

# 2018 Session Preview

Session Title	Presenter 1	Presenter 2	Presenter 3	Presenter 4
<b>21st Century Retailing: What Retailers Need to KNOW to GROW!</b>	Jenny Crittenden, Gloucester Main Street Preservation Trust			
<b>A New Community Center: Adaptive Reuse for Youth Leaving Detention</b>	Abigail Cioffi, Downtown Westbrook Coalition			
<b>A Practical Guide to Measuring Economic Impacts of Arts and Placemaking</b>	Josh Bloom, Community Land Use + Economics Group	Surale Phillips, Decision Support Partners		
<b>Addressing Faltering Economies in Rural Communities through Cultural Heritage Tourism Initiatives</b>	Lee Ann Woolery, University of Missouri Extension	William "Steve" Belko, Missouri Humanities Council		
<b>Art Smart</b>	Sara Moore, Arts Council of Southeast Missouri	Marla Mills, Old Town Cape, Inc.	Julia Thompson, Parks and Recreation Department	
<b>Board Member Roundtable</b>	Kathy La Plante, National Main Street Center	Steven Hoffman, PhD		
<b>Bringing Back Isleton's Main Street: the Bing Kong Tong Rehabilitation</b>	Nancy Goldenberg, TreanorHL			
<b>Bringing History to Life</b>	Lyn Falk, Retailworks, Inc.	Margie Johnson, ShopTalk		

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<b>Budget? What Budget? Main Street Social Media Marketing on a Shoestring</b>	Sheila Scarborough, Tourism Currents	Leslie McLellan, Tourism Currents		
<b>Building a Better Bullpen: Empowering Entrepreneurs through Creating a "Start Your Own Business" Class</b>	Casey Woods, Emporia Main Street			
<b>Building the Right Team to Build Community Spaces</b>	Cathleen Edgerly, Howell Main Street Inc./ DDA	Kate Litwin, Howell Main Street Inc.		
<b>Business for Good: An Example of Social Entrepreneurship at Work on Main Street</b>	Elizabeth Chase, Nebraska Main Street Network	Greg Ptacek, Johnnie Byrd Brewing Company		
<b>Business Improvement Districts and Their Impact in Urban Main Streets</b>	Dionne Baux, National Main Street Center	Kimberly Bares, PLACE Consulting	DeShea Agee, Historic King Drive BID No. 8	Wendy Williams, South East Chicago Commission
<b>Combining Entrepreneurship and Maker Space</b>	Jim Correll, Fab Lab ICC at Independence Community College			
<b>Community Development Block Grants: Call to Action</b>	Dionne Baux, NMSC			
<b>Community Engagement for Main Street Transformation, Part I: Community Mapping</b>	Ellen Shepard, Community Allies	Vicki Pozzebon, Prospera Partners		

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<b>Community Engagement for Main Street Transformation, Part II: Circle &amp; Open Space</b>	Ellen Shepard, Community Allies	Vicki Pozzebon, Prospera Partners		
<b>Community Engagement for Main Street Transformation, Part III: World Cafe</b>	Ellen Shepard, Community Allies	Vicki Pozzebon, Prospera Partners		
<b>Community Engagement through Agile Strategy</b>	Darrin Wasniewski, Wisconsin Main Street			
<b>CoSign: A Creative Community Collaboration</b>	Jim Miller, Historic Valley Junction Foundation	Katie Privitera, Historic Valley Junction Foundation	Tim Reinders, Main Street Iowa	Maia Fiala Jessen, Main Street Iowa
<b>Creating an Entrepreneur-Friendly Community. Proven Strategies for Success.</b>	David Ivan, Michigan State University			
<b>Creating Communities on the Right Side of your Brain</b>	Steven Hoffman, MMSC			
<b>Creating Healthy Places (and Main Streets!) for Healthy People</b>	Stephanie Bertaina, U.S. Environmental Protection Agency	Mike Callahan, Renaissance Planning	Shawn Hayden, CoxHealth	Ann Saunders, Drury University/Monett Main Street
<b>Creating the "Gotta-Go-There" Destination Downtown</b>	Jon Schallert, The Schallert Group, Inc			

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<b>DowntownTX.org: New Ways of Connecting with Old Buildings</b>	Emily Koller, Town Square Initiative and Texas Main Street Program, Texas Historical Commission	Debra Drescher, Texas Main Street Program, Texas Historical Commission	Sarah O'Brien, City of Bastrop	
<b>Economic Revitalization of Rural Main Streets through Placemaking and Walkable Design</b>	Ian Thomas, America Walks	Michael Wagler, Iowa Economic Development Authority	Rick Elumbaugh, City of Batesville	Gary Toth, Project for Public Spaces
<b>Every Day is Small Business Saturday on Main Street</b>	Terry Poe Buschkamp, Downtown Resource Center (Main Street Iowa) Iowa Economic Development Authority	Jim Miller, Historic Valley Junction Foundation (a Main Street Iowa organization)	Joe Jennison, Mount Vernon-Lisbon Community Development Group	Jayne Armstrong, US Small Business Administration, Iowa District Office
<b>Exploring Brain Gain in Small to Mid-size Communities: a Wisconsin Case Study</b>	Allyson Watson, University of Wisconsin-Extension			
<b>GAMSA: Taking your Community to the Next Level</b>	Steve Amraen, NMSC			
<b>Gentrification: What, Why, and How to Make a Place for All</b>	Della Rucker, Wise Economy Workshop	Derek Peebles, Director, Economics of Compassion	Mark Barbash, Council of Development Finance Agencies	

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<b>Growing Entrepreneurship in Disadvantaged Communities: Myths and Realities</b>	Della Rucker, Wise Economy Workshop	Derek Peebles, Director, Economics of Compassion	Anatalio Ubalde, SizeUp	
<b>Higher Ed Partners and How to Maximize the Relationships</b>	Marla Mills, Old Town Cape, Inc.	Dr. Steven Hoffman, Southeast Missouri State University	Dr. Carlos Vargas, Southeast Missouri State University	
<b>Historic Tax Credit Financing and Small Business Banking: Important Tools to Promote Successful Main Street Communities</b>	US Bank Representative, US Bank			
<b>Historic Tax Credits Revealed</b>	Renee Kuhlman, National Trust for Historic Preservation	Elizabeth Rosin, Rosin Preservation, LLC		
<b>Hope Is Not a Marketing Strategy</b>	Suzanne Perreault, Mercantile Events & Marketing	Stephanie Jones, Mercantile Events & Marketing		
<b>How to Fill Vacant Stores Using a Retail Challenge Contest</b>	Megan Tsui, Red Wing Downtown Main Street			
<b>How to Tell Your Brand Story</b>	Pamela Herrmann, CREATE Buzz			
<b>Insurance and Risk Management Concepts for Main Streets</b>	Kevin Sullivan, National Trust Insurance Services, LLC.			

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<b>Juggling Hats: Helping Your Local Preservation Commission Help You</b>	Dan Becker, NC Main Street & Rural Planning Center/NC Dept. of Commerce	Kate Singleton, Preservation Austin, Inc.		
<b>Keeping Your Businesses Healthy in the Age of Amazon</b>	Hilary Greenberg, Greenberg Development Services			
<b>Louisburg, Kansas Bright Future Plan: Enhancing Place and Sustainability through Community Planning</b>	Nicholas Kalogeresis, AICP, The Lakota Group	Cassandra Rice, The Lakota Group	Jean Carder, City of Louisburg	
<b>Main Street and the Municipality: Working Together for Enhanced Economic Growth</b>	Leigh Young, AICP, Michigan Economic Development Corporation/ Michigan Main Street	Karen Wieber, Michigan Economic Development Corporation	3 - 4 Community Panelists , 3 - 4 Panelists from Main Street and Redevelopment Ready Communities	
<b>Main Street Directors Roundtable</b>	Norma Ramirez de Miess, National Main Street Center, Inc.			
<b>Main Street Refresh: Defining and Implementing Transformation Strategies</b>	Leigh Young, AICP, Michigan Main Street / Michigan Economic Development Corporation	Michelle Audette-Bauman, Michigan Main Street / Michigan Economic Development Corporation	3 - 4 Panelists , 3 - 4 Main Street Communities	

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<b>Main Street Revitalization through Creative Community Collaboration</b>	Ian Brown, GTECH Strategies	Siena Kane, Hilltop Alliance	Maggie Negrete, The Brashear Association	
<b>Main Street: Advocacy in Action</b>	Renee Kuhlman, National Trust for Historic Preservation	Amy Hansen, Downtown Fond du Lac Partnership, Inc.	Malcom Johnstone, West Chester BID	
<b>Managing Main Streets in the Digital Age</b>	Ron Cook, distrx, Inc.			
<b>Manufacturing on Main: the Return of Small Scale Production</b>	Matt Wagner, National Main Street Center			
<b>Market Analysis Lite: Tastes Great, Less Filling!</b>	Kennedy Smith, Community Land Use + Economics Group, LLC			
<b>New Tools for Your State's Historic Preservation Toolbox</b>	Donna Ann Harris, Heritage Consulting Inc.	Katie Henry, Oregon Heritage, Division of Oregon Parks and Recreation Dept.		
<b>Painting the Town: Preserving Your Town's History Through Art</b>	Kelly Poling, Original Artworks by Kelly	Angela Poling, Original Artworks by Kelly	Micah Landes, Main Street Chillicothe	
<b>Planning for Success: the Key to Volunteer Recruitment</b>	Travis Brown, Rokusek			
<b>Preservation Made Practical on Main Street USA</b>	Ron Drake, Ron Drake Consulting			

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<b>Putting Equity at the Center: U.S. Bancorp Community Development Corporation's Diversity, Equity &amp; Inclusion (DEI) Initiative</b>	Steven Hoffman, MMSC			
<b>Real Estate Redevelopment 101 (Or Everything You Ever Wanted to Know about Redevelopment but Were Afraid to Ask)</b>	Joe Borgstrom, Place & Main Advisors, LLC			
<b>Replacement Storefronts: Can We Build Them to Last?</b>	John Sandor, National Park Service			
<b>Scaling Up Creative Placemaking: from Small Interventions to Large Installations</b>	Katie Meyer, Renaissance Covington	Jim Guthrie, Hub + Weber Architects	Cate Becker, BLDG Refuge	Joe Nickol, MKSK
<b>Signs as Lively Contributors to Streetscapes: Inspiration from History</b>	Sandor John, National Park service			
<b>Silver Moon Plaza: The Missing Piece to the Puzzle</b>	Russell G. Volmert, PLA, AICP Volmert, Arcturis, Inc.	Ben White, Main Street Chillicothe		
<b>Skip Flowers and Grow Vegetables on Main Street!</b>	Cindy Hicks, Ames Main Street Cultural District			

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<b>Small Projects, Big Payoffs: Main Street America™/1772 Foundation Pilot Project</b>	Lindsey Wallace, Main Street America/National Main Street Center	Ina McDowell, Texarkana Main Street Program	Sarah Jane Blankenship, Texas Main Street Program/Texas Historical Commission	Debra Drescher, Texas Main Street Program/Texas Historical Commission
<b>Standing Out in the Crowd: Leveraging Unique Community Assets to Create Awesome Events with Real Community Impacts</b>	Casey Woods, Emporia Main Street	Jessica Buchholz, Emporia Main Street		
<b>State Legislators: Friend or Foe? Tips on Building Relationships with Legislators to Create Sustainable Funding for Main Street</b>	Steven Hoffman, MMSC			
<b>Strategic Investments, Arts, Culture Help Redefine Downtown in "Lynn, Lynn the City of Sin"</b>	Amanda Maher, MassDevelopment	Noah Koretz, MassDevelopment	Joseph Mulligan, III, MassDevelopment	Al Wilson, Founder and Executive Director
<b>Strengthening Your Rural Downtown Organization</b>	Derek Lumsden, Osceola Chamber Main Street	Sarah Thompson, Hamilton Hometowns		
<b>Target the Right Customer and Know Your Niche</b>	Jacqueline Wolven, Main Street Eureka Springs/Do Good Work			

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<b>Tax Credits for Small Commercial Rehabilitations: Keeping it Simple</b>	John Sandor, National Park Service	Christine Johnston, Marks Nelson		
<b>The Convergence of Health, Place, and the Economy</b>	Lindsey Wallace, National Main Street Center			
<b>The Life Cycle of a Main Street</b>	Jon Stover, Jon Stover & Associates	Leslie Deacon, Jon Stover & Associates		
<b>The MarketPlace: Not Just Your Ordinary Pop-up Market</b>	Jill Tewsley, Milan Main Street	Jade Smith, City of Milan	Julie Kreilick, Hart Main Street	
<b>The Next Generation of Place-Makers and Entrepreneurs: Empowering Millennials and Gen-Z to Build Communities</b>	Kyle Meyer, Virginia Department of Housing and Community Development's Virginia Main Street	Jamie Goodin, Main Street Lexington	Stephanie Wilkinson, Main Street Lexington	
<b>The Nuts and Bolts of Good Display (Literally, Nuts and Bolts)</b>	Amy Meadows, Windows Matter			
<b>Top 10 Crowdfunding Success Strategies for Main Street Entrepreneurs</b>	Diane Wolverton, The Local Crowd	Kim Vincent, The Local Crowd		
<b>Top 10 Things to Know before You Buy an Historic Building</b>	Joy Coleman, TreanorHL	Christine Johnston, Marks Nelson		

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<b>Transformation Case Studies: Three Wyoming Communities</b>	Linda Klinck, Wyoming Business Council	Desiree Brothe, Cheyenne DDA/Main Street	Chad Banks, Rock Springs URA/Main Street	Jennie Melvin, Green River URA/Main Street
<b>Transforming Main Street into a Vibrant, Sustainable, Equitable Neighborhood</b>	Eric Corey Freed, organicARCHITECT			
<b>Upstairs Downtown</b>	Dan Carmody, Carmody Consulting	Mike Jackson, Mike Jackson, FAIA		
<b>USDA - Rural Development: We Can Fund That!</b>	Greg Batson, USDA - Rural Development			
<b>Using Authentic Foods to Transform a Commercial District</b>	Donna Ann Harris, Heritage Consulting Inc.	Stephanie Michel, North 5th Street Revitalization Project		
<b>Vacant to Vibrant: Tips for Filling Vacancies and Attracting Business</b>	Hilary Greenberg, Greenberg Development Services			
<b>Yes, You Can! Using Rehab Standards to Transform Your Community</b>	Barbara Howard, Stonebridge Learning, LLC			

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