o Take personal responsibility within the community being a charismatic leader, but can’t be just one person

Value added is key opportunity for rural
  • How they link with value chains
  • Identify what skills, naturally are present (e.g. oak wood)

Target individuals who want “rural lifestyle”
  • e.g. incubator clients

Value chains need coordinator—job of local ED Prof?

Regionalism starting to catch on, but how to foster?

Value chain—understand what we have and recruit” into the value chain

Succession planning for businesses
  • intergenerational transfer
  • $$$ to support
  • Work with business owner for financing, training
  • How to connect opportunity—brokerage (?)

Green Hills working with transfer of businesses, but would like to see state funding source; banks see as risky

Foster greater alignment between communities
  • Can’t rely on “government” to do
  • What models are out there?

Work within designated “economic regions” to identify opportunities to collaborate, share resources, coordinate /cooperate on key initiatives
  • Networking to soften divisions
  • Break down silos and ownership
• OTRP example of region focusing on local assets
  • Value-added; natural; historic; tourism
  • Cooperative marketing
  • Received external support to get started, now having success on won
  • Need to reach out to external markets

• It’s too easy to get drawn into the “what’s wrong” conversations—must change narrative

• Don’t have luxury to put people in single role
  • i.e. school superintendent part of ED

• Broadband success stories
  • “Smart Rural Community” designation
  • Found a space below the major providers or worked with existing providers
  • Community leaders worked with providers to establish service
  • Some state’s PSC invested $ to ensure coverage

• Joplin region—conclave of elected and community officials; seven counties (MO & KS); talk about issues, share successes
  • Hope to see sharing of resources
  • Getting to know each other; building trust

• Seeing a striking decline in participation by entrepreneurs and millennials in planning; have reached out and gotten them engaged—generating innovative ideas
  • St. Louis Chamber doing it and willing to share how they did it